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

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

"Quality" in TONE—DESIGN—FINISH—and MECHANICAL DEVICES.

The International Reputation of

Sonora

CLEAR AS A BELL

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

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

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

Canadian Distributors: I. Montagnes & Co., Toronto

279 BROADWAY
CARUSO'S GREAT VOICE EXPLAINED

London Throat Specialist Tells of Some of the Unusual Features of Noted Tenor's Throat—

Vocal Cords Unusually Long and Thick

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

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

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

"The capacity of vibration of the vocal cords is another most important factor, for the higher the note the more rapid must be the vibration. Caruso's voice was so strong that the powerful chest C sharp reached the phenomenal vibration for a man of 500 per second.

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

JOHN'S MUSIC CO. OPENS

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

The accompanying illustration shows the John's Music Co., of Lima, O., exclusive Victor dealers, which was formally opened last month. This is one of the most beautiful establishments in the city and the sales organization is equal to any in the state.

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

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

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

NEW STORE TO OPEN IN ALBANY

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

OPENS EXCLUSIVE BRUNSWICK SHOP

FRANKFORT, N. Y., September 19.—Chris Chapman's Brunswick Shop is to be opened here this week. Mr. Chapman handles Brunswick machines exclusively.

The Talking Machine World

Vol. 17. No. 10

New York, October 15, 1921

Price Twenty-five Cents

NATIONAL PUBLICITY CAPITALIZED

How Talking Machine Men May Utilize the Advantages of the National Publicity

They Handle—Some Hints Worth Adopting

Retail dealers in the talking machine field might make profitable use of an idea put into execution by a retail dealer in the field of electrical merchandising. This retailer clips the advertising material of the manufacturers, and from these he prepares advertisements for use by his dealers. These advertising materials are especially cut and pasted to the dealer's liking, and all advertising is in accordance with the local conditions. The advertising board is cut to conform to the dimensions of the advertising to be posted. Advertising material is cut, pasted, and arranged in accordance with the local conditions. The advertising is all typeset in the same size and style of type, and all are eighteen by twenty-two inches. If the pages are tipped on the mat board they will not warp it, and they may be replaced with later advertisements. When one thinks of the millions of dollars spent annually by national advertisers in the talking machine industry it seems possible that the retailers can go a long way further than they are at present doing to capitalize this publicity. These cards can also be used in the demonstration booths and other parts of the interior of the store.

SELL VOCALION IN NEW YORK STATE

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

Syracuse, N. Y., October 5.—Charles D. McKinnon, who has had long experience in the talking machine field, having at one time operated a chain of retail stores and more recently New York State representative for a prominent line of machines and records, has been appointed to look after the Vocalion and Vocalion record interests in New York State for the Acrograph Co. He will make his headquarters in this city and work in co-operation with the newly appointed Vocalion jobbers, the Gibson-Snow Co. Mr. McKinnon is well known throughout the territory and is expected to do some excellent work in the interests of the Vocalion.

CATERING TO THE KIDDIES

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

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

S. DAVENPORT MADE MANAGER

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

TO MANUFACTURE RECORDS

The Harmony Recording Laboratories, for the making of talking machine records, has been granted a charter of incorporation, under the laws of the State of Delaware, with a capital of $150,000. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Allen, Aspinwall, Pa.; and W. Crow, of Pittsburgh, Pa.
Making Your Local Advertising and Window Displays Co-ordinate Effectively :: By R. A. Hardy

Without doubt the two most important forces for drawing business into your store are your advertising and your window displays. It is impossible to say which of these two factors is the more important. Either advertising or window display, rightly used, will stimulate sales. If each is effective alone, when both work together, instead of their efficiency being doubled, it is multiplied.

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

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

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

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

She recalls, “Oh, yes; there are the things that were advertised last night. I must see them.” A good salesman in the store completes the sale.

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

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

The Three Chief Points

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

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

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

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

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

An Effective Combination

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

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

One of the most direct ways is by showcards in your window that use the same headlines that appear in your advertisement. The same headline, repeated on the most prominent showcard in the window, introduces to the customer the thought of the prospective customer the fact that he has been favorably impressed by the same appeal in the newspaper advertisement. A good headline therefore, serves as an introduction.

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

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDingly LOW PRICES

Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Shipment can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guarantee our NYACCO albums as to quality, construction and expedientive deliveries.

Don’t wait for the rush season to place your orders!

Order now for fall and winter delivery.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

New York

23-25 Lispenard Street

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

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

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

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

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

**Victor Wholesalers**

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
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<tbody>
<tr>
<td>Albany, N.Y.</td>
<td>Guilder Hair Co., Inc.</td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>Elyea Talking Machine Co.</td>
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<tr>
<td>Baltimore, Md.</td>
<td>Cohen &amp; Hughes</td>
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<tr>
<td>Boston, Mass.</td>
<td>Oliver Dixon Co.</td>
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<tr>
<td>Brooklyn, N.Y.</td>
<td>The M. Seibert &amp; Sons Co.</td>
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<tr>
<td>Buffalo, N.Y.</td>
<td>Curtis N. Andrews</td>
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<tr>
<td>Burlington, Vt.</td>
<td>American Phonograph Co.</td>
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<td>Butte, Mont.</td>
<td>Orion Bros.</td>
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<tr>
<td>Chicago, IL</td>
<td>Lyons &amp; Frey</td>
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<tr>
<td>Cincinnati, O.</td>
<td>The Budleigh Weatherly Co.</td>
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<td>Cleveland, O.</td>
<td>The Cleveland Talking Machine Co.</td>
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<tr>
<td>Columbus, O.</td>
<td>The Perry E. Whitto Co.</td>
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<td>Dallas, Tex.</td>
<td>Sanger Bros.</td>
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<tr>
<td>Denver, Colo.</td>
<td>The Knight-Campbell Music Co.</td>
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<td>Des Moines, la.</td>
<td>Michel Bros. Co.</td>
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<td>Eads, N.Y.</td>
<td>Eads Avro Co.</td>
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<td>Honolulu, H.</td>
<td>Bergstrom Music Co., Ltd.</td>
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<td>Houston, Tex.</td>
<td>The Talking Machine Co.</td>
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<td>Indianapolis, Ind.</td>
<td>Stewart Talking Machine Co.</td>
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<td>Jacksonville, Fl.</td>
<td>Florida Talking Machine Co.</td>
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<td>Kansas City, Mo.</td>
<td>L. W. Jordan Sons Music Co.</td>
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<td>Los Angeles, Cal.</td>
<td>Sherman, Clay &amp; Co.</td>
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<td>Memphis, Tennesoe</td>
<td>O. K. Hoeck Piano Co.</td>
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<td>Milwaukee, Wis.</td>
<td>Budger Talking Machine Co.</td>
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<td>Minneapolis, Minn.</td>
<td>Beckwith, O'Neill Co.</td>
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<td>Mobile, Ala.</td>
<td>Wm. H. Reynolds</td>
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<td>Newark, N.J.</td>
<td>Collings &amp; Co.</td>
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<td>New Haven, Conn.</td>
<td>The Burton Gallo-Creamer Co.</td>
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<td>New Orleans, La.</td>
<td>Philip Werlein, Ltd.</td>
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<td>Empson Bros.</td>
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<td>Charles H. Dent &amp; Co.</td>
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<td>Riedelbrock Talking Mn' Co.</td>
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<td>Musical Instrument Sales Co.</td>
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<td>Ormes, Inc.</td>
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<td>John E. Prussell Co.</td>
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<td>Omaha, Nebr.</td>
<td>Sears, Roebuck &amp; Co.</td>
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<td>Philadelphia, Pa.</td>
<td>Loewe Brothers, Inc.</td>
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<td>The George A. Ortmann Co.</td>
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<td>Pennophograph Co., Inc.</td>
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<td>The Talking Machine Co.</td>
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<td>H. S. Weymann &amp; Son, Inc.</td>
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<tr>
<td>Pittsburgh, Pa.</td>
<td>W. F. Frederick Piano Co.</td>
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<td>C. C. Mollor Co., Ltd.</td>
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<tr>
<td>Portland, Me.</td>
<td>Cerny &amp; Allen, Inc.</td>
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<tr>
<td>Portland, Or.</td>
<td>Sherman, Clay &amp; Co.</td>
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<tr>
<td>Richmond, Va.</td>
<td>The Corby Co., Inc.</td>
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<tr>
<td>Rochester, N.Y.</td>
<td>E. J. Chapman</td>
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<tr>
<td>Salt Lake City, U.</td>
<td>The John Elliott Clark Co.</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>Korber Brothers Music Co.</td>
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<td>Syracuse, N.Y.</td>
<td>W. D. Andrews Co.</td>
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<td>Toledo, O.</td>
<td>The Toledo Talking Machine Co.</td>
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<td>Washington, D.C.</td>
<td>Cohen &amp; Hughes</td>
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**Victor No. 90, $125**

Mahogany, oak or walnut.

**Victor No. 130, $350**

Mahogany or oak.

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**Victor Talking Machine Co.**

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

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

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

Using Reprints of Advertisements
You can secure reprints of your newspaper advertisements at small cost to feature in this way. If you can get them printed on coated paper instead of the regular newspaper they will be more suitable for display work. It may be possible to get blueprints or photo-stats, which will show your advertisements in enlarged size. In any form the display of your advertisements in your window adds materially to their circulation. Other copies of your advertisements may be used to connect up your interior displays with the rest of the campaign. Reprints should also be distributed among your salespeople so that they will be fully informed about the merchandise that is being promoted.

The Value of Price Tickets
Of course, the same prices should be featured in the window as well as in your advertising. A plan of this nature is not without a letter without a date. The thing that the salesperson most wants to know is left out. As a general proposition the first thing a window display man needs to do in preparing a window is to get ready an adequate supply of price cards which should be used liberally. It is a good plan to make price cards tell a story besides simply the price. For instance, a few lines describing the selling features of the product followed by the price will prove more effective than the price alone. Price tickets that show the supposed former price neatly crossed out and the reduced price below have been used so often that the public places little reliance in them.

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

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

SALES MEETINGS AT LOESER'S
W. H. Bishop, Manager of the Talking Machine Department, Increases Efficiency of Staff by Teaching Salesmanship

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

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

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

LIBERTY PHONOGRAPH CO. FORMED

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

NEW GRANBY AGENCY IN ALLIANCE

J. Johnson, well-known music dealer of Alli- ance, O., recently announced that he has secured the agency for the Granby phonograph. To give the news the widest publicity Mr. Johnson arranged for the parade of a band through the city streets. Banners and literature were distributed en route, setting forth the Granby qualities in detail.
October 15, 1921

THE TALKING MACHINE WORLD

Victor Supremacy

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

Victor supremacy means retailer success.

"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 coordinated 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.
The Talking Machine World

MARKED IMPROVEMENT EVIDENT IN BUSINESS

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

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

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

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

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

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

AGRARIAN FIELD NOT PROPERLY DEVELOPED

A survey recently conducted by the University of Wisconsin covering Dane County, Wis., indicated that of the 6,217 farm houses in the county only 1,027, or 16.6 per cent, are supplied with talking machines. The survey also showed that machines owned were of many different makes, the largest percentage of the business secured by one manufacturer being 28 per cent.

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

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

WHY NOT CAPITALIZE THE RECORD ARTIST?

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

The trouble seems to be that not enough dealers take advantage of the opportunity to connect up their establishments with the appearance of some particular artist in their own home towns. Not only are many concert artists closely identified with talking machine records, but various orchestra groups, and particularly vaudeville and musical comedy stars, are also becoming well known through their recordings.

The dealer in a city of 25,000 or more will, upon investigation, find that hardly a month passes without one or more of the record artists coming to his particular city in the course of a professional tour. The big companies send out advance lists of dates on which their concert artists will appear in various cities, but by going after the vaudeville people and recording artists of that type the dealer will find his field much broadened.

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

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

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

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

SOME SELLING POINTS OF PRACTICAL VALUE

In the World this month is reproduced a paper read before the Music Merchants' Association of Ohio at the convention of that body in Columbus last month by C. C. Baker, recognized as the most successful exclusive music roll dealer in the country, and who more recently has been handling records. Mr. Baker confines himself to...
rolls and records alone and does not handle player-pianos or talking machines. Though his remarks concern music rolls particularly, the same selling rules apply to records and a study of his methods will go far to help the average dealer in solving the problem of the unused talking machine, the instrument of which the owner has become tired through lack of interest in records.

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

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

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

**COMBINED EFFORT IN SALES PROMOTION PAYS**

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

The closer co-operation between the distributor and the dealer in the matter of sales promotion—one of the several progressive plans recently inaugurated by a number of talking machine jobbers—is a move distinctly in the right direction. Experts have been engaged to visit dealers for the purpose of showing how to work up prospect lists, supply them with suitable sales literature, including special letters to fit the dealer's local requirements, and other sales suggestions and aids are furnished and arranged so simply and effectively that they can be utilized along the most logical channels for distribution.

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

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

**ONE PEARSALL DEALER writes:**

Gentlemen:

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

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

but

Ask any Pearsall Dealer, he will tell you

"Desire to Serve Plus Ability."

10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSALL COMPANY DISTRIBUTORS
Announcing Reductions of Commanding Importance on Entire Cheney Line

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

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

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

Cheney Talking Machine Company, Chicago

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

(Hayward Cleveland, the writer of this article, has had many years experience in the retailing field, and thus has a unique and interesting view of the talking machine industry—manufacturer, promotion of merchandise, and sales. He has been in constant touch with the retailer's viewpoint and knows wherein he speaks.

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

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

Any plan for pyramiding sales that presumes upon the unlimited extension of good times beyond the inevitable day of retraction—that calculates upon a larger market yet to be created, and this quite beyond that which all reason would dictate as possible, or at all probable, and the whole fundamental confusion system absolutely stimulatizing to the salesman, in that greatly enlarged prospective returns are dangled before his eyes—forward the day of reckoning that the unsoundness of the proposition invites.

The road salesman, in his eagerness to sell, should be carefully schooled against any overstatements as to the merit or popularity of his wares or prospective shortage in machines and records. Otherwise he, his house and the manufacturer are going to get in bed with the dealer, for the consequent overstocking will produce a state of mind in the dealer difficult to eradicate. This is all so short-sighted.

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

The road salesman should not merely sell goods. He should study his client, that client's territory, store, sales and display methods and maintain an attitude of helpful suggestiveness that will win his heart and confidence. He should seek and point out to him opportunities for increasing his trade. From his storehouse of experience he should draw forth thoughts and advice that, unostentatiously conveyed, will help his client in many ways. There is so much to this idea that it cannot be expressed in few lines. It is infinite in its possibilities and will well repay exhaustive study.

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

THE APPEAL TO THE WOMAN

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

ROOM FOR BETTER ADVERTISING

Attention-getting Value of Publicity Well Developed, Record Retailer, Declares an Authority on This Triive Subject

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

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

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

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

THE TALKING MACHINE WORLD

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.
Victor Wholesale
138 West 124th St.
New York City
The Biggest Season for in the World—

Exclusive Columbia Artists

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

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

Instrumentalists
Eddy Brown
Pablo Casals
Percy Grainger
Josef Hofmann
Sascha Jacobson
Duci di Kerekjarto
Toscha Seidel
Raoul Vidas
Eugen Ysaïe

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

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

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

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

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

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

Exclusive Columbia Artists

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

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

GRAFONOLA
The Time Is Ripe Right Now for Big Granby Sales

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

Make the Granby Your Leader

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

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

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

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

GRANBY PHONOGRAPH CORPORATION
LEVY BUILDING
NORFOLK-VIRGINIA
Thanksgiving Talking Machine Publicity as a Means of Stimulating Business :: By W. B. Stoddard

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

An ideal Thanksgiving... Goodness! How we are looking forward to the Smith house! Each year it has been our custom to spend Thanksgiving with them. Do I remember that wonderful Thanksgiving day! with gravy and all the trimmings... What a joy to go in! The Rhodes-Burford Co.

This unique ad was complemented with a Harvest window that attracted the attention of all who passed. In the background were branches and vines, turning to red and brown, while the floor was covered with corn stalks and dead leaves, among which were a dozen large pumpkins, each having painted on it in black an advertisement of the talking machine handled. In the background was a scaterecrown, with a jack o' lanterns, lighted at first for a head. At one side was a shock of corn staked with a big, lighted jack o' lantern in the center. Scattered over the field were three phonographs, while records were set against each of the pumpkins.

Hold Harvest Festival

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

You will, of course, want some new records with which to entertain your friends on Thanksgiving, so see them for all make of machines.

Harvest Home Concert

Each Friday evening in November, commencing at seven o'clock, the store will have a chance to hear all the new and many of the old records, and a part of each concert will be given over to "requests" numbers.

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

Provides Music for Thanksgiving

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

What music do you wish for Thanksgiving?

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

Gennett Record a Souvenir

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

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

L. J. Shover, of Utica, N. Y., opened an exclusive Victrola shop in that city recently.
THE only claim the Gilbert Bobolink has to the Toy World is its appeal to children. It is more than a toy—a practical phonograph delicately proportioned to child size. Truly a thing of beauty with an irresistible appeal to men, women and children.

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

**Gilbert Bobolink Books**

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

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

*Send for catalog and prices.*

**The A. C. Gilbert Company**

460 Blatchley Ave., New Haven, Conn.

GENERAL SALES OFFICE

200 FIFTH AVE., NEW YORK CITY

Bobolink Books are packed in folding Mailing Wrapper with 2 double-faced Records
Securing Talking Machine Business Through Use of Uncle Sam's Postage Stamps

By D. C. Baird

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

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

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

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

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

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

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

All of us have received hundreds of such letters—letters from all manner of merchants wanting to sell us all manner of merchandise. Invariably, almost, we read the heading—"Dear Sir" or "Dear Madam"—and toss the letter into the waste basket. Why? Because we know as soon as we see that impersonal greeting that it is an advertisement and we are not particularly interested. There is nothing about it to comply with the first fundamental principle of advertising; it does not attract the attention.

Sometimes it isn't even necessary to read the salutation of the letter. Many such efforts are sent out in sealed envelopes, under one-cent postage, and we know what they are without the trouble of removing the sheet from its container. Very few people care to read general, unsolicited advertising matter. There is too much of it, for one thing. Someone is forever trying to sell us something, and we don't care to buy just now. We are on the defensive, and it is a very easy matter to just toss this second-class mail matter into the waste basket.

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

It costs more to type in the prospect's name and address and to send the letter under first-class postage, but if one is going to undertake a direct-mail campaign at all it would seem the part of reason to spend a little more and use methods that have at least some chance of meeting with success. A letter bearing a two-cent stamp on the envelope and addressed to one person by name at the head of the sheet will command one's attention and will receive a respectful reading; the other kind will not.

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

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

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

Getting Human Interest Into Letters

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

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

What results would such a letter be likely to secure? A large motor car manufacturer is at present sending out letters that begin just like that, with

(Continued on page 18)
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

Yes, Price is one point.
But so is Quality another point.
Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equaled in Quality. They give permanent satisfaction to the user. Please your customers. Write us for price list.

SELECTING THEIR FAVORITES
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA

THE PERFECT PLAN

GETTING BUSINESS BY DIRECT MAIL

(Continued from page 12)

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

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

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

Dear Mrs. Brown,—Have you noticed how "trimmers" habit of record getting? Several little marks in it, too, if I remember correctly.

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

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

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

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

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

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

You see, they were going to have company that night—some young folks all full of youthful energy—and she was sure that they would want to dance. Just a few nights before she had been at a little party over at a neighbor's and they had enjoyed themselves very much in dancing to the music of the photograph. But she didn't have a phonograph. She had a lovely piano, but she couldn't play it and dance at the same time, and besides the piano wasn't nearly so well fitted for producing dance music. And somehow she thought the company might think—well, you know how women are about these things. I wonder why men don't think more about the equipment of the home anyway.

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

While this letter does not mention the recipient's wife by name in the first sentence or elsewhere, it does mention some woman and it goes right on to make a direct appeal to the masculine sympathy—"She" was about to cry. Such a letter will be read, no doubt about that. The friendly tone of the letter, the personal, helpful suggestiveness of it, will evoke a chuckle, maybe, but it will move the recipient to sentimental thoughtfulness, too.

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

The Mailing List

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

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

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

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

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

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

BOSSON ALBUNS ARE MADE RIGHT

Patented 1914

Patented 1914

BOSTON ALBUNS are made TO SATISFY YOUR MOST EXACTING CUSTOMERS. This means that Boston Albums are made right and have been since they were Patented and introduced to the Trade in 1914. They have never been equalled.

We invite you to send for samples of our four new models—all made right.

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

November Bulletin

50001
12-in. $1.50
I HEAR YOU CALLING ME—Tenor with Orchestra, John McCormack

50004
12-in. $1.50
THE GREEN ISLE OF ERIN—Tenor with Orchestra, John McCormack

50005
12-in. $1.50
CELESTE AIDA (From "Aida")—Tenor with Orchestra, John McCormack

50006
12-in. $1.50
MY DARK ROSALEEN—Tenor with Orchestra, John McCormack

50007
12-in. $1.75
BARRIERE DI SIVIGLIA (A Little Voice I Hear) (Rossini)—Soprano (in Italian) with Orchestra, Marina Campanari

50008
10-in. $1.25
LOHEGRIN (Dost Thou Breathe the Incesent?) (R. Wagner)—Tenor (in German) with Orchestra, Hermann Jadlowker

50009
10-in. $1.00
MINUET (Boccherini) — La Scala Orchestra

50010
10-in. $1.00
CAVALLERIA RUSTICANA ( Mascagni) — Intermezzo, La Scala Orchestra

50012
10-in. $1.25
VISION (Drolla)—Violin Solo, Piano Accomp. Jan Kubelik

52002
12-in. $1.50
ZAPATADO (Sarasate)—Spanish Dance—Violin Solo, Piano Accomp. Jan Kubelik

72002
10-in. $1.25
LE LUTHIER DE CREMONE (Hubay)—Violin Solo, Franz Von Vecsey

8010
10-in. $1.25
AL FRESCO (Victor Herbert)—Intermezzo, Henry Hadley’s Symphony Orchestra

1016
10-in. $1.25
BALLENT OF THE FLOWERS (Henry Hadley)—Soprano, Heather Henry, Henry Hadley’s Symphony Orchestra

MELON TIME IN DIXIELAND—Male Quartette with Orchestra, Shannon Four

WHEN THE AUTUMN LEAVES BEGIN TO FALL—Tenor and Male Quartette with Orchestra, Lewis James-Shannon Four

JANE—Male Trio with Orchestra, Crescent Trio

I WONDER IF YOU STILL CARE FOR ME—Tenor with Orchestra, Lewis James

FRANKIE—Tenor with Rega Orchestra, Billy Jones

DAISY DAYS—Male Quartette with Orchestra, Shannon Four

TAINT NOTHIN’ ELSE BUT JAZZ—Contralto with Rega Orchestra, Aileen Stanley

MANDY N’ ME—Contralto with Rega Orchestra, Aileen Stanley

DADDY, YOUR MAMA IS LONESOME FOR YOU—Popular Blues, Mamie Smith and Her Jazz Band

SAX-O-PIONEY BLUES—Popular Blues, Mamie Smith and Her Jazz Band

* * *

5340
16-in. 85c.
ON THE CAMPUS—March, Conway’s Band

5341
16-in. 85c.
DAUGHTERS OF THE AMERICAN REVOLUTION, Conway’s Band

5403
10-in. 85c.
HONOLULU HONEY—Hawaiian Guitars-Marimba, Ferera-Franchini-Green

5404
10-in. 85c.
SWEET HAWAIIAN GIRL OF MINE—Hawaiian Guitars-Marimba, Ferera-Franchini-Green

5412
10-in. 85c.
CHAIN GANG BLUES—Octo-Corda Solo, Sam Moore

5413
10-in. 85c.
LAUGHING RAG—Octo-Corda Solo, Sam Moore

5414
10-in. 85c.
OH JOY!—Toddle Dance, Harry Raderman’s Jazz Orchestra

5415
10-in. 85c.
I.L.O.—Fox-trot, Harry Raderman’s Jazz Orchestra

5416
10-in. 85c.
MULE BLUES—Fox-trot, Tampa Blue Jazz Band

5417
10-in. 85c.
BAD LAND BLUES—Fox-trot, Tampa Blue Jazz Band

5418
10-in. 85c.
BRONCHO TROT (Tom Mix)—Fox-trot, Hager’s Dance Orchestra

5419
10-in. 85c.
OLD BLUE (Tom Mix)—Waltz, Hager’s Dance Orchestra

5420
10-in. 85c.
WHY, DEAR?—Fox-trot, Harry Raderman’s Jazz Orchestra

5421
10-in. 85c.
HARDINGO—Persian Fox-trot, Rega Dance Orchestra

5422
10-in. 85c.
WHEN THE SUN GOES DOWN—Fox-trot, Green Bros. Novelty Band

5423
10-in. 85c.
UP IN THE CLOUDS—Medley Fox-trot, Rega Dance Orchestra

5424
10-in. 85c.
FOOLING ME—Fox-trot, Market’s Orchestra

5425
10-in. 85c.
SOUTH SEA ISLES—Medley Fox-trot, Market’s Orchestra

5426
10-in. 85c.
AMONESTRA—Fox-trot, Rega Dance Orchestra

5427
10-in. 85c.
TI-O-SAN—Fox-trot, Rega Dance Orchestra

* * *

5431
10-in. 85c.
WHEN THE HARP THAT ONCE THROUGH TARA’S HALL RINGS AGAIN WITH FREEDOM’S GLORY—Tenor with Orchestra... Gerald Griffin

5432
10-in. 85c.
IN THE VALLEY NEAR SLEVENAMON—Tenor with Orchestra... Gerald Griffin

5433
10-in. 85c.
I HOPE I MAY JOIN THE BAND—Negro Spiritual, Norfolk Jubilee Four

5434
10-in. 85c.
WHO BUILT THE ARK?—Negro Spiritual, Norfolk Jubilee Four

5435
10-in. 85c.
I’M LOOKING FOR A BLUEBIRD—Contralto with Rega Orchestra... Vaughn De Leath

5436
10-in. 85c.
MY DADDY—Contralto with Rega Orchestra, Vaughn De Leath

5437
10-in. 85c.
BRING BACK MY BLUSHING ROSE—Tenor with Orchestra, Sam Ash

5438
10-in. 85c.
LEARN TO SMILE—Tenor with Orchestra, Sam Ash

5439
10-in. 85c.
I WANT MY MAMMY—Contralto with Rega Orchestra... Aileen Stanley

5440
10-in. 85c.
TUCK ME TO SLEEP IN MY OLD KENTUCKY HOME—Tenor with Rega Orchestra... Billy Jones

5441
10-in. 85c.
MELON TIME IN DIXIELAND—Male Quartette with Orchestra, Shannon Four

5442
10-in. 85c.
WHEN THE AUTUMN LEAVES BEGIN TO FALL—Tenor and Male Quartette with Orchestra, Lewis James-Shannon Four

5443
10-in. 85c.
JANE—Male Trio with Orchestra, Crescent Trio

5444
10-in. 85c.
I WONDER IF YOU STILL CARE FOR ME—Tenor with Orchestra, Lewis James

5445
10-in. 85c.
FRANKIE—Tenor with Rega Orchestra, Billy Jones

5446
10-in. 85c.
DAISY DAYS—Male Quartette with Orchestra, Shannon Four

5447
10-in. 85c.
TAINT NOTHIN’ ELSE BUT JAZZ—Contralto with Rega Orchestra, Aileen Stanley

5448
10-in. 85c.
MANDY N’ ME—Contralto with Rega Orchestra, Aileen Stanley

5449
10-in. 85c.
DADDY, YOUR MAMA IS LONESOME FOR YOU—Popular Blues, Mamie Smith and Her Jazz Band

5450
10-in. 85c.
SAX-O-PIONEY BLUES—Popular Blues, Mamie Smith and Her Jazz Band

* * *
EXTENDS ACTIVITIES IN THE SOUTH

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

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

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

DUNCAN-SCHELL ADDS VICTOR LINE

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

NEW DEPARTMENT IN COLUMBUS, O.

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

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

VICSONIAS FOR EXPORT TRADE

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

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

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

BORROW MONEY FROM YOUR BANK

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

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

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

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

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

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

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

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

DUO-TONE COMPANY, INCORPORATED

Sale Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)
NEW HAVEN, Conn., September 21—The A. C. Gilbert Co., producer of the Gilbert Bobolink talking machine and Bobolink Books, inaugurates Great Holiday Campaign on These Products

NEW YORK DEALER IN VIRGINIA
A. H. Goodman & Bro. Take Over Victor Department of Hutchins Bros. at Portsmouth

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

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

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

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

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

TONE ARMS for Portable Machines
TONE ARMS for Medium Priced Machines
TONE ARMS for High Grade Machines

Quantity prices from $2 up, including sound box

Will make specially designed tone arm and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phonograph Parts Corp.
145 West Forty-fifth Street
New York City
HEAR
THE EXCELLENT
NEW RELEASES
BIG SELLERS

WORLD KNOWN
EXTENSIVE
REPERTOIRE
POPULAR—OPERATIC
CLASSICAL and ARTISTIC

SELECTED VARIETY OF OUR WELL-KNOWN
FOREIGN LANGUAGE RECORDS

GERMAN  ITALIAN  POLISH  BOHEMIAN  DANISH
SWEDISH  NORWEGIAN  SERBIA  HUNGARIAN  BULGARIAN
JEWISH  GREEK  TURKISH  ARABIAN  SYRIAN

Ask for Our Catalogues of Foreign Language Records
and
CELEBRATED ARTISTS’ SELECTIONS
BIG PROPOSITION FOR DISTRIBUTORS

American Odeon Corporation
100 WEST 21ST STREET
NEW YORK
Add to the Paul Biese Trio’s playing of the fox-trots “I Ain’t Nobody’s Darling” and “Frankie and Johnny” a dash of ginger in the solos of Frank Crumit and you have a big bid for popular appeal.

To sell it—play it. A-3459.

Columbia Graphophone Co.
NEW YORK

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

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

In his last interview Caruso emphasized again the fact that he appreciated the reproducing qualities of the talking machine sufficiently to use it for the study of his own voice, and is credited with saying: “I, Enrico Caruso, am never satisfied with myself. It seems to me that I have not reached that technical perfection for which I have been seeking for years. You saw me yesterday on this terrace while the gramophone was executing some songs of mine. While I was listening to them I was criticizing the tenor Caruso. I hope you heard me? I was noticing, year after year, the progress made toward that equality of voice, that intensity of vibration, that equilibrium of the respiratory dynamics and finally that spontaneity for which I wish—all those things which are necessary when you really want to sing properly. And I do not think that I have reached the limit of my desire. How, then, can I be satisfied with you, even should you be a phenomenon?”

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

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

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

OKeh Records
Unequaled in
HITS - OPERAS - INSTRUMENTALS
Dance selections played by nationally famous orchestras.
Songs by popular singers—known to theatre and concert patrons.
Arias from favorite operas sung by opera singers internationally celebrated.

These Are Some of the Reasons Why
OKeh Records
Are Known As “The Record of Quality”
KENNEDY-GREEN COMPANY
(DISTRIBUTORS)
1865 Prospect Avenue
Cleveland, Ohio
Communicate with us at once for agency in open territory
The Proper Method to Pursue in Making Sales to Your New Customers

:: By Frank V. Faulhaber

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

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

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

At one point of the transaction the talking machine dealer was almost impelled to rush out from where he stood and accord the new salesman some assistance. He was dissuaded from this course, for he rightly contended the new man had begun the sale and it was his duty to terminate it. It should have proved an unwise policy, also, had he intervened, for he would have weakened the salesman's confidence.

What chagrined the talking machine dealer most was the fact the three young women went out of the store, after considerable time had been consumed, with but one lone record. "Too much time," he thought to himself, "and not enough sales!" He thereupon strode to the front where the salesman was now replacing the records he had withdrawn from the racks. He cleared his throat, an effort that invariably preceded an important speech. The action was rightly interpreted by the salesman, who turned about apprehensively.

"You didn't play your part any too well that time, Mr. Ripley," began the talking machine dealer. "I didn't like that transaction at all! I'm certain, had I been in your place, I should have developed different results. I want to show you how you could have made better sales had you put forth the proper effort.

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

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

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

"When that young woman asked you for cer-

(Continued on page 25)

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

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 thumbwheel and is instantly adjustable. Tone has free and unimpeded passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

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

The TALKING MACHINE WORLD
New Gennett Record Delights for October

ONE KISS (Vaudeville)............. The Lind Orh.
4782
1 I-O-SAN (Vaudeville) (Organ-Corps) Green Bros. Noveltly Bond
4772
2 ON JOY! (Orange).............. Faddeux's Minneapolis Orh.
3460
3 LISTENING (Vaudeville) (Ball-Player) Faddeux's Minneapolis Orh.
3460
4 WANNA WHEN I WANNA—YOU NO WANNA? (Funk) Arthur Fields, Tracer
4770
5 BE YOURSELF (Mitchell-Camb.-Paley) Billy Jann, Tracer
4770
6 OH! BROTHER, WHAT A FEELIN' (Cook) Ernest Hall, Baritone
3272
7 I MAKE MYSELF (DeWitt-White) Ernest Hall, Baritone
3272
8 LAUERMANN ................. George P. Watson, Tenor
4770
9 ME, LE, HI LO ................ George P. Watson, Tenor
4770
SUNFLOWER DANCE (MacGlynn) - Mia REske, Whistler
4721
10 LION O'BAL (Gibbs) ...... Green Bros. Noveltly Orh.
4721
11 AUNT HAGER'S CHILDREN'S BLUES (Mendelssohn) Edna's Black Arts
4721
12 SHAKE IT AND BREAK IT (Chisholm) Elsie's Black Arts
4721
13 SATURDAY—Intro.: Bunny Days (Mitchell-Black). The Lone Orh.
4721
14 WHEN THE SUN GOES DOWN (Whitney) Green Bros. Novelty Bond
4721
15 THE RAGGEDY MAN (The Dolly Boy) Clarion Whistling Tunes
4721
16 OUT TO OLD AUNT MARY'S (James Whitcomb Riley) Mary Hancock, Rhythm
4721
17 MY DADDY (McMurrin-Gibson-Whitney) Elsie's Show, Baritone
4721
18 DOWN YONGER (Gibbs) The Chromatics, Orh. Art.
MAKING SALES TO NEW CUSTOMERS

(Continued from page 23)

tain records you showed your impatience when you didn't find them immediately. That's a bad thing to do! You've got to get over it; the quicker the better. The thirty-five year old young woman who would not have been surprised to hear you say, "I know we've got a number of booths here! Why didn't you suggest to the young woman that they hear a few of the numbers?" I'm sure if you had done this you should have sold more records. As it was you pulled down about fifty of them and sold but one of them! Those three young women may think we have no booths here at all, and won't think they're apt to get their patronage elsewhere from now on.

"I can't blame them!" "I'm afraid you're not very observant. Anyone who has used his powers of observation should have noticed that while you were showing the records one of the young women found in a machine of a brand entirely different from the one you had been selling her. She said, "That's all we now know of her desires. If she does decide to buy a machine she may conclude it's the wrong machine to go to. That's a possibility, and to us a losing one! Buying our merchandise is one thing; an entirely different factor is the selling end. We've got to jump up on both, otherwise we might as well close this store and throw the key away!"

"You could easily have learned the names and addresses of those three young women, whether they all thought alike or not, whether they're apt to get the right kind of machine desired. You will often find sales are made that way which ordinarily would never result. Keep a customer in ignorance of your goods and you will never be the wiser. And so long as such a condition prevails you're going to make mighty few sales—let me tell you that!"

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

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

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

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

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

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

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

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

A New Oro-Tone Product
3-D Arm. O-3 Reproducer

The arm is adjustable in length from 7½ to 9 inches.

Made to meet the demand for a dependable Arm and Reproducer at a low price.

SEND FOR SAMPLE

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

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

Quality

The "VICSONIA" Reproducer

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

Fitted with permanent jewel point. No loose parts. Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

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

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

VICSONIA MFG. CO., Inc.
313 E. 134th STREET
NEW YORK, N. Y.
One sure way to make customers stop, look and buy is to "dress up" your windows with the new Columbia Window Strip Transparencies. They work night and day. Ask your Dealer Service Man.

COLUMBIA GRAPHOPHONE CO.
NEW YORK

Clever Collection Stunt

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

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

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

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

RESS Bros. Dissolve Partnership

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

S. A. Atkins to Build

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

Hardwick Music Store Opens

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

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

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

New Store in Galveston, Tex.

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

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

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

Vocalions at Toronto Fair

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

Toronto, Ont., October 1.—The Seythes Vocalion Co., Ltd., manufacturer and distributor of Vocalions and Vocalion records, at 29 Alice street, this city, had an elaborate and interesting display of Vocalions and Vocalion records at the Toronto Fair recently. The display in-
Emerson Picture Records
by Emerson Entertainers
No. A100 Little Red Riding Hood
Story with Animal Imitations
The Three Bears
Story with Animal Imitations
No. A101 Mother Goose Rhymes
With Song Accompaniments
No. A102 Mother Goose Rhymes
(2nd Series)
With Song Accompaniments
75c. Each
**WURLITZER BUSINESS EXPANDS**

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

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

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

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

**DESNoyer WINS EDISON PRIZE**

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

Frank E. Meredith, proprietor of the Columbus Music Co., of Boston, Mass., has filed a petition in bankruptcy. Liabilities are $4,299.35.

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**DEATH OF JOSEPH C. KEMPf**

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

Utica, N. Y., September 29—Joseph C. Kempf, founder of the firm of Kempf Bros., prominent piano and music dealers of this city, and one of Utica's leading business men, died at his home in this city on September 28, following a lengthy illness. Mr. Kempf, who retired from active business three years ago, had been in ill health for some time, but his condition was not regarded as serious.

Mr. Kempf was born in Newport, N. Y., in 1853, the family moving to Utica about a year later. In 1878 he organized the firm of Kempf Bros. to engage in the retailing of sewing machines, and in 1880 pianos were added to the line, such well-known makes being handled as the Knabe, Emerson, Shoninger pianos, Angelus player-pianos and, finally, Victor talking machines. His sons, Charles S. and William J. became associated with him in the business in 1903 and in 1928 two other sons, Frederick M. and Raymond A., entered the firm, Charles S. having died in 1918. In addition to the three sons Mr. Kempf is survived by his daughter, one sister and several grandchildren.

**EXPOSITION HELPS BUSINESS**

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

**MUSIC FIRM CELEBRATES BIRTHDAY**

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

The Freeport Music Shop was recently opened on the Merrick road, Freeport, L. I. A complete stock of musical instruments is carried.
Your store will look more prosperous! Your customers will be better pleased and return more often to buy new records if you sell the Record of Quality, THE Okeh Record.

Okeh Records

—for success

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

Okeh Records are made to reproduce with the utmost exactitude the most delicate tones of the human voice. And you won’t have to wait for our shipments. Our Service assures your gaining every sales advantage that a popular hit offers. Correspondence on our proposition is welcome.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.
Selling the Sort of Music That Appeals to Every Member of the Family  

By C. C. Baker

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

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

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

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

He bought a roll cabinet, then he bought another, the largest made. One day when he was buying rolls he said: “I wish you would get me made a large roll cabinet, about three times as large as the big one I bought of you, as I now have over eight hundred rolls.” I called up a cabinet maker to get figures on it, but the following day he came into the store and said he had a better idea, and right off his dining-room he built a dance hall with roll racks the same as I had in the store. He, his wife and four children, three of them girls, came into the store. He wanted a music teacher for them, which I got. Neighbors were always welcome at those concerts and informal dances. Do you think of anything better for our business? This man, through his enthusiasm, was the salesman for these fifteen pianos, but the player roll was the direct salesman.

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

Educating the Customer

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

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

(Continued on page 31)
THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

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

The Steger Phonograph is as beautiful in the artistry of its design and the attractiveness of its finish as it is charming in its tone-reproducing qualities. There is a variety of pleasing designs that will appeal to every lover of the beautiful.

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

Desirable territory open. Write for the Steger proposition today!

Phonograph Division

STEGER & SONS
Piano Manufacturing Company
Steger Building, • • CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."
SELLING MUSIC WITH WIDE APPEAL (Continued from page 29)

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

Merchandising of Player Rolls

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

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

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

The Rolls That Sell Perpetually

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

We need not discuss the buyer of the better class of music. The other fellow is the one to whom we want to devote our time first. He will always buy jazz, but there are many wonderful numbers which have enough melody to interest him. I may suggest a few rolls that will evidently get our customer away from most of this jazz.

Use any well-arranged march or two-step, as: "King Cotton," "Heaven's Artillery," then a few of the old waltzes, "Blue Danube," "Zazou"—"Mourning on the Hudson," then gradually work your way towards "Casany and Nightingale Warner," "Moonlight in the Forest," "Humoresque"; a prelude, a good overture, the old operas, and so on, as far as your customers wishes to go, or you, by the display of real salesman ship, can lead him in the right way.

Are you getting the maximum of roll business from your customers? I hope you may be pardoned for making reference to my own business. In our wholesale department we have 468 employees in the State of Ohio. Many of them buy from me exclusively; that means the sale of hundreds of thousands of rolls each year. We have developed our retail business to the extent that the combined retail sales of my Co- lumbus stores are 4½ per cent of the combined purchases of the 468 dealers. This is largely due to the fact that we do sell Dad and Mother, all the children and Grandpa and Grandma.

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

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

STERLING PIANO CO. TO MOVE

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

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

NEW GRANBY DEALERS IN ST. LOUIS

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

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

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

LAWSON PIANO CORP. IN TROUBLE

A petition in bankruptcy was filed recently against the Lawson Piano & Phonograph Corp., of 2372 Park avenue, New York City, by the Faber Piano Co., Inc., John J. Deegan and the Mapes Piano String Co. It is stated that the liabilities are about $100,000 and assets about $10,000.

MAKING EXTENDED TOUR

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

Seaburg Mfg. Co.
Jamestown, N. Y.
The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE
THAT SELLS ITSELF

Produces clear, natural tones;
eliminates surface noise;
brings out all subtle details
of the music and preserves
the records.

Needles can be re-pointed
on sharpener enclosed in package,
so that each needle will play an
indefinite number of records.

TRADE ACTIVITIES IN SAN DIEGO

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

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

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

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

The local branch of Barker Bros. recently had
a special sale to close out a line of records,
and in three days sold more than $3,800.

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

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

DISPLAY VALUE OF THE DOOR

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

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

NEW LANDAU STORE IN PITTSTON

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

NEW TRUCK FOR KNICKERBOCKER

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

Blue Bird phonographs are the last word in scientific construction, artistic appearance and tone reproduction.

The "Blue Bird" fills a place all its own in phonographic achievement. Three new models here shown have been created by Blue Bird craftsmen to round out a complete line of authoritative models which will satisfy the most exacting tastes.

The "Emanator"—an automatic record container, practical and efficient, is a special Blue Bird feature.

Variety of styles in Blue Bird phonographs range in price from $65 to $325.

—-and now Blue Bird records are ready for distribution to all dealers, whether they handle Blue Bird phonographs or not. Their tone purity, infinite range and freedom from surface noise distinguish them from all other instruments.

Blue Bird factory is devoted exclusively to the manufacture of phonographs and is one of the strongest and best equipped organizations of its kind on the Pacific coast.

If you are not selling Blue Bird phonographs, there is a big opportunity for you in your city.

Write for full information and special discounts to dealers.

Blue Bird Talking Machine Co.
Los Angeles, California
RAINBOW RECORDS IN NEW YORK
Rodeheaver Record Co. Establishes Headquarters in This City With T. P. Ratcliff as General Manager—Record of Chorus of 2,000 Voices Among the Features of New Catalog

The Rodeheaver Record Co., the head of which is Homer Rodeheaver, well-known soloist and choir leader for Billy Sunday, the Evangelist, has now established headquarters at 130 East Forty-first street, New York City, with Thomas P. Ratcliff in charge as general manager. The company plans to do considerable recording at the new headquarters, as well as at Winona Lake, Ind., where much of the recording has been done in the past.

The permanent laboratories of the company will still be maintained at Winona Lake, which, during the Summer, is the gathering place for Bible students and those in training to become song leaders, under the direction of Dan Bedoe and Fred Martin. Mr. Bedoe, who is well known wherever sacred music is featured, is now under exclusive contract with the Rodeheaver Co. and has already made a number of "Rainbow" records for that concern.

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

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

THE IMPROVED JEWEL ATTACHMENT FOR EDISON

Not Just Another Attachment

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 PHONO-GRAPH." If your jobber does not handle, write us. Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.
MONEY BACK IF NOT SATISFIED.

Retail Price . . . . . . . N/P $7.50
. . . . . . G/P 10.00

We handle highest grade Jewel Point Needles.

ROWE'S MUSIC SHOP SOLD
R. J. and J. O. Benton Purchase Long Island Store—Specialize in Victor Products

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

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

FOREIGN CATALOG GROWS IN FAVOR

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

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

JEWEL PHONOPARTS COMPANY

R.W. Whiting St., Chicago
Now is the time to go after business. Make things hum. Manufacture now and be ready for Christmas Sales.

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

ASK FOR NEW PRICE LIST
Several Constructive Merchandising Ideas for the Talking Machine Trade  

By Smith C. McGregor

NEW RECORDINGS OF FAVORITES

The favorite selection in some collections is one that was recorded several years ago. It is probable that newer and better recordings have been made since, but the old record still has the favored place. That one record appealed to the buyer more than the others, and he will be glad to listen to any new recordings of the same song. It is quite probable that the record has been discontinued, and if it has then it is all the more important to pay attention to requests for such records. A sympathetic search to aid in getting the best recording, if the old one cannot be obtained, will make a good impression on the customer and he will speak of it to his friends.

DEMONSTRATION BOOTHs

A great many dealers now handle player-piano rolls in addition to talking machines and records, so the question of sound-proof demonstration booths is an important one. A demonstration booth that is not "sound-proof," though it is supposed to be, is a damper on many sales. From the customer's point of view, few things are more irritating than to have the sound of the piano used to demonstrate the player rolls penetrate the booth and drown out a favorite orchestra or violin piece. It costs more to have a demonstration booth really sound-proof, but the customer is going to buy more records if he can listen to them undisturbed. Piano rolls bring in a good profit, but they ought not to interfere in any way with talking machine record demonstration.

"ONE-RECORD" ADVERTISING

The advertisements of the record manufacturers in the magazines of national circulation often feature a single record. Some retail dealers are also doing this in much of their local advertising. Perhaps the attitude of the record buyer is not fully understood by those who consider such advertising as wasteful. It is only human nature to be proud when one's judgment is verified by experts, and that is the effect of a magazine advertisement endorsing a certain record. If the customer has the record he is better satisfied; if he does not have it, but has purchased other selections in the past with a similar endorsement, he is moved to purchase the new selection too.

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

EXCHANGING GIFT RECORDS

There are always some instances where the wrong record is purchased, but the greater number of these annoying occurrences are during the rush of the holiday season. Large numbers of records are given as presents, and if the records are like some they already have, or do not appeal to them, the receivers of such gifts often seek to exchange them a few weeks later. Some dealers who would not otherwise exchange records do so with gift records, because they seek to obtain the trade of the people who bring them in for exchange. This practice is just as harmful to the other record buyers as any other exchange practice, for it does not make any difference when the record is used; if it has been used, then it is not worth the full price, and to sell it for such is not giving the buyer full value for his money. This cannot fail to react against the dealer later on. "No Exchanges" is a sign worth placing in every demonstration booth.

BACK SPIRIT OF YOUR GUARANTEE

The spirit of every honest guarantee is complete satisfaction, and you have not reached the high point of your success if any of your customers have cause for complaint due to a trade that was not in the written guarantee. Sometimes the demonstrating instrument is equipped more thoroughly than the stock models and the customer thinks he was to get the same, though the contract calls for a stock model. Of course, no dealer can afford to give the customer expensive "extras," but when the amount involved is small and the customer honestly believes he is right it pays to satisfy him as completely as possible.

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

BIG DISTRIBUTORS FOR OKel Records

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

The output of OKel Records is greater and better than ever before. Dance and vocal hits excel in quality and character of recordings.

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

The Demand Increases Every Day

Let us help you with an agency!

STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 434 4th Ave.  
Cincinnati, Ohio, 137 W. 4th St.
Prices Further Reduced
Practically Back to Normal

Lundstrom CONVERTO
PATENTED DEC. 11, 1917
TALKING MACHINE CABINETS

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

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

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

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

Write for new Price List.

THE C. J. LUNDSTROM MFG. CO.
Little Falls, N. Y.

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

Converto Wholesale Distributors

<table>
<thead>
<tr>
<th>City</th>
<th>Company Name</th>
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</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Calhoun-Towne Co., Inc.</td>
</tr>
<tr>
<td>Baltimore</td>
<td>Eddy-Edward Co., Inc.</td>
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<tr>
<td>Birmingham</td>
<td>E. E. White &amp; Sons Co.</td>
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<tr>
<td>Boston</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<tr>
<td>Buffalo</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<tr>
<td>Columbus</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<tr>
<td>Dayton</td>
<td>Emanuel Piano &amp; Organ Co.</td>
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<tr>
<td>Denver</td>
<td>Emanuel Piano &amp; Organ Co.</td>
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<tr>
<td>Detroit</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>El Paso</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>Houston</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>Indianapolis</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>Kansas City</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>Little Falls</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>New York</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<td>Philadelphia</td>
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<td>Richmond</td>
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<td>San Francisco</td>
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<td>Seattle</td>
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<td>St. Louis</td>
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<td>St. Petersburg</td>
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<td>St. Paul</td>
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<td>Toledo</td>
<td>E. G. Hodge &amp; Sons Co.</td>
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<tr>
<td>Washington</td>
<td>E. G. Hodge &amp; Sons Co.</td>
</tr>
<tr>
<td>Various cities</td>
<td>Various Companies</td>
</tr>
</tbody>
</table>
When the Ziegfeld Follies opened in New York, "Sally, Won't You Come Back" simply stopped the show. Ted Lewis and His Band play it, with "Bring Back My Blushing Rose," "Second Hand Rose," "I Know"—all on one big double. A-3453.

Columbia Graphophone Co.
NEW YORK

O. P. GRAFFEN WITH GRANBY CORP.
Will Represent This Concern in New York City and Larger Cities in New Jersey

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

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

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

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

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

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

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

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

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

In concluding the letter be asked one favor of the recipient, namely, that he fill in and return the enclosed post-card. This card had printed on it a series of questions, as follows:
Name ____________________________________________
Address ____________________________________________
Telephone __________________________________________
What, if any, records have you been unable to get? ______
Do you with the monthly record supplement mailed regularly? Yes ______ No ______
Have you any friends that you believe would be interested in either a machine or in receiving a monthly record supplement? ____________________________

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

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

Between the retailer and Cohen & Hughes there are business dealings of the highest integrity extending over a span of many years.

COHEN & HUGHES
Wholesale Exclusively
Baltimore

WASHINGTON
"I have been using your MAGNAVOX for a year at my Amusement Park, running it 12 hours a day during the season, and it has never yet failed to deliver the goods, and works perfectly for dancing in my outdoor pavilion."

“We find that the MAGNAVOX is just the thing we have been looking for for dance work and school purposes, as the phonograph is hardly loud enough where there is a large crowd assembled.”

“The MAGNAVOX outfit received today, and as I said in one of my letters that I could decide in fifteen minutes, when I was trying to arrange for one. Why, man, it did not take three, and will say it bears out all claims, and more.”

“At one time there were three May Pole sets of little tots—about seventy-five in all—dancing to the clear bell-like music of the MAGNAVOX. For school work and dancing purposes the MAGNAVOX is a complete success.”

“I allowed the manager of the dance hall to use the MAGNAVOX that night to dance to. It was so superior to his old phonograph that I signed him up for a machine.”

“You are overlooking a good bet if you do not sell a MAGNAVOX to every live wire talking machine shop in the country, and here’s hoping you do.”

They Were Pleased—So Will You Be—if You Will Write for Dealers’ Proposition

THE MAGNAVOX COMPANY
2701 East 14th Street
Oakland, California

THE MAGNAVOX COMPANY
Penn Terminal Bldg.
370 7th Ave., New York City
TRANSMISSION OF MUSIC BY WIRE

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

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

Recently a public demonstration was made in Kruger Park, Omaha's pleasure resort, and a novel exhibition was witnessed by many thousands of visitors who were astonished at the results achieved. Each day a series of concerts was staged at noon and at 8 p.m. at the Hempel plant. Wright & Wilhelmy report that the value of the publicity obtained for the Actuelle in a few weeks is beyond computation, far exceeding that from all other sources during the year. It is expected that it will be possible, with additional equipment, to be able to transmit music between Omaha and New York before long.

JONES PIANO CO. ADDS VICTROLAS

Ohio Firm Remodels Talking Machine Department—Coulter Jones Assumes Management

MANSFIELD, O., October 6.—A new Victor talking machine department was recently added to the music business of the Jones Piano Co., of this city. The company, which occupies two floors of the building in which it is housed, has remodelled and redecorated its talking machine department. Several demonstration booths have been constructed. The new Victor department will be in charge of Coulter Jones, son of W. E. Jones, proprietor. A complete line of high-grade pianos and musical accessories is also carried in stock.

The establishment, which is considered one of the largest in this section of the state, contains every comfort for patrons and lovers of music. A rest room for visitors and a room in which music instructors may meet for conferences are features of the store.

FEATURES BRUNSWICK AT REVUE

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

The Meineill Music Co., West Florisseeave- nue, St. Louis, Mo., has taken on the Sonora line.

INTEREST IN MUSIC INCREASING

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

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

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

EFFECTIVE ARTIST TIE-UP

Columbia Dealer Co-Operates With Artists’ Vaudeville Engagement—Plan Produces Sales

WELLES-BARRE, PA., September 30.—The Snyder Music Co., Columbia dealer, had a timely tie-up with Funnan and Nash, Columbia artists, who were at a vaudeville theatre here recently. Mr. Sheppard had a talk with the theatre manager, consequently the following result. During the first appearance he called them to the front of the stage, introduced them as exclusive artists for the Columbia Graphophone Co., placed a Grafoola on the stage and played their record A-1341 to the audience; then Funnan and Nash sang it and several others. This made a big hit. Tickets were passed out and the person holding the lucky number was presented with the Grafoola.

A branch of the Phonograph Record Exchange Co. of America was recently opened in Marion, O. The new store is in charge of C. E. Kellog.
$250,000
Worth of Sonora Phonographs
Ordered by One Western Dealer

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

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

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

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

If you haven’t a Sonora agency, write today—follow the lead of the many prominent firms that have been selling Sonoras successfully in the past and are doing so today.
SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well.

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

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and eastern Massachusetts.

C. L. Marshall Co., Inc.,
514 Griswold St., Detroit, Mich.
Michigan and Ohio.

Sonora Distributing Co. of Texas,
Dallas, Texas.
Western part of Texas.

The Magnavox Co.,
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

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

Southern Drug Company,
Houston, Texas.
Southeastern part of Texas.

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

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

Sonora Phonograph Co. of Philadelphia
1214 Arch St., Philadelphia, Pa.
Western Pennsylvania and West Virginia.

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

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

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

Strell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southeastern Idaho.

C. J. Van Houten & Zoon,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

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

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

Long Island Phonograph Co.
150 Montague St., Brooklyn, N. Y.
All of Long Island and Brooklyn, north of Broadway.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

Sonoras are now selling at Revised Prices based on present-day costs.
THE ESSENTIALS OF A SALESMAN

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

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

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

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

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

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

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

One who earns respect by being respectful.

One who can be courteous in the face of discourtesy.

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

CABLE ADDRESS REG'D FISHER-PHILA.

THE MARK OF

SERVICE AND SATISFACTION

Phonographically Speaking

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA., U.S.A.
TOKOHAMA, JAPAN

FACTORY AND SALES DEPT., 35TH AND BRANDYWINE STS., WEST PHILA., PA.
Y. T. SCHULTZ
CLEVELAND, OHIO
RATSOLO SALES CO.
LANCASTER, PA.

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

TALKING MACHINE MEN MEET

Two Live Addresses Features of September Session of Local Retail Organization

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

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

GRANBY AT THE OHIO CONVENTION

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

FOLDER FOR SPECIAL RECORDS

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

A couple of inches of appealing advertising will bring better results than a double-page spread of poor material.
Walter Camp's
“Health Builder” Records
Bring You Big Profits

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

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

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

Cash In on “Keeping Fit” to Music!

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

Before offering this wonderful course to the dealer, we have given it a thorough try-out, selling direct to the buying public by mail.

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

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

Be the “Health Builder” Dealer

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

Send for Sample Outfit

HEALTH BUILDERS
Dept. D. 334 Fifth Avenue New York

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

Name ........................................

Address ......................................
Making Triumphant Tour

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

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

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

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

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

Are You Ready?

Bubble Books "that Sing"

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

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

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

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

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

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

Send in that order—today
WHAT are your customers' requirements in a Talking Machine?

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

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

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

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

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

HENRY W. PEABODY & CO.  
Domes of Silence Division  
17 State Street New York  
Specify DOMES OF SILENCE
Are your windows working full time? With the new Columbia Window Strip Transparencies you get full value out of your windows, large and small, night and day. Ask your Dealer Service Man. It will pay you.

Columbia Graphophone Co.
NEW YORK

HERRMANN OPENS NEW VICTOR SHOP

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

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

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

Among those present were: Thomas F. McCriddy, of the Victor Talking Machine Co.; H. C. Ernst, of the New York Talking Machine Co.; Lloyd Spencer, of the Silas E. Pearsall Co.; W. J. Haustler and J. Harris, of C. Bruno & Son, Inc.; A. Davega, of the Knickerbocker Talking Machine Co.; Mr. Johnston, of the Bluekman Talking Machine Co., and J. J. Davin, of the Reinike-Ellis Co., who contributed much to the success of the event. The merchants of Port Richmond called en masse, congratulated Mr. Herrmann and presented him with a horseshoe of bowling balls as a token of esteem. After the evening concert Mr. and Mrs. Herrmann gave a supper dance to their guests.

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

UNUSUAL PUBLICITY STUNT

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

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

CHECK UP ON YOUR WINDOW

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

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

PLAY VOCALION RECORD 1,200 TIMES

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

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

IMPROVEMENT MORE PRONOUNCED

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

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

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

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

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

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

CURRENTS

Henry Burr
Albert Campbell
John Meyers
Billy Murray
Frank Croxton
Monroe Silver
Frank Banta

EIGHT FAMOUS VICTOR ARTISTS
INVENTS NEW REPRODUCER

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

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

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

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

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

C. UDELL TURPIN TAKES CHARGE

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

G. GOODMAN & BRO. ADD VICTOR DEPT.

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

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

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

PLANS FACTORY IN KEYPORT

Keyport, N. J., October 4.—The Eclipse Phonograph Co., manufacturer of an electrical talking machine, is considering the possibilities of a factory here for the manufacture of its product. In the past the machines have been made for this company by the Aeromarine Plane & Motor Co. If the plans go through stock totaling $900,000 in value will be issued, of which the village will be asked to subscribe one-sixth.

LATE TALKING MACHINE EXPORTS

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

Washington, D. C., October 4.—In the summary of exports and imports of the commerce of the United States for the month of August, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during August, 1921, amounted in value to $38,592, as compared with $60,675 worth which were imported during the same month of 1920. The eight months’ total, ending August, 1921, showed importations valued at $421,023, as compared with $650,197 worth of talking machines and parts during the same period of 1920. Talking machines to the number of 2,240, valued at $111,595, were exported in August, 1921, as compared with 5,411 talking machines, valued at $299,793, sent abroad in the same period of 1920. The eight months’ total showed that we exported 24,907 talking machines, valued at $1,195,790 as against $1,205 talking machines, valued at $2,500,435, in 1920, and 38,145 talking machines, valued at $1,255,920, in 1919.

The total exports of records and supplies for August, 1921, were valued at $111,337, as compared with $388,583 valued in August, 1920. For the eight months ending August, 1921, records and accessories were exported valued at $1,508,721; in 1920, $2,574,439, and in 1919, $2,232,743.

ARNOLD MUSIC CO. OPENS BRANCH

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

Concentration Insures Efficiency

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

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

Why don’t you give it a trial?

COLLINGS & COMPANY
Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.
The NEW Scotford Tonearm and Superior Reproducer

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

The OLD

The NEW

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

New Construction

The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring, and Back Plate are cast of TENS0 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.

**NEW CONSTRUCTION**

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**

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

Samples Prepaid at the Above Prices

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO, ILLINOIS
SOLD AT $2.40
A VICTROLA WHOLESALER’S SUGGESTION

EACH month spend a two-cent stamp on the home that has no Victrola, and hammer away at it every month for ten years, and your bill for stamps will be $2.40!

Think of it! Circularize a thousand people each month at an expense of only $2,400 at the end of ten years. If you said only “Jones—Victrolas” to a thousand Victrolaless homes every month it would develop your business enormously.

We can tell you how to organize for selling by mail.

We can supply you with the material you need, and an efficient envelope-addressing machine, and, furthermore, can supply our customers with the Victrolas needed to back up a campaign of this sort.

Write to us today.

Buffalo Talking Machine Co., Inc.
Wholesale Victor Distributors
Buffalo, N. Y.

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

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

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

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

VICTROLA OFF ON LONG JOURNEY
Instrument Purchased in Columbus, O., to Accompany Missionary to Japan

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

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

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

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

TROY MUSIC CO. OBTAINS CHARTER
The Troy Music Co., Troy, N. Y., has been granted a charter of incorporation in that State, with a capital of $15,000. Incorporators are: Jesse Waitman, E. M. Redenberger, Jr., Carl Scheble, C. A. Lowman and Philip Scherer.

DECLARES QUARTERLY DIVIDEND
The Victor Talking Machine Co., of Camden, N. J., has declared a quarterly dividend of $10 per share on common stock and a regular quarterly dividend of $1.75 on preferred, payable October 15.
ILSEY'S
GRAPHITE PHONO
SPRING LUBRICANT

ilser's Lubricant makes the Makers look good.
Prepared in the original formula, will not run, set, tear, or
melt. New edition in 5, 10, 25, and 50 gram units.
Put up to 1, 5, 10, 25 and 50-pound cases for dealers.

EUREKA
THE SNOWBIRD TALKING
MACHINE LUBRICANT
With care special preparation to jubilee.
ILSEY-DUODUELEY & Co., 229-231 Front St., New York

PERIOD DESIGNS IN "TALKERS"
Chas. D. Isaacsone, Well-known Music Authority,
Offers Some Interesting Comments on that Important Subject—Of Value to Dealers

Charles D. Isaacsone, the well-known authority
on music, recently contributed an interesting and
practical article on period designs in talking ma-
chines to the New York Globe, for which he
was at that time editor of "The Family Music
Page." In the article Mr. Isaasone said:
"I have written several articles about pianos
in period designs, and many have written me, 'What
about phonographs?'"
"If the piano makers have succeeded so well
in making their instruments such accurate art
furniture they have been well seconded and, I
am inclined to say, surpassed in this respect by
many of the phonograph manufacturers. From
the unsightly old talking machine with the large,
cumbersome horn of tin to the time of authenti-
cated cabinets of the formal period furniture is
the history of an important epoch in the popular-
ization of two arts—music and home beautifi-
alization.

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

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

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

Jules Tarlow, formerly with Gimbel Bros.,
New York, is now manager of the talking ma-
chine department of Sage, Allen & Co., of Hart-
ford, Conn.

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

WHEN DEMONSTRATIONS HURT
Several Cases Reported Where Open-air Demo-
nstrations of Talking Machine Records Have
Been Regarded as Nuisances

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

Protests have been made in several instances
where these demonstrations had been so pro-
longed as to interfere with the rest of neighbor-
ing residents, and in at least two instances the
matter has been brought to court for adjust-
ment. The average talking machine dealer de-
pends largely upon his neighbors for his regu-
lar business and should see to it that demon-
strations designed to arouse interest should
not be of a character to win disfavor and
thus hurt trade rather than help it. There is rea-
son in all things, even in the extent to which a
business-building campaign may be carried.

REMODEL STRANBURG MUSIC STORE

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

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

THE PHONO-TOY CABARET IS HERE!
The Greatest Toy Novelty of the Year Has Arrived
IT IS MAGNETIC—DRAWS CUSTOMERS TO YOUR STORE

Phono-Toy Cabinet

(illustration a little more than actual size)

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

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

Order Through Your Jobber or Direct

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

Name ...........................................
Address ...........................................

Please send me:
☑ Dozen at $2.75 each, less 33 1/3%.
☐ Dozen at $3.75 each, less 40%.
☐ Gross at $2.75 each, less 40%.

Prices are F. O. B. New York

October 15, 1921
THE TALKING MACHINE WORLD
INTRODUCE MOST DISTINCTIVE LINE

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

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

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

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

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

The Blue Bird "Streamline" model is another very distinctive creation, notable for elegance and convenience. In this instrument a disapp-
Three More Models Added to Brunswick Console Line

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

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

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

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

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 621-633 S. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada

Colonial
Finished in Mahogany and American Walnut
Height 35 inches
Width 40½ inches
Depth 21½ inches
Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Gold Plated.

Cambridge
Finished in Highly Figured Burl Walnut
Height 36½ inches
Width 39 inches
Depth 22½ inches
Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.

Queen Anne
Finished in Mahogany and American Walnut
Height 35½ inches
Width 36½ inches
Depth 21½ inches
Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Nickel Plated.

Stratford
Finished in Mahogany and American Walnut
Height 38 inches
Width 44½ inches
Depth 24 inches
Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.

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

Brunswick
PHONOGRAHS AND RECORDS
TO RAISE CARUSO MEMORIAL FUND

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

The Caruso American Memorial Foundation has been organized in New York for the purpose of raising one million dollars for annual free scholarships and prizes for promising young artists in the United States, the fund to be in memory of the great tenor, who passed away not long ago. The permanent committee, which, it is said, is incomplete at this time, is under the temporary chairmanship of Dr. Antonio Stella, formerly personal physician to Caruso, and includes among the fifty names so far announced: R. B. Aldcroft, president of the Music Industries Chamber of Commerce; Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co.; Thomas M. Fletcher, president of the Q R S Music Co., Chicago; O. G. Sonneck, president of G. Schirmer, Inc., music publisher, of New York, as well as a number of men prominent in public and business affairs in New York and other cities, and such artists as John McCormack, Amelita Galli-Curci and Ignace Paderewski. The committee will be organized permanently next month, it is said.

A POINTER ON WINDOWS

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

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

WANAMAKER SAYS "GET TO WORK"

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

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

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

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

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

KIMBALL PHONOGRAPHS

Superior Construction, Faithful Reproduction, Visible Beauty, Many Models, Kimball Prestige, 100% Satisfaction

Write for Agency proposition
When a Man—

passes from the first stage of appreciation of a talking machine as a novelty to appreciation of the instrument as a source of continuous enjoyment, he finds out for himself—whether anyone tells him or not—that the

Hall Fibre Needle

is the supreme needle for the best and most permanent reproduction.

As a dealer it is your duty to tell him first. The information will be appreciated.

HALL MANUFACTURING CO.
Successor to the B & H Fibre Needle Co.
33-35 W. Kinzie St., Chicago, Ill.
Some of the Current Troubles of the "Neighborhood" Dealer in Talking Machines

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

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

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

"The average neighborhood music store pro-

JURY ROWE CO. ADDS VICTOR LINE

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

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

The new department, which is the finest in the city, contains five beautifully decorated demonstration booths. A self-service counter for records has been installed. The counter contains a wide assortment of Victor records and has the advantage of giving the customer quick service. Patrons select the records which they wish to hear and take them to booths where they may consume as much time as de-
sired to judge the merit of the selection. W. P. Fremont, well known in local business circles, is in charge of the department.

REDMAN & SONS HAVE THE VOCALION

R. L. Redman & Sons, of Olney, Ill., have just been appointed Vocalion dealers. They have a very up-to-date store and the new music depart-
ment which they will open makes their store complete. After January 4 they intend to en-
large their music department and make it one of the biggest in the State. They will carry in stock everything in the Vocalion line and are very enthusiastic over the future of their Vocalion department.

Two Important Reasons

why

Celina Cabinets Are Popular

QUALITY and PRICE

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

Celina Cabinets are made right in every detail.

Write us for Further Particulars

The Celina Specialty Co.

Celina, Ohio
Business Creating Ideas

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

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

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

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

THE FORWARD LOOKING DEALER
Who has not yet done so, will immediately investigate the profit-bearing potentialities of a Pathé agency. From such, communication is invited.
Sales Clinching Merchandising

GOOD SELLING RECORDS
The list of new records released each month is confined only to those selections, popular as well as standard, for which we are certain in advance a good demand exists. Supporting these regular monthly releases is the complete Pathé Library, containing a comprehensive list of favorite old songs, band and orchestral numbers, operatic and instrumental solos by world-known artists, etc., etc.
Pathé records have always been acclaimed by the discriminating for their exceptional wealth of detail and mellow-ness of tone.

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

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

Pathé Actuelle Records play perfectly on any make of talking machine. A special needle is unnecessary. Use any of the well-known brands of steel needles.

THE

Actuelle

Another exclusive and valuable asset of the Pathé dealer.

The Actuelle has no competition, because it is the sole instrument of its kind in the world, marking the only real advance of a quarter century in the science of sound reproduction. In the Actuelle the regulation tone-arm, sound-box and sound-chamber have been eliminated. A taut wire conveys the sound vibrations directly from the record to a shallow cone of parchment. This parchment cone receives, amplifies and reproduces the voice or instrument, with a fidelity and richness of tone volume, absolutely unattainable by the ordinary talking machine.

PATHE FRÈRES PHONOGRAPH COMPANY
BROOKLYN, N. Y.
COMPOSED BY ENRICO CARUSO

Dreams Of Long Ago

You can HEAR IT and BUY IT HERE

"You can't do wrong with any Feist song"

GRAFONOLA USED AT DANCES

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

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

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

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

CULTIVATE THE PROSPECT LIST

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

REDUCES PRICE OF PHONO-MOVIES

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

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

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

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Flexlume Signs Have An Art Appeal

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

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

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

FLEXLUME SIGN COMPANY

36 KAIL STREET BUFFALO, N. Y.

Flexlumes—Electric Signs Made Only by the Flexlume Sign Co.
LANDAU'S FOURTH VICTOR STORE

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

PITTSBURG, PA., October 7.—Landau's, well-known Victor dealer, took possession of its Pittston store at 40 South Main street a fortnight ago, and within the short space of two weeks has already won the confidence and esteem of the local buying public. This enterprising Victor dealer used effective advertising in the Pittston newspapers announcing the opening of the Pittston store, and this advertising was noteworthy for its dignity and timeliness. Landau's is one of the most successful talking machine establishments in the Keystone State, and, in addition to the Pittston store, is located at Wilkes-Barre, Nanticoke and Hazleton. The Victor line is handled exclusively in all of these stores, with a comprehensive line of musical merchandise and jewelry.

HAS NOT SOLD SONORA STOCK

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

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

STATUS OF GROUP ADVERTISING

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

In view of the increased tendency among business men in various lines to go into co-operative advertising on a more or less extensive scale, it has been felt that there was a danger that such advertising might be regarded with disfavor by the Federal Trade Commission, which sometimes appears more inclined to delay than to enforce technical violations of the restraint of trade laws than with the actual and more flagrant violations of those same laws. Taking issue with the situation, the following resolution was passed at the recent convention of the Associated Advertising Clubs of the World in Atlanta: "Whereas, It is with the deepest satisfaction that the advertising industry has watched the continuous growth of co-operative advertising in marketing the products of fruit growers, of lumbermen and of many other producers, until to-day farmers are coming together in association to use co-operatively this great force in marketing their crops; and..." "Whereas, We hail the advent as advertisers of these fundamental producers, whose products are basic human necessities, as offering the crowning opportunity to complete the demonstration of the power of advertising to serve all sorts and conditions of men; therefore be it Resolved, That the Associated Advertising Clubs of the World, in convention assembled this 16th day of June, 1921, strongly oppose any action on the part of the Federal Trade Commission to interfere with legitimate association or group advertising."

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

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

Racine Phonograph Co., Inc.
Racine, Wisconsin.

TINCHER WITH STERCHI BROS.

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

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

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

USED EFFECTIVE PUBLICITY

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

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

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

AT LAST!

One Phonograph Needle for all Tones
Long, Medium and Short Needle Innisbrook

Jonofone
The Needle With A Flexible Point
Has Solved The Big Problem
The point being flexible and softer than any previous needle will neither tear nor burden it's THE GREATEST INVENTION OF THE PHONOGRAPH AGE
Each Jonofone Phono Peny. 25c to 100c, Any record — Any Phonograph in ORIGINAL TONE and VOLUME
The best needle value ever offered
4 for 10; 12 for 25c

No dealer's stock is complete without this needle that satisfies music lovers.
It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.
Write for samples, prices and full particulars about free advertising helps and the Wonderful Tonofone Window Display.

R. C. WADE CO.
110 South Michigan Avenue CHICAGO Inventors and Sole Makers

BLANDIN

TINCHER WITH STERCHI BROS.
MICKEL SERVICE
from OMAHA

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

The two Bright Spots of the Middle West

It is our aim always to lead in the kind of cooperative Victor Service that will steadily increase the prosperity of Victor dealers located in the great middle west.

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

MICKEL SERVICE
from DES MOINES
Convention of the Iowa Victor Dealers

Most Successful Meeting of Iowa Victor Dealers' Association Held in Des Moines September 19 and 20, With a Great Array of Retailers Present—Constructive Practical Talks Greatly Enjoyed—

Michel Bros. Co. Entertain Visitors to Convention

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

After getting acquainted and registering, the members gathered on the third floor of the Mickle Building, 411 Court avenue, which was educational and entertaining had a wonderful future before it.

Educational Work in the Schools

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

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

Mrs. Jessie Vance, of the Vance Music Co., Mason City, gave her views on the opposite side of the question, stating that in sending out records on approval, a dealer loses the personal contact with the customer, which is so necessary in developing his clientele. She added: "Customers who come to our store hear the records demonstrated under proper acoustic conditions arranged to accommodate the convention and also a number of exhibitors whose merchandise on display was of great interest to every dealer. The Garver Hardware Co., Des Moines, jobbers for the Magnuson Co.; the Hulsizer Co., Des Moines, manufacturers of interior store decorations; Capital Sign Works, Des Moines, signs and window trimmings; Addressograph Co. and the Morris Cash & Credit Register Co. of Omaha, were among the exhibitors.

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

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

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

Sending Records on Approval

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

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

Charging Interest on Contracts

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

The Value of Outside Salesmen

The next subject, "Outside Salesmen," was defended by J. J. McNamara, of Washington.

(Continued on page 60)
He said: "I firmly believe in outside salesmen. We find that we are better able to convince the farmer of the advisability of purchasing a Victor if we can talk to him face to face. An outside salesman was recently added to our force and during the two months of his work our gross sales were increased by 40 per cent over the corresponding months of last year."

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

John G. Paine's Inspirational Address

John-Gregg Paine, of the Victor Co., was introduced and delivered a very inspirational address on "Trusteeship." He spoke on the mutuality that exists in the business of merchandising Victor products between the Victor Co. and the dealer, and showed how the business has grown to such great proportions that to-day the Victor Co. cannot look upon the business as "its" business, but could the dealer look upon the business as "his" business. The outlook must be broader than that and the time has come when both the dealer and the Victor Co. must look upon themselves only as a part of the great industry as a whole. He then pointed out very forcefully how the Victor Co. recognized its responsibilities to the dealer, and how it realized that each dollar invested by the dealer in Victor merchandise was an earnest belief of the faith the dealer had in the Victor Co. and its products and they could be assured that the Victor Co. would never do anything to shake that faith or to destroy it, but, rather, would continue to guard that faith and cultivate it to the extent, he further rejoiced, that the wisdom that gave him his faith. He then went on to show how the Victor Co. guarded that faith and cultivated it, by its supreme merchandising, by its service to the dealer, by its experimental laboratories and by various other means, which he enumerated and described at some length and in a most interesting way.

On the other hand, he pointed out that the dealers had responsibilities toward the Victor Co. that he must not shirk. He was the ultimate channel of distribution and "if the stream is not to become stagnant its mouth must not become clogged." A dealer's responsibility toward the great Victor business is to keep the goods moving rapidly and as effectively as is consistent with fair, four-square business methods. The Victor Co.," Mr. Paine said, "is constantly alert to the business conditions of the community, so that it could gauge far in advance the tide of affairs. You have had examples of the business acumen of the Victor Co. and how it has unerringly predicted each change in business conditions. Its responsibility toward the industry and the dealer required it to do so, and it has predicted a revival of business in a most marked degree and, with faith in its prediction, augmented its manufacturing program to meet the growing demand for Victor goods. When the revival is fully felt and completely realized as a fact the dealer will find the Victor Co. totally prepared to meet it. Will you dealers be, likewise, as well prepared?"

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

**TUESDAY MORNING'S SESSION**

The Tuesday morning session was called to order promptly at 9:30, at which time Earl H. G. E. Michel Discusses "The Business-getter"

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

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

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

Rockwell on Advertising and Salesmanship

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

The seed from which sales are made, I care not what line of business is, are seeds of the most precious and inspiring character, to those in point, for, in the production of any other crop, the process of sowing must be repeated, and continuous, if there is to be a continuous growth for the harvest.

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

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

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

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

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

New Officers Elected

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

President, E. A. Murray, Davenport.

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

Secretary, H. B. Sixsmith, Des Moines.

Treasurer, R. B. Townsend, Des Moines.

Executive committee: J. D. Vance, Mason City;

R. G. Lohr, Muscatine; H. A. Duncan, Fort Madison; F. H. Walter, Cedar Rapids;

J. M. Donahoe, Fort Dodge; M. W. Duncan, Albia;

L. R. Spencer, Iowa City.

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

The "Question Box" Interesting

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

Business Survey of State

For several months prior to the convention the Iowa State University Extension Department, under direction of Prof. O. E. Klingle-
man, had been gathering valuable statistics in connection with the Victor industry of the State. Questionnaires were sent to a number of dealers containing some rather pertinent questions, covering practically every branch of their business, and Prof. Klingleman's talk was based upon the results obtained from this survey.

The points given were of great assistance to the dealers and his suggestions for the man-
agement of their business proved to be of cash value to every one there.

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

Mickel Bros. Co., Entertainers

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

The entire arrangements of the program and entertainment was entirely in the hands of H.

B. Sixsmith, sales manager of Michel Bros.
Co., and a rising vote of thanks was given him
by the members for providing the most benefi-
cial and entertaining program yet arranged.

Loving Cup for Geo. E. Mickel

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

Those in Attendance

Chase & West, Des Moines; E. Chase West,
William Allen, Mr. and Mrs. C. B. Beard, Stewart
Gard, Earl Linn, Mr. and Mrs. Walter Lind-
quist, Eleanor Melchor, Sara Ohunquist, Mr. and
Mrs. C. W. Rindfleisch, Frances Sears, Ruth
Uhl, Lois Williets, Winifred Williets, Don Willi-
and Ray Barquist; Des Moines Music Co.,
Des Moines; Mr. and Mrs. H. L. Woodward,
Sylvia Heid, Jos. Stanton, Mary Wilson, Cub
Wilcox and Charles Weber; S. Davidson &
Bros., Des Moines; Mr. and Mrs. L. Davidson,
Mr. and Mrs. R. B. Townsend, Ferne Brooks,
Mr. and Mrs. Henry Olson, Mrs. Glenn Ufford,
James E. Wilson and Elva Tralton; Huddoff
Music Co., Des Moines; Mr. and Mrs. N. A.
Llaja; Mickel Bros. Co., Des Moines: Mr. and
Mrs. Geo. E. Mickel, Mr. and Mrs. H. B. Six-
smith, Mr. and Mrs. E. H. Haglund, Mr. and
Mrs. Roy Banta, Florence Cage, Leha White,
Eva Donner, Minnie Liphey, Elin Garrity, Mr.
and Mrs. Don Peters, Mr. and Mrs. Guy D.
Andrews, H. W. Burnett, Gerald Young, Granville
Henry, Don Bell, Mayme A. Jardine and Nor-
man Banta; Anderson Music House, Charles
City: R. W. Anderson; Red Cross Dec. Co.,
Centerville: Mr. and Mrs. H. C. Adams and
Paul Cushman, Bollinger Music House, Ossau-
loosa: Mrs. M. B. Bollinger and Chas. W. Blo-
linger; Baas Music Shop, Rock Island, Ill.: Mr.
and Mrs. Baa; Baxter Furniture Co., What
Cheer: Mr. and Mrs. John Bayer; Crazy Hard-
ware Co., Mr. and Mrs. Joe Brit; Mrs. Florence
Scalin and Fred Crary; Standard Furniture Co.,
Centerville: Mr. and Mrs. Wolfe Bernstein,
Watters Drug Co., Cedar Falls: Mr. and Mrs.
C. L. Brown; Peacock & Baxter, Atlantic: Hen-
ry Baxter; Harry Clarke, Anamosa; Combs &
Close, Chariton; Mr. and Mrs. D. Earl Combs
and D. C. Clouse; Mickel Music Co., Marshall-
town: Mr. and Mrs. John Cobb, Mrs. Grace
Travis and Mr. and Mrs. C. W. Holmes; Arnold
Jewelry & Music Co., Ottumwa: Carl Dalin,
Mark W. Duncan, Albia: M. W. Duncan and
Miss L. Duncan; Donahoe & Donahoe, Fort
Dodge; Jim Donahoe; Baxter Piano Co., Daven-
port: J. J. Donnelly; Strombeck Drug Co., Max-
well: Mr. and Mrs. O. F. Strombeck and A.
IOWA VICTOR DEALERS' CONVENTION
(Continued from page 61)

W. Gamble: Oppenheimer-Alsp Co., Oskaloosa; H. A. Groves; Fannie A. Nichol, Mt. Ayr; Miss F. A. Nichol and Mrs. Helen Hargis; Wm. Hershey; Mitchellville: Mr. and Mrs. Wm. Hershey; and Sylvia Hall; W. H. Hoover, Mt. Vernon; Ireland Music Co., Independence; F. B. Ireland; Kennedy-Gardner Co., Iowa Falls: Mr. and Mrs. W. G. Kennedy; P. K. McKee, Indianola; Mr. and Mrs. P. K. McKee, E. R. McKee and Thelma Lyon; Duncan-Schell Co., Fort Madison: Mrs. Maude Langridge; L. A. Murray Co., Davenport: L. A. Murray and Theresa Murray; McGregor Bros. & Coens, Creston: Mr. and Mrs. C. B. McGregor and Miss Margaret McGregor; E. C. Mittivalsky, Cedar Rapids; J. F. McNamara & Sons, Wash-
ington: J. J. McNamara; F. H. Nolte, Stuart: Mr. and Mrs. F. H. Nolte and Irene Nolte; McCauley & Powers, Adel: Mr. and Mrs. C. E. Powers; Victor Co., John Gregg Paine and G. L. Richardson; John Boesch Co., Burlington: Flora Raikes and Laurence Wadib; Harmony Hall, Iowa City: Mr. and Mrs. L. R. Spencer; M. J. Soulouy, Decorah; Swan Pharmacy, Madison: Mr. and Mrs. F. R. Swan; E. P. Shellabarger, Columbus Junction; Theden's Pharmacy, Tama: Mr. and Mrs. F. R. Theden; Vance Music Co., Mason City: Mrs. Jessie Vance and Gail White; Morris Sanford Co., Cedar Rapids: F. H. Walter; Frederick Knight Logan, Mrs. Genevieve Wheat-Baal, Mr. and Mrs. Jack Cameron, Prof. O. E. Klingaman, Gus Mayer, Roy E. Waite, Mr. and Mrs. W. O. Walker, D. Wannamer, J. J. Rockwell, Governor and Mrs. N. E. Kendall and Mayor H. H. Barton.

MEETING OF NEW JERSEY RETAILERS

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

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

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

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

SEYMOUR SOULE'S IMPORTANT POST

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

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

Seymour Soule

merely connected with the Geo. Batten advertising agency, where he specialized on Columbia Dictaphone advertising, and also became familiar with the general advertising policy of the Columbia Grafonola as well. Mr. Soule takes up the active duty of assistant advertising manager immediately, and is already hard at work on many new features of Columbia advertising. Owing to his wide practical knowledge of the work of the advertising department he is certain to meet with a large measure of success.

MUSIC LIGHTENS HOUSEWORK

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

DISPLAY AT ILLINOIS STATE FAIR

SPRINGFIELD, Ill., October 1.—The Hillman Piano Co., Granby dealer, attractively exhibited that line at the Illinois State Fair, held recently. The Hillman Piano Co. reports that the exhibit was well attended and an excellent prospect list was secured.
The Season's Biggest Opportunity

The advent of the beautiful Modernola has instituted the One New Accomplishment in the Phonograph world. It is truly the only radical departure in design and construction from the great mass of phonographs in existence and is distinguished for its beautiful charm in Tone as well as a wonderfully cheerful appearance.

Placed on the floor of your store it will attract immediate attention and once in the home of the user it will ever be a source of genuine delight and pleasure—which, after all, will bring you the greatest favorable and profitable advertising you so much desire.

Unusual Points

Being round in shape the Modernola occupies much less space than a square machine of the same diameter.

While also sold without the Stand Lamp yet the Stand Lamp—especially with its soft glow of light—adds to the charm of the Modernola as an artistic room decoration.

The Modernolas are furnished in a variety of fine finishes and a large selection of beautiful Lamp Shades from which to choose.

The Modernola is in every way a very attractive Phonograph. It is a great asset to every dealer.

The Modernola Company
Johnstown, Pa.

The Holiday Season is approaching and you should place your order at once to insure early delivery. For fullest information address Dept. D.

Important Notice

As our Eastern Sales Representatives we have appointed the Modernola Sales Co., with offices at 927 Broadway, New York City. They are sales representatives for Greater New York, Eastern New York State, Connecticut, Rhode Island, Northern New Jersey.

Phone Ashland 7453

Warehouse
101 West 20th St.
ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS

Write for prices stating quantity desired

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

COLUMBIA ARTISTS IN EUROPE

Famous Columbia Stars Planning European Tours—Charles Hackett’s Services in Demand

The Columbia Graphophone Co. was recently advised by Alexander Kahn, its European representative, that a number of prominent Columbia artists are planning to make European tours, and are in demand in European musical circles. Sascha Jacobsen, prominent violinist, will in all probability make an extensive European tour. Charles Hackett, famous tenor of the Metropolitan Opera Co., who is at present in the United States, is being demanded by both the Opera Comique of Paris and La Scala of Milan. Toscha Seidl, popular violinist, in all likelihood will make a tour of England, where he received an ovation on his last appearance. Mr. Seidl is at present on his way to Scandinavia.

ANDREWS BUYS INTEREST

Harry L. Andrews, of Spokane, Wash., has purchased an interest in the Baird Musical Co., of Walla Walla, Wash. The firm will be known as the Baird-Andrews Music Co. in the future.

An attractive Victrola salon was recently opened in the waiting room of the Baltimore & Ohio Building in Gerard, O., by Roy E. Purdom.
Dealers! Here Is the New, Quick-Selling Unrivaled Tonepen

The TONEPEN does what no other needle can do.

The TONEPEN plays all records—hill-and-dale and lateral-cut. Because it is tubular and light, it quickly responds to sound vibration and does not wear away the record. The TONEPEN gives loud, soft and medium effects. Simply turn the TONEPEN so as to bring more or less of the point to bear—that is all. No other needle can do these things.

The TONEPEN reduces scratching to practically nothing. Therefore, it brings out of the record all the quality that is in it.

The TONEPEN is good for 80 to 100 records. No other needle lasts so long.

TONEPENS greatly prolong the life of the record.

TONEPENS sell at sight—25 cents for three is the retail price.

Write today for our special dealer offer.

Liberal discounts are made to reputable dealers. Stock up now for the Christmas trade.

Send for Free Sample

TONEPEN COMPANY
219 Center Street
New York City
The Far East flavors the Novelty Record this month—"Danse Arabe" and "Danse Orientale" played with exotic effect by the Oriental Orchestra. An extra good record for extra sales. E-7258.

Columbia Graphophone Co.
NEW YORK

ISAACSON ADDRESSES SALESPEOPLE
New York Record Sales Forces Listen to Address and Concert at Wurlitzer Hall

Charles D. Isaacson, who is in charge of the New York Evening Mail's free concerts and editor of the Mail's "Our Family Music" page, was the speaker at a meeting and concert of retail talking machine and record salespeople, held under the auspices of the Talking Machine Men, Inc., at Wurlitzer Hall, Wednesday afternoon, September 26.

Mr. Isaacson chose for his subject "How to Sell Good Music." He pointed out that record salespeople had the power to educate the people who entered their establishments to desire better music. He also gave a demonstration of the proper way in which to push the better class of music.

Selections were rendered by Miss Helen Leve- son, mezzo-soprano, accompanied by Jacques Wolfe at the piano, and Ralph Tomlinson, accompanied by Theodore Springmeier at the piano.

START PERFECT PACKAGE DRIVE
Express companies, railroads and steamship lines in the United States and Canada have asked the co-operation of all industries in a per- fect package movement, to be inaugurated in November, which has been designated as "perfect package month." The idea of the movement is to center more attention on the proper packag- ing of goods in an effort to overcome the heavy annual losses incurred through carelessness.

LOOKS FOR BETTER BUSINESS
Geo. E. Brightson, President of the Sonora Phonograph Co., Saw Evidence of Increased Demand on Recent Trip to Central West

George E. Brightson, president of the Sonora Phonograph Co., 279 Broadway, New York, which is also marketing the Sonora pianos and player- pianos, returned recently from a trip West as far as St. Louis and including the attendance, with Frank J. Coupe, vice-president, at the conven- tion of Indiana Sonora dealers at Indianapolis, held by the Kiefer-Stewart Co., Sonora job- ber for Indiana.

Mr. Brightson was pleased with the reception accorded him everywhere, and especially grati- fied at the evidence that the Sonora is fast be- coming recognized throughout the Middle West as it has already been in the East for some years.

"Although I found no widespread belief that business will boom this Fall as never before," said Mr. Brightson to a World representative, "it seems that merchants everywhere have great faith in a big improvement this Fall and in every case their belief is based on sound, sub- stantial reasons. What impressed me more than anything during my entire trip was the notice- able fact that the merchants radiating the most confidence were those who admitted that busi- ness with them at present was not really bad and, further, that they were going after it as never before, planning to continue their aggres- sive methods without abatement. On the other hand, those most gloomy and reflecting the 'what's the use' attitude used those very words when asked if they were doing anything to counteract dull times."

Mr. Brightson calls his trip a very satisfac- tory one and is sorry his time is so taken up at the New York office that he is unable to spend more of it visiting Sonora representatives.

The small house that advertises never fears big competition.

At Last Something Worth While to Sell Nifty-Lifter in the Phonograph Accessories Line

Since our first ad in this paper we have sold over 200 dealers—and opened six Jobbers

REASONS WHY NIFTY LIFTERS SELL ON SIGHT

1. Prevents Breaking of records.
2. Does away with unnecessary han- dling and prevents scratching of rec- ords.
3. Saves wear and tear on brakes and gives machine dou- ble life.
4. Doubles life of records.
5. Prevents bruising of finger nails.
7.Eliminates annoyance of stopping and starting ma- chine to change records.
8. Saves time in changing records.

Liberal margin of profit for you
Write today for full particulars and prices LIBERAL DISCOUNT FOR JOBBERS

NIFTY LIFTER COMPANY
SCHENECTADY, NEW YORK

Retail Price: Nickel Plated, only 50c each—Gold Plated only 65c each
SEPTEMBER 24th marked the opening date of Mamie Smith's concert tour for the coming season. Her personal appearance in all the large towns will be a tremendous boom to her records. Her first engagement will be in the New England territory. She will tour as far South as Florida. Saxo-Phoney Blues looks like the feature hit in her new song review. This means big business for every Okeh jobber who has sufficient stock on hand to meet ready requests. Mamie Smith is working Saxo-Phoney Blues hard. She realizes how good it is. Soon you won't be able to get enough to sell to the thousands that will be wanting this record all over the country. Special advertising literature is being prepared on it.

Place your order today for Mamie Smith's biggest hit

Okeh Records

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City
The Superior Lid Support

Interesting Chat With Everett H. Holmes, Which Tells How Trade Winds Blow

An indication of the return of better conditions in the talking machine industry is to be found in a recent report made by Everett H. Holmes, sales manager of the Olympic Disc Record Corp. Mr. Holmes stated that during the Summer months it was the usual custom of the dealer to await the call of the salesman before ordering additional stock. Now the telephone, telegraph and United States mail are being used extensively by these same dealers in ordering phonographs and records. This is significant and encouraging.

Mr. Holmes further stated in an interview with The World: "The Olympic Disc Record Corp. has had steady business from the time its first records were released in May, and each month we have shown a rapid gain over the previous month. Furthermore, our wholesale distributors are increasing their monthly orders far over their contracts and we are proud of the success with which this record is meeting."

PHONOSTOP
5th Successful Year

ACCUARTE—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.
Which Will Make the Most Money for You—Frozen Dollars or Liquid Capital?

Your storeroom or warehouse filled with phonographs represents frozen dollars. It means a dangerously high investment—slow turnover—old stock—borrowed money—worry.

You're probably wondering if there isn't some merchandising policy which will prevent you from getting into such a predicament again.

There is.

The manufacturers of the Jewett phonograph realize that "loading up" is bad for everybody—dealer, manufacturer and buying public.

That's why we build a high-grade instrument at a price which means immediate sales.

That's why we do not ask you to contract for more phonographs than you can readily dispose of. Under our plan you will never worry about a warehouse full of frozen dollars.

That's why we offer a liberal co-operative advertising plan and enable you to discount your paper immediately on favorable terms.

The Jewett line in your store means liquid capital—quick turnover—sure and satisfactory profit—remarkable value that insures pleased customers.

Write today for our dealer proposition.

JEWETT

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 Penobscot Building, Detroit, Mich.
G. W. LYLE HEADS NEW COMPANY

Prominent Talking Machine Man Now President of Manufacturers Phonograph Co.—Will Control Entire Output of Well-known Factory—Company Announces Interesting Plans

George W. Lyle, for many years vice-president and general manager of the Columbia Graphophone Co. and more recently associated with the Pathé Frères Phonograph Co. in an executive advisory capacity, is now president of a new talking machine company, which will be known as the Manufacturers Phonograph Co. This new concern has opened headquarters at 92 Madison avenue and its merchandising plans include several new ideas which will undoubtedly prove of interest to the trade.

The Manufacturers Phonograph Co. has completed plans whereby it controls the entire output of one of the largest and most successful talking machine manufacturers in the United States. In a chat with The World Mr. Lyle outlined his company's plans, stating as follows:

"Our policy will center upon the elimination of overhead and the placing of our product in the dealers' hands at list prices and discounts which we believe have heretofore been impossible. We shall shortly show samples of five models, including two uprights, retailing at $100 and $150 respectively; two consoles retailing at $125 and $175 and a special console at $40 retail to enclose all the leading makers of small machines.

"Our cabinet plant is one of the best equipped in the country. It has produced over $3,000,000 worth of completed high-grade talking machines each year during the last few years for one of the older companies. This product has been recognized as the finest quality marketed by this company, and the quality has been uniform in every detail, including the grade of materials used, the working, joining and finish of these materials and in the assembling, packing and shipping of the finished product.

"In view of the drift of the trade toward the period cabinet, and recognizing the great significance of correct designs in this field, we have under contract one of the foremost furniture designers in the country, a graduate of L'Ecole Beaux Arts, whose work is as well known in Paris as it is in the product of many American manufacturers.

"We know the phonograph business and we know the dealer's market and his present problems. We believe that the time has come when a larger share of the profit must go to the dealer who at the same time must be able to deliver a finer product at a more favorable price."

The Manufacturers Phonograph Co. is already establishing distributing agencies in fifteen of the largest cities in the country under the direct supervision of men whom Mr. Lyle describes as the most experienced men in the industry. The advertising is to be handled by Hanf-Metzger, Inc., the agency that has handled Pathé advertising, and which conducted the very successful Columbia campaign for several years after Mr. Metzger retired from the position of advertising manager of the Columbia organization.

RAPPAPORT'S MUSIC SHOP OPENS

Fine New Victor Establishment in New York Contains Many Features—Display Windows Equal to the Best in Metropolitan District

Rappaport's Music Shop, an exclusive Victor establishment, at 880 Westchester avenue, New York City, was formally opened during the latter part of September. The store is one of the finest and most attractive in upper New York. Spacious display windows, a beautiful reception room and twelve demonstration booths are features of the store. In the rear a special room has been devoted to the display of period models. The establishment was crowded at the opening and besides a big concert souvenir were distributed to the guests. Mr. Rappaport, president of the organization, received many messages of congratulation and floral pieces. Those present included many artists, jobbers or their representatives and dealers. Manager Prisyon and his assistants, Messrs. J. Hannan, Lehrer and F. Fuller, represent the personnel of the establishment.

DOWN FOR BUSINESS AND PLEASURE

W. D. and C. N. Andrews Visit Victor Factory and Then Attend World Series Games

W. D. Andrews, of Syracuse, N. Y., and C. N. Andrews, of Buffalo, N. Y., both well-known Victor wholesalers, stopped in New York City late last month on their way to the Victor factory in Camden and then came down early this month to attend the World Series baseball games. Both brothers are enthusiastic baseball fans and always manage to see at least a few of the World Series games each year.

Remember, the man of "go" is seldom let go.

ORO-TONE FEATURES

MODEL 15

COMPUND LOCKER ACTION

The highest grade and most scientific rehearsals of the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The ORO-TONE Co.
1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

PAT. APPL'D FOR

PAT. APPL'D FOR

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.
Beginning October 1st

The New
Super-Finish

BRILLIANTONE
STEEL NEEDLES

will be delivered in

The New
Counter Display Cartons
(Each tone in a different colored carton)

The Last Word in
Talking Machine
Needles

BRILLIANTONE
STEEL NEEDLE CO., of America, Incorporated

Selling Agents for

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET SUITE 610

Canadian Distributors: The Musical Mdsx. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
The applause Van & Schenck got in the Ziegfeld Follies for "In the Old Town Hall" and "What's-a Gonna Be Next?" will be echoed by every customer who hears this great double. A-3461.

Columbia Graphophone Co.
NEW YORK

SEMI-CENTENNIAL OF PACKARD CO.

Fiftieth Anniversary of Establishment of Big Ft. Wayne Institution to Be Celebrated in November in An Elaborate Manner

FT. WAYNE, Ind., October 8—Elaborate plans are now being made for the semi-centennial celebration of the establishment of the Packard Piano Co. in this city, the fiftieth anniversary of the company occurring on November 4.

This occasion will be marked with special festivities in which the officials and employees of the Packard Co. will participate. Manager Achenbach, of the retail store of the company, hopes to have the formal opening of the new downtown building on the same date, and thus make the celebration a double one. The Victor talking machine is handled by the retail division of the company.

LEAVES FOR WESTERN TRIP

W. F. Hitchcock, of Phonomotor Co., will Visit Trade in West—Gratifying Reports of Business Conditions Now Being Sent In

ROCHESTER, N. Y., October 7—W. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of the Phonostop and the Needle-A-Clip fibre needle cutter, left recently for an extensive Western trip. Mr. Hitchcock had received quite a number of inquiries in the past few weeks which called for immediate attention, as they inquired that several well-known concerns were planning to increase their activities materially.

Before leaving on this trip Mr. Hitchcock commented upon the fact that his company’s sales for 1921 up to September 1 showed an increase over 1920, which, in view of general business conditions, was most gratifying. The new Needle-A-Clip cutter is meeting with considerable success, and dealers throughout the country are ordering it in good-sized quantities.

ADOLPH H. MAYSER LEASES BUILDING

Adolph H. Mayser, well-known Victrola dealer in the metropolitan district, now located at 1863 Broadway, has leased the entire two-story and basement building, at 1869 Broadway, for a term of years. Mr. Mayser will move his business to the new location as soon as alterations have been made.

BLANDIN CO. OBTAINS CHARTER

The Blandin Phonograph Co., Racine, Wis., has been granted a charter of incorporation in that State, with a capital of $400,000. Incorporators are: S. W. Blandin, M. W. Youngs and E. L. Davis.

The Forest City Phonograph Co., Rockford, Ill., which had been closed since November, 1920, has resumed operations with three-quarters of its former force. About two hundred men are now employed at the factory.

EDISON FOREIGN RE-CREATIONS

November Advance Lists Include Numbers in French, Polish, Norwegian and Russian Which Are Splendidly Sung by Prominent Artists

Thos. A. Edison, Inc., in addition to its regular advance list of records sung in English for November, has also prepared many interesting Re-creation records in French, Polish, Norwegian and Russian. The ten French numbers, which embrace popular and standard songs, are recorded by Paul Dufaut, tenor; Hector Pellerin, baritone; Torcorm Bezazian, baritone. The four Polish Re-creations, which consist of folk and Christmas songs, are sung by Michael Zazulak, baritone. The six Norwegian Re-creations are made by the Misses Olsen and Carsten Woll. The two Russian numbers consist of folk songs and are sung by Alexander Sashko, tenor.

IRISH SONG NEW OKEH FEATURE

A new song, entitled "When the Harp That Once Through Tara's Halls Rings Again for Freedom's Glory," written by Emmett O'Gowan, a member of the famous Okeh Rega Orchestra, which records for the General Phonograph Corp. of New York, will soon be a new feature of the Okeh recordings. Gerald Griffin, the Irish singing actor, is enthusiastic about the new song and is largely instrumental in bringing it to the attention of the Okeh clientele.

CANTON DEALERS EXHIBIT AT FAIR

All but Two of Local Music Houses Have Displays at Stark County Fair—Efforts Amply Rewarded With Sales and Prospects

CANTON, O., September 10.—Never before in the history of the Stark County Fair did the retail music merchant take as much interest as this Fall. With the exception of two dealers, every music house of any consequence in Canton was represented with exhibits at the annual fair, which closed recently.

Booths in former years were not nearly so attractive as those of music dealers who were represented in the Merchants' Hall last week. The talking machine was given a prominent place in the exhibit, as were pianos, players, musical merchandise and sheet music. Even records were on display in all the booths.


Attendance at the County Fair exceeded 60,000 during the four days and each music merchant had some original stunt by which to attract the spectators and get his offerings before them for consideration.

Music dealers of Canton are enthusiastic over the fair of this year and declare their efforts were amply rewarded by the number of sales and prospects which resulted.
The Result of Ingenuity

The VICTROLA is eminently supreme because its each and every part is a masterpiece—the result of ingenuity and skill of the highest calibre—And like the workmanship and music of a good old Stradivarius the VICTROLA will live thru the ages—What a wealth of satisfaction and assurance these facts should give to every VICTOR dealer...

C. BRUNO & SON, Inc.
351-355 Fourth Ave. New York
VICTOR WHOLESALEER
TO THE DEALER ONLY
Developing the Campaign for Better Business
By Practical Suggestions to the Sales Force

As has been pointed out time and again, the attitude of the heads of a company has much to do with the attitude of even the lowest employee in relation to the business situation and what the individual worker can do to help produce results under business handicaps. It quite often happens that heads of concerns are somewhat pessimistic in their attitude and yet they seem surprised when their employees are in turn pessimistic and devoid of the energy that gets results to-day. Then, again, we find optimistic and aggressive executives who by word of mouth and by their very actions instill some of their spirit of action into those associated with them.

Among these latter is to be included E. H. Droop, secretary of the old-established house of E. F. Droop & Sons Co., Washington, D. C. Victor distributor, whose spirit of cheerfulness and optimism has long been recognized by the trade in general. In a recent memorandum to the employees of his house, E. H. Droop offered some comments that are reproduced here in the belief that they will encourage other executives to take similar courageous and timely action.

In his memorandum Mr. Droop said: "Dear Co-worker:
"1. We firmly believe that the sun has set on the long era of depression which engulfed all business in this country and that it has risen on a brighter 'to-morrow' which gives promise of great activity and opportunity for all who are willing and want to work.
"2. Our business has taken heavy losses—not only because of generally dull business conditions, not only in the depreciation of many marvellous values in stock, but because of our efforts to keep our organization intact and not lower compensations in any instance. Whether the last-mentioned condition can be maintained in the face of wage and salary reductions and their readjustment everywhere to meet present-day conditions depends solely upon you and the efforts you put forth to assist to the best of your ability to retrieve the losses which have been suffered.
"3. We are face to face with new conditions. They can be met successfully by personal readjustment and individual effort; they will be met in our business by the process of elimination if necessary. The drone has no place in modern-day business; he or she is a drag on the conscientious and well-directed effort of others; only the real worker will survive, and that is as it should be. The world owes no one a living; however, it does owe you the chance to make one—and the results which you achieve in your daily work alone are recognized; all else in business is negligible.
"4. Success in every business depends on several qualifications, and we mention some of them in the order of their helpful to us: Personal appearance; courtesy, cheerfulness and undivided attention to the customer; thorough knowledge of your goods; above all, a ringing sincerity and absolute frankness; in every thing you say—no exaggeration, no knocking, no hesitation—back of it all, an intelligent mind improved by study and application; and, finally, the ability to impress the customers that you know what you are talking about—that you want to help them (rather than merely put over a sale and get their money)—and that you are associated with a house in which you have confidence and which will back to the limit anything you have said or promised.
"5. We ask you to let the foregoing statement (No. 4) sink deep into your reflections.
"6. Please remember in all things you do or say here that it is the E. F. Droop & Sons Co. (and not any individual member of the corporation or any department) which, in the final analysis, is blamed and held responsible for any shortcomings—and that you must understand this and be absolutely loyal to this principle.
"7. Practical suggestions and constructive Criticism are helpful for that reason welcomed; we invite them through personal interviews or in writing.
"8. There must be harmony among the personnel of this house; no department and no individual can be independent; all departments are interdependent. Employees must be friendly with one another, at least as far as their relations may appear to this business. Pull together in the determined effort to increase business—to place no blur on the lustrious heritage which the founder of this house, E. F. Droop, left his successors—namely, a good name and the confidence of the public.
"9. Our personal interest lies with those who are interested in their work—in the house and its aims—in those who endeavor at every hour of the working day to be 'on the job,' thus giving valuable service to the E. F. Droop & Sons Co., its patrons and to that great principle known as the 'World's Work.'

"10. We are with you and want you with us. When you need information come upstairs and ask for it. If it should be of such nature that it can be easily furnished by the responsible heads of various departments, we refer you to those men in whose judgment we place confidence.

"Keep the store in trim condition; do your part to this end. Don't shift the responsibility to other shoulders; every little helps and it makes each one's burden lighter.

"Go to your task with a song in your heart; it will make the day brighter for everyone. Be helpful, considerate, sympathetic, willing, cheerful, energetic, interested, and if you have any troubles at the end of the day come to them to be understood—he will try to help you iron them out.

"Yours for uplift and progress in every phase of life and endeavor.

"(Signed) E. H. Droop, Secretary.

"P. S.—Make a note of this note: Remember, this is the time for everyone to realize that truth, courtesy and smiling service are not only the three great elements of personal success, but that they are constituent qualities of controlling force in the composite called progress. Exercise them—they are essential."

INTRODUCE TONEPEN NEEDLE

New Type of Needle Now Being Made by Tonepen Co.—Has Many Distinctive Scientific Features of Great Interest to the "Talker" Trade

The Tonepen Co., New York, recently introduced to the trade a new type of talking machine needle for use on all machines playing lateral cut records. The company is now manufacturing this needle, in large quantities and general trade distribution is under way.

William Dubilier, a well-known inventor in various mechanical fields, has invented this new needle, which has many distinctive scientific features. In a chat with The World, Mr. Dubilier stated that the dealers handling the new needle are enthusiastic regarding its practical merit, and quite a number of them have advised him that it represents a distinctive improvement in talking machine needle production.

The Tonepen Co. claims that this new needle, being tubular in shape, will transmit vibration quickly and more easily than a solid rod, and as the needle is of light weight it will not wear away the point so quickly nor does it cut the record material.

Mr. Dubilier states that by the use of the Tonepen needle the ordinary scratching of the record is almost entirely eliminated, and the point is so made as to be parallel for a distance so that the small portion of the record which is worn away does not become wider and does not cut the sides.

In the various experiments conducted by Mr. Dubilier the Tonepen needle played more than 100 records and the company is guaranteeing that the needle to play at least 100 records. By slightly turning the position of the needle it plays solid, soft and medium tones and can, therefore, be featured to advantage as a needle adaptable for playing every type of record.

For Bigger Record Business

PREPARE NOT

Satisfy All Demands

EVERHART & BROWN :: 1705 EAST BROAD STREET RICHMOND, VA.
The lowest point of the recent business depression passed for us some time ago, and the revival has been more rapid than that following the panics of 1893, 1907 and 1914, as shown by our order records. With the exception of 1919 and part of 1920, our orders received are now equal to our average of 36 years.

WINDSOR FURNITURE COMPANY
1420 CARROLL AVENUE
CHICAGO

All Grills and other Ornamentation carved in solid Mahogany or Oak
The Windsor Furniture Company

IS THE

OLDEST MAKER

OF

CONSOLE PHONOGRAPHS

FACTORY:
1420 Carroll Avenue, Chicago

MAIN SALESROOM:
1411 South Michigan Avenue, Chicago, Ill.

Exhibit: January and July in Blodgett Building, Grand Rapids, Michigan

EASTERN DISTRIBUTORS:
Hyman Bros. & Co., 47 West 34th Street, New York

No composition or veneers used as substitutes for carving
**THE BIG HIT FROM “TANGERINE”**

**A CATCHY MELODY YOU CAN’T FORGET**

"Sweet Lady"

Sung by JULIA SANDERSON and FRANK CRUMIT

"You can’t go wrong, with any first song"

---

**Talking Machine Trade Situation**

**Analyzed by George R. Madson**

His Observations on Current Conditions and His Suggestions Regarding Practical Methods of Merchandising of Considerable Interest

The general talking machine situation and developments which are to be expected in that branch of the industry were set forth at considerable length by Geo. R. Madson, of the Cheney Phonograph Sales Co., Cleveland, before the convention of the Music Merchants’ Association of Ohio recently held in Columbus. Mr. Madson’s broad experience in the merchandising of talking machines serves to lend weight to his opinions, which are printed herewith in full.

"I have been asked many times, during the last twelve months, what is the matter with the talking machine. Why has the slump been all out of proportion to some other lines of musical merchandise? The market for talking machines is satisfactory; what the industry needs is a change in merchandising methods, and the manufacturers who have recognized the change have no complaint to make. Every merchant and manufacturer should welcome this change. During 1918 and 1919 the majority of houses were able to purchase talking machines, so that the novelty period has passed and to-day the talking machine has reached a high place in the musical merchandise world. The talking machine has reached the piano stage of merchandising. The buying public must be shown, the goods must be right, prices must be right; talking machines are not readily sold to-day at any price just because they are talking machines; you must help create the desire and go out and get the business.

"The talking machine industry is very fortunate in having high-grade manufacturers create and build up the business, keeping it clean, protecting the merchants and with very few exceptions advertising honestly and without misrepresentation. However, now that competition is becoming keener considerable nonsense, or what is worse, false information along musical lines, is being put out by some manufacturers, either through national advertising or through advice to dealers. For example, the advertising manager of one of the large talking machine companies, to show its careful attention to detail, states that when calling on one of its high executives he noticed several plates containing rosin and upon asking for an explanation was informed: ‘We are having a noted violinist make records to-day and I have been testing rosin; we want him to have the very best rosin obtainable.’ The artist probably had a Cremone violin worth thousands and bow worth hundreds, but it was the rosin, according to that manufacturer, that was necessary for fine records.

"Another notice to dealers was brought to my attention. The manufacturer seemingly wished to explain to his dealers the saying, ‘No person can do two things equally well,’ evidently forgetting that the rosin conveys the meaning that no person can do two things equally well at the same time. The company explained, in its house organ, that its orchestra director, for example, could only do one thing well—direct the orchestra; therefore, he was a great director; this advertising manager had evidently never heard of Sayge, Gabrilowitsch or other really great directors and also among our greatest instrumental artists. It is such piffle that, when used by music dealers, keeps the talking machine from being taken seriously by the really musical public.

"Every successful piano merchant knows his pianos thoroughly, can explain every detail and method of construction. What do you know about the talking machine, except that it plays records? The talking machine is a mechanical device following well-known natural and mechanical laws allowing a full explanation. There is nothing mysterious about it.

"In selling a piano you sell tone and cabinet. In a talking machine for tone you sell naturalness of reproduction, and this is where the talking machine is confusing to a great many dealers.

"In the piano you have in every instrument the characteristic piano tone. You can only score in different instruments a sweeter, more mellow or more brilliant tone. You merely compare one instrument with another. The talking machine has no tone of itself, it endeavors to reproduce the tones of other instruments and voices as nearly like the original as the manufacturer can make it.

"Are you capable of recognizing the characteristic tone of different instruments? You who are piano salesmen should be able to judge the correctness of piano reproduction; if you are a thorough violinist to judge the correctness of violin tones, and as the talking machine is not temperamental any instrument that reproduces any one instrument correctly will reproduce all instruments or voices correctly. As a mechanical device it is not capable of discriminating between the vibrations of piano, violin, cornet or voice and on the other hand any talking machine that is faulty in its reproduction of the
voice or any one instrument will be equally faulty in its reproduction of all.

"If you need advice as to which instruments are the best get the advice of one who knows, taking into consideration that some saxophone or trap players are not musicians.

"I recently heard a discussion of different makes of talking machines in one of the large music houses. One of the salesmen was explaining that a certain make reproduces violin records (he was a violinist) better than the other make, but, he said, the other make plays a well-known singer's records better. One of the salesmen asked my opinion. I explained that I was not sure: I had only heard that singer two or three times and that to judge I would have to be more familiar with that singer's voice. The salesman who made the assertion said, 'I have never heard him, but I like it better.'

"That is a sample of the knowledge displayed by the majority of talking machine salesmen in our music stores. 'It must be the best because I like it better.' Don't forget you frequently have customers that know almost as much as you do. An instrument sold by misrepresentation, even if unintentionally, will make a poor booster of a customer when knowledge comes to him.

"Know the design, construction, material and finish of the talking machine cabinet. A prominent talking machine manufacturer said to me, 'We are selling music, not furniture.'

"Suppose one of our great sopranos appeared before a concert audience dressed in a pink dress, red sash, high, black shoes and white hose. Would the concert be a success? Absolutely not. We insist on harmony. A piano merchant recently said to me, 'I cannot sell period cabinets; they are too new.' He forgot his pianos were period designs and that he would not think of buying the gingerbread designs of twenty years ago. Our architects and designers are trying their best to make us forget the monstrosities they forced on us dur-

The past fifty years we have begun to realize that the designs created and improved upon by artists for centuries are still the best.

"What is the finish of your talking machine cabinets, construction, metal parts? Are you giving your customers their money's worth on a piece of merchandise? Your firm should be the court of last resort for musical instruments. You must know thoroughly what you are buying. Give your talking machine department the same amount of attention you give your piano department, employing just as high grade a sales force. Work for your talking machine business and you will surely get it—wait for it to come to you as in the past and you will always be asking what is the matter with the talking machine situation.

"As talking machine merchants we are doing this world a great good or a great harm, depending upon the class of records we are selling. Unfortunately, we must cater somewhat to the popular demand; but it is up to us to make music merchants to co-operate with the different associations for the advancement of music, such as the Federation of Women's Musical Clubs, which are offering scholarships and prizes for American compositions, and do our share in educating the public to what is good in music. As someone has said, 'Music sweeps away the dust of every-day life.'

BRUNSWICK AND SONORA IN YONKERS

YWONKiS, N. Y., October 5.—The State Music House, Inc., which opened at 485 South Broad-

way, this city, last week, carries a complete line of Sonora and Brunswick machines. J. H. Friedl, general manager, is well versed in talking machine merchandising and Percy Armitage, sales manager, formerly engaged as a Columbia salesman and later connected with the retail trade in New Rochelle, N. Y., is also well equipped to make the venture a success.

A large circle of friends and acquaintances is valuable to the talking machine dealer. One way of securing this is to take an active part in civic duties.

NEBRASKA ASSOCIATION TO MEET

Victor Dealers of That State to Hold Annual Convention in Omaha on October 17 and 18

OMAHA, NEB., October 8.—The formal an-

ouncement of the annual convention of the Nebraska Victor Dealers' Association, to be held at the Fontenelle Hotel, this city, on Oc-

tober 17 and 18, has just been sent out to the members of that organization, and the various features of the meeting are set forth in a man-

ner that should insure a record attendance.

The program includes speeches by John G. Payne, of the Victor Co.; James J. Davin, of the Reinecke-Ellis Co., and others; an interesting talk and demonstration by Miss Mayme A. Jarden, efficiency expert of the Michel Bros. Co.; a talk and demonstration on window dis-

plays by representatives of the Burgess-Nash Co., and an illustrated talk by H. A. Beach or some other representative of the Unit Con-

struction Co. There will also be a number of entertainment features.

A special feature of the convention will be the appearance of Thurlow Lleurance and his com-

pany, who devote special attention to Indian music, of which Mr. Lleurance has long made a special study. Several of his songs, including "By the Waters of the Minnesota" and "By Weeping Waters," have been recorded for the Victor and are quite familiar to the dealers.

REMODELING LOUIS KAY STORE

Extensive alterations are under way at the Victor establishment of Louis Kay, 57 Chambers street, New York. New record demonstration booths, fixtures and workroom are being in-

stalled and the display window is being enlarged and deepened to make room for better and more artistic displays. The service counter and rec-

cord racks are being moved forward to facilitate record sales. The changes will add much to the attractiveness of this establishment so popular with downtown buyers.

AT LAST!!

A PERFECT RECORD REPEATER

As simple to use as a record.

Instantaneous—sure fire—fool-proof.

Has absolutely no effect on record, machine or needle.

NOW READY FOR DELIVERY

$2.50

Retail Price

$ 2.50

Retail price

REGULAR TRADE

DISCOUNTS

WALBERT MFG. CO.,
925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue
Widdicomb console phonographs are made in the most popular period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and finish are the hand-craft of an organisation which for three generations has enjoyed a splendid reputation for skill in the art of wood fashioning.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

Prices Reduced!
Since September 15 prices on all models of Widdicomb Phonographs are reduced to the pre-war basis. The new retail prices for the various upright and console styles range from $95.00 to $300.00.

Widdicomb PHONOGRAPH
The Aristocrat of Phonographs

Merchants with the Widdicomb Franchise are creating increased patronage

Discriminating buyers endorse the two-fold appeal of the Widdicomb

The enterprising phonograph merchant, who takes advantage of the fact that the Widdicomb offers much more than reproducing perfection alone, is gaining an enviable prestige among phonograph buyers. He is laying the foundation of a sound, constantly increasing business.

For the Widdicomb is not alone a musical instrument of superior type—it is an article of fine furniture, which can fittingly take its place in the most perfectly appointed room.

The Widdicomb Furniture Company were the first manufacturers to sense fully the possibilities for beauty in phonograph construction. For three generations they had been recognized leaders as builders of fine furniture. With their broad experience of the popular taste for furniture in period design, they visualized the appeal of a phonograph of similar master craftsmanship.

From that beginning came the exquisite Widdicomb Period Phonograph of today, deservedly known as "The Aristocrat of Phonographs." Built in the most popular period designs—Chippendale, Sheraton, Adam, Queen Anne, and Early American Art—the Widdicomb blends harmoniously and unobtrusively with the furnishings of the most tastefully appointed room.

The tonal superiority of the Widdicomb is obtained through the Widdicomb Amplifying Tone Chamber—developed after years of experiment by the best phonograph experts possible to employ. This is an exclusive feature, which makes it possible to play all records without the least vibration or metallic harshness. "Blasting" is entirely eliminated.

For the first time in phonographic history every note in the chromatic scale, from the highest tones in the upper register to the deep, rich bass notes, is given its full tonal value and emphasis—no more, no less.

The remarkable beauty of Widdicomb upright and console models in period designs, complemented by the purity and richness with which they reproduce every varied expression of the artist—whether vocal or instrumental—is leading more and more persons of cultivated taste to select the Widdicomb.

Write today for the Widdicomb catalog and full details regarding the Widdicomb franchise—learn for yourself how you can increase your sales.

THE WIDDICOMB FURNITURE CO., Grand Rapids, Mich.
Fine Furniture Designers Since 1865
GRIT and Work, the Cure for Upset Times

Fear, Which Caused Depression, Must Be Overcome by Faith and Hard Work, Says Thos. A. Edison—Interesting Analysis of Conditions.

Grit, determination and hard work can cure the economic conditions that upset the country, is the opinion of Thomas A. Edison, who recently, in the course of a talk with Wm. H. Crawford, pointed out that a general pessimistic view of the present business situation has done much to bring about depression and that "good times" can be restored by optimism, faith, common sense and hard work.

Mr. Edison pointed out that the psychology of fear is the prime cause of the depression which we are now so resolutely overcoming. "Hard times come in recurring cycles, and are nothing new," he remarked. "The point is that the country always recovers from them and goes forward with greater strides than before. We will get over it now, too. The tide has begun to turn. Times are getting better slowly. The bad periods are caused by a faulty adjustment of our economic machine, or by its being thrown out of gear by some unusual force, such as war. The machine will work properly as soon as the obstruction is removed.

After discussing the unemployment conditions in great detail he emphasized that we all must make sacrifices and that all necessary work, both public and individual, should be engaged in right now—that concerted effort on the part of national, State and municipal governments can utilize a large number of our unemployed.

Another obstacle in our economic machine," said Mr. Edison, "is the uncertainty concerning future legislative enactments. The Congress should hasten to pass laws that will give assurance to capital and furnish it protection. Capital is timid at best. It hesitates to invest money on uncertainties, preferring to place it on an assured interest until it knows what expenses are to be attached in the form of tariffs, income and excess profit taxes, cost of labor and material. As soon as the Congress lets the capitalists know where they stand, how much it is going to cost to do business, what labor legislation is going to be passed, what is to be done about transportation and shipping and whether the freight rates are to be advanced or reduced, they can determine how far they can safely go in reopening their industries. The more favorable the legislation passed by the Congress is to business interests the greater increase there will be in industry, and the larger the number of unemployed put to work. A dilatory and inefficient administration of national affairs does more to hinder the return of prosperity than any other agency.

Wants Output Increased

"We must increase our output. The most obvious way to do so is by exporting more of our products. This cannot be done until the tariff question is definitely settled. Our trade with most foreign nations is at present largely a matter of barter, because their money is practically valueless—futile money, with nothing to back it. You cannot back a steel engraving plant and a printing press. Americans are not willing to sell their supplies on any such security; as our dealings with them are necessarily a barter, before we can satisfactorily deal with them we must know the definite tariff rates on which their products will be admitted. The New York Republican State platform expresses the tariff situation exactly:

"As we must sell as well as manufacture, no tariff law should be so fixed as to increase the unsettled economic conditions of the present that will prevent us from re-establishing the profitable exchange of foodstuffs and commodities by burning those to whom we must sell to such an extent as to make it impossible for them to sell to us, and therefore to buy from us."

"The plan of Secretary Wallace to increase our export business is excellent. America has the goods and the money to finance under proper security foreign business and the other nations in the world. When a definite and permanent tariff is established and concerted financial support secured it will be possible to give materially our exports.

Back to Normal Living

"We must get back to normal living and spending, forget our fears, our extravagances and our niggardliness, and live as if it were a normal time. During the war America lost its head. Money was so plentiful, such high prices could be obtained for commodities, jobs paying such big wages could so easily be secured, that we fairly wallowed in extravagance. Then came the reaction, and we went to the other extreme.

What we must do is to believe that normal times are coming at hand and live accordingly. The manufacturer and miner, if they are optimistic, can, as far as the banks will carry them, make up stock for future delivery. The banker, if he is optimistic, can advance money to the manufacturer as far as is consistent with business principles. The laborer must get back to normal by recognizing that wartime wages were past and accepting a reduction of wages that will enable his employer to sell his goods at profit. The jobber and retailer must assist in the reorganization by charging off profit and loss the difference between prices based on the present wage and the prices which were paid for goods, and the consumer must begin buying normally. The whole people must work in with the definite aim of bringing back good times, which they can best do by living as if they were here already."

Our Money Value 100 Per Cent

"A restoration of confidence will do more to accomplish this end than any other factor. Let us emphasize that there is plenty of capital in the country to finance industry, provided it is safe to do so. That there are plenty of natural resources in our country to furnish the proper security to capital and to support many times the number of people that we now have. That there is nothing economically wrong with America. While other nations may be financially bankrupt our money is worth one hundred cents on the dollar. That while our taxes are high they are not confiscatory, as practically they are in some other nations. That we have the best transport system in the world, with more miles of railroad, more automobiles, more and cheaper methods of getting our products to market and a normally free buying public to consume our products.

"There has been an indescribable something in the air that caused our fears, which in turn created the depressed economic condition. This something will disappear as a mist in the morning. As we gain confidence the bankers will lend more money; gradually, of course, but more. The tame operator will increase his output, the manufacturer will employ more workers. As the prices come down the people will go back to normal buying."

McLaughlin, The Music Man

FRANKFORT, Ky., September 30.—Articles of incorporation were approved and a charter was issued to-day to McLaughlin, The Music Man, of Paducah, with a capitalization of $75,000. Incorporators were O. C. McLaughlin, W. E. McLaughlin, S. E. McLaughlin and five others, all of Paducah.

Motorphone, Inc., of Union Hill, N. J., has been incorporated at Trenton with $125,000 capital stock, to deal in phonographs. The incorporators are: Frances E. Harnion; Marcus O. Sarokin, Weshawken, N. J., and May J. Huervurt.

WHERE Service to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

EMANUEL BLOUT

DISTRIBUTOR  VICTOR EXCLUSIVELY

279 BROADWAY, at 108th Street, 
NEW YORK
YOU can afford to buy Van Veen equipment. No need of experimenting with untried products for cheapness’ sake.

Van Veen booths, racks and counters are being manufactured with the utmost economy, yet without sacrifice of quality or service.

The dealer who installs Van Veen equipment now is assured of the same high-grade product, at prices based on today’s cost of production. Your holiday business will pay for the installation if you will have it done at once. We have it all ready to ship.

VanVeen & Company INC.
12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

PHONOGRAPH CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

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

WINDOWS AS BUSINESS-GETTERS
The Chubb-Steinberg Shop, of Cincinnati, Putting Across Many Novel Ideas Which Help to Attract Public Attention—Window Value

CINCINNATI, O., October 6.—Although the opening of the new Chubb-Steinberg Music Shop, at 17 East Sixth street, one of the most up-to-date stores of its kind in the Middle West, still is fresh in the memories of the people it has gained the reputation throughout the city as “a place where things are done.” With the opening, three months ago, Mr. Chubb and Mr. Steinberg, working hand in hand, began to put across novel ideas and each week brings a new and original business-getter. The large show windows are changed as often as three times a month, in order to keep up with the current events. The store contains ten Unico hearing rooms, including a delightful kiddies’ room with cut-out pictures and juvenile furniture and a gentlemen’s smoking-room and two large drawing-rooms. There are twenty-four feet of Sel-Rex counter, equipped with the Chubb & Steinberg record-a-phone. Blue and ivory prevail in the fittings and decorations, which are of exceptional elaboration. There is a special lighting system, in which are included many polychrome lamps with shades harmonizing with the prevailing decorations. The fact that both members of the firm are active in the store and have as their aim originality is in itself enough to insure success, according to their friends.

SEL-REX ATTRACTIONS ATTENTION
Crowds Attracted by Novelty at Gotham Shop on Broadway—Downtown Store to Move

The attention of customers is being attracted to the Sel-Rex counter recently installed at the Gotham Shop at 135 Broadway, New York. During the rush hour people line up to get a chance to listen to the music through the aluminum tubes. Irwin Kirtz, manager of the Broadway establishment, announced that the Gotham Shop on Nassau street, in downtown New York, has been closed, pending the acquisition of a new location.

R. N. WATKIN OFFERS GOOD ADVICE
Dallas Music Merchant Makes Plea for Fair Business Practices Among Competitors

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., and known throughout the country for his activity in association affairs, recently sent the following message to the music merchants of Texas, which was published in The Musicale, a local music paper. In his message Mr. Watkin says:

“During the present conditions it is well to remember that there is competition in the music business. However, your biggest competitor is not the man selling a line of goods similar to yours, but the automobile dealer, the real estate dealer, etc., for the average purchaser has just so much to spend and if he spends it for autos he doesn’t have it for pianos. A good policy to observe toward your fellow music dealer is one of fairness, one of mutual respect. Beat your competitor, if you can, by selling better goods, using fairer methods and being more courteous. Don’t knock your competitor; get acquainted with him—you may learn something. Straight business wins out in the end.”

NEW POST FOR A. NENNSTEIL
LOUISVILLE, Ky., October 3.—Augustus Nennstiel, formerly manager of the talking machine department of the Herman Strauss & Sons Co. and prior to that in charge of the Stewart Dry Goods Co.’s talking machine department, has gone to Huntington, W. Va., with the Brunswick and Columbia departments of the Alfred Wiley Piano Co.
HERE IT IS!

The

FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLIES $8.00
Specify 81/2 or 91/2 arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE BRUNSWICK IN PITTSBURGH

National Phonograph Co. Arrange to Feature
That Line in Aggressive Manner

PITTSBURGH, Pa., October 4.—An elaborate show-
ing of the Brunswick phonograph and the Bruns-
wick records was made by the National Phono-
graph Co., one of the latest additions to the list
of Brunswick dealers in western Pennsylvania.
Their show window was handsomely decorated
and very attractive models of the Brunswick
phonograph were displayed, as well as a line
of Brunswick records. The firm reports a good
sale the past month of the Brunswick line and
has keen anticipations for the Fall and Winter
trade. The National Phonograph Co. occupies
the entire building at 633 Liberty avenue and
on one, the first floor is the retail department.
There are seven sound-proof booths, as well as
a series of display and show rooms. The Na-
tional Phonograph Co. also handles the Q R S
rolls and a portion of the rear section of the
first floor is given over to this player roll
department.

MORRIS ROSS WEDS MARY LIPPMAN

Morris Ross, proprietor of the Rialto Phono-
graph Co., 101 Avenue B, New York, was re-
cently married to Miss Mary Lippman, credit
manager of the Emerson Record Sales Co., at
the congregation Kol Israel, in New York. The
ceremony was performed by Dr. Joseph Shinsky,
famous Cantor and exclusive Vocalion artist.
Those present included Director Rosenfield, of
the foreign record department of the Emerson
Phonograph Co.; R. W. Gordon, of the Musical
Products Co., Vocalion jobber, and Manager
New, of the Emerson Phonograph Co., city
sales department.

DO NOT IGNORE COMPETITORS

Interchange of Merchandising Ideas Between
Merchants Is a Profitable Practice

The dealer who adopts the policy of remain-
ing by himself and entirely ignoring his com-
petitors has chosen an unprofitable course
to pursue. No matter how clever he may be there
are other merchants just as clever, if not more
so, and it ill behoves him to neglect the ad-

tantage to be derived from an attitude of friend-
liness toward his competitors.

“The union there is strength” is an old and
true saying, as has been demonstrated time and
time again by the unions which have been
formed by the trades crafts, and the same ap-
plies to the music industries. The interchange
of constructive merchandising ideas derived in
this manner cannot help but work to the advan-
tage of each individual dealer.

J. E. Henderson, district manager for the
Columbia Graphophone Co., in Louisville, Ky.,
resigned last month and is taking a needed rest.
Mr. Henderson has not announced his inten-
tions for the future.

Things seldom get so bad that they couldn’t
be worse.

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER “STRAIGHT”

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

Yes, it is universal and equipped with the Regular Fletcher
Reproducer, giving the same natural tone quality as heretofore
Made in two lengths, 8 1/2" and 9 1/2"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO
Back from vacation your customers will want to waltz to “Remember” and “In My Tippy Canoe,” by Prince’s Dance Orchestra. This big 12-inch double will go big this fall. A-6194.

THE TALKING MACHINE WORLD

October 15, 1921

THE ADVERTISING BUREAU

Columbia Graphophone Co.
NEW YORK

EFFECTIVE STATE FAIR DISPLAY

W. J. Dyer & Bro. Have Elaborate Exhibit of Automatic Instruments, Pianos, Victrolas, Small Goods, etc., at Minnesota State Fair

ST. PAUL, MINN., September 30.—One of the interesting displays at the Minnesota State Fair, held recently, was that of W. J. Dyer & Bro., the old-established music house of this city, who

TRADE SERVICE FOR MUSIC DEALERS

Trade Service Bureau of Music Industries Chamber of Commerce Offers Two Attractive Series of Advertisements to Merchants

The Trade Service Bureau of the Music Industries Chamber of Commerce, under the direction of C. L. Dennis, has announced that it is prepared to furnish to the members of the National Association of Music Merchants a number of service items for individual use covering problems of advertising and selling, business forms and methods, collection helps and sources of information on the music industry.

As the first feature of the service there is being offered to the music merchant a selection of two series of copyrighted illustrated advertisements taken from the previous co-operative advertising campaigns of the National Bureau for the Advancement of Music and representing, it is said, the cream of these advertisements.

Under the plan the use of the advertising will be limited to the first dealer in each town who places a definite order for either series, the order including full sets of newspaper mats, which are sold to the dealer at cost, the amount of the charge being extremely small. The first of the series of advertisements includes twelve pieces of copy, four-column size, twelve inches deep, under the caption, “What the Great Minds of All Time Say About Music.” The second series of eight advertisements, also four-column size, twelve inches deep, represent the development of the subject, “Music—the Birthright of Every Child.”

It is expected that the offer of the special advertising service will prove interesting to music merchants just now, in view of plans being made for Fall and Winter business.

Other features of the Trade Service Bureau will be announced at intervals as they become ready for operation.

“WE SERVE THE SOUTH”

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

J. K. POLK FURN. CO., Inc.
Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

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


Our OKe\(h\) Record

"The Record of Quality"

Our Splendid Dean Needle

"The Needle of Quality"

This combination assures

Sales and Profits

No better needle made to play OKe\(h\) Records and all other records perfectly

*We are at your service with new prices—*it will pay you to investigate*
Boston, Mass., October 8.—Business appears to be on the mend, so the trade generally seems to think. The present indications are that the Fall will show a much bigger increase in volume of business than was the case last season, and the jobbers are making ready to fill a large volume of orders. There are some types of machines of pretty nearly all kinds that are running low and special efforts are being made, in view of the popularity of these styles, to get a replenished stock. The retail shops would scarcely be stocking up if they, too, did not feel confident that there is a good season ahead, and their confidence is warranted in large degree by the inquiries that are being made for machines of all the standard makes. That the corner has really been turned in general conditions is getting wide belief, and even banking institutions are sharing in the optimistic sentiment. Statisticians who keep their eyes and ears close to the prevailing economic situation are putting out highly encouraging statements and all this looks good to the man who has been holding on in the face of adverse conditions.

Music Men to Meet October 26

There was a special meeting yesterday of the committee of the New England Music Trade Association to arrange for the annual meeting of the organization, and it was decided to have a dinner at Young's Hotel, October 26. An effort will be made to get a distinguished speaker, for it was the opinion of the committee that the members—that is, the piano trade—are ready for serious things and anxious to hear from someone who has a real, live message to give touching the immediate future of business. The man whom the committee will try to get is Roger Babson, the famous statistician, whose views on current economic questions are being widely quoted. Mr. Babson conducts an Institute at Wellesley which has a number of students who are getting highly specialized instruction. The annual meeting of the Association really should have been held the middle of September, but the occasion was postponed until this later date.

New Brunswick Representatives

The latest best news coming from Kraft, Bates & Spencer, Inc., regarding the Brunswick, which, fouling September, found a bigger demand than in many a month. Harry Spencer is going over shortly to New York for several days in the interests of the Brunswick, and Kenneth T. Finney, the wholesale representative, is also going on a trip in a few days, taking in fifteen or sixteen places through New Hampshire and Vermont and getting as far as the border—and he may decide to get across. He plans to be away ten days. The Brunswick has just been signed up for two new representations. One is The Brunswick Shop, at 60 Washington street, Salem, of which Francis B. Odell is the manager. The other is the New Tog Shop, at 127 Main street, Andover, the manager of which is A. Sutherland.

Marked Improvement in Vocalion Business

Manager Wheatley, of the Vocalion Co., reports that the September business, both in machines and records, was a marked improvement over recent months and he is looking confidently forward to a good holiday demand for the Vocalion line. A new record made by the Vocalion, for advertising purposes and therefore for private distribution, is that recently made for the Movie Co. On one side is a Movie song, so-called, which was written by Dennie Sheu, a popular press representative for several of the Boston theatres, while on the reverse side the same thing is made into a one-step. The song was recorded by the Shannon Four, while the dance number was recorded by the Aeolian Dance Orchestra. Several months ago the Vocalion made a record for the Filene Co., the numbers being selections that were a feature of one of the Filene shows that was staged at the Tremont Theatre, and the Movie people were so well pleased over that achievement that they wanted one of their own.

Wider Okeh Record Distribution

E. B. Shiddell, head of the company bearing his name, at 142 Berkeley street, this city, reports that September was a surprisingly good month in the distribution of Okeh records, and he is looking for still bigger business in part because of a circular which he sent to New England houses early in the month and which already has brought forth many replies from persons who are anxious to take hold of the Okeh line. With each letter were sent samples of twelve records, and a point was made in the circular that a man did not necessarily have to be a talking machine dealer, actually carrying machines, to handle the record proposition; that anyone could sell these as a side line. Personally Mr. Shiddell has made several trips recently to nearby territory in the interests of his line. As he had no vacation this past Summer he is planning to go away on a hunting trip the latter part of October or early in November, and probably will select Canada as the most attractive place for good game.

W. F. Chick in Charge at Widener's

There's a new manager now in charge of Widener's, at 21 West street. He is W. F. Chick, who at one time conducted a shop in Worcester, where he featured the Harmonola. He has also had other experience in the selling line, so that he comes into his new post with a fund of valuable knowledge. Mr. Chick was (Continued on page 84)

DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer's order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of DITSON VICTOR SERVICE

With TWO Points of Contact

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK
three years in service, one year of which was spent in the French army and two with the American forces, Twenty-sixth Division. Mr. Chick says that the Granby is finding rapid favor with the public and he is sure that there will be an increasing demand for it as time goes on, owing to its obvious merits.

Take on New Record Line

With the Hallet & Davis Co. eventually to retire from the retail business there is a special sale in the Pathé goods now going on at the Boylston street wareooms, and since September 25 a great many sales have been made. A new line of records on the market, called the Musica, put out by the Opera Disk Distributing Co. of New York, has been taken over by the Hallet & Davis house as distributing agents for the New England territory, and the catalog that is put out has surprised local people by the list of prominent musicians that are included.

Charles F. Bruno

Charles F. Bruno, president of the Tremont Talking Machine Co., of Tremont street, has returned from his Summer home at Gloucester, where he had a cottage for the season. He is about to make a change in his Winter residence from Cambridge to Arlington, where he is sharing a new home with Warren Batchelder, who is head of the retail sales force of the Tremont Co. Retail business at this house is showing manifest signs of improvement and a very good demand for goods is looked for from now on, say all those connected with the warerooms.

Hold Great Educational Conference

An educational district conference of the music supervisors of Greater Boston schools has just been finished. It was a three days' session at the headquarters of the Columbia Co., and proved eminently successful from every point of view. The conference was similar to others lately held in Cleveland and Kansas City. It was held under the auspices of the general education department of the Columbia Co., of which W. A. Willson is the manager, and during the three days there were two sessions each. Professor Mohler, of Columbia University, who is a recognized authority on music appreciation, directed the course, which followed the same general lines as the courses he conducts at Columbia. Many invitations had been sent out to the music supervisors in the schools throughout Greater Boston, and many availed themselves of this rare opportunity. In addition to Professor Mohler there were present Miss Skilling and Miss McKee, of the Columbia education department in Canada; Miss Martin, of the New York State education department, and (Continued on page 85)
Mrs. Grace Drysdale, the Columbia Co.'s educational representative for the New England territory. The general subject of music appreciation in its various aspects was gone thoroughly into and those attending went away with a valuable fund of new ideas touching the proper presentation of music all along the line, from the kindergarten department up to the high-school grades. The evening sessions were attended by a number of the local Columbia dealers who could not attend at any other time.

C. A. Buechner Now Traveling Representative

Announcement is made by Manager Fred E. Mann, of the Columbia Co., of the appointment of C. A. Buechner, of Boston, as traveling sales representative for western Massachusetts and Vermont, succeeding J. F. Fagan, who has recently resigned. Through long association Mr. Buechner is well informed on the talking machine business. At one time he was associated with the Emerson and the Grabby lines.

Big Victor Demand at Steinert's

Kenneth Reed, wholesale manager of the Victor department of M. Steinert & Sons, has had to roll up his sleeves and get right down to hard work lately and he, therefore, has not had the opportunity for playing golf that came his way earlier in the season. This is another way of saying that business with the Steinert house is showing up better and better as time goes on and there are several models of Victor machines which, because of the heavy demand for them, are actually out of stock for the time being. The present demand for goods Manager Reed looks upon as a healthy forerunner of what may be expected later, and, while he is not anxious to actually predict a shortage of goods, it is in order, he thinks, to warn the trade that it will prove good business in the end to place orders as early as possible. With a vision of good business ahead and the necessity for having increased accommodations for larger stocks, Manager Reed has arranged to enlarge the record stockroom by 50 per cent.

On October 10 Manager Reed intends to go over to Camden to attend the second Victor jobbers' class, to be held, as usual, at the factory. Incidentally, about this time there ought to be something doing in Canton, for it is the tenth wedding anniversary of Mr. Reed and his wife. A few weeks ago Kenneth Reed met with a loss which has necessitated his purchasing a new automobile. His old car was a Henry-Phillip's twelve-cylinder. The stable on his estate at Canton, where he kept his machine, was found to be in flames. It took some time to put out the fire, which came near reaching the house. The Haye's car was a wreck by the time the blaze was extinguished, so now Mr. Reed owns a handsome Hudson speedster.

Hovey Dodge Back From West Indies

Hovey Dodge, of the Eastern Co., is home from a three weeks' trip taken to the West Indies. He sailed from New York on one of the United Fruit Co.'s vessels and while away he stopped at Panama, Costa Rica, Cuba and Colombia, having good weather all of the time, though the vessel went a long way out of its course to avoid the terrible hurricane which was experienced by so many craft. Hovey returns greatly benefited in health and filled with pep for the Winter's activities.

Featuring the Operatone

Arthur Erisman, head of the Grafonola Co. of New England, has had a very busy time during September, and he is another who has good reason to look forward with pleasant anticipation to the next several months. Toward the end of the month he was over in New York on business. Manager Erisman has just taken on another device which is sure to make a hit with the public. It is the Operatone, based on "true scientific principles," which is controlled by the Naturrel Reproducitors Corp., of New York City, and, though it has been demonstrated here only a couple of weeks or so, everybody is most enthusiastic who has heard it at this well-known shop at the corner of Tremont and Avery streets. A new addition to Manager Erisman's staff is Fred L. MacNeil, lately in charge of Widener's in West street. Mr. Mac-Neil has a host of friends in the trade and he knows the art of selling.

Cullen Developing Emerson Business

A. L. Cullen, of the Lansing Sales Co., has been making several trips by auto lately into New Hampshire and Massachusetts cities and towns in the interest of the Emerson machines, and he has been able to interest quite a number of substantial houses in this proposition.

Welcome for Unico Man

George Lyons, of the Unit Construction Co., called upon the trade throughout New England (Continued on page 86)
revise and last price list be inserted therein. Harry G. Russell Calls on Victor Jobbers
Harry G. Russell, of Providence, who now
travels through Rhode Island and Connecticut
in the interests of the Victor, made a special
trip to Boston in September and called on
the three Victor jobbers in this city.

Business Shows Up Satisfactorily
Manager Herbert Shoemaker, of the Eastern
Co., spent several days in the factory the middle
of September, in attendance upon the jobbers’
class and at which there were twenty present.
Mr. Shoemaker says business is showing up
very satisfactorily.

Orders Steadily Increasing
The New England Talking Machine Co.,
of this city, manufacturer of Perfection tone arms
and reproducers, reports a decidedly favorable
increase in the business done during September,
compared with the months of July and August,
and is looking toward a still larger volume
for the following month.

INTERESTING DATA FOR THE TRADE

The Musical Tastes of the New England Public
Reflected in a Recent Report Showing Num-
ber of Farmers Owning Pianos or Talkers

Boston, Mass., October 1.—From the milk indus-
tory to talking machines seems a far cry, surely,
but there has lately been an investigation here-
abouts which tells a story touching the musical
tastes of one part of the general public. Re-
cently the New England Milk Producers’ Asso-
ciation made a canvass among the farmers in
those parts of New England that are especially
devoted to the dairy business and five States
were included, namely, Maine, New Hampshire,
Massachusetts, Connecticut and Vermont. The
canvas was to show the state of prosperity of
the families, what they possessed in the way of
comforts and luxuries, and while there are some
items that have no bearing on the music trade
even remotely there were some figures of more
than passing interest to the trade. For instance,
in the State of Maine it was found that 27 per
cent of the farmers in the sections inquired into
had pianos, 23 per cent had organs and 17 per
cent had talking machines.

In Massachusetts the figures were these:
Pianos, 57 per cent; organs, 25 per cent, and
talking machines, 39 per cent.
New Hampshire: Pianos, 65 per cent; organs,
6 per cent; talking machines, 48 per cent.
Connecticut: Pianos, 38 per cent; organs,
8 per cent; talking machines, 6 per cent.
Vermont: Pianos, 52 per cent; organs, 24 per
cent; talking machines, 8 per cent.
The figures are worthy of close study.

H. S. BROWN OPENS BIG STORE

New Establishment in Fitchburg, Mass., Is the
Largest in City—Complete Line of Pianos and
Talking Machines Handled

Fitchburg, Mass., September 30.—Henry S.
Brown, of Lynn, Mass., opened one of the largest
piano and talking machine establishments in
this city by taking over the piano and machine
instrument store formerly operated by A. F.
Girouard and a pool room adjoining and turning
the whole into a large store.

The ground floor contains the business quar-
ters of the firm, as well as several large demon-
stration rooms. The second floor consists of a
showroom in which are displayed thirty-five dif-
f erent makes of pianos and sixteen lines of talk-
ing machines. The Shoninger pianos are fea-
tured. One of the many provisions for the
comfort and convenience of patrons consists of a
large rest room, beautifully furnished. The third
floor of the establishment is used as a store
room and a large reserve stock of pianos and talk-
ing machines is kept here. Hoisting apparatus and
a special building which is to be used as a ship-
ing department facilitate the handling of In-
struments.
You'll ring the bell on your cash register with these two fox-trots that ring the bell, "Molly 0" and "Goodbye, Pretty Butterflies," by Art Hickman's Orchestra. Order a good stock. A-3458.

NEW PATHE DISTRIBUTORS IN OHIO

CINCINNATI, O., October 5—The appointment of the Alms & Doepke Co., of this city, as exclusive Pathe distributor for the State of Ohio, has been announced by the Pathe Freres Phono-

graph Co., of Brooklyn, N. Y., taking effect September 28, 1921. From this date the requirements of all the dealers formerly supplied by the Fischer Co. will be taken care of by the Alms & Doepke Co. from a brand new stock of Pathe phonographs, Actuals, Pathe records and Actuals needle-cut records. The former stock of Pathe merchandise held by the Fischer Co. has been repurchased by the Pathe Freres Co.

A. R. Saunders, who deservedly earned an enviable reputation during the years he was employed by the Fischer Co., has been appointed manager of the Alms & Doepke Co. wholesale Pathe division.

It is the plan of the new company to render the maximum of service to the Pathe dealers and to cooperate efficiently with each individual in merchandising help.

EXCISE TAX ARGUMENT ON RECORD
Fred Gennett, of Starr Piano Co., Adopts Novel Means for Presenting Views to Congressmen

RICHMOND, Va., October 1—The use of the talking machine record for the purpose of stating the case of the people to the legislators has been made for the first time by Fred Gennett, secretary of the Starr Piano Co., who recorded the views of the music industry on excise taxation on a special Gennett record and had it taken to Washington by the Starr Co.'s attorney, Guido Gores, for presentation to Senator Watson. Through the co-operation of the Gennett laboratories the finished record was ready for delivery within twenty-four hours from the time Mr. Gennett did the recording.

JOHN STEEL VISITS CLEVELAND
Popular Victor Artist Introduced to Cleveland Dealers—Cleveland Talking Machine Co. Presents Him to Trade in That Territory

CLEVELAND, O., October 6—John Steel, Victor artist, made firm friends of the Victor dealers, who met him at a luncheon at the Cleveland Athletic Club during his appearance at the local Keith's Theatre. The luncheon was given by the Cleveland Talking Machine Co., Victor wholesaler, following its policy of acquainting the artists and trade with each other. Of the many artists who have met the dealers none has been so generous as Mr. Steel, who sang, gladly, "A Rose, a Kiss and You," which, by the way, is a favorite of his; "EB, ELL," which showed his splendid Hebrew diction; "Rose of Picardy" and "Gipsy Trail." He appeared the following day at the Rotarian luncheon and called on the Victor stores during his stay—a busy man who still had time to add to his list of business friends.

OPENS SCHOOL RESEARCH SECTION
Thos. A. Edison, Inc., Establishes School Research Department at 473 Fifth Avenue With Prof. C. H. Farnsworth in Charge

Growing out of its investigations of the use and need to humanity of music Thomas A. Edison, Inc., has established its school research department under the same roof with the headquarters of the Phonograph Corp. of Manhattan, at 473 Fifth avenue, New York City. Prof. Charles H. Farnsworth, of the department of music, Teachers' College, Columbia University, is the head of the new department, and Dr. Esther L. Gatewood, of the Ohio State University, is his associate.

The main purposes of the school research department are to study school music problems and the various uses of school music, together with the service of general research. That is, music teachers, supervisors and others who use the Edison phonograph in their work are cordially invited to ask questions or seek advice pertaining to their work. Suggestions for courses of music study, based on Re-creations, and any special programs desired, will be furnished to applicants. Edison dealers who desire to give school programs, and who wish to interest teachers or clubs in New Edison material, will be urged to seek the help of the new department.

In connection with these questions Prof. Farnsworth and Dr. Gatewood will devote thought and energy to general and theoretical problems of music and their purpose and application to society and industry.

PHONOGRAPH RECORD LABELS

That will meet the requirements of the manufacture of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
UNICO DEPARTMENT of the Gramophone Co., Ltd.
London, England

There Is Still Time
for you to re-equip your department before the Holiday season opens up. Unico Service can transform your Talking Machine Department into the Musical Headquarters of your Community in a few days.

We Are in Daily Receipt
of orders by wire, mail and phone from all points extending from Coast to Coast. These orders, whether large or small, are going forward frequently the day received, always within a few days. Unico Service Men follow immediately and the new store or department is completely installed "before you can say Jack Robinson."

Speed—Yes, But Not at Sacrifice of Quality
For months we have been preparing for this active trade revival. The Unico equipment we install for you in such miraculously short time has been made in the good old-fashioned slow way, completely finished, fitted and held ready for rush order shipment.

Better Still
You need make but a very small immediate cash investment. The Unico Deferred Payment Plan enables you to finance the operation out of Profits from Increased Sales.

Unico Departments As Low As $500.00
and we mean complete departments, Room, Rack and Counter equipment. Whether your requirement is for $500.00 or $50,000.00, and irrespective of your geographical location, the Unico System is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

You Can Still Improve Your Selling Facilities
in time to take advantage of the most active machine and record demand of the year, which is just ahead, but—

Phone, Wire or Write Our Nearest Office TODAY.

UNIT CONSTRUCTION COMPANY

NEW YORK  Rayburn Clark Smith, President
299 Madison Ave.  58th Street and Grays Avenue
Corner 41st St.  PHILADELPHIA

CHICAGO  30 N. Michigan

See Our Full Page Announcement of New Unico Portable Stand in this Issue
DEATH OF DAVID BISPHAM

Once Leading American Baritone, Interpreter of Wagnerian Roles and Columbia Artist—Made American Debut in 1896—A Great Favorite

David Bispham, American baritone and Columbia artist, for many years one of the foremost figures in the American operatic and concert field, passed away of heart disease suddenly October 2 at his home in New York City. The deceased, who was sixty-five years of age at the time of his death, was born in Philadelphia, of Quaker parents, in 1857. In 1866 he went to Europe, where he studied under Varnucchi in Florence, Italy. His first professional appearance was made in the Palace Theatre, London, in an opera "Bejeche." In 1896 he realized his ambition when he first appeared in grand opera at the Metropolitan Opera House, New York. In a short time his fame was established and for the next twenty years he was associated with every kind of baritone part in grand opera, singing in Italian, French, German and English. He was famed particularly as an interpreter of Wagnerian roles. Mr. Bispham was one of the founders of the Society of American Singers and enjoyed membership in many clubs, including the Lambs' Club, Century, Players, etc. He is survived by his widow.

The Rooney Co., 1451 St. Nicholas avenue, New York, Victor dealer, has taken on the Edison line, and on Monday, October 3, gave an interesting concert of Edison Re-creations as a feature of a "grand opening." Striking advertisements were carried in the New York papers connected with this event.

OPEN STORE IN HAMILTON, PA.

A talking machine establishment, to be known as the Controla Music Shop, has been opened in Hamilton, Pa., by Michael Lonzetta.
GREATLY IMPROVED DEMAND FOR MACHINES IN ST. LOUIS

Dealers Report Increased Sales of Medium-priced Models—T. B. Hauk Buys Field-Lippman Co.

Branch—New Quarters for Lehman Piano Co.—Some News Brieflets of Interest

St. Louis, Mo., October 8—October is commonly looked upon as a good talking machine month in St. Louis, and it is starting off as though it meant to merit the good reputation it has won in the past. Toward the end of September there was a noticeable improvement in the movement of machines. It was not pronounced, but there was no mistake that the quieter demand and all the indications were and are that the improvement will continue and increase as the holidays draw nearer. The best demand is for medium-priced instruments, ranging in price from $100 to $200, the better grade of popular-priced machines. The fancy machines that command fancy prices are still sold, but not as frequently as formerly. The present demand for medium goods is considered more healthy than the other and is believed to have elements of greater permanence. The improvement is in both the wholesale and retail fields. Records are selling well with Caruso demand still evident.

T. B. Hauk Now the Owner

The Field-Lippman Piano Co. has sold its North Side branch at 3702 North Grand avenue to T. B. Hauk, who has been manager of it since it was opened two years ago. Mr. Hauk, who will conduct the business in the future, will continue handling the Brunswick line.

Tri-State Association to Meet

Great preparations are being made for the coming of the Eight Famous Victor Artists, on October 10, under the auspices of the Tri-State Victor Dealers' Association. The concert, which will be at the Odeon at 8 p.m., will be preceded by a business meeting at 3:30 p.m. at the Claridge Hotel and a dinner at the same hotel at 6 p.m. After the concert there will be a dance at the Arcade Dance Hall from 11 p.m. to 1 a.m. The arrangements are in the hands of the Executive Committee, composed of T. W. Matzen, Val Reis, Charles Lippman, Frederick Lehman and E. C. Rauth.

C. R. Salmon Goes to Los Angeles

C. R. Salmon, for the past year sales manager of the Artophone Corp., has severed his connection with that organization and has gone to Los Angeles, Calif., where he will locate and make his home in the future. Before going with the Artophone Corp. he was for eleven years with the St. Louis branch of the Columbia Co., and has been one of the best-known talking machine men in California. In California he will either embark in business for himself or will form a connection with an established firm as Pacific Coast representative. He has several propositions under consideration.

Lehman Piano Co. in New Quarters

The Lehman Piano Co. took possession on September 30 of its new store at 1101 Olive street, the first floor of which will be given up largely to the demonstration and sale of talking machines and records. Attractive booths have been erected along the west wall of the store, facing the Eleventh street windows. Welch & Co., who handle talking machines along with furniture, will occupy the old Lehman store, together with their present store at 1109 Olive street. This gives them needed room.

Some Edison Activities

T. J. Price, Edison dealer at Belleville, Ill., had an attractive float in the annual "Ding Dong" parade at Belleville last week.

The G.-W.-B. Music Co., of Marion, Ill., Edison dealer, made a display of Edisons at the Marion County fair last week.

The Silverstone Music Co., in recognition of the St. Louis celebration of the Missouri Centennial, had a window display designed to impress the progress in invention in 100 years through the inventions of Thomas A. Edison. An animated figure of Lafayette reminded sidewalk gazers that 100 years ago there was no Thomas A. Edison and no phonograph, electric light or motion pictures.

O. C. Gammon, an Edison dealer of Humboldt, Tenn., was a recent visitor to St. Louis.

The Wellston Talking Machine Co. has moved into a new building at 5926 Easton avenue, across the street from the former location.

J. H. Bennett, of the Brunswick Co., has returned from a business trip to Memphis, Tenn. Manager E. M. Morgan, of the Columbia Co., reports a very large percentage of increase in the volume of sales for September over previous months. Large orders for Columbia Grafonolas and Columbia records from many dealers are a sign of confidence in all sections for big Fall and Winter business.

L. A. Millin, proprietor of Millin's Book Store, Herrin, Ill., spent a day in St. Louis, replenishing his stock of Columbia products, Carl.
THE TALKING MACHINE WORLD

"BLACK DIAMOND" GRAPHITE
Spring Lubricant
The Lubricant Supreme
Ensures no to dry up or become sticky or metallic; remains in the right consistency in collapsible tubes; 1 l. & 1 lb. 25 cts. ea.
Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARTZ, INC.
1205 Broadway, New York City
31 East Van Buren St., Chicago, Ill.
215 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

Borchett, of Kirkville, Mo., also called at the branch headquarters.
G. H. Crossen, the Columbia dealer in Eldon, Mo., was here with his wife, and paid the Columbia branch office a call. Other visitors have been: Phil A. Dallmeyer and wife, of Jefferson City, Mo., and T. R. Burns, of Willow Springs, Mo. Both are live Columbia men and are out after the business.
O. C. Mechalor has been appointed St. Louis city salesman for the Columbia, to succeed W. L. Peters, resigned.

Places Machines in Schools
Miss Florence E. Hazlett, representative of the Columbia educational department, spent several days recently in Murphysboro, Ill., and, with Rolens & Millikan, the Columbia dealers, placed Columbia Grandolas and educational records in a dozen schools in Jackson County. She also spent a very profitable week in Springfield, Mo., co-operating with Columbia dealers there. Her later activities include several teachers' institutes at Shelbyville, Marshall, Murphysboro, Ill., etc.
Assistant Manager J. Bryant made a special trip to Litchfield, Ill., where the Columbia dealer, M. E. Rubenowitz, is pushing the line in his usual energetic fashion.

Remodel Kramp Store
Charles Kramp has remodeled his store at 1305 South Broadway, St. Louis, refurbishing it throughout in first-class style, making it one of the best appointed phonograph shops in the city. He has inaugurated a series of Wednesday evening Columbia record demonstration concerts, which are proving very successful and profitable. His audiences test the capacity of the accommodations.

Changes in Selling Staff
Many changes in the selling staff of various St. Louis Victor houses are taking place. At Stix, Baer & Fuller the new ones are Miss Lacey Mc
ghee, Miss Katherine Walsh, Mrs. Billie Ladd and Miss Evelyn Nagel. At Field-Lippman's are Miss Laura Hagge and Mrs. K. Holland, formerly with Saunser Bros., Dallas, Texas. At Glaser's Music Shop is Miss Betty Zlotnik.

Jerome Munie, O'Tallon, Ill., has just taken on the Victor line. Mr. Munie plans to discontinue his soda fountain business and devote his time to music. This is a Koerber-Brenner account.

It is with deep regret that we chronicle the death of Mrs. Glaser, wife of J. Glaser, Victor dealer in Sixth street.

Opens Store in Collinsville
Collinsville, Ill., is able to buy Victor records at home for the first time in years. Roy Sauer opened a handsome Victrola store at that place on September 10 with three sound-proof booths, record racks and all equipment of the latest. Friends are predicting great success for Mr. Sauer.

A Delightful Hobby
Highfill & Nefeld, Victor dealers of Carthens-
vilie, Mo., have an unusual customer in a physi-
cian of the town. This doctor's hobby after office hours is to train canaries. He releases them from their cages and allows them the full freedom of the house. Then he starts the Victrola, using actual bird records, as well as those of the whistlers and nature Singers. His success keeps him calling for new records.
H. Abemuelle, of Washington, Mo., also has a couple of canaries whose taste in music is highly cultivated. When the representative from Koerber-Brenner Co. comes to play the monthly samples the birds are silent throughout the list of dance numbers and most popular songs, but they show their full appreciation of the Red Seal numbers by trilling ecstatically.

Big Send-off for Wellington Co.
They called the police to keep out the crowd whose pressure at one time threatened the glass of the beautiful show windows at the new home of the Wellington Talking Machine Co. F. Cole-
man has been a dealer solely in Victrolas and Victor records for many years. He opened a handsome new store last month. The booths and woodwork are finished in ivory and old ivory with silver lighting fixtures. Three thousand Penn dogs were given as souvenirs. Mr. Cole-
man's neighboring dealers showed the high esteem in which he is held by filling the house with flowers. This shop has the unique distinction of employing no outsider, the work being carried on by Mr. and Mrs. Coleman, with their daughter and son-in-law, Mr. and Mrs. C. A. Dick.

BIERMAN OPENS NEW EDISON SHOP
Northfield, Minn., October 4.—C. A. Bierman, local Edison dealer, who for some time was located in A. W. Bierman's furniture store, is now located in new and larger quarters on South Division street. Mr. Bierman's stock is much larger than formerly and in addition to phonographs he now handles pianos and musical instru-
ments.

The Coole Music Co., of Stockton, Cal., due to its rapidly growing business, has moved to larger quarters on South Sutter street. A complete line of talking machines and records is handled.

IT PLAYS ANY-ALL DISC RECORDS
THE PHONOGRAPH FOR THE DISCRIMINATING. OUR SELLING PLAN OUTSTRIPS COMPETITION AND ASSURES UNUSUAL PROFITS—SEND FOR IT.

THE MUSIC-MASTER OF PHONOGRAPHS
THE MANOPHONE CORPORATION OF ADRIAN MICHIGAN

IT PLAYS THEM AS OTHERS CANNOT
WITH ITS INCOMPARABLE QUALITY OF TONE
A MUSICAL INSTRUMENT BUILT BY MUSICAL INSTRUMENT BUILD-
ERS. IT HAS THE VOX-HUMAN-A HUMAN THROAT, REPLACING THE COMMON THROAT OF PIPE.
LONG CABINETS (Illustrated) at REDUCED PRICES for OCTOBER

This sale will close positively OCTOBER 31st
ORDER TODAY to secure prompt deliveries.

This sale will close positively OCTOBER 31st
ORDER TODAY to secure prompt deliveries.

There is also a special September price list for LONG Player Roll Cabinets—Write for Details.

The Geo. A. Long Cabinet Company
HANOVER, PA.
THE quiet going also few several change Philadelphia con-
The inquiries Scranton, Phillips, this the the Eugene Caruso this D.
do 1920, four good, Atlanta, just that month the large Philadelphia, Brunswick prominence.
The Mr. do the the the Mr. going age, approaching.
of previous management to this firm.
is Nelson has been improving the wholesale business during the past year, and the firm has been connected with the Brunswick in New York for the past year has been in Atlanta, Ga., managing the Brunswick wholesale business in that section. He came here September 1.

Mr. Nelson states that the Brunswick business in Philadelphia during September has shown a decided improvement. He believes that his firm is going to have a very good, substantial business this Fall. He says: "I do not feel that it is going to be like the boom times of two years ago, but I do believe we are going to have a satisfactory business—a good, staple business."

New Brunswick Agencies

Snellenburg Co.'s talking machine department has just added the Brunswick to the other machines it is handling, and it is going to give it prominence. The Brunswick was also placed, during the month, in the big department store of Isaac Bensch & Son, of Pottsville; with the Jacob Bros. firm, of Scranton, Pa., and with the firm of Eugene M. Goldman, 623 South street, Philadelphia.

Mr. Nelson says: "We have a big stock of Brunswicks, but we are not heavily stocked on certain lines. The new models have been going very good and there has been such a demand for these instruments that we have been entirely cleaned out on a few styles, but have several large shipments under way."

O. F. Jester Added to Staff

O. F. Jester, who until recently was the Granby representative here and previous to that was with the Columbia Co., has been added to the Brunswick sales force. Mr. Jester will represent the firm in the southern and central section of the city. The Brunswick Co. is just getting into the foreign record field and during October will come out with ten Jewish records, three of which are by the famous Jewish cantor, Kwar- tin. These records will be handled by all the Brunswick dealers and they anticipate a large demand. These Jewish records will be followed by those of other nationalities from month to month.

Penn Co. Reports Better Business

The Penn Phonograph Co. men, all four of whom are on the road at present, report business as being quite good in the outlying sections and they are sending in some very good orders. The Penn Co. has been receiving large orders for its dogs, which are, no doubt, being secured for Winter and holiday window displays. It is also having a number of inquiries for the Victor miniature operatic figures, and particularly those of Caruso in his various characters.

Columbia Activities

At the Columbia Co. headquarters here the report is that business shows a tendency to pick up and that dealers are showing a much more active inclination to order. The firm is well stocked with both records and machines and has just put on several new salesmen. The sales meeting in the Columbia's Model Shop on the 17th was one of the most interesting and enthusiastic of any thus far held.

Among the Columbia Co.'s out-of-town visitors during the month were: J. E. Nace, of Hanover, Pa.; Sol J. Phillips, of South Bethlehem; Calver Anderson, of Atlantic City; Mr. Geyson, the talking machine manager of Lieb- tenwalser, of Allentown, Pa., and William Josh Daly, who went from here to visit the dealers in the vicinity of Wilkes-Barre and Frackville.

The Happy Six, well-known exclusive record makers of Columbia dance records, are about to invade this territory for several months and will give a number of concerts among Columbia dealers, assisted by Stanley Peters.

Join the Columbia Forces

The Columbia Co. has appointed, for educational work in this territory, Miss Margaret R. Martin, who will work from this branch in conjunction with any of the dealers who will desire her services. A. M. Laurie has been added to the Columbia sales force, replacing F. D. W.

(Continued on page 94)

LEADERSHIP

THE position expected of every Victor Dealer in his community—possible because of the class and quality of the merchandise he sells.

This organization aspires to leadership in this territory—and accepts such recognition, not as an honor, but as a responsibility.

Keeping the Victor business on a high and profitable basis these days calls for mature judgment and character dealing.

The Louis Buehn Company of Philadelphia
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Connolly, who resigned quite recently to enter
the automobile business.

Exhibition at Bethlehem Show
W. T. Briggs, head of the Columbia Dealers' Serv-
ice department, spent several days during the
month in Bethlehem, assisting Sol J. Phillips
with his exhibition at the Bethlehem Show,
which was given by the various firms of that
city, including the Bethlehem Steel Works. Mr.
Phillips had a very attractive booth, and the
P. 3 Adam period Grafolioas, which were fea-
tured, were the cynosure of all eyes, as placed in
the uniquely dressed booths. Two Grafolios
were given away as prizes and a special stunt
that was pulled off was the playing of the Grafolio
with the orchestra during the inter-
misition.

To Retire From the Field
The Philadelphia Show Case Co., which re-
linquishes the representation of the Vocalion
line by January 1, will retire entirely from the
talking machine business, and it is said that a
number of persons are after this valuable repre-
sentation in this city. Manager Burkart has not
been connected with the department for several
weeks, but the business is being looked after by
Graham French.

A recent visitor to the Sonora Co. of Phila-
delphia was Frank H. Coupe, vice-president of
the Sonora Co. of New York. The Sonora
pushed materially ahead in September and good
reports from all sections are being received re-
garding business.

H. W. Weymann Is Optimistic
Harry W. Weymann, head of H. A. Wey-
mann & Son, reports that their business is picking
up in very fine shape. Their business is better
than last year. Mr. Weymann says: "September
showed a decided improvement over the
month of August and the advance orders that
have been received from dealers for shipment
this month indicate that the volume of business
to be done during the next three months— the
last quarter of the year—is going to be quite
satisfactory. I believe there is going to be a
marked improvement right along."

Mr. Weymann says that the reduced price of
the new Motrola, of which they are the exclu-
sive representatives in this section, which they
sell to be retailed at $9.50, has brought in a vol-
ume of orders from all the dealers in their
territory, and in many cases has helped the
dealers to increase the sale of their machines
and records. Among their dealers here rec-
ently were E. T. Elder, of Schuylkill Haven,
Pa., and Mr. Britz and his son, of the Manigold
Music Co., of Reading, Pa.

The W. C. Stiver Co., dealer in phonographs
at 64 West Chelten avenue, Germantown, is
now in the process of closing out its business.

Mr. Youngjohns, of Norristown, Pa., is add-
ing new booths to his store, and he recently took
over the adjoining building and is preparing to
almost double his selling capacity.

Joins the Ludwig House
Edward Toye, for a long time connected
with the Gimbel Bros.' talking machine depart-
ment, has resigned and has accepted a position to take
charge of the talking machine department at
the Ludwig House.

Well Pleased With the Outlook
Everybody's Talking Machine Co. had a very
much better business in September than it had
in August, and it is very much elated with the
present outlook. This company is making many
improvements in its store and has added a con-
siderable amount of shelf capacity. A consid-
erable amount of export trade is being done at
present. In September shipments were made
to Melbourne, Australia; Vancouver, B. C.;
Jerez City, Mexico, and Ponce, Porto Rico.
New sizes have been added to Everybody's
Co.'s list of machine springs, which now number
thirty-one. It expresses the wish that if any-
one knows of any spring that it is not handling
to write and it will gladly add it to its stock
line. It means to carry everything that anyone
may inquire for. It is having quite a heavy sale
on its barrel called Umanitone, which is made
expressly for its trade. Paul Baurndale, sales
manager of the General Phonograph Corp., was
a recent visitor.

Harry Fox Makes Good Report
Manager Harry Fox, of the Emerson, states
that this department is rapidly assuming a normal
condition. September business was considerably
ahead of August and more nearly approaches
the Emerson business of a year ago. Plenty of ma-
chines and records are in stock and collections
are excellent. Mr. Fox has spent considerable
time in New York at the Emerson headquarters
and says that everything looks to a very large
business for the firm this Fall. All plans for
handling it have been laid, as well as an Emerson
advertising campaign. "The firm's policy is
now set," says Mr. Fox, "and it is up to the
distributors to put it over."

Recent Philadelphia talking machine men from
the nearby territory who were here were C. C.
Shelly, of the Arco Drug Store Co., of New-
castle, Pa., and Leon Wizitch, of the Witsch
store, of Reading, Pa.

Opens New Store
The People's Talking Machine Co., on the 10th
of September, formally opened up a new store
at Seventh and Wolf streets, which is one of
the finest-appointed stores in this city. It is a
branch of the 502 South Fifth street store and
reports that it is doing a very fine business. It
has torn out the side of the former building and
built a series of display windows, and has had
seven booths installed.

Some Changes in Sales Staff
Fred Adams is no longer connected with the
Perfektone Co. and House Salesman Wright has
been replaced by George H. Bein. Both Mr.
Adams and Mr. Wright have gone into the
automobile business. The Perfektone has been
enjoying a very good business and has recently

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On Guard

Penn-Victor Dogs are the best watchdogs 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
been putting some new models on the market. Harold Cregar, of the Penn Phonograph Co.'s sales force, was recently married and spent his honeymoon at the Delaware Water Gap.

Buehn Business Steadily Advancing

The Louis Buehn Co. reports that its Victor business each week in September showed a satisfactory improvement. On most of the records stock is being received in a most satisfactory way, but there is a shortage on some of the most popular of the numbers. Among the Buehn firm's recent visitors were: Mr. Taylor, of Shifler & Taylor, of Carbondale, Pa.; E. J. Youngjohns, of Norristown, and C. C. Shelly, of the Arco Drug Co., of Newcastle, Pa., which company, it is reported, will shortly handle the Victor products in its store in Waynesboro.

Long Console Model Popular

William S. Etter, representative of the Geo. A. Long Cabinet Co., of Hanover, Pa., in this city and surrounding territory, reports that the new Long console cabinet is meeting with a demand that has exceeded all expectations. The other numbers of the Long line are also being ordered in noticeably increased quantities.

Increased Demand for Cheney Products

G. Dunbar Sheewell, president of the Cheney Sales Corp., of New York and this city, reports a decided improvement in business. Large orders are being received as a result of the readjustment plan offered by the Cheney Talking Machine Co., allowing Cheney dealers a choice on the old models in stock which were superseded by new models, provided a corresponding number of new models is ordered.

Moves to New Quarters

The Unico Talking Machine Co., wholesaler and retailer of talking machine supplies, has moved to 227 South street, this city.

Joins the Granby Forces

F. D. W. Connelly has joined the sales organization of the Granby Phonograph Corp. in this city. Mr. Connelly will cover Baltimore and most of Maryland, Delaware and Southern New Jersey as far as Trenton.

Blake & Burkart Report Progress

Blake & Burkart report that the end of September showed a considerably better business than the beginning of the month, but it has not yet reached the pace that it was going at this time last year. Mr. Blake states that while the majority of the machines and records they sell are the Edison, for they have come to be recognized as Edison dealers, yet they have been doing very well with the Vocalion. He says that in the six months that they have handled the Vocalion they have yet to get a complaint of any trouble with the instrument, and he believes the sales of this instrument will increase right along. Mr. Blake is very optimistic regarding the business outlook.

UNICO EQUIPMENT DEMANDS TELL OF TRADE REVIVAL

Over One Hundred Talking Machine Concerns Located in Various Parts of the Country Have Recently Placed Orders for Unico Equipment—Will Hold Openings This Month

Philadelphia, Pa., October 3—The Unit Construction Co., of this city, reports that over one hundred talking machine concerns located in various sections of the country from coast to coast have recently placed orders for Unico equipment and the majority of these concerns will have formal openings this month. This renewed activity on the part of the trade in preparing for the usual rush of Fall and holiday business is, perhaps, one of the surest signs of the returning normalcy.

The Unit Construction Co., having anticipated this demand, is meeting it with a service which it states, is eliciting great commendation from its customers. For example, a very large installation for the George J. Birkel Co., of Los Angeles, with special features throughout, was completely delivered in less than six weeks, shipment being made by way of the Panama Canal.

R. Rayburn Clark Smith, president of the company, pointed out that "Unico departments, complete in every detail and irrespective of size, can be shipped within twenty-four hours from the receipt of order and railroad deliveries are now operating on a very fast schedule, enabling the Unico service department to complete the final installation of the equipment in the dealer's store in a few days after the order is placed." He also remarked that among the new departments with Unico equipment which will be formally opened are the following: George J. Birkel Co., Los Angeles, Calif.; John Elliott Clark Co., Salt Lake City, Utah; Lamar & Johnson, Denver, Colo.; Heltrung & Grimm, St. Louis, Mo.; Leopold Krechma, Chicago, III.; Krause Furniture Co., Chicago, Ill.; Frank Solar, Chicago, Ill.; J. M. Wilcockson Co., Hammond, Ind.; Noble Piano Co., Detroit, Mich.; Miller & McCracken, Royal Oak, Mich.; C. J. Duncan, Dallas, O.; Standard Talking Machine Co., Pittsburgh, Pa.; Aaron Furniture Co., Greensburg, Pa.; Hansen Melody Shop, Moundsville, W. Va.; W. B. Dutrow, Harrisonburg, Va.; R. S. Kishpaugh, Fredericksburg, Va.; C. F. Maxwell, Renova, Pa.; J. J. Keus, Mahanoy City, Pa.; Henry Wellman, Glen Lyon, Pa.; L. H. Soper, Waterville, Me.; Stranburg's Music House, Jamestown, N. Y.; Weil Bros. Furniture Co., New York City; Cool & Shaller, New York City; H. Kahansky, Brooklyn, N. Y.; Jos. A. Herzenburg, Franklin, N. J.; Traco Co., Toms River, N. J.

The NEW MOTROLA

WITH UNIVERSAL MOTOR

Retail $19.50
(former price $30)

This marvelous little electric, self-winding mechanism attached to any type Victrola or any make Talking Machine will accomplish what the self-starter did for the automobile.

We, as exclusive wholesalers in Eastern Pennsylvania, New Jersey and Delaware, of the New Motrola with universal motor, are ready to fill your orders now.

Write for Trade Discounts

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street
PHILADELPHIA
DEALERS SAY—Their Success With Popular Priced

"ALL YEAR ROUND"

CIROLA PHONOGRAPH

IS UNPRECEDENTED

IN THE HISTORY OF THE TRADE

CIROLA DISTRIBUTING CO., Inc.
204 Colonial Trust Bldg.
PHILADELPHIA, PA.
U. S. A.

SMALL INVESTMENT
FOR DEALERS

RETAIL PRICE $35.00
LIBERAL DEALERS' DISCOUNT

A Phonograph with three wonderful
tones at a price which meets the
demands of present-day
business conditions

MELON TIME in
DIXIELAND

A SNAPPY ONE-STEP SONG

"You can't go wrong
with any 'fisht' song"

PROMISING TRADE IN THE WEST

Harry A. Beach, of Unit Construction Co.,
Brings Back Most Encouraging Report From
Transcontinental Business Trip

PHILADELPHIA, PA., October 1.—Harry A. Beach,
vice-president of the Unit Construction Co.,
manufacturer of Unico talking machine ware-
room equipment, of this city, who recently re-
turned from an extended trip as far as the
Pacific Coast, reported many entirely encour-
aging conditions throughout the country.

In a recent interview with The World Mr.
Beach stated: "The trip, as a whole, was an
intensely interesting one, as it enabled me to
become intimately familiar with conditions in
the talking machine trade in the Far West. I
was more than gratified over the amount of
business being done during the days of my vis-
ts to the various cities. In fact, in Los Angeles
business was up to the top notch. They, seem-
ingly, did not experience any slump in trade. In
San Francisco it was somewhat tighter, although
quite a large volume of business was being done.
I did not get up to Portland, Seattle and
Spokane, as I originally planned, but I learned
that these cities were not doing quite the vol-
ume of business that Los Angeles and San
Francisco were doing. In Salt Lake City the
outlook was very good. Resumption of good
business was already taking place just about
the time I was there. In Denver business was
improving and reports from a number of dealers
were decidedly favorable. This same condition
was to be found in Omaha and an even still
better condition in Minneapolis and St. Paul.
Both Chicago and St. Louis are also receiving
better business and signs of good business re-
sumption were also to be found in Toledo, De-
troit, Cleveland and Pittsburgh.

"I was more than encouraged over the situa-
tion as a whole and both direct and indirect
results were all that could be expected. One
thing that impressed me, probably more than
anything else, was the fact that where dealers
were going out after business in the way in
which they should results were forthcoming.
There were innumerable instances of business
reported which I would characterize as normal,
not as based on 1919 figures, but normalcy of
the present day, which I would compare more
directly with those figures of 1917."

A CLEVER BIT OF PUBLICITY

Spraytone Phonograph Corp., Issues Cutout of
Room With Triangular Machine in Position

The Spraytone Phonograph Corp., of Ridge-
wood, N. J., manufacturer of a triangular-shaped
talking machine made particularly to be set in
the corner of a room, has just forwarded to the
trade multi-colored cutouts of a miniature room
with the machine fitting snugly in the corner.
This is a unique method of placing before the
trade the features of the product, and R. B. Lin-
den, president of the company, states that it has
already created much attention and has brought
in some substantial returns.

CIROLA AN ALL-YEAR INSTRUMENT

Big Summer Business Closed—Great Campaign
For Fall and Winter Under Way—Two Impor-
tant Appointments—U. S. Government a Buyer

PHILADELPHIA, PA., October 1.—The Cirola
Distributing Co., Inc., distributor of the portable
machine of that name, reports that the Summer
of 1921 was the biggest season in its history.
Meanwhile it is a mistaken idea that the portable
machine is only for the Summer trade. The sales
records of this company show that there is a
good demand for portables all the year round.

Interesting literature has recently been mailed
stressing the all-year-round sales opportunities
of the Cirola portable.

G. D. Giacomo, president of the company,
announces the appointment of G. Porter in
charge of the advertising and sales end of the
business. Mr. Porter is well experienced in this
work and under his able direction an intensive
Fall campaign has already been launched. The
appointment of Stanley F. Miller to the sales
staff of the organization is also announced. The
latter is thoroughly familiar with the talking
machine trade, having been connected previously
with the branch office of the Brunswick-Balke-
Collender Co. in this city.

The United States Government was a recent
pleased purchaser of Cirolas. Mr. Giacomo re-
ceived last month an order to ship six Cirolas
to the Marine Barracks at Quantico, Va. Some
weeks later a testimonial of a most practical
character was received in the form of a repeat
order for six more.

J. Watson has been appointed receiver for
Cushman & DeVernier, Inc., dealers in talking
machines, at 1771 Amsterdam avenue, New York.
INDUSTRIAL CONDITIONS AFFECT TRADE IN PITTSBURGH


PITTSBURGH, Pa., October 3.—While there is some improvement reported in business in various machine circles in the Steel City at this writing there have not come back the trade conditions that the live talking machine dealer wishes and hopes for. It is true that September has shown a marked increase in sales of talking machines and records over August, but the fact remains that the volume of business desired by the retail trade has not been materialized. However, it must be noted that the industrial situation here, on which is predicated all of the material prosperity that Pittsburgh enjoys at any time, has not reached the plateaus which are necessary and required with top level payrolls. It is true that many mills have resumed operations during the past three or four weeks, but there are still quite a number that are preparing to operate. When the iron and steel output has reached 75 to 80 per cent capacity (as it undoubtedly will) then there will be disbursed such payrolls as will have a most stimulating effect on business and on the talking machine trade as well.

The talking machine fraternity here, as a whole, is optimistic concerning the future and, while it has been rather difficult to maintain the morale of the sales staffs in times when business was abnormally sluggish, the various dealers believe that they are in for a good Fall and Winter season. The live dealers are using printers’ ink to good effect and are taking advantage of every opportunity to form a liaison between buyer and seller.

Buehn Reports Real Gain

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in referring to business conditions, said: “We find that the closing days of September showed a real gain in sales in our wholesale department. I feel sure that with the coming of October and the cooler days when people seek the fireside and naturally turn to music for entertainment there will be a marked increase in the talking machine trade. We feel very hopeful concerning the future here and are making plans for business accordingly.”

Two New Handsome Playertone Models

J. Goldsmith, president of the Player-Tone Machine Co., with offices at 567 Liberty avenue, in speaking with The Talking Machine World representative, said: “We are now placing before the trade two handsome models of the Player-Tone that are bound to make a sensation in the retail line. One is the famous Shera-ton console model, No. 250, priced at $135 retail, and the other the popular Queen Anne console, Model No. 300, which sells at $150 retail. These are models that will add grace and dignity to any shop in which they are displayed. The entire equipment, including cabinet hardware, is heavily gold-plated, making the most complete, artistic and perfect tone-producing instrument sold in America, with our guarantee against spring breaking or defective workmanship for one year.” Mr. Goldsmith emphasized the fact that “the retail talking machine dealer will always buy an article that has merit and that will appeal to his patrons.” Mr. Goldsmith is of the opinion that just as soon as the readjustment period is completed in the iron and steel trade and the mills are operating on something like normal that business conditions in general will vastly improve.

Brunswick Billboard Campaign

A great publicity program has been started, whereby some 400 or more advertising billboards will be placed in various sections of the Pittsburgh district by the Brunswick-Balke-Collender Co., with the object of bringing more forcibly to the attention of the public the Brunswick phonograph and the Brunswick records. This was explained by J. A. Scanlan, Jr., manager of the Brunswick phonograph department here. He stated that a regular twenty-four-sheet poster would be displayed on the billboards through the co-operation of the Brunswick-Balke-Collender Co. and the several Brunswick dealers in the Pittsburgh territory.

Now Brunswick dealers added the past few weeks are as follows: S. Seegman, New Kensington, Pa.; De Coster Bros., Jeannette, Pa.; A. G. Ditmar, Butler, Pa.; Robinson Furniture Co., Salisbury, Pa., and Ulomar & Bailey, Waynesburg, Pa.

T. T. Evans Encouraged Over Outlook

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., who spent several weeks among his Victor clients in eastern Ohio and western Pennsylvania, stated that he was much encouraged by the outlook for trade and anticipated a good trade for the coming fall and winter.

Novel Publicity Brings Results

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., is much pleased with the results obtained by a novel publicity move by some of the enterprising Pathé retail dealers. During September a number of fairs are held at various county seats in western Pennsylvania and West Virginia. In cooperation with the Pathé dealers at the county seats, where the fairs were held, it was arranged to have a Pathé display. All women who visited the Pathé booths were given a numbered coupon card. On the closing day of the fair the cards were placed (Continued on page 98)

What the Franklin Line Offers for Your Fall and Holiday Business

The Franklin phonograph is sold direct to you, thus reducing the cost considerably.

Each model has a distinct appeal and sells quickly, thus assuring a quick turnover.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin phonographs occupy a distinct position among high-quality phonographs.

Order a sample of this model and you will quickly re-order.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED
1711-13-15-17 North Tenth Street
Philadelphia
in a large barrel and thoroughly mixed. Then Major Jack Barnett, the Elipot, an demonstrator of the Pathé line, was utilized to draw out of the barrel one of the numbered tickets. The number on the card was announced to the throng around the booth and the holder of the stub with the corresponding number was awarded a No. 10 Pathé machine. The idea has already worked out well.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is back at his post again after a delightfully vacation trip, followed by a visit to the Victor plant at Camden, N. J.

Give Edison Tone Tests

Hardy Williamson, the noted English tenor, and the charming Fleming Sisters Trio have been giving a series of tone-tests in the Pittsburgh zone under the direction of the Buhl Phonograph Co., Edison distributor, during September, and have met with warm welcome.

On October 4 Mr. Williamson and the Fleming Sisters Trio appeared in Point Marion, Pa., under the auspices of E. S. Tyler, the local Edison dealer; on October 5, in Morgantown, W. Va., under the auspices of the S. A. Phillips Music Co.; on the 6th, in Grafton, W. Va., under the auspices of H. U. Tobias; on the 7th, in Philippl, W. Va., C. B. Smith; on the 10th, in Buckhannon, W. Va., Whitscarver Furniture Co.; on the 11th, in Clarksburg, W. Va., Palace Furniture Co.; on the 12th, in Salem, W. Va., C. C. Keys; on the 13th, in Shinnston, W. Va., Hursey Music Co.; on the 14th, in Mantine, W. Va., W. Va., Parbee Furniture Co.; on the 17th, in Cameron, W. Va., E. E. Koontz; on the 18th, in McMechen, W. Va., E. E. Koontz; on the 19th, in Moundsville, W. Va., E. E. Koontz; on the 20th, in Marietta, Ohio, Marietta Furniture Co.; on the 21st, in Spencer, W. Va., Spencer Phonograph Co.; on the 24th, in Parkersburg, W. Va., Varney, Jackson & Enoch; on the 25th, in Caldwell, O., Baughman & Law; on the 26th, in Cambridge, O., Baughman & Law; on the 27th, in Wheeling, W. Va., New Music Shop; on the 28th, in Wilkinsburg, Pa., Pfumnig Furniture Co.; on the 29th, in Washington, Pa., J. W. P. Jones Music Co., and on November 2, in Tarentum, Pa., Windsor Music Co.

H. F. Andres, formerly manager of the retail Victor department of the W. F. Frederick Piano Co., is now associated with the wholesale Victor department of the same company, which is under the direction of George H. Rewbridge.

The Hovson Music Co., which has been featuring the Kimball phonographs, reports a brisk sale during September.

Marion Harris, the well-known Columbia artist, who is in the Keith vaudeville circuit, was one of the attractions at the Davis Theatre the week of October 3 and was well received with her songs and her playlist, entitled "Record-breaking Musical.

SELLS CARLOAD OF MACHINES

Jesse French & Sons Piano Co. Sells Carload of Grafonolas—Uses Publicity and Intensive Salesmanship in Securing Results

Montgomery, Ala., October 6—The Jesse French & Sons Piano Co., of this city, Columbia dealer, evidently does not feel the bugaboo of depression very badly, for this enterprising dealer recently ordered a carload of Columbia Grafonolas.

Upon receipt of the carload the company used generous newspaper advertising which, coupled with intensive salesmanship, made the sale a decided success.

The sale officially opened on Saturday, and by the following Thursday eighty-one Grafonolas and over 2,000 Columbia records had been sold. At the end of the week's sale the Jesse French & Sons Piano Co. used advertising featuring individual types of Grafonolas, and at the conclusion of the second week's business only thirty-nine Grafonolas remained out of the carload of 146.

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
TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plan for Fall and Winter—Conditions in This Territory Most Encouraging—The Outlook

The retail talking machine trade in Brooklyn territory is showing marked signs of revival. The month of September produced substantial sales, not only in records, but in machines as well. Dealers worked aggressively during the summer months, and this work has produced tangible results, influencing the public to buy and giving them renewed confidence generally.

Columbia Dealers' Timely Aid

Emphasizing the fact that talking machine dealers can create good will among the consumers in their locality and at the same time add to their own prestige, the R. W. Olsen Co., at Fifth avenue and Dean street, well-known Columbia dealer, has volunteered to assist the ex-service men at the Fox Hills Hospital. F. C. Heiser, manager of this store, recently sold a large size Columbia Grafonola to an ex-service man who conceived the idea of auctioning a full-rigged miniature sailing yacht, the proceeds of which would be turned over to the soldiers at the hospital. In order to give this event greater publicity, Mr. Heiser volunteered to donate a large corner display window, where the yacht was exhibited.

Victor Trade Is Optimistic

"Victor dealers are buying and stocking goods in satisfactory quantities and the prevailing opinion is that the public is entering the present market with indications of substantial buying," said G. T. Willians, head of the Victor distributing organization, the G. T. Williams Co., Inc. "There is a healthier tone to business generally and we are all making plans for an active Fall trade."

Store's Location Produces Sales

The Olympic Talking Machine Co., Columbia dealer at 25 Myrtle avenue, corner of Adams street, has one of the most desirable locations for a retail talking machine store in Brooklyn. The store, being located on one of the busy corners of Brooklyn and near the entrance of the subways and elevated road, attracts many transient customers. Leon Goldapple, proprietor of this live Columbia store, reports that business has been exceptionally good, particularly in the early weeks of September, and that all indications point to an active Fall and Winter trade.

Dealers Ordering More Stock

The American Talking Machine Co., Victor wholesaler, reports that signs for an active Fall trade are in evidence more and more each day. R. H. Morris, general manager of the company, states that many dealers who heretofore have been content to place their orders for records at the beginning of each month are now telephoning every day repeat orders for records and Victrolas.

Henry A. Heineman, of this company, has returned from a two weeks' vacation, which he spent in the Fulton Lakes region of the Adirondacks.

Live-Wire Pathé Dealer

One of the most active dealers in Brooklyn is C. I. Sommers, a Pathé dealer recently established. Mr. Sommers says that although many talking machine dealers near by were finding business difficult to obtain during the past few weeks, he has been able to place many Pathé machines in homes by being aggressive in selling through aggressive work.

"The Tide Has Turned"

COTTON has gone away up, bringing prosperity to the South. Tobacco growers are getting the highest prices they have ever received. Other industries are returning to normal—the tide has undoubtedly turned.

Your Fall sales will increase and gather momentum from week to week. A heavy holiday business is assured.

Plans to meet this improved situation are in order—the present is none too soon. Are you ready?

G.T.WILLIAMS CO., Inc.
217 DUFFIELD ST. ~ BROOKLYN, N.Y.
New Records

The Cardinal Records

Now Ready for Delivery. Send Your Order in at Once

11—NEW POPULAR HITS—11
10—NEW ITALIAN RECORDS—10
20—NEW JEWISH RECORDS—20

New Records Issued Every Month in Each of the Above Catalogs

CARDINAL NOVEMBER RELEASE

2050
PLANTATION LULLABY—Tenor Solo, Orch. Accomp. Sung by Vernon Dalhart

HONOLULU HONEY—Tenor Solo, Orch. Accomp. Sung by Vernon Dalhart

2051
MA—Baritone Solo. Accompanied by the Merry Melody Men. Sung by Ernest Harre

CRY—BABY BLUES—Accompanied by the Merry Melody Men. Sung by Ernest Harre

2052
TUCK ME TO SLEEP IN MY OLD TUCKY HOME—Solo, Orch. Accomp. Sung by Irving Kaufman

DAPPER DAN—Solo, Orch. Accomp. Sung by Irving Kaufman

2053
I WANT SOME LOVING BLUES—Blues. Accompanied by the Merry Melody Men Sung by Dorothy Dodd

DANGEROUS BLUES—Orch. Accomp. Sung by Dorothy Dodd

2054
SOUTH SEA ISLE (Intro.: “She’s Just a Baby,” from “Scandals of 1921”)—Fox-trot. Played by Ben Selvin’s Novelty Orchestra

BABY FACE—Fox-trot. Played by Ben Selvin’s Novelty Orchestra

YO0 HO0—Fox-trot. Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey

2055
JUST LIKE A RAINBOW—Fox-trot. Played by Ben Selvin’s Novelty Orchestra

ILO—Fox-trot. Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey

2056
ROSIE CHEEKS—Fox-trot. Played by Harry Raderman’s Novelty Orchestra

MOON RIVER WALTZ—Waltz. Played by Ben Selvin’s Novelty Orchestra

2057
COMRADES OF THE LEGION—March. Played by Cardinal Military Band

GENERAL MIX-UP OF THE U.S.A. Played by Cardinal Military Band

2058
SAXOPHOBIA—Saxophone Solo, Orch. Accomp. Played by Rudy Wiedoeft

HUMORESQUE—Xylophone Solo, Orch. Accomp. Played by George Hamilton Green

2059
ALL BY MYSELF—Fox-trot. Vocal chorus by Arthur Hall. Played by Lenzberg’s Riverside Orchestra

2060
PEGGY O’NEIL—Waltz. Vocal chorus by Arthur Hall. Played by Yerkes’ Metropolitan Dance Orchestra

DEALERS AND JOBBERS: Write to-day for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

An exceptional catalog of Jewish and Italian records ready next month

CARDINAL PHONOGRAPH CO.
106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.
The voice of voices appears in all its grandeur in "Pace, Pace, Mio Dio" (Peace, Peace, Dear Lord) from "La Forza del Destino," by Rosa Ponselle, exclusive Columbia artist. A great seller by a great soprano! Columbia 49859.

Columbia Graphophone Co.
NEW YORK

UNIQUE SERIES OF CONCERTS PLANNED IN LOS ANGELES

Talking Machine Records of Various Makes to Furnish All the Music at Sixty-Four Concerts—W. H. Richardson Has Narrow Escape—New Stores Opened Recently

Los Angeles, Cal., October 3.—A very interesting and novel idea for the advancement of phonograph art was announced to be carried out in Los Angeles. Frederick W. Kellogg, famous managing editor and owner of the Los Angeles Evening Express, recently invited all of the various phonograph dealers of the city to join him in a phonograph department, together with many of their managers and sales managers, to a luncheon at the Los Angeles Express Building. With an announcement by Mr. Kellogg which would show a new and novel method of increasing the popularity of phonographs and records. Everyone was on tip-toe with wonder and curiosity—a man from the outside was about to point a new way.

They were not disappointed. Mr. Kellogg's scheme consists of the holding of sixty-four afternoon concerts, a concert each day, except Sundays, in the Los Angeles Evening Express auditorium, where there is a daily attendance of four or five hundred persons, which will be a double, much increased on account of the novel attraction created. These concerts will consist of the playing of ten phonograph records of one make; in other words, one day's concert will be all Columbia records, the next day all Victor records, the next Brunswick, and so on. Eight different makes of records will be used on different days; there will be no comparing or competing of different makes. The ten records at each concert will be played or operated by ten customers chosen by the different dealers and prizes of five, three and two dollars given for the best records as decided by the audience's vote. There will be fifty-six concerts by each of the eight makes of records, with a total of $500 in prizes. Then eight more concerts will take place by the seven first and second prize-winners for grand prizes of fifty dollars each, another total of $400. Thus, five hundred and sixty customers will have competed, any eight of the contestants having a chance of winning $55, besides the other prizes.

The prizes are being given by the Los Angeles Evening Express. The audience is provided and big publicity given free of charge by the generous donor. Nothing is asked in return and there are no strings attached to trip dealer or customer.

Although names and photographs of prize-winners will be published the dealer's name furnished the winning customer will not be given —competition among dealers will not appear, nor will there be any comparison between the different makes of records.

Los Angeles dealers are to be congratulated on having such a fairy godfather—if such a term can be used.

Dealer Narrowly Escapes Death
W. H. Richardson, well-known president of Richardson's, Inc., bears a charmed life. Turning over and over less than eight times in an automobile, which fell down a 250-foot precipice, "Bill" protested at being carried to a nearby house and rushed to the receiving hospital. Eye-witnesses, who hastened to the spot where he finally lay—he was hurled free from his sedan car after the eighth and final overturn—expected an undertaker's job rather than the hospital. Yet, he escaped with many bruises and a cut on his right hand and a scalp wound.

Canadian Opens Store in San Diego
R. L. Tampill, who recently arrived here from Canada and was formerly an exclusive Columbia dealer in Windsor, Ontario, Can., has purchased one of the two Frank stores in San Diego. The new store has been entirely re-modelled and decorated and bears the blue and gold front of an exclusive Columbia store.

Los Angeles Dealer Sells Out
The Musical Record Co. has decided to retire from business. Its entire Victor stock has been purchased by Story & Clark and the Victor agency will be continued in its attractive department at 841 South Broadway.

Pathé Dealer Reports Good Business
Alfred Dans, president of the Crescent Music Co., exclusive Pathé dealer, reports excellent business throughout September and good prospects for the Fall. The Crescent Music Co., is the only phonograph house on Spring street and has a clientele entirely its own.

Vocalion Records Make Big Hit
E. R. Darville, sales manager of the Western Jobbing & Trading Co., Southern California dis tributor of Vocalion phonographs and records, states that his company had a phenomenal sale of the records "Cecilan Capers" and "Why, Dear?"; it also sold many thousands of "Mimi" and "A Second-hand Rose."

New Brunswick Shops
Howard Brown, local branch manager of the Brunswick, reports, among others, a new Brunswick agency with the Searles Music Co., which has a most attractive music store on Western avenue, established about one year ago.

Mr. Brown also reported the opening of a new and up-to-date Brunswick store in Alhambra by M. D. Campbell in the new Alhambra Central Building.

M. F. Fyshus Visits North
M. F. Fyshus, general manager of the Blue Bird Talking Machine Co., recently returned from a trip to San Francisco, where he arranged for the shipment of one thousand phonographs to one music house. Mr. Fyshus also reported that Blue Bird phonographs were exhibited at the Fresno County Fair in Fresno by Chandler & Newman and at the Pomona Fair by the Sheets Music Co.

Wireless on Hamburger's Roof
Harry N. Briggs, general manager of the music department of Hamburger's, has arranged for the transmitting by wireless of the six latest Brunswick records daily at 3 p.m. and 8 p.m. from the roof of Hamburger's Department Store. The records are played on a Brunswick phonograph and announcement is made by the operator. The wireless is an extremely powerful instrument and operates at a radius of 1,500 to 2,000 miles.

Phonograph Man Weds
David Doughty, well-known member of the phonograph sales force of Barker Bros., married Miss Vera Mack a few days ago. At first he was allowed Mrs. Doughty to carry the suitcase, so that people would not suspect newlyweds, but now he's an old married man. The World should know about it—good luck, Davey!
SONORA DEALERS HOLD CONVENTION IN INDIANAPOLIS

A Large Body of Retailers Attend Helpful Sessions—Edison Machines in Local Post Office—Increase in Volume of Sales Reported—Collins Exhibit of Emerson Records—Other News

Indianapolis, Ind., October 5—Fifty Sonora dealers gathered September 15 at the Severin Hotel, in this city, for the second annual convention, held under the auspices of the Kiefer-Stewart Drug Co., for the dealers of the State, of which C. M. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., says that the meeting made up in enthusiasm and educational value what it lacked in attendance, which was kept down largely by the opening of schools. There has been a remarkable improvement in business since the meeting, he says.

The meeting was held on the roof garden of the hotel, where a buffet luncheon was served at noon and a banquet in the evening. The business session was held from 1:30 to 3:30 and was presided over by Mr. Maurer. Salesmanship and the mechanism of the Sonora machine formed the theme of talks given at that meeting. The principal speakers were George E. Brightman, president of the Sonora Phonograph Co.; Frank Coupe, vice-president and sales manager; G. Barrett Moxley, vice-president and general manager of the Kiefer-Stewart Co.; George Corri- gan, salesman; and Frank Chaise, Indianapolis advertising man. The latter spoke on the subject of advertising. Other members of the State sales organization also spoke, including Mr. Maurer.

The Edison in the Post Office

W. O. Hopkins, of the Edison Shop, has taken advantage of the publicity given to the use of music in health resorts at Minneapolis to persuade the postmaster in this city to accept an Edison for trial in the mailing room until the first of the year. The postmaster and the foremen of the trial room forces have announced themselves as well satisfied with the innovation and Hopkins is confident that the sale is as good as made, as much as the latest report from Minneapolis shows. After a trial of music there the post office employees formed a club to buy the phonograph used rather than give without music. Mr. Hopkins, of course, stressed the importance of the mood change value of musical selections and has provided for the post office force such records as develop moods necessary for livelier and steadier sales. Hopkins says he is realizing now on mood change parties he has lost Spring and that with the advent of cooler weather he is receiving numerous requests to put on the demonstration at church gatherings and private parties.

Increase in Co-operation

As a result of the price contest started last month by the Kipp Phonograph Co. among its Edison dealers in the State there is a marked increase in co-operation among the dealers in the sales plans of the company, says H. G. Anderson, general sales manager. The contest, he says, has worked wonders in levelling up dormant territory.

Musicales Attract Public

Regular afternoon musicales, to be given once a week, are planned by A. C. Hawkins, manager of the Indianapolis Talking Machine Co. The first of the events was a Caruso concert on a Saturday night. The attendance at that concert was such as to tax the capacity of the store. Mr. Hawkins expects in the near future to construct a regular concert room.

The concerts or in sacles planned for this Winter will be devoted to one particular artist. Miss Lucy Allen, who was with the company, has returned to take charge of the educational department. She will personally conduct the concerts and present as a feature of each on a lecture on the artist and the musi- cal selections rendered.

Mr. Hawkins has employed Paul Richards, of Evansville, an expert window dresser, to take charge of the door sales and the window dressing for the company. One of the earliest Victor models was featured in a window Mr. Richards prepared for the national encampment of the G. A. R. The machine was labeled "Our Old Veteran" and was displayed beneath the spread wings of an eagle that served as the setting for a picture of Lincoln. Other models of the Victor were shown. Business in Victor machines and records in August was double that of July, according to Mr. Hawkins, who says the prospects as he sees them point to a lively Fall and Winter season in Indianapolis.

Increase in Volume of Sales

W. G. Wilson, manager of Widener's, Inc., which store handles the Gransby and Columbia machines, reports a marked increase in volume of sales in September over August. He attributes the increase to the sale of the larger models, particularly the period models of the Gransby line. His business in Victor machines and records in August was double that of July, according to Mr. Hawkins, who says the prospects as he sees them point to a lively Fall and Winter season in Indianapolis.

Collins' Emerson Exhibit

C. E. Collins, of the Collins Phonograph Co., says that since the release of Emerson records for October the recorders on records have been more frequent and larger than at any time since last Spring. The outlook for October business in both machines and records, he thinks, is such as to give promise of a better month than any month since last Winter.

The Collins Co. will have a booth at a manufac- turers' show in Chicago October 10-15. They will be showing a good line of goods to be held at the State Fair grounds Oc- tober 10 to 15. All models of the Emerson machine are made in this city with the exception of the period models, and the Collins exhibit will show those Indianapolis-made models. In addition there will be exhibits of the machines by the various concerns that manufacture them.

TINTED PHOTOGRAPH OF MCCORMACK

"...your choice of any of the following Vic- tor artist's portraits: Galli-Curci, Kroll-Keller, Galli-Bibber, or any of the limited quantity of these tastefully-colored likenesses, suitable for framing in draw- ing room or demonstration booth."

Send Postage ONLY

These photographs are FREE to Victor Dealers, who send request on firm station- ary and enclose 8 cents in stamps to cover mailing. They are being sent free to intro- duce our three-dollar-set of Famous Victor Artist portraits. Requests for free photo- graphs will be filled as long as a limited supply lasts. Send immediately.

STEWART TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS

THE PHONOMOTOR

Rather than just wait for business to come back we have adjusted our prices to lower levels, to where we feel volume of business can be done. Let us quote you prices—Remember—Lower prices, but always is our policy high grade guaranteed motor. The best made today.

The Phonomotor is FOOL PROOF

Built right to stand the gaff—for years—oil it like you do your automobile or other mechanical apparatus. Once every six months or so. The motor—a well-known, reliable motor is used a 25-watt lamp. The motor is protected by a rubber disk over the end of the motor, that will run silently on ac or dc current. The current consumption is negligible, it being less than 100 watts—your 200-cfm room relayed to burn out. The motor is hung on a spring rod, in connection with our patented silencing device, which eliminates the hum of the motor on the ac current.

The belt is woven endless cotton belt, good for long wear and quiet running. Cotton being chosen for flexibility and friction on the pulley wheels, which are made of cast iron. Run smoothly and accurately out, protected by a simple clutch, which makes it impossible to harm the gear, even if the turntable is revolved backwards when the motor is running forward.

WRITE FOR QUOTATIONS

73 State Street
GEO. CLAY COX, Manufacturer
ROCHESTER, N. Y.

THE ELECTRIC PHONOGRAPH
MOTOR OF THE AGE

Built right to stand the gaff—for years—oil it like you do your automobile or other mechanical apparatus. Once every six months or so. The motor—a well-known, reliable motor is used a 25-watt lamp. The motor is protected by a rubber disk over the end of the motor, that will run silently on ac or dc current. The current consumption is negligible, it being less than 100 watts—your 200-cfm room relayed to burn out. The motor is hung on a spring rod, in connection with our patented silencing device, which eliminates the hum of the motor on the ac current.

The belt is woven endless cotton belt, good for long wear and quiet running. Cotton being chosen for flexibility and friction on the pulley wheels, which are made of cast iron. Run smoothly and accurately out, protected by a simple clutch, which makes it impossible to harm the gear, even if the turntable is revolved backwards when the motor is running forward.

Office
73 State Street
GEO. CLAY COX, Manufacturer
ROCHESTER, N. Y.
of good will among the dealers in this city. The Levy Furniture Co., Victor dealer, of Henderson, Ky., accomplished a bit of good publicity work when it furnished a new portable Victrola No. 50 and a quantity of records for the Boy Scouts of this town to use at a camping party held along the Green River.

Busy Times With Stewart

George E. Stewart, vice-president of the Stewart Talking Machine Co., spent the last week in September at the Victor factory.

Encouraging reports of increased interest among buyers are being made to the Stewart Co. from its dealers in the State as a result of work of members of the educational department of the Victor Co., together with the work of Miss Caroline Hobson, of the Stewart Co.'s educational department, at the county school institutes.

School Classification Helps Sales

The Victor dealers have received additional encouragement from a report of plans made by the State Board of Education for the classification of all elementary schools in the State with a view to raising their scholastic standards.

What the Victor dealers consider of particular importance to them is a sub-classification which is found under the main head of Equipment. Two points is the grade given a room (or school in case all the grades are in one room, as is often the case in rural schools) if there is a talking machine in that room. This, of course, means that in order for a school to have a perfect grade or classification it is necessary that there be a talking machine in each room. Under the main heading of Equipment, article fourteen is as follows: "A good talking machine with ten good records for use in each school room."

Eight Victor Artists to Appear

All Victor dealers in Indianapolis are exerting themselves to obtain a capacity audience for the appearance of the Eight Famous Victor Artists, who are to appear at the Murat Theatre on October 16. Last year the artists appeared in the English Opera House and played before a packed house. These concerts did much to advance the sale of Victor records during the ensuing year both in the city and the State. The Murat Theatre seats a thousand more people than does the English Opera House, and the admission prices for the concert this year have been set at $1, $1.50 and $2, which are cheaper than last year, when the highest price was $3.

Many Pathé Prospects Received

Twenty-five thousand bona fide registrations were received at the booth of the Pathé Shop during the Indiana State Fair as the result of the advertising scheme of O. M. Kiss, manager, whereby tags numbered in duplicate were issued to the Fair visitors with a promise of Pathé phonographs given to all tag wearers who reported at the booth in pairs, each pair wearing tags with the same numbers. The registrations so obtained are being distributed by the Mooney-Mueller-Ward Co., distributors for the State, to the out-of-town dealers serving the territories in which the registrants live. The information is to be followed up by the dealers with the view of turning the prospects into buyers.

The Pathé Was the Feature

G. A. Palmer, of the Palmer Music House, of Portland, Ind., Pathé dealers, took advantage of a concert given in that city to raise money for a memorial to a Civil War general whose home was in Portland. Mr. Palmer obtained a place on the program for a Pathé machine which he bid behind a large flag. He played violin records of the old-time jigs and reels with such success that the audience was taken by surprise when the flag was drawn aside and it was revealed that a Pathé talking machine and not a violinist in person was rendering the music.

Secures Pathé Representation

The Mooney-Mueller-Ward Co. announces that Campbell & Sons, furniture dealers of Coatesville, Ind., have taken on the Pathé agency formerly held by Otto Lakin.

GRAFONOLA SALES VIA AIR ROUTE

Morton R. Swiney, distributor of Columbia Grafonolas and records in Niantic, Conn., has made arrangements with the Aero Transporta-
tion Co., of New London, to send its six-
passenger seaplane to Niantic any time that he has five passengers.

Mr. Swiney offers a free ride in the aeroplane with the purchase of any Columbia Grafonola from the C-2 to the F-2, and he offers free tickets for seaplane rides on models G-2, H-2, K-2 and L-2.

Mr. Swiney reports that this unique offer results in considerable advertising and profit for him. Other dealers in whose localities aeroplane, hydroplane or seaplane companies are operating could, with profit, simulate this example of business progressiveness.

NEW YORK FIRM GETS CHARTER

A charter of incorporation has been granted to the Recordophone Co., of New York City, under the laws of New York State, for the manufacture of talking machines, with a capital of $70,000. Incorporators are: A. M. Frost, C. H. Hussey and J. F. O'Brien.
What are your plans for Christmas?

The holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.

This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a value leader. With as many exclusive features as any!

If you look further than the product in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.


MILWAUKEE, WIS.
The incorporating are: James J. Cook, Louise M. Cook and Edward H. Wetze.
Robert Aussell, Inc., has changed the name of its store at 108 West Lexington street to the Lexington Shop, Inc., but will continue the store at 1108 Light street under the name of Robert Aussell, Inc.

**NOW THE PHONOGRAPH-CAMERA**

The phonograph-camera has now come into existence, according to an article appearing in a recent issue of the Popular Mechanics Magazine. A regular spring-wound motor drives the talking machine part of the combination. Practically all the modern features of a large machine are incorporated in this novel invention.

**OPEN NEW MUSIC STORE**

McKinley & Gruber, formerly in the music business in Kingsburg, Cal., have opened a new music store in Hanford, Cal. Pathe phonographs are handled in addition to pianos.

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**Study the SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use

The Silent Motor with Spring Barrels Demounted. Note the Sturdy and Simple Construction.


Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.
RECORD ARTISTS HELP AROUSE INTEREST IN CLEVELAND

Personal Appearance of Recording Stars Proves Strong Attraction—Elaborate New Granby Department Opened in Alliance—Circulating Record Library for Schools

Cleveland, O., October 4.—The second of the series of meetings between artists and talking machine dealers, arranged by the Cleveland Talking machine Co., was held at the Cleveland Athletic Club, in conjunction with the first vaudeville appearance here of John Steel, Victor artist, formerly musical comedy singer and church soloist. Mr. Steel spoke on record making, but his songs, covering a wide range, were even better received by dealers and their representatives, since few of them had known him other than by means of his voice on records. The meeting was arranged by Miss Grazella Pulver, educational director, assisted by George H. Deacon, W. D. Sayle, of Cleveland, and Miss Maybelle Rich, educational representative. Members of the Enclit Music Co., the Butersch Co., the Deutsch-Craine Co., William Taylor Son & Co. and other prominent talking machine dealers attended.

Resignation of J. L. Du Breuil

The resignation of J. L. Du Breuil as manager of the Cleveland branch of the Columbia Graphophone Co. was announced for October 1. Mr. Du Breuil, who has become a prominent figure in the trade during the four years he has been in charge of the Columbia northern Ohio territory, has been planning to go into other business for some time. His leaving was fittingly remembered by the Cleveland branch staff in the presentation of a fitted traveling bag, the presentation being made by William Inderieden, member of the staff. His future plans will be announced by Mr. Du Breuil at an early date.

Recording Artists to Appear

The appearance of Columbia stars in concert here this season will be closely linked with dealers’ activities, according to E. F. Hughes, service manager of the Cleveland Columbia branch. Special advertising matter, window displays and literature are being prepared for their use in pushing records of these artists. The first artist to be heard will be Jeanne Gordon, on October 13. Others include Rosa Ponselle, Eddie Brown, Florence Macbeth and Percy Grainger. The first allotment of the “Sally” record, made for the Columbia by Ted Lewis’ Orchestra, has been practically cleaned out, according to George Krauskopf, record department manager at the local branch.

The Victor artists who “appear in person” will appear in Cleveland once more some time in November, it is announced, according to decision made by members at the first Fall meeting of the Talking Machine Dealers’ Association of Northern Ohio. Samuel Deutsch, of the Deutsch-Craine Co., will look into the details of bringing the justly famous octette of singers to this city.

Planning Fine Department

Plans for one of the largest and finest talking machine departments in this section were being made by A. C. Mayer, of the Unit Construction Co., here about October 1. Mr. Mayer has closed numerous deals with dealers throughout the country, all of whom assert that new equipment is one big asset to bigger business. Discontinued models of different makes of talking machines are being disposed of by E. A. Friedlander, of the Bailey Co., in a unique manner. Use of classified ads in daily newspapers turns the machines into cash quickly, he asserts, one ad bringing ten cash buyers in one day.

Elaborate Opening in Alliance, O.

Among the first of the Fall openings of new stores has been that of the J. H. Johnson’s Sons, Alliance, which starts operating a Granby phonograph department, in conjunction with Columbia and Okeh records. The event was a notable one, being linked with a comprehensive campaign put on by all Alliance merchants, who offered low prices to speed up their sales. In addition they gave away an automobile, which was drawn for by patrons who obtained tickets with each one-dollar purchase. The John- son organization’s part in the festivities was planned and conducted by C. H. Kennedy, H. C. Schultz and E. H. Hart, of the Kennedy-Schultz Co., Granby Cleveland distributor.

For several days before the actual opening windows were used to display telegrams which told of the departure of a carload of Granbys from the factory, while these telegrams were linked with newspaper advertising. Both forms of publicity concealed the fact that Granby was a phonograph until the opening day. On that day a two-page advertisement was taken in a local newspaper, the usual circulation of which is 18,000, but for this day was boosted to 45,000.

Parades to Attract Attention

The opening day found a minstrel show in town, with its usual parade, and when the carload of phonographs arrived they were placed on trucks and, headed by an automobile parade.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:

8” and 9”

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
THE TALKING MACHINE WORLD

October 15, 1921

Now 98 c.

RETAIL

The “PHONO-MOVIES”

The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The unlimited array of the “Phono-Movies” will produce the laughter and merriment you seek at a cheerful function.

Now is the time to stock the “Phono-Movie” for the holiday trade and enable customers to enjoy this happiest of fun-making, worth-creating novelties.

The “Phono-Movies” are irresistible to their appeal to the phonograph owner, and as the cost does not exceed the price of some records the outlet is within the reach of all.

Commercial Art Shop
Covington, Ky.

Mr. W. A. Wilson, educational director of the Columbia Co., and may be developed in other communities.

Marion Harris was one of the first Columbia stars to be featured by the Columbia branch here, E. F. Hughes, service manager, co-operating with dealers in pushing her records and obtaining special hand-made posters, made by the Keith theatre organization, for display in dealers’ windows.

Some Changes in Youngstown
One Okeh record firm discontinues at Youngs-
(Continued on page 108)

The General Phonograph Mfg. Co.

Model “E” Table Phonograph

The Greatest Value on the Market

Immediate Deliveries in Any Quantity

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

with the Alliance Boys’ Band playing in the lead, this parade was hooked up with the minstral show parade. Later an exclusive Johnson-Granby; salesmen were held, following which a reception was held at the store, when the new machines were demonstrated. Many machines were sold on this occasion and Mr. Hart, the Johnson-Schultheiss Co., is continuing to work with salesmen in the Johnson territory and developing prospects and sales the while.

The Johnson firm is preparing for a series of monthly concerts, when, for an hour and a half on one evening of the month, the new records will be played for persons who have received invitations for the occasion. No records will be sold until after the concert is over.

All-Star Trio Meets Dealers

Wadsworth’s All-Star Trio were the first guests of the 1921-1922 series of music sales talks to be held at the Cleveland Talking Machine Co. The object of these meetings, as during last season, will be to bring the makers of records and the sellers of records closer together. At this first meeting Mr. Wadsworth explained how saxophone records are made and offered the suggestion that work such as his company is doing is to music what the cartoonist is to art.

Series of regular salesmanship classes will be held by the Cleveland Talking Machine Co. during the Fall and Winter. First of these found F. C. Erdman, special Victor representative, in the guise of a salesman and Miss Grazella Pulver, of the company, as the buyer. Many points to emphasize, and others to avoid, were developed at this meeting. Criticisms and suggestions will be required of salespeople.

Sprint in Cheney Business

A new spurt in talking machine business has been attained by the Cheney Phonograph Sales Corp. since prices have been reduced, according to George R. Madson, president and general manager. Several new accounts were added by this firm during its display and demonstration at the convention of the Music Merchants’ Association of Ohio in Columbus recently.

Business Review and Other Subjects

Miss Maybelle Rich, of the educational department, Victor Talking Machine Co., has arrived in Cleveland and will cover the territory heretofore during the next two months.

Mrs. Loretta B. Flading, formerly manager of the talking machine department of the Adl- rich Howe & Co. and well known for several years in the trade in this section, has been appointed manager of the talking machine de-

The General Phonograph Mfg. Co.

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
Let One Man Deliver
Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety. No special hoisting required. The truck will carry any size or make of machine. Equipped with rubber-tired wheels. The cost 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

News From Cleveland Territory
(Continued from page 147)

town and two new ones develop. The firm of
Ross Brothers has been dissolved, Joseph Ross
will continue the business under his own name
and L. M. Ross, under the firm name of L. M.
Ross & Sons, opens another establishment. Both
will feature foreign records, as well as standard
numbers. The foreign record business has taken
remarkable strides during the last few weeks
throughout the territory, according to A. H.
Lichtig, manager of the Kentucky-Green Co.,
Olah distributors in northern Ohio.

New Brunswick Dealers

New Brunswick dealers have been established in
this territory. W. W. Larch, Canton, in the
music business for five years, installs the Bruns-
wick machines and records and C. M. Huber,
at Ada, takes on the line with the Pathé.

E. M. Scott, recently of the St. Louis branch
of the Brunswick, has been appointed to the
Cleveland branch of that firm and will assist
V. K. Henry, branch manager here.

F. W. Schoewebl With Eclipse Co.

F. W. Schoewebl, long identified with the
talking machine trade and expert on sales meth-
ods, has joined the Eclipse Musical Co. as terri-
tory sales representative. Mr. Schoewebl comes
from a large Southern Victor jobber, where he
was sales manager. Prior to that he was travel-
ing representative for the Victor organization
himself. His addition to the staff of the Eclipse
is considered a big asset for that firm.

Educators Attend Columbia Conference

More than one hundred school superintend-
cents, supervisors, teachers and salespeople at-
tended the educational conference held in the
Columbia Graphophone Co.'s model shop to
hear Prof. M. L. Mohler and Educational Direc-
tor Wilson of the Columbia Co., explain the
record and its use in school work. Prof. Moh-
ler, who has conducted a course at Columbia
University, used this course in condensed form.
Cleveland is one of three cities given these con-
ferences by the Columbia Co., Boston and Kan-
sass City being the others. Assisting in the work
were Mrs. Sharpe, educational director at Cin-
cinnati; Mrs. Brigel, Pittsburgh, and Miss
Quayle, Chicago. Edmund Vance Cooke, Cleve-
land poet, spoke. Assistant Branch Man-
ger H. C. Cooley was host to the visitors
every day at Liberty Inn. The event lasted
three days. Many records were sold to teachers.

Lecture on Caruso in Church

The church is recognizing music in a new
way. A Canton pastor, soon after the death of
Caruso, conducted a lecture on the singer, using
records to illustrate his remarks, these being
supplied by the George E. Wille Co. The lec-
ture was so successful, and his hearers demand-
ing more of like character, this minister pro-
poses to give several similar lectures on artists
appearing in or near Canton during the coming
season, using their records as illustrative matter.

Take Over the Phillips Business

The Deutsch-Craine Co. has been organized
to take over the establishment formerly con-
ducted by Joe Phillips, East Fifty-fifth street,
Cleveland. Members of the new firm are well
known in the vicinity in the amusement indus-
try. The staff will be enlarged and the store
improved and special effort to develop the high-
class trade in the neighborhood will be made.

NEW PORTABLE CABINET STAND

Product Put Out by the Unit Construction Co.,
for the Victor Portable Model Will Make a
Strong Appeal to Merchants

PHILADELPHIA, PA., October 8.—A new and orig-
inal product has been developed by the Unit
Construction Co., of this city, in the Unico No.
50 portable cabinet stand. As will be seen from
the illustration, the Victor portable model in
combination with the Unico No. 50 is converted
into a semi-cabinet style machine, and, while both
machine and cabinet stand are absolutely port-
able, the combination furnishes an ideal machine
for the home as well.

The Unit Co. emphasizes the fact that this is
a quality product in every particular. Built of
solid mahogany and harmonizing in design and
finish with the Victor portable, the Unico cabinet
stand is of sectional construction and shipped in
individual cartons, the package size being only
three by sixteen by thirty-nine inches and the
weight of the complete package but fourteen
pounds. It can be carried under the arm or de-
ivered by local parcel post for 12 cents. Owing
to its unique construction, this cabinet stand can
be readily assembled by anyone in less than five
minutes.

Another interesting feature claimed for the
Unico cabinet stand is the fact that it may be
assembled with equal facility either as a base for
the Victor portable or as a mahogany table for
use in either demonstrating rooms of the store
or for any and every home purpose. The officials
of the Unit Construction Co., report that those
in the trade who have inspected the new product
predict that it will greatly stimulate the demand
for the Victor portable and have a very active
sale, not only because of its many unique fea-
tures but also because of the pleasing design and
the quality of workmanship and materials used
in its construction.

A pleasant greeting to a customer brings
golden returns.

THE ORIGINAL
"DOWN HOME BLUES"
IS A
BLACK SWAN RECORD NO. 2010

Sung by ETHEL WATERS—The Best Blues Singer in America. Your customers want the genuine
original. Why accept imitations?

Anoher ETHEL WATERS record soon. Place your order early.

MADE BY
Pace Phonograph Corporation, 257 W. 138th Street, New York
ANTICIPATE
Your Orders for
LONG
Console Cabinets

The tide has turned, and the LONG factory is now working overtime to cope with the demand for LONG CONSOLE CABINETS.

Avoid disappointment and anticipate your orders as far ahead as possible. This is not an idle prediction, but a suggestion based on actual facts. We are receiving orders by telegraph, telephone and mail, and we are endeavoring to give our dealers prompt and efficient service.

LONG CONSOLE CABINETS are the pioneers in this field. They have won countrywide success through superb quality and unsurpassed workmanship, and they will bring profits and prestige to your establishment.

*Place your orders today.*

The Geo. A. Long Cabinet Company
HANOVER, PA.
BUFFALO ASSOCIATION TO TAKE UP IMPORTANT MATTERS

Talking Machine Dealers to Guard Against Misleading Advertising—Business Is Showing an Improving Trend—Rural Trade Profitable When Properly Followed Up—News of Month

BUFFALO, N. Y., October 10.—Talking machine dealers of this city are going to take extra precautions this Fall to guard against any possibility of the use of misleading advertising during the holiday season. A careful check will be kept to see that there are no talking machine ads published in the papers in which the reader is given in any way an enlarged impression of what he is getting for the money he spends.

This is one of the important matters which may come up for discussion when the Buffalo Talking Machine Dealers' Association holds its first Fall meeting this month. Last year some ads which appeared in the papers from one concern caused much discussion among the dealers, it being claimed that the reader who did not go over them thoroughly, reading small type as well as large, might get the impression that he was getting more for his money than was really the case.

The matter of misleading advertising will probably also come up at the meeting of the music group of the Buffalo Chamber of Commerce, and will preside at its opening session.

H. B. Haring, manager of the Columbia local branch, has just returned from a trip through this territory and reports that all signs indicate general improvement in business.

H. J. Herrmansdorfer, of the Brunswick branch here, has just become a beneficiary. He was united in marriage to Miss Lily Wagner, of this city. They went on a honeymoon trip through the East. The Brunswick branch is growing rapidly. Within the last few weeks sales of records have increased to such an extent that it has been found necessary to put three new men in the record-shipping department. Miss Edna Rosenboom has been promoted to the position of chief assistant in the phonograph division of the Brunswick branch. Among recent visitors were Mr. Schwab, of Schwab Bros., Holland, and Oscar Steinberg of Jamestown.

R. F. Bolton, manager of the international record department, and J. A. Marshall, assistant manager of the dealer service department, were recent visitors at the Buffalo Columbia branch.

A new music store has just been opened at Niagara Falls which will carry, among other things, a fine line of Grafonolas. It is the Music Shoppe, which is located at 210 Falls street.

J. A. Goldstein has just taken possession of his new Grafonola Shop at the Falls. The Columbia company wishes to extend, through these columns, to Mr. Goldstein, its sincere sympathy upon the death of his sister, and also to E. D. Sweet, of Perry, N. Y., upon the death of his brother, Clarence.

The following Columbia dealers have been visitors at the local branch: Mr. Stahl, of Jamestown; Jess brothers, of Lockport; Mr. Dickinson, of Auburn, and J. A. Goldstein, of Niagara Falls.

Miss Florence Throm, secretary to Manager Haring, of the Buffalo Columbia branch, has just returned from a vacation in the Adirondacks.

Talking machine dealers are still finding it profitable to send salesmen into the country. Many of them report that many sales have been made to people living in the rural districts. Exhibits of talking machines to be seen at many of the county fairs, which are so numerous at this time of the year, are bringing many customers.

G. B. Sacrye, who, for a number of years, has been Dictaphone manager of the Columbia branch here, has resigned and has gone to Cleveland. His successor has not yet been appointed. The local branch has also lost the services of R. A. Grant, formerly a company auditor, who has gone to New York to enter a new line of work.

C. E. Lehmann, of the Jewett Phonograph Co., Detroit, was a recent visitor to this city.

EDISON ARTISTS IN RECITAL

Hardy Williamson and Fleming Sisters Trio Appeal Strongly to Ohio Audiences

EAST LIVERPOOL, O., October 3.—Music lovers of this city were delighted by a group of artists who have thrilled large audiences throughout the country with their wonderful music when the Fleming Sisters Trio, instrumentalists, and Hardy Williamson, tenor, gave a joint concert Wednesday evening in the high school auditorium. The concert was made possible through the efforts of the Frank Crook Co., local Edison dealers. The program included selections sung and played in combination with the New Edison. The resulting effort proved to the delight of the audience the wonderful power of re-creating music.

A. E. Christensen has taken charge of the new Brunswick phonograph department of the Chipman Mercantile Co., at American Fork, Utah.

Money & Green, of Spencer, Ind., announce the opening of a new Edison shop.

ASSOCIATED No. 70

UNIVERSAL TONE ARM

Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to $100.
Price for sample—$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71
Cincinnati, Ohio

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS ARE BETTER 

COST LESS

RENE MFG. CO. Montvale, N. J.
THE NEW
O.M.
RECORD PRESS

HIGH-CLASS RECORDS PRESSED FOR THE TRADE

Samples and Prices on Request

Write for Information to

THE BRIDGEPORT DIE and MACHINE CO.
170 ELM STREET
BRIDGEPORT,
CONN.
Mid-West Point of View

Western Division of The World, Chicago, Ill., Oct. 10, 1921.

When we say that the farmer is the backbone of the business and general prosperity of the United States we say something which, to the mid-Western man or woman, needs no further evidence than the mere statement. Chicago is the center of the country's agricultural interests, and Chicago knows the farmer as no other great American city can know him. Out here we realize to the utmost the extraordinary importance of the farmer's buying power, his prosperity and his intentions. We know that when the farmer declines, or is unable, to buy, the business of the whole country is disturbed, if not actually crippled. The people of the Eastern and Western coasts know these things too, but they do not know them intimately, as we know them. For which reasons we present, without further apology or explanation, some vitally important facts about farmers, which we imagine will rather interest our readers.

The Farm Journal has more than one million subscribers, and it is only one of a good many farm papers. Among these subscribers are more than twelve thousand bearing the name Smith. A month or so ago the research department of the Farm Journal was trying to determine how best to select a representative delegation from its subscribers, big enough and well enough distributed to represent the farming community genuinely, but small enough to be manageable. To such a delegation, numbering perhaps ten thousand, the Farm Journal was purposed to put some questions about economic matters. A young man in the research department hit upon the really brilliant idea of selecting all the Smiths in the subscription files and sending the letter of inquiry to them. Twelve thousand such Smiths were found and each one was asked, in behalf of himself and of his family, what he proposed to spend on repairs, replacements, new buildings, new articles of convenience such as motor cars, washing machines, house and farm lighting systems, musical instruments, etc., etc., during the next twelve months.

The Smiths seemed to like the idea, for they responded in great form. And their answers indicate an amazingly interesting and encouraging state of affairs in every part of the country where farmers abide. Of those who answered, we find that:

74.9 per cent will paint, build or repair buildings, which would mean 933,700 if the percentage be held to apply to the entire subscription list of more than 1,000,000; that

56 per cent will build or repair fences, meaning 521,400 on the same proportion; and that

11.5 per cent will buy automobiles unless things go very wrong. This means 126,900 on the same proportion.

And, taking the smaller purchases, the replies received indicate that if the percentages among the Smiths hold good for the entire subscription list of the Farm Journal it is certain that

68,500 will buy lighting plants
33,100 will install heating plants
78,100 will buy washing machines

and, what is still more interesting to us, that 120,000 will buy musical instruments, including

- Pianos ........................................... 16,600
- Tailing Machines ................................. 5,100
- Violins ........................................... 2,000
- Organs .......................................... 5,900
- Saxophones ...................................... 8,200


The above figures are sufficiently remarkable in themselves, but it may be well to remind our readers that the Smith family, as the Farm Journal calls its Smiths, is a representative family. Is it scattered over the whole country and is it predominantly American. What the Smith family will do the great American farming community will do likewise. Now, conservative estimates have been made as to the money value of all the goods mentioned above, as well as of others of lesser general importance. These disclose the fact that, if the one million subscribers to the Farm Journal, or any other one million farm families, make purchases in the same proportion during the coming twelve months as the Smiths said they plan to make the total figures will exceed $911,000,000! Here is a lesson in the magnitude of the American farmer's collective buying power. Here, too, is a lesson in good sense; not in "optimism" but in good sense. The farmers of the U. S. A. furnish the backbone of the nation's buying power. The farmers are recovering confidence. They are also recovering their temporarily reduced buying power. As they go the nation goes.

The talking machine man will note the important place which the talking machine takes in the list shown above. The talking machine, in fact, is the farm musical instrument par excellence. No other gives so much music, whether as to quantity or variety, to the isolated household, as does the talking machine. Dealers who understand and are in sympathy with the ideas and thought of the farmer community are always sure of a profitable business with that community. But sympathy and understanding are needed. There lie before us, as we write, a booklet issued by the College of Agriculture of the University of Wisconsin, which is a State institution and very closely connected with the State Government in many of its branches. It is addressed to country school teachers and is intended to give advice as to the best methods of taking social surveys of school districts. A social survey is an investigation of the racial, economic, religious, educational and domestic conditions of the district and is made by the school teacher with the aid of volunteer workers secured from among the pupils. Every farm or village home in the district is visited and the occupants invited to give answers to questions about their property, their crops, their methods, their farm conveniences, their home conveniences, including musical instruments, and so on. Already in Wisconsin the rural study project has been wholly or partially carried out over the greater part of the State and the results are very interesting. For instance, statistics have been collected about the number of talking machines in farm homes. A talking machine map of Dane County, for instance, is one of many such which have been made from the results of the social survey. There are thirty-five townships in the county and the map shows that one township has more than eighty, several fifty or more, nearly all more than twenty, and only one has so few as one talking machine. There must be nearly eight hundred machines in the entire county.

What does that mean? Why, simply that the talking machine is a necessity to the modern farmer. But talking machines mean records. And if it be taken for granted—which is allowing far too much—that none of the machines in Dane County or in hundreds of other mid-West counties will be replaced the country dealer may well be asked:

"Are you selling your share of the records to these farmers? And if not, why not?"

Perhaps the city dealer will think that all this has no interest for him. But if he thinks so he is mistaken. There are two points for his attention. One is that as goes the farmer so goes the nation. When farmers have money we are all prosperous. The other is that if a social survey of Dane County shows that the talking machine is a household necessity, why is the same not true of the city? Likewise, it shows that wherever you go you will find opportunities for business if you look hard enough. But, best of all, it shows that the talking machine has come to stay and is as staple as wheat.

Whether in city or country the fact remains that those dealers who are going after business strenuously, and with an intelligent comprehension of the situation, are going to do a large volume of business this Fall and Winter. The talking machine makes a special appeal to a community's widening consciousness—for it brings into the home not only the popular music of the day, but the compositions of the greatest masters in the domain of music. It has a tremendous educational influence which is becoming more widely recognized year after year.
Chicago, Ill., October 8—Is trade coming back? We believe it is. Our conviction is grounded on the fact of the many new organizations now coming into the field. Although we have not as many concerns in the business as we had a year ago new ones are continually coming in. The financial standing of these is generally much better and the products they are putting out are, on the whole, far superior to the goods of two years ago. There is also every reason to believe that the talking machine industry has now reached a price level at which it can resume business in earnest and in financial circles it is felt that the country in general is also rapidly coming to a similarly stable condition. What the purchasing public really demands is not so much a cut in prices as an improvement in quality. This applies not only to talking machines, but to everything. The talking machine business in Chicago, as well as in the country towns, seems to be recovering fairly rapidly. Present indications point to a healthy increase during the Fall and holiday season. Accessories and records are still leading, but machines are coming up fast. No one in the trade, however, believes that there will ever be as many machines sold again in one season as during the war days, and anyone using horse sense will agree that this is a very logical way to look at future business.

We believe that one of the reasons for the vast sales of records during the war was that everyone was donating records to the war camps. The associations active during those days made a specialty of collecting records for the benefit of the boys in the cantonments, and there were so many women out collecting records for this movement that very few people had much of a chance to accumulate an extensive library. Those who bought records in those days often just played them over a few days and then turned them over to the collectors. This movement alone increased record sales very materially and we wonder why a similar movement could not now be launched. Of course, there are no cantonments now, but we cannot see any reason why inmates of poor farms, orphan asylums, hospitals, prisons, reform schools and so forth should be neglected. Every town and city possesses, unfortunately, one or more of these institutions, so we can see nothing to prevent the local dealer, with the aid of the women's clubs and so forth in that neighborhood, from starting a movement for furnishing used records to these institutions. This would, in a great measure, tend to stimulate retail record business, just as it did during the war, and the publicity afforded would also bring many prospects.

Busy Publicity Department

Over at the advertising department of Lyon & Healy there is exceptional activity. The work just now is upon Victor publicity in the main, and fifteen commercial artists are working at top speed turning out drawings for Victor ads. One of the big jobs of the Lyon & Healy advertising department is to get up type matter and drawings for the Lyon & Healy Victor dealer advertising service. As the department is arranged, the overhead expenses are cut to a minimum, and lately the prices for this service have come down considerably. Victor dealers can now get the benefit of the experience of a large corps of highly trained advertising men at a very nominal sum. Dealers who subscribe for this service receive a weekly supply of advertising literature embodying fifty-two matrices and fifty-two sheets of letter press.

Otto Tells of Conditions in Europe

Otto Schulz, president of the Magnola Talking Machine Co., of this city, has returned from a three months' trip through Europe, during which he was accompanied by Mrs. Schulz and their family of a daughter and four sons. The party visited Great Britain, France, Belgium, Germany and Czecho-Slovakia. President Schulz returns with strong convictions concerning the international economic political situation and its bearings upon the state of business and the prosperity of the United States.

As reported in The Music Trade Review for September 24, Mr. Schulz, in an informal talk with a representative of that paper shortly after his return to his desk, expressed the belief that there will be no permanent and complete prosperity in the world anywhere, including the United States, at this time. The finances and the economic relations of the whole world are so interlocked that trouble in one region inevitably affects the entire body of nations. At present the high figure of dollar exchange makes

(Continued on page 115)
Hire an Advertising Man
for $5.00 a month!

If you hired an advertising expert to write your ads for you and then you paid an artist to make drawings, their salaries for one week would be several times the cost for a whole year of the

LYON & HEALY VICTROLA NEWSPAPER
ADVERTISING SERVICE
formerly $8.33 per month
Now $5.00 a month

It is an exceptionally high-class series of ready-made newspaper advertisements at a very great reduction in price. 52 advertisements per year, 52 matrices and 52 sheets of letterpress—one a week. Each one written by our own advertising department with its years of experience in Victrola advertising. Drawings that are out of the ordinary, done by the best artists. At present there are fifteen artists on our staff.

Exclusive
Sold to only one
Victor dealer in
each city.

A Song of Summer
—a golden hour spreads o'er
the rippling yellow melody in
the orchestras—great masses of
a boy's voice, sung to any
in a boy's voice, sung to any
at the string or oboe.

Artistic Temperaments

Victrola

Write for
Free Samples

LYON & HEALY
VICTROLA DISTRIBUTORS
CHICAGO
it virtually impossible for foreign nations to trade with this country, while conversely the manufacturing nations, like Germany, which have lowest exchange values, are getting the business.

If the business of the world, which includes that of this country, is to get back on an even keel and last, it cannot be until all those nations are again manufacturing and trading freely. They cannot pay their debts held in this country unless they can trade with this country and in some degree. The foreign trade of America is virtually non-existent to-day because of the abnormal rates of exchange, which are not a blessing but the reverse to the American business men who hope to sell abroad. Moreover, we cannot do all the selling and none of the buying. We need foreign trade, but we cannot get it unless we, in turn, are buying from foreign nations. Prohibitive tariffs that shut out all foreign goods will be harmful to national prosperity.

Mr. Schulz is not favorably impressed with the superficial opinions of those who suppose that the European nations are ruined. He saw wonderful work of reconstruction in the devas-
ated regions in France and was surprised at the evidences of returning activity in Belgium and Germany. He comes home quite convinced that there will be no revolutions in Great Britain, France or Germany, but that the big men of these nations are sitting up nights working for the recovery of their native lands from the devastation of war.

Mr. Schulz believes that American business is on the mend and reports that he returns to the Magnola factory doing fairly well and likely to do much better a little later on.

L. C. Wiswell Married

L. C. Wiswell, the genial and accomplished head of the Lyon & Healy Victrola department, and through the country as one of the talking machine industry's leaders, was mar-
rried on September 17 to Miss Olive McCormick, of Pittsburgh, Pa. Immediately after the wed-
ding Mr. and Mrs. Wiswell left for an extended trip through the East.

Publicity and Theatre

A contract has just been made between Hol-
land's Music Shop and the Englewood Theatre whereby the former has secured exclusive adver-
sising rights to the steel curtain of the Engle-
wood. The Holland's Music Shop, as recently announced in these columns, is an exclusive Vict-
or retail establishment at 6351 and 6353 South Halsted street. The new sign is circular and occupies nearly the entire curb. Within the new sign is a large facsimile of the famous Victor trademark. The text matter gives the location of the Holland's Shop, together with some clever little phrases directed toward the prospective pur-
chaser.

Attractive Console Line

The Federal Phonograph Corp., of this city, has just brought out a very attractive line of console models which it is announcing. The most prominent designs are the Adam, Sheraton and Queen Anne, which are furnished in selected figured mahogany with solid mahogany hand-
carvings. The dimensions of these instruments are practically uniform, including one at the pop-
ular height of 36 inches with 39½-inch width and 28½-inch depth. The finish may be red, brown or satin.

"Peerless" Ravis in Chicago

A welcome visitor to Chicago last week was Mr. Ravis, president of the Peerless Album Co., of New York, and one of the most popular mem-
bers of the accessory trade. Mr. Ravis has a host of friends in the Chicago retail center and was quite some time with all of them. In a chat with The World Mr. Ravis stated that he had received good-sized orders for Peerless albums from dealers in Chicago and that ap-

parents the retail trade is optimistic and con-
fident as to Fall activities. Mr. Ravis visited Chicago after spending several weeks in the Westera territories, and his reports reflect in-
creased activity all along the line.

New Brunswick Consoles Out

The advertising division of the Brunswick-
Dakle-Colender Co. has just issued an attractive four-page brochure featuring Brunswick con-
sole models. This folder can be used to ex-
cellent advantage by Brunswick dealers, as it typifies in every detail the quality standards of the Brunswick console models. This folder is noteworthy as the first official introduction of three new console models, the Brunswick-Z, Brunswick-50, these being the Cambridge, the Colonial and the Queen Anne, which are all illustrated with adequate descriptions. These, together with the Stratford model, represent the Bruns-
wick console line up to date. The new models, which are exceptionally attractive, will retail as follows: Queen Anne, $225; Colonial, $250, and Cambridge, $350. In a foreword announcing these models the Brunswick Co. calls attention to the steadily increasing demand for the con-
sole phonograph and emphasizes the very indi-
vidual and distinctive features of the three types it is placing on the market.

Service Material Sought

As indicative of the increased activity in the Columbia field in Chicago, M. G. Peters, super-
visor of the Dealer Service division at the local wholesale branch, stated that his department

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had sold more Dealer Service material to Columb
da dealers from September 12 to September 16
than had been sold for the previous six months.
He states that the dealers who are visiting the
Dealer Service headquarters are evincing keen
interest in all of the latest sales material,
expressing a desire to use it extensively during the
Fall season.

Brunswick Exchange Proposition Pleases
When the Brunswick-Balle-Collender Co.
an
ounced recently the introduction of three new
models to its line it offered Brunswick dealers
a very liberal exchange proposition, whereby
they could exchange the old models on the basis
of one old for every two new machines they
ordered.

The Brunswick trade was greatly pleased with
the liberal spirit of this offer and it is interesting
to note that the orders placed by Brunswick
dealers in Chicago territory during the first
three weeks of September showed an average
of four new machines for each old one, instead
of only two for one.

A. J. Kendrick, general sales manager of the
Brunswick phonograph division, is naturally en-
thusiastic regarding the success of the exchange
plan, and in a chat with The World stated that
the sales closed by the Chicago wholesale branch
in the first six days of September were greater
than those of the entire month of August, and
that the figures of the Chicago branch for the
month were in excess of the total business closed
for the previous three months.

Ambassador Progress Gratifying
The Ambassador Phonograph Co., which in-
troduced its product to the trade and public at the
Chicaco Pageant of Progress this Summer, has
been attaining unusual success in the sale
of Ambassador phonographs to the dealers.
Quite a number of important agencies have al-
yready been established, and in order to keep
pace with its growing business the company has
increased the floor space occupied by its sales
offices at 19 West Jackson boulevard.

In a chat with The World F. K. Weston, gen-
eral sales director of the company, stated that
the dealers are giving the Ambassador phono-
graph an enthusiastic reception. Mr. Weston
recently completed arrangements for some new
models, with prices that enable the company to
give the jobbers and dealers most desirable
propositions.

Included in the equipment of the Ambassa-
dor phonograph is the plate stop electrostatic
larger than the flasher ordinarily used, and
which furnishes a good talking point to the deal-
ers; another part of the equipment is the fitches "flash-up" needle cup, which has won
considerable popularity during the past few
months.

An interesting feature of the Ambassador dis-
play at the sales offices is a demonstration phonograph, finished in four woods. The front
is in mahogany, the back in burr walnut, one
side in golden oak and the other in fumed oak
By using this machine for demonstration pur-
poses the Ambassador dealer can visualize the
customer four different machines.

The company has just taken over its entire
stock of hill-and-dale Okeh records from the
General Phonograph Corp. of Illinois. Amb-
assador dealers have evinced keen interest in
these records, which are being shipped to all
parts of the country.

Frank K. Pennington Visits Chicago
A welcome visitor to Chicago recently was
Frank K. Pennington, formerly assistant gen-
eral sales manager of the Columbia Graphophone
Co., and one of the most popular members of
the trade. Mr. Pennington renewed old ac-
quaintances in the industry, calling at the offices
of the Columbia Co., where he was given a
hearty welcome by John McKenna, manager of
the branch. In all probability Mr. Pennington
will have an important announcement to make
regarding his plans for the future within a few
weeks, and in the meantime he is taking a well-
earned vacation, which he is thoroughly en-
joying.

Pleased With Business Outlook
W. C. Fuhri, general sales manager of the Okeh
record division of the General Phonograph
Corp., has been a recent visitor to the offices of
the General Phonograph Corp. of Illinois. Mr.
Fuhri conferred at length with S. A. Ribolla,
general manager of the Illinois division, and was
pleased to learn that Okeh business in this terri-
ory is showing an increase far beyond all ex-
pectations. Mr. Fuhri was en route to New
York after spending a few weeks in the West-
ern territory, and his reports of general con-
ditions indicate that Okeh jobbers are not only
preparing for an active Fall trade, but are closing
a healthy business.

New Oro-Tone Tone Arm
The Oro-Tone Co., at 1000 George street, has
just placed on the market a new tone arm, which
will be known as No. 3D. This tone arm has
several distinctive features, is of adjustable
length and is designed primarily for moder-
ate and low-priced machines. The company is
also marketing a No. 03 reproducer, which is
particularly adapted for use with the 3D tone
arm. Leigh Hunt, secretary of the company,
states that Oro-Tone business during the past
month has been most gratifying. The attach-
ments made by this company are steadily in-
creasing in popularity and, from all indications,
Oro-Tone business this Fall will be fully up to
expectations.

Active South Side Dealer
Solar's Music Shop, at 200 West Thirty-
fifth street, has always enjoyed an active trade
in Columbia Grafonolas and records, due to
the fact that Frank Solar is one of the most
progressive and up-to-date merchants on Chi-
cago's South Side.

His latest idea was the hiring of a four-piece
jazz orchestra for a Wednesday night concert.
A large wooden platform was built on the cor-
er adjacent to the Solar establishment, and
(Continued on page 118)
GOOD NEWS FOR YOU!!

Disarmament is Here! No More War!!

Automatic record repeating devices have never had a fair chance because of patent litigation. All that is now over. REPEATING DEVICES CORPORATION has succeeded to all the rights of Repeat-O-Graph Co. and the Repeater-Stop device, as well as the absolute control of all patents upon such form of devices including:

1. The last groove trips the trigger

* U. S. Patent No. 1060955, granted May 6, 1913.
* U. S. Patent No. 1275823, granted August 13, 1918.
* U. S. Patent No. 1218408, granted March 6, 1917.
* Application No. 299698, filed May 26, 1919.
* Application No. 294153, filed May 2, 1919.
* Application No. 286819, filed April 2, 1919.
* Application No. 324542, filed September 18, 1919.

2. The rising bar holds the sound-box over—

* Application filed October 23, 1919.

With one source of supply on all of these instruments come lower prices, better devices and improved management—all for your benefit.

The trade will no longer be vexed with injunctions or litigation and can turn its undivided energy to SALES. We have anticipated a big demand and are ready to make immediate delivery at rock-bottom prices. We stand behind these devices, guarantee material, workmanship and performance and solicit your orders.

Repeating Devices Corporation

For immediate Service write or phone our nearest office as listed below:

(Other Offices to Follow)

New York
14th and Van Alst Sts.
Long Island City, N. Y.
Phone, Hunter's Point 6000

Western Factory and
General Offices:
408-10 Sullivan Street
Phone Diversey 8010 and 8011
Chicago, Illinois

Chicago
Suite 1109
537 So. Dearborn St.
Phone Harrison 7138
THE $1.00 CUTTER—HERE IT IS

Retail Price  The ALTO
$1.00
A better Fibre Needle Cutter for less money

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois

THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

with the cooperation of Mort Green, of the Fred Fischer Music Pub. Co., a most successful concert was launched. The big feature of the evening was the new song hit "Ma." The orchestra played this song, Mort Green sang it and then led the crowd as a community chorus.

Mr. Solar introduced a unique publicity method, whereby he secured over 1,500 names and addresses, which will be used as Graafonola prospects, these names being secured by offering prizes that required registration by all contestants. It is estimated that over 2,500 people attended this concert, which was one of the banner events of the neighborhood.

Duncan Sisters Sing "Hortense"

The Duncan Sisters, playing in Fred Stone's popular hit, "Tip Top," at the Colonial Theatre.

The Duncan Sisters have a hobby of preserving the songs that they use in their show with the records of these selections before they introduce them to the public. Recently they visited the offices of the Columbia Graphophone Co., at 325 West Jackson Boulevard, and in the accompanying illustration they are shown listening to Frank Crumit, exclusive Columbia artist, singing "Hortense" on a Columbia record. The Duncan Sisters were so delighted with this record that they introduced "Hortense" in "Tip Top," singing it in a manner similar to that used by Frank Crumit. The song "stopped" the show, being one of the hits of the performance.

Open Exclusive Brunswick Shop

The City Furniture Co., 6100 South Halsted street, which has been handling Brunswick machines and records for some time, has found the business so profitable that it has added an adjoining store and will equip it in the most modern manner, opening it as an exclusive Brunswick shop on October 1.

Another Cole & Danas Bulletin

Service, quality, price and friendly feelings are the main topics in the new trade bulletin gotten out by the firm of Cole & Danas. The cover page of this bulletin is taken up with some paragraphs pertaining to service, quality, price and friendly feelings. Regarding service, one reads that Cole & Danas supply your immediate and future needs from large stocks and with forty-eight hour delivery. "Every song," says the bulletin, "is of first quality, perfect merchandise and doubly inspected. All items are exactly as represented and if found to be not so will be taken back. In the matter of price," the bulletin continues, "large buying power guarantees prices against further decline. Should there be any further reductions below the present market price, the saving will be applied to invoice. In the matter of friendly feeling," the bulletin states, "that to satisfy you is the aim of Cole & Danas."

Within the bulletin the reader will find everything in the accessory line as well as complete talking machine repair parts. One will also find an exhaustive display of advertising relative to small musical instruments such as bugles, cornets, drums, ukuleles, etc.

H. C. Brown Studying Conditions

Henry C. Brown, of the Victor Talking Machine Co., passed through here recently on his way to the Coast. He is making a survey of business conditions in the various sections of the country which he is visiting.

It Pays to Advertise

We always knew that advertising in The World produced results, but this belief was strengthened the other day when F. K. Weston, general sales director of the Ambassador Phonograph Co., advised us that within twenty-four hours after the publication of the September issue of The World inquiries had been received.

Selling Resistance

is reduced by this attractive line of

Federal Consoles

These are the same high-quality consoles that sold last year at 100% greater prices.

FEDERAL PHONOGRAPH CORPORATION

1458-1464 W. Kinzie Street

CHICAGO, ILL.
from several reliable and well-known firms in different parts of the country. Needless to say, Mr. Weston is giving these inquiries his careful attention.

Ribolla Visits New York

S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, spent a few days recently at the executive offices of the parent company in New York, where he conferred with Otto Heneman and other executives regarding plans for the Fall campaign. Before leaving for New York Mr. Ribolla spoke enthusiastically of the business improvement that had been noticeable in Chicago territory since the first of September. He stated that the demand for motors is showing a decided increase and that carbodi orders had been received for immediate shipment.

Brunswick Boosts Isham Jones

Under the direction of the Brunswick-Balke Collender Co. the week of September 25 was celebrated in Chicago as "Isham Jones Orchestra Week," in recognition of the opening of the Fall season of the College Inn at the Hotel Sherman, where the Isham Jones Orchestra will be in residence. The College Inn opened on October 3 and "Isham Jones Orchestra Week" served to impress upon the public the nationwide popularity of this orchestra and the fact that it records exclusively for the Brunswick library.

The Brunswick-Balke Collender Co. used extensive publicity throughout Illinois, Missouri, Wisconsin and Iowa in connection with this "Isham Jones Week" and also furnished Brunswick dealers with window displays, showcards, etc. This publicity was used to excellent advantage and throughout these five States, Brunswick representatives co-operated with the company in making "Isham Jones Week" a notable success.

Big Biese Boosts

Two thousand five hundred two-sheet posters are now displayed on the elevated stations of Chicago, announcing the fact that Paul Biese and his famous orchestra are playing at White City, one of the most popular dance places in Chicago.

Paul Biese and his orchestra are exclusive Columbia artists and these posters have served to stimulate the demand for Paul Biese's records and to emphasize the prestige of this well-known music director throughout the city.

Many Tributes to Chalme

The officials of the Brunswick-Balke-Collender Co. are very much gratified at the high tributes paid by critics and musical experts to the artistic merits of Mario Chalme, the famous Metropolitan Opera artist, who records exclusively for the Brunswick Co. One man, in commenting on Chalme, also pays a high tribute to the Brunswick records of his voice, saying: "Those who have heard Chalme or his records can appreciate his voice, depth of feeling, appeal and mastery."

Lyon & Healy Recitals Reopened

Ever since Lyon & Healy began their noonday concerts years ago their page has been continually spreading. It has, therefore, been the ambition of the company to make a new record each year in the matter of public attendance. The 1921-22 season was formally opened the middle of September, and up to the time of going to press The World is informed that the record so far this year, as compared with the corresponding period last year, shows a great increase in attendance. The public is given highly diversified and interesting musical entertainment. Especially noteworthy is the artists' series, which is to be carried on right through the season. Most of the artists are exclusively Victor and they are giving each day a number of vocal and musical selections.

Another Consolidation

A new company, known as the Repeating Devices Corp., has just been incorporated under the laws of Illinois. The officers of the new organization are: Thomas M. Booth, president; George W. Sheppard, treasurer, and Rudolph Blash, secretary. The purpose of this new organization, according to President Booth, is to manufacture and sell under an exclusive license agreement all forms of automatic repeating devices for sound-reproducing instruments under the patents herebefore used by the Repeata- graph Co., by the Webster Novelty Co., and others. In other words, the new company states that the war which formerly existed among the Repeater Stop, Repeat-O-Graph and Webster Novelty Co. has come to an end and that the inventors of all patents used by these former companies have buried the hatchet and placed all of their eggs in one basket. The company now states that it controls thirteen patents, whose dates of issuance and application range from 1913 to 1919, and that it is now the sole and exclusively authorized licensee to manufacture, advertise, use and sell any of the devices made under any of the patents they control.

The previous experience of the sales organizations marketing these instruments shows that

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. We reach your customers in the same condition.

Ask about various models and prices.

Edison Diamond

Amberolas—Plus Service

You know the quality of Edi- son 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 Jan. J. Lyons)

17 W. Lake St.

Chicago

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO
This is positively the first and last opportunity for Manufacturers to buy the well-known and guaranteed

**SAAL**

**MOTORS AT SACRIFICE PRICES**

Far Below the Factory Prices

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Discount</th>
<th>Description</th>
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<tr>
<td>EE</td>
<td>12,191</td>
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<td>40% Below Factory Prices</td>
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<td>A</td>
<td>8,263</td>
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<td>D</td>
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<td>40% Below Factory Prices</td>
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</tbody>
</table>

Cabinet Hardware at 30% Below List Prices

**CHICAGO**

**PHONOGRAPH REALIZATION** (NOT INC.)

315 Union Park Court

Chicago, Ill.
there is a ready sales for both, it only being necessary to demonstrate and show the merits of the devices. Patent litigations and other legal battles then existent among these organizations have come to an end. Now that all litigation is over and the consolidation of patents has been effected the new company is prepared to put these well-known articles on the market. Manufacturing is now well under way for a large output. The officers of the company state that all prices have been considerably reduced and that the instruments themselves have been simplified and improved in many ways.

New Virtuoso Bootes

Visitors to the County Fair, held recently at Libertyville, Ill., were given a treat when R. R. Granquist entertained at the request of J. Blumberg, a Columbia dealer of Waukegan, Ill. While the fair was going on Mr. Blumberg presided over the Columbia display and, in order to cooperate, the Chicago branch of the Columbia Co. sent down Mr. Granquist. After a day full of thrills, such as baseball games, horse racing, etc., a crowd of about 25,000 people gathered at the huge platform for an evening's vaudeville entertainment. After the regular acts had been performed the management of the fair, which had previously been tipped off by Mr. Blumberg of Mr. Granquist's ability as a pianist, called upon the latter for a few piano selections. Although unprepared Mr. Granquist obliged and, after being introduced as an "artist of the Columbia Graphophone Co.," played Chopin's "Militaire Polonaise in A Major." His rendition was so pleasing and he received such a hearty applause that several encore had to be given.

Some New Accessories

The Alto Manufacturing Co., of this city, reports that its business is increasing and that it has quite a number of new articles to offer to the trade. One of these is a clever little invention, a self-anchoring nut. It can be used in a talking machine in places where a wood screw will not hold. The screw can be taken out as often as necessary, but the self-anchoring nut always stays in place. The company is also turning out quite a number of the well-known Alto fiber needle-cutters. It has two models of different construction to offer to the trade, one being the scissors type, the other modeled somewhat after the pattern of a pliers. The Alto Co. is also putting out a steel needle repointer. This is a little grinding instrument which fits over the turntable shaft and has at its edge a tiny groove. The needle to be sharpened is placed in its regular playing position and the point is laid in the trough of the grinder. The motor is then started and in a few twirls of the turntable the needle is repointed.

Marigold's Victor Week

An event most pleasing not only to music lovers of Chicago, but to Victor dealers as well, was the announcement of the opening of the Winter engagement of Benson's Chicago Orchestra at the Marigold Gardens October 3. As everyone knows, Benson's Chicago Orchestra records exclusively for the Victor Co. and Chicagoans familiar with the Benson records kept the orchestra busy with encores. Victor officials, who happened to be in the city, as well as dealers from all parts of the city and State, were present during the week of the third to the tenth.

Columbia Artist Entertainers

At the recent luncheon of the Piano Club a delightful form of entertainment was given members in the appearance of Farman and Nash, Columbia record artists, who sang three humorous selections. This pair, at present playing upon the Orpheum and Keith vaudeville circuits, received the enthusiastic applause of the piano men.

Imperial Piano Co. Opens New Store

One of the most attractive stores outside of the Loop was opened recently on the corner of Ashland boulevard and Van Buren street by the Imperial Piano Co., of which Louis Lowenthal is president. Mr. Lowenthal has been a West Side dealer for many years and until a few weeks ago conducted the Lowenthal Piano Co.

The new store occupies the ground floor of the Ashland Boulevard Auditorium Building. It has an eighty-foot frontage on both Ashland boulevard and Van Buren street and nearly that much crystal frontage in the corridor of the building. The big auditorium upstairs, which is in use nearly every evening of the week, has a seating capacity of four thousand and literally thousands of people pass through the corridor (Continued on page 122)
and consequently view the Imperial Co.'s crystal front display of pianos and talking machines during the evening.

The decoration of the store is simple but artistic and has a very elaborately designed tile floor. A complete line of pianos and players and also of talking machines, records and player music rolls will be carried. The store was crowded Saturday evening at the opening and there were plenty of music and flowers.

Now Reichard Manager

A change of managers was recently effected at the Reichard Piano Co., whose retail establishment is at 1311 Milwaukee avenue. The new manager is A. Lynn Minzey, who was formerly connected with the firm of Elbel Bros. Co., of South Bend, Ind.

Shine to Jazz Music

One often hears of new applications of music and especially as to how it is applied commercially. While going down Wabash avenue this week, The World representative ran across a new application of the talking machine and thought it worth investigating. The place was none other than a shoe-shining parlor owned by a Greek. He had some half dozen or more colored boys doing the shoe shining, and up on a sort of pedestal in back of the store there was mounted a talking machine. By the side of the talking machine was a big pile of up-to-date fox-trots, jazz and blue records. The Greek, himself, was sitting by the side of the talking machine, and he not only played the part of the cashier for the establishment but also operated the instrument. Upon inquiry as to why he selected jazz and fox-trot music, he remarked: "I have watched those colored boys work for a long time and I noticed that the majority of them keep sort of a drumlike rhythm with their brushes and rags. In fact, it sounded like they were keeping time to a piece of music that was going on within their minds. I thought that by installing this talking machine and playing records to their liking they would be happier and do better work. However, since I have put the machine in I find that they are not only happier but during a rush I can

Two Certain Winners

JACK DEMPSEY KNOCKS OUT EVERY CHALLENGER

THE AMBASSADOR PHONOGRAPH KNOCKS OUT EVERY OBJECTION

Made Right—Priced Right—Outsells Competitors—Pays You Larger Profit—"Others May Follow—But None Shall Lead"

That's The Ambassador

Mr. Dealer,
Everywhere:
We want
Your Business—NOW!

Mr. Jobber
Write Us
—If Your Territory Is Open, You Are Losing Money and So Are We.

Six Beautiful Models
Ask Us About Them

AMBASSADOR PHONOGRAPH CO.
EXECUTIVE OFFICES:
Suite 201
312 So. Clark Street
PHONE WABASH 6927

CHICAGO
ILL.

SALES OFFICE:
Suite 300
19 W. Jackson Blvd.
PHONE HARRISON 9360

FILING CABINETS

of the Art Model Console Type especially adaptable for Victor IX's.

Our line of Talking Machines covers your trade from

PARLOR to PICNIC
whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the

Illinois Portable
(of which we are the sole manufacturers).

Write us today, if quality and price interest you

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.
SUPERIOR 8598

regulate their speed by playing the machine faster. They unconsciously keep time to the music with their brushes and polishing rags and turn out more work in faster time and seem to be less tired."

Introduce New Panel Material

A Western manufacturer recently put on the market a new panel material which is having great success in the automobile field, and which may be equally well suited to the manufacture of talking machine panels and similar parts. The material is called Plymetl and consists of built-up wood stock faced by a very thin sheet of steel. A special cement is used to fasten the wood and the metal together, and the finished article is said to be entirely waterproof, extremely durable, highly resistant to heat and at least five times as stiff as sheet steel of the same weight per unit of measurement.

Plymetl may be either single-faced or double-faced—that is, the metal sheet may be in front only or on front and back of the panel. The commonest thickness is five-sixteenths inch and
Mr. Phonograph Dealer!—Any One of These Four Salesmen Will Make Money For You and Their Services Cost You Nothing.

A: Your last order was complete in every respect. We have just received a large shipment of phonographs from the Crittenden, Chicago. The best of the new miniature phonographs. Do not let these orders wait. They are made of the finest materials and are thoroughly tested.

B: We have always known that we could make a genuine Symphony phonograph. We have had a large number of these in our stock and we have sold all of them. We have sold them at a much lower price than our competitors. We have sold them at a price that is competitive with the lowest price in the market. We have sold them at a price that is below the competition.

C: The Columbia "Holmer" Phonograph is the only one that will meet the requirements of the business. It is a very fine machine, well made, and will stand up under the roughest conditions. It is a machine that will stand up under the roughest conditions. It is a machine that will stand up under the roughest conditions.

D: We have always known that we could make a genuine Symphony phonograph. We have had a large number of these in our stock and we have sold all of them. We have sold them at a much lower price than our competitors. We have sold them at a price that is competitive with the lowest price in the market. We have sold them at a price that is below the competition.

COLE & DUNAS MUSIC CO.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

this is found to be most suitable for nearly all cabinet work, while its weight and cost compare favorably with any kind of built-up all-wood construction. The metal faces of Plymetl will take any finish required, while they can also be faced in turn with any fancy veneer whatever.

Columbia Dictaphone Exhibit

A. B. Walker, branch manager of the Dictaphone division at the Columbia headquarters, 321 South Wabash avenue, had an extremely interesting exhibit at the Chicago Business Show week before last. Not only were the latest models of the Dictaphone shown, but a demonstration was made of the method in which the Dictaphone is taught by means of multiple tubes in the Chicago high schools. By means of this device one machine with one record will dictate to from one to twelve pupils. Several high school students demonstrated the use of the multiple tube system. The rhythm ring for instructing beginners was also demonstrated. By the use of this accessory a rhythmical click-clack is produced, by which the typist learns to speed up, much as a piano student learns tempo by the means of a metronome.

Will Wholesale Accessories

C. B. Cordon, president of the Symphony Music Co., of 120 Wilson avenue, who has conducted for some years a notably prosperous talking machine business, has added a wholesale department and is now giving to mid-Western dealers not only the complete line of talking machine accessories, and especially a large line of needles of various kinds, but also musical novelties and small goods.

Albert E. Nelson, who has been with Mr. Cordon since 1915 and is well known to the music trade in Chicago, is in charge of the wholesale department. Although this branch of the business has just been added to already has a man visiting the dealers in Chicago and a traveler visiting the Illinois trade. The company is making a special push just now at new quick-selling holiday novelty, the phonograph. Mr. Cordon took this up in a wholesale way because of his gratifying experience with it last year, when he sold large numbers of "Babes" from his retail store in the weeks preceding the Christmas holidays.

Good Kimball Shipments

The W. W. Kimball Co. last month shipped straight cars of Kimball phonographs to two exclusive phonograph dealers and also filled a number of single shipments of twenty-five to fifty phonographs each. The Kimball phonographs have been on the market for several years and occupies a very high position in the trade. It has recently brought out two new phonographs, Model R, retailing at $425, and another, Model M, at $375.

J. V. Sill, who has traveled for the company for several years and who is well known by the piano and talking machine dealers generally, has been promoted to the head of the Kimball credit department, succeeding L. A. Crutenden, who recently resigned to become general manager of the Pacific Garden Missions, of this city, a work in which he has been interested for some years.

A Sale Diverifier

Imagine this beautiful exhibit in your store, and imagine the amount of trade that will be driven to you! The Dictaphone is an absolute necessity in every office. It is the only means by which you can keep track of your business. It is the only means by which you can keep track of your business. It is the only means by which you can keep track of your business.

LAKESIDE PHONOGRAPH PRODUCTS

Our F-26 AUTOMATIC STOP has only two moving parts. We have hundreds of satisfied customers.

Sample, $1.40

We have sold about 3,000 of these Electric Motors. Are you getting yours?

Sample, $19.50

Send for our proposition on complete electric phonographs known as the "Electrophone." Send for our parts catalogue

SAAL MOTORS

AT SPECIAL REDUCTIONS

Write for prices.

LAKESIDE SUPPLY CO., 416 So. Dearborn St., Chicago, Ill.

Phone Harrison 3840

October 15, 1921

THE TALKING MACHINE WORLD 123
Melody Portable Phonograph

Elegant With Double Spring Motor
Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key
DuraKly Constructed. Mahogany Water-proof Finish. Carries 10 Records. Wonderful Tone—equal to that of a $200 machine. Plays all records—soft, medium or loud as desired. P o r t a b l e—Weighs only 13 lbs.

P R O M P T D E L I V E R Y
Here's a Winner for You!

Write for Sample and Terms Today.

MELODY NATIONAL SALES CO. - - - - - - 190 N. State Street, Chicago, Ill.

CHICAGO CONCERN CELEBRATES

Glick's Talking Machine Shop Marks Tenth Business Anniversary With Formal Opening of Handsomely Remodeled Quarters

Glick's Talking Machine Shop, 200 West Division street, Chicago, celebrated the tenth anniversary of the establishment of the business on September 17 by holding a formal opening of the company's remodeled store, containing new furnishings and equipment throughout. The entire equipment is of the most elaborate character, with rich paneling and plate glass. All windows are curtained, floors are richly carpeted, and potted plants along the tops of the partitions lend to the attractiveness of the whole.

There are ten sound-proof demonstration rooms in all, devoted exclusively to the display and sale of Victor talking machines and records.

A HUSTLING YOUNG SALESMAN

PITTSFIELD, ILL., October 4.—One of the youngest Pathe boosters in the United States is said to be Marion C. Allen, seventeen years old, and son of the proprietor of the Allen Jewelry & Music Co., enterprising Pathe dealers in Pittsfield, Ill. Mr. Allen has selected his territory the surrounding country and makes daily trips into his territory with a motor truck.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature among many, a most important one, in the thoroughly up-to-date equipment of the M A R F E L O U S M A G N O L A .

MAGNOLA "Built by Tone Specialists"

The Zephyr Shop—At the Home Party—Camping Out—At the Summer Home—Boating or Camping—

MAGNOLA TALKING MACHINE COMPANY

O T T O S C H U Z L, President

General Office
311 MICHIGAN AVENUE
CHICAGO

Southern Wholesale Branch
33 W. CANDLER BLVD.
ATLANTA, GA.

These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

For Descriptive Matter Address

FUEHR & STEMMER PIANO CO.

2701 So. Wells St., Chicago

From our Chicago Headquarters (Continued from page 123)

when the famous Benson Orchestra opened its engagement at that center of entertainment in Chicago. It was “Victor Night” from start to finish, and the Victor people who attended had an opportunity of listening to the orchestra, which is making Victor dance hits popular all over the country. In co-operation with the Chicago jobbers the Victor Dealers’ Association of this city put the thing through in a most successful manner. Invitations were mailed out enclosing tickets to the Marigold Revue, good for the entire week of October 3. The show started at 7 o’clock and at 1 o’clock was still going strong. Roy Bargy, well known in musical circles here, together with his eight assistants, outdid himself in giving patrons an even more inspiring brand of music than usual.

Reports Successful Truck Campaign

R. R. Hoss and S. J. Smith, owners of the Crystal Lake Music Co., located at Crystal Lake, Ill., exclusive Victor dealers, report an excellent business throughout which has been termed an unusually poor Summer. These two gentlemen were recent visitors at the offices of Lyon & Healy and The World representative had the pleasure of talking with both of them. During July, August and September these two gentlemen campaigned their territory by motor truck, and with much hard work and consistent plugging, have so far succeeded in doing a better business in 1921 than in 1920.

Song Shop Manager

Sylvester Heim has been appointed manager of Ted Snyder’s song shop, at Monroe and State streets. This is one of the liveliest retail music centers in the Loop and sells a great number of talking machine records, successful rolls. Mr. Heim reported September a rather poor month, following an excellent August. The first few days of October, however, showed quite a pick-up.

Krause Co. “Opening”

September was marked by the opening of two elaborate new talking machine stores in Chicago. The Krause Furniture Co., at 503-17 West Twenty-second street, opened a brand new Victor department, devoting its entire first floor to Victrolas and records exclusively. This was largely attended and Mr. Krause, the proprietor, who is well known as a prominent furniture man in Cicero, received a number of floral pieces from his business associates.

By the time The World reaches the trade there will have been opened on the Southwest Side of Chicago another exclusive Victor retail store. This store is a Solaris’ Music Shop and is operated by Frank Solar, of 225 West Thirty-fifth street. It is a corner store and has been fitted throughout by the Unit Construction Co., Eighty-first and Thirty-sixth avenues, each six by nine feet, and two machine demonstrating rooms, each nine by twelve feet, are being put in. Many of the ideas which have helped make this shop almost unique on the Southwest Side of Chicago were given to Mr. Solar by Hans Schoessling, manager of the wholesale Victrola department of the Rudolph Wurtzler Co. of Quarters.

Word comes from Quincy, Ill., home of the Wolf Mfg. Industries, that this concern, instead of wasting time in the discussion of business conditions, has made a study of the situation and has brought out several new models, which are expected to make a strong sales appeal. The new machines possess many individual points and features calculated to interest radio enthusiasts.

The Wolf Co. believes that there is a peculiar something about the phonograph that will usually make a buyer out of a looker, and it is this something that they feel they have brought into their new models.

Another important feature is said to be the concern’s jobber plan, which, it is claimed, has been warmly received among large jobbers and has brought an increased volume of business. A great amount of this business is from dealers who are stocking up for the Christmas trade. The Wolf Mfg. Industries is strongly urging its dealers and jobbers to place orders as early as possible and not wait until the last minute. This latter is a very good idea and, in passing, we would suggest that it might be a good idea for every one having to do with sales for jobbers and dealers to point out that there is going to be a decided car shortage this year and a great amount of freight congestion. It is, therefore, a good idea for every one who expects to take on a new supply of goods for the holiday trade to be sure and “Do your Christmas shopping early" in order to have enough merchandise on hand to take care of holiday business.

Historical Window Display

A glimpse of the piano business fifty years ago is contained in the window display now being made by Lyon & Healy commemorating the Chicago fire of 1871. A ledger in the handwriting of P. J. Healy himself records a number of pianos burned in the Lyon & Healy store. Photographs of the earlier Lyon & Healy establishments permit of an interesting comparison with the wonderfully equipped Chicago house as it stands to-day.
Jeanne Gordon's clear contralto rises to great heights in Samson and Delilah—"Amour viens aider ma faiblesse" (Love, lend me thy Might). Lovers of opera will want this record in their collections. Columbia 49740.

NEW JEWEL ATTACHMENT A SUCCESS
Jewel Phonoparts Co. Introduces New Attachment for Edison Phonograph That Is Proving Very Popular—Embodies Several Distinctive Features—New Folder Illustrating Attachment Now Being Distributed to Trade

The new attachment recently introduced by the Jewel Phonoparts Co., of Chicago, for playing all records on the Edison phonograph has met with a tremendous success, and the company has received enthusiastic letters from Edison jobbers and dealers throughout the country. This attachment represents extensive experimenting and hard work on the part of A. B. Cornell, sales director of the company, and T. E. Davidson, superintendent.

Both of these well-known talking machine men devoted considerable time to the production of an attachment for Edison phonographs that would be controlled by the lever as is the Edison phonograph itself. They concentrated on this phase of the subject, for they had been told by prominent Edison executives that any successful attachment for the Edison phonograph must absolutely synchronize the difference in the automatic feed of the Edison and that of lateral cut and Pathé records, must look like part of the Edison phonograph and not like an attachment, that it must have no harsh metallic tone but be perfectly natural, that its volume must be very great, must be simple and automatic in construction, fool proof and the price must be very reasonable.

They profited greatly by valuable suggestions given to them by the Edison jobbers and dealers, and the new Jewel attachment for Edison phonographs is well entitled to the praise that it is receiving everywhere. The reproducer used with the attachment has been on the market for several years, many refinements and improvements having been made on it so that it has long passed the experimental stage and has been accepted by the trade as a standard of true tone reproduction, volume and simplicity. The Nom-Y-Ka diaphragm with which it is equipped is the invention of the Jewel Phonoparts Co. and has distinctive qualities which, according to the company, make this diaphragm practically unbreakable. The company also states that it has the property of absorbing needle scratch and bringing out all overtones.

The new attachment is thoroughly automatic as regards changing from lateral to hill-and-dale position and vice versa, without the necessity of loosening and tightening thumb screws, etc., and the reproducer turning up automatically to a convenient position for changing needles is a new departure. The air-tight ball and stock principle, used to give perfectly free up and down and side-wise movement, not only gives it a floating action, but synchronizes the difference between the automatic feed of the Edison phonograph which has 150 record grooves to the inch with that of lateral cut records which have 100 record grooves to the inch with the Pathé having ninety to the inch. As a consequence of this synchronization the reproducer travels over the record in the proper relative position and equalizes the weight of the reproducer so that at all points it is the same.

A copy of a very handsome folder has just been received, fully illustrating and describing the device, and the Jewel Phonoparts Co. and Mr. Cornell, who compiled it, deserves to be congratulated on its completeness and practical value.

GRINNELL BROS. PLAN ALTERATIONS
KALAMAZOO, Mich., October 6—Plans are under way here for extensive alterations at the Grinnell Bros. store, at 107 East Main street, which, when finished, will make this one of the finest establishments in the State. The main floor of the store will house the talking machine and record departments. The plans include the construction of a service and sales counter in the front, backed by a record rack which will have a capacity of 5,000 records. A series of sound-proof demonstration booths will also be located on this floor. The offices and shipping room are in the rear. A balcony with comfort and retiring rooms will be one of the features of the place. Colonial type of architecture will prevail, the color scheme being white and old gold. The basement will contain the player-piano department and the second and third floors will also be devoted to a most imposing display of pianos.

The BABY Phonograph
will not only add sales to your fall and holiday business, but its display will act as a stimulus to attract buyers into your store.

Write or Wire for Dealers' Proposition.

SYMPHONY MUSIC COMPANY
1020 Wilson Avenue
Chicago, Illinois

A High-Class Cutter
Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter
CONVEIENT

GREAT SELLER
GOOD PROFITS

MECHANICALLY RIGHT
Jobbers—Line up on this live one and get ready for the season.

LIDSEEN
632-840 So. Central Ave., CHICAGO
THE TALKING MACHINE WORLD

NEW LOCAL BRUNSWICK ACCOUNTS

Several Important Accounts Opened in Metropolitan Territory—Exclusive Brunswick Shops Will Give Line Important Representation

Among the recent additions to the already large Brunswick dealer list on Long Island is the new exclusive Brunswick shop opened at Freeport by Chris. Chapman. Mr. Chapman is a well-known musician of twenty-five years' experience and has attained quite a reputation in the talking machine industry, where he has made many recordings for several leading record manufacturers. This experience well fits him for his new line of endeavor, T. J. Garland.

Long Island and New Jersey representative of the New York office of the phonograph division, was responsible for the opening of this new exclusive Brunswick shop, which is one of the many deals closed by him within the past few months.

Another exclusive Brunswick shop opened in Long Island City is that of the Queensboro Furniture Co., which will be under the management of W. Chapello, who has had a wide experience in the merchandising of talking machines in metropolitan New York. He intends to make this new Brunswick shop one of the most attractive in Greater New York.

"Stacks," a well-known Brunswick dealer in New York City, is announcing the opening of a new store featuring Brunswick phonographs and records, at 224-226 East Fordham road, by sending out very attractive invitation cards to a large number of people in uptown New York. On this occasion a professional orchestra, together with several prominent vocalists, will render selections during the day.

SEEK ASSESSMENTS FOR CHAMBER

Talking Machine Manufacturers to Be Asked to Contribute Monthly Sums Based Upon Volume of Business for the Support of the Music Industries Chamber of Commerce

At a meeting of the board of directors of the Music Industries Chamber of Commerce, held at the Chamber's headquarters, 105 West Forthieth street, New York, it was voted to request officially each talking machine manufacturer to pay a monthly assessment of one-twentieth of one per cent of gross sales each month in support of the Chamber, with a maximum assessment of $1,500 for any one month. It was stated that a number of talking machine manufacturers have contributed substantial lump sums from time to time for the support of the Chamber, but there has not been developed any definite basis of income from the talking machine trade. The assessment system has worked out very successfully with various other branches of the music industry, and it is believed to be the fairest system inasmuch as each company pays only in accordance with the actual volume of business handled.

At the same meeting a proposal to engage publicity agents to develop a more general interest among musicians and the public at large in the music industry was placed in the hands of a committee for early consideration.

The progress of tax legislation and the work being done under Chamber auspices, in the fight against the continuance of excise taxes on musical instruments, were discussed at some length.

L. J. UNGER'S SUCCESSFUL TRIP

L. J. Unger, of the Brilliantone Steel Needle Co., recently completed a ten weeks' trip which carried him as far as the Pacific Coast. Mr. Uunger reported that business was improving all over the country and that dealers expected good business during the Fall season. He brought back with him a large number of orders for immediate and Fall delivery which visualized in concrete form the dealers' expectation.

FIGHTING ROOSTERS POPULAR

The Pathe Freres Phonograph Co., Brooklyn, N.Y., reports that its dealers are finding the fighting roosters, a phonograph toy attached to the turntable of the phonograph, particularly appropriate, due to its similarity to the well-known Pathe trade-mark. This toy is made by the National Co., of Boston, Mass., which also manufactures Shimandy, Ragtime Rastus and the Boxing Darkeys. It consists of two fighting roosters, which furnish much entertainment as the turntable revolves.

The Farrar Furniture Co., of Bangor, Me., has added a Grafonola department to its store. Columbia machines will be handled exclusively.

COTTON FLOCKS

FOR

Record Manufacturing

THE PECKHAM MFG. CO., 215 South Street
NEWARK, N. J.
THE TALKING MACHINE WORLD SERVICE

Robert Gordon's
A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

R ECENTLY I strolled through Central Park, and during my perambulations the acquaintance of a friendly squirrel. Now what is it to be admired for cleverness? If you pick up an acorn, and peer into the squirrel's eyes, you'll see a glint of excitement. If he cannot carry a large nut with the outside shell on it, he carefully gnaws off the outside shell and then carries it cheerfully along and hides it. And his storing of nuts for the Winter months shows foresight on the part of the little creature that pays a man a compliment.

It is time for the talking machine dealers to look far enough ahead for Christmas sales, yet at the same time not to jeopardize the impetus directed toward current business. Many dealers have started the Christmas Club Plan as one way of combining Christmas sales. Such a club plan will often stop present high instalments and cash sales. A dealer in southern Pennsylvania recently devised a method by which he prepared for Christmas, and at the same time got a maximum amount of sales at the present moment. He had his Christmas Club Plan neatly printed upon cards giving full details as to down payments and small weekly payments, time of delivery, etc. These cards were distributed to his sales force. He instructed each one of his sales staff to try to make a direct sale of machines with a large down payment. If, however, the customer, after selecting his machine, decided that the amount of payment was too large, or desired that he could defer delivering for a limited time, the salesman would then present the Christmas Club Plan to the prospective customer. The prospect, having selected the machine, the salesman would give him the different amounts of payments necessary on the club plan. The amount reserved payment demanded in the club plan in comparison with the regular instalment sale is so small that the customer would immediately take the opportunity offered. If, however, the price was not a sufficient inducement a short talk by the salesman on the pleasure of a talking machine in the home for Christmas would soon close the deal.

Thus, a sale for the Christmas season was made when every other type of sales argument had failed. Yet the salesman had in no way the chance of offering a better sale through offering the Christmas Club Plan in the beginning.

M ARK TWAIN is credited with saying, "A classic book is a book that everybody admires but nobody reads." Truthfully, of course, this expression was made for cleverness, not for accuracy. Yet, at the same time, there is food for thought in this statement. Too many talking machine dealers are today presenting operatic music to the public in a manner which causes these selections to take the same place in the dusty vault as the classics that one sees in the library, but which are read sparingly. After all there is nothing dry or uninteresting in classical music. In fact, it is extremely entertaining and pleasing, so why not in the future present classical recordings of the entertainers, the same as the more popular types of music? Why continue to sell them under the cut-and-dried formula of "high-class music"? This may flatter some people when you suggest to them that they are buying high-class music, but for every one you flatter you scare out ten.

Y OU can go and talk Greek to the average layman, and you can advertise in your newspapers to stimulate trade with boys and girls and mothers, but only one are out of place. Yet, there is a place for the Greek language, and there is an opportunity for sales with the students. Most dealers have found it unusually good business to advertise in whatever student literature is produced by local high schools and colleges. A small advertisement written in a light vein will create good will with the students and bring you many good customers. Don't overlook this channel for stimulating business with the younger crowd.

O UR three illustrious Americans, Hart, Schaffner & Marx, who are now clothing the American business man, recently issued a booklet entitled "What Puts the Pull in Advertising." This booklet emphasizes the great importance of illustrations in advertisements, and points out that the handling of type alone to make an attractive advertisement is a special gift which few possess. Hence they do not often advise their customers to use plain type advertisements. After conducting extensive researches between two hundred advertisements which score highest are invariably those which are illustrated. The reason for this is simple. We all like to look at pictures. When you pick up a popular magazine you are the first things to catch your eye are the illustrations. Therefore, the above-named company is absolutely correct in its assumption that illustrations invariably increase the value of the advertisement.

Great care must be taken, however, that the illustrations are of a high type, as good advertising requires really artistic illustrations. The moral of this little chat is, don't try to do good advertising without good illustrations. Use type ads intelligently. Be careful in the layout so as to make them pleasing to the eye and appealing in a literary way. For the most part, however, it is best to use illustrations which can be obtained from the manufacturer whose machine you handle. I suggest using those that manufacturers supply, not because they are their illustrations, but because manufacturers' artwork is usually very good.

T HE following cleverly written essay is clipped from the P-B News of Washington, D. C.:

"In the beginning the Creator made all the good creatures in the world, the spirit of evil brooded mightily, and he introduced into the world heart and the spirit of jealousy and ill-will. When the evil work had become manifest in many deeds by men against each other, the devil gathered all the worst thoughts of all men, caused them to take shape, clothed them with suspicion, shod man with envy, gave him a yellow streak for a backbone, and christened him 'A Knocker.'

"The product was fearful to contemplate, so the All-wise Creator decided to make something to counteract it; so He took a sunbeam, the heart of a child, the sense of beauty in flowers, fields and the great outdoors, formed them into the shape of an upright man, gifted him with equality and justice, armed him with mercy, righteousness and good will and named him 'A Booster.'"

And I might add that customers choose the shops that will deal with them, and that they usually choose shops which praise their own line of merchandise, and do not knock their competitors.

O CTOBER is the birth month of Verdi, the great composer. This gives you a chance to put in a special window that will call attention to the numerous records of the operas composed by this famous Italian. Cover the sides and back of your window with rich, plush throws or other neutral material. About the floor of the window group records, selected from the operas by the great composer. In the center mount a card neatly printed in black lettering with the following inscription:

"This is the birth month of Verdi, the great Italian composer. Born in October, 1813, he proved himself a poor imitater at Roscelle, he wrote his first grand opera at 26 and his last at 80, including 'Rigoletto,' 'Il Trovatore,' 'Traviata,' 'The Masked Ball,' and many others. Commissioned by the Vicerey of Egypt to compose a $200,000 booster, we see in stock many beautiful selections from his operas sung by world-famous artists. Come in today and hear them.'

Such a window as this will stimulate sales in records of this immortal type of music.

T HE man who can apply a clever expression to his business often gains considerable publicity from people knowing or referring to the cleverness of his idea. Recently a dealer connected up one of the famous expressions of one of the most noted actresses in America with the sale of cut-out records. He piled a large number of cut-out records in his window and then placed in the center a sign which said in small type, "This is the last opportunity the public will have to buy these selections as they are no longer being manufactured. In other words, don't wait until the selection is sold out, in the words of the illustrious actress, Ethel Barrymore, 'That's all there is, there isn't any more.'" The name, Ethel Barrymore, and the quotation appeared in large letters. If this idea has not already been worked in your community, try it, and you will find it successful as an attention catcher.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions department as much as you like. It is intended to serve you.
The Last Word in Electric Phonograph Motors

Make this your leading line for the coming 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
NO REDUCTION IN EDISON PRICES

Official Statement Just Issued That No Reduction Is Contemplated in Prices of Edison Phonographs This Year or During 1922

ORANGE, N. J., October 16—The following official statement regarding Edison prices was issued by William Maxwell, first vice-president of Thos. A. Edison, Inc., to-day to distributors of Edison phonographs:

"As is well known, the selling prices of Edison phonographs have increased less than 15 per cent since 1914. Mr. Edison absorbed most of the increased cost of manufacture, rather than increase his prices to a point where they would have to be reduced at a later date. The prices of Edison phonographs cannot and will not be reduced on January 1, nor is there the slightest indication that they can be reduced at any time during 1922."

A TONE MODIFIER OF MERIT

The Mutual Phonograph Parts Corp., New York City, is placing on the market, in addition to its line of tone arms and sound boxes, a tone modifier of an original nature. This modifier is placed directly upon the sound box itself, and actually modifies the tone through the controlling of the vibrations of the style bar. Through the means of a sliding weight, the vibrations are controlled to a varied degree, thus permitting a wide range of tone volume. As the tone is modified directly upon the sound box, the Mutual Phonograph Parts Corp. is featuring this modifier to the manufacturers of portable machines, although it is equally advantageous upon all other models. The manufacturer claims many advantages for it—that it is simple, indestructible, protects the mica and is readily adaptable to every known make of sound box. Those who have tested this modifier speak highly of it.

GENERAL MANAGER OF ECLIPSE CO.

Edward B. Lyons Appointed General Manager of Eclipse Musical Co., Victor Wholesalers in Cleveland, Succeeding Charles K. Bennett

CLEVELAND, O., October 3—Announcement of the appointment of Edward B. Lyons as general manager of the Eclipse Musical Co., Victor wholesalers, was made to-day by T. H. Towell, president of the company. Mr. Lyons assumes the executive position made vacant by the resignation of Charles K. Bennett, who has been general manager of the Eclipse for the last six years. Mr. Bennett has contemplated going into business for himself for some time. He expects to be able to announce his plans at an early date.

Mr. Lyons has been sales manager of the Eclipse for the last six years. During that period he has become a factor in the talking machine industry in northern Ohio. Prior to joining the Eclipse Mr. Lyons was with the Victor Talking Machine Co. in the Camden factory. Later he joined the traveling sales staff, and finally was appointed district manager for the company in the South. In all he has been in Victor service for the last twelve years.

As secretary of the Talking Machine Dealers' Association of Northern Ohio, which post he reigned some time back, Mr. Lyons was instrumental in making it one of the strongest talking machine trade organizations in the country. He also has managed Victor artists' concerts in Cleveland for the association, always making these events financially successful.

T. H. Towell, founder of the Eclipse business, and P. J. Towell, vice-president of the company, will be active in the direction of the company's affairs.

J. C. DUNAS VISITS NEW YORK

J. C. Dunas, of the Cole & Dunas Music Co., Chicago, was a visitor to New York early last week, calling upon some of his many friends in the trade. Mr. Dunas stated that business conditions in the West were steadily improving, and he also mentioned the fact that he had closed a very important deal in New York, calling for the immediate shipment of a large number of phonographs and other talking machine products handled by his house.

JAFFE SAILS FOR EUROPE

Henry Jaffe, the well-known Victor dealer of Hoboken, N. J., left for Europe early this month, where he will spend six weeks visiting the trade.

Many dealers spend money advertising service and when customers enter the store they find service a minus quantity.

CHARMAPHONE PORTABLE WITH REAL HORN
AND WONDERFUL TONE

Retails at $30.00

Weight 15 lbs., size 13"x13"—fine mahogany cabinet with nickel corners, holds ten 12" records, equipped with Heineman double spring motor and universal tone arm.

ATTRACTION—COMPACT—DURABLE
BIG SALES GETTER AND PROFIT MAKER

The Charmaphone Co. finances all your leases. No additional capital required to do an unlimited business.

Send for our proposition

CHARMAPHONE COMPANY
39 West 32nd St., New York City
Factory: Pulaski, N. Y.
WASHINGTON, D. C., October 9.—The opening of a new Victor wholesale house and of a large addition to a retail talking machine shop, together with the formal opening of a new Victor retail house, mark the beginning of the Fall trade in Washington.

Though the trade, especially in records, has been above the Summer normal, a definite increase in trade volume has already set in and an unusually prosperous Winter is expected by the majority of local dealers.

Rogers & Fischer, for years one of the city's leading Victor houses, opened their new wholesale establishment at 1219 J street northwest, October 1. The new building, a three-story structure, 142 by 265 feet in size, has not yet been completed and only the two lower floors are now in use. The top floor will be poured during the week, walls and doors being of reinforced concrete, and should be ready for use within two or three weeks.

The formal opening of Louis & Co., at the corner of Seventeenth and G streets northwest, was also held October 1. This concern, which took over the retail trade of Rogers & Fischer, is one of the largest exclusively Victor retail houses in the city. Under the active leadership of Gus Louis the new store, opened for trade September 1, has had an exceedingly auspicious month's business. The store is ideally located with the Seventeenth street and the G street car lines crossing in front of its door and with the F street line one short block south and the Ninth street lines two short blocks to the west. The store is especially convenient for women shoppers and during its first month has been largely patronized by them. It has the added advantage of being the only Victor house in the immediate neighborhood, which is important.

The Gibson Co., Inc., handling the Edison and Brunswick lines, held the formal opening of a new music shop, the second one for the Old East at 917 G street northwest. This company has handled the Edison line for several years in rooms on the second floor of the old building, which is now leased to the Salomons.

With the opening of the new addition the Brunswick line has been added. One of the finest libraries of the Edison "Re-Creations" in Washington is in the new store, which has been built in the rear of the store and will be used for phonograph recitals during the Winter. One of the features of the opening week was an exhibition of Edison's original phonographic patent, in 1878, which was loaned by Mr. Edison for the occasion.

McHugh & Lawson, 1222 G street northwest, report a considerable increase in business and the new store for the Holland-Vocaleon and Pathé records as the Fall trade begins to pick up.

The Victor houses are all doing well. Demand for Caruso records seems to be holding up almost to the standard of the week following his death, according to the majority of dealers.

With the completion of two new booths and substantial enlargement of the record cases J. Edgar Robinson, at 1306 G street northwest, is experiencing a decided increase in the volume of Columbia trade.

"GREAT RASO" USES THE ACTUELLE

Great Vaudeville Entertainer Uses Pathé Actuelle in His Various Startling Acts

In company with the "Great Rasso" the Pathé Actuelle is touring the country under the auspices of the Orpheum Vaudeville Circuit. The marvelous act of this variety entertainer consists of playing the Actuelle while in the air balanced on the butt of a long horsewhip, the loop of which rests on his forehead. At the same time he juggles three Actuelle records with his right hand while he keeps another record spinning with his left. The music from the Actuelle emanates just as clearly as if the instrument were set on a table. "Great Rasso's" performance is typically Pathé. During his entire act the Actuelle and a large Pathé rooster statue are prominently displayed on the stage.

Pathé also figures prominently in another of Mr. Rasso's stunts, which consists of three articles differing extremely in size and density, the first being a heavy ball about eight inches in diameter, the second a small piece of tissue paper crumpled into a real egg. Incidentally, the egg is concealed under the rooster statue until he is ready to perform this trick, and when revealing the egg he always gets a laugh from the audience with the remark, "Some rooster!"

Mr. Rasso is on his first tour of the country. He comes to us from Europe, where he has long been famed for feats of acrobatic agility requiring nerves of steel and a super-delicate sense of equilibrium.

Pathé dealers in the towns where Mr. Rasso will perform are planning to capitalize on his appearance.

UNICOS FOR BELL TELEPHONE CO.

PHILADELPHIA, Pa., October 4.—The Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine warehouse, has recently closed a large contract with the American Bell Telephone Co. for the installation of Unico equipment for its offices. There were many contestants for this work and the work on this contract, which will amount in the neighborhood of $50,000, is a decided tribute to the product of Unit Construction Co.

John Charles Thomas, baritone, and exclusive Vocalion record artist, is now appearing as star in the operetta "The Love Letter," being presented at the Globe Theatre, New York, where he is achieving a genuine triumph.
Employes of Five Stores Have Very Enjoyable Time at Bear Mountain—Some Notable Participants in Sports Programmed for Event

The employes of the five stores of S. B. Davega Co., victor retailer, together with their friends and representatives of several of the New York Victor distributors, journeyed to Bear Mountain on Sunday, October 2. About 150 were at the pier of the Hudson River Day Line early in the morning ready to board the "Washington

REINCKE-ELLIS CO. MAKES CHANGE

New York Office Closed and J. J. Davin Goes to Headquarters in Chicago—Explained That Move Is Designed to Promote Efficiency

The New York office of the Reincke-Ellis Co., creators of publicity material for the talking machine trade, was closed on October 1 with James J. Davin, who has been in charge of the Eastern office, going to Chicago to make his headquarters at the general offices of the company there. In announcing the change, the Reincke-Ellis Co. states:

"The broad experience of Mr. Davin in the Victor field, his long and intimate contact with and study of the Victor dealers’ problems, plus his natural creative ability and good judgment, are factors which can be made much more valuable by having his personal contact and activities center in our main office.

"From the standpoint of delivery or any mechanical feature of service we can serve the trade just as well from Chicago as from New York, if not indeed better, and from the standpoint of enabling dealers to inspect our productions our New York showroom is no longer necessary, as the majority of Victor wholesalers now make it a practice to show all of our items in their own service rooms. Furthermore, practically every distributor’s salesman has during the past year been furnished with our complete and fully maintained loose-leaf binder showing all of our products and giving full data concerning them, thus making inspection and information on all of our items available to every dealer in his own store."

NEW VOCALION RECORD ARTIST

Grace Kerns, Soprano, Notable Addition to Growing List of Singers

A recent addition to the list of Vocalion record artists is Grace Kerns, one of the leading American concert oratorio sopranos, who is soloist at St. Bartholomew’s Episcopal Church, New York, and is said to receive the largest salary of any church soprano in the country. Miss Kerns’ first Vocalion recordings appeared in the October list, one being a duet arrangement of “Whispering Hope,” with Nevada Van der Veer singing contrasts, and the other a soprano solo, “The Nightingale’s Song.”

M. Gay Archibald is a new dealer in Mechanic Falls, N. Y.

A Statement of Purpose and Principle

EARLY three years ago the Sterling Devices Company designed and placed on the market the now well-known Sterling Reproducer and Edison Attachment.

In designing this Attachment the engineers of the Sterling Company had clearly in mind the distinctive features of the wonderful Edison phonograph. They had no expectation of improving the Edison Reproducer, for there is no reproducer that will play all Edison records better than the Edison Reproducer. They were actuated with the single idea of making it possible to play Victor and other lateral cut records perfectly on the Edison machine.

The purpose of the Sterling Edison Attachment is to play other than Edison records (either lateral or vertical cut) on the Edison phonograph; at the same time if one wishes to play Edison records on the Edison machine with the Sterling Edison Attachment he will not be disappointed.

The combination of the wonderful Edison phonograph and the no less wonderful Sterling Reproducer makes all other records perform better than on the machines for which these records were originally intended.
Mr. Dealer

AT LAST IT'S HERE

LET YOUR CUSTOMERS MAKE THEIR OWN RECORDS AT THEIR HOMES

THE "RECORDOLA"

Just what you have been waiting for

The Perfect Recorder and Reproducer. May be attached to any phonograph

SIMPLE TO USE. POSITIVE IN OPERATION

Every Phonograph Owner a Prospect

Complete "Recordola" outfit, handsomely nickled, including a double-faced recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE $26.00, usual trade discount

RECORDOPHONE CO.
Suite 1105, 220 Broadway, New York, N. Y.

MERCHANDISING IDEAS FROM EDISON SALES CONTEST

Edison Dealers in Kansas City Territory Sell 1,283 Edison Machines in a Campaign Carried on for Fifty-one Days—Some Interesting Details of the Contest and Some Pertinent Conclusions

KANSAS CITY, Mo., October 7.—Edison dealers of the Kansas City territory are rejoicing over their success in the contest, recently closed, in which they sold more Edison machines than the dealers in the Detroit, Chicago and Milwaukee districts combined.

The contest, as announced in the August number of The World, was for a period of fifty-one days, and was conducted along lines of a previous contest held in the Kansas City district under the leadership of H. A. Bailey, sales manager. So successful was the former contest that the other three districts were induced to join in the new contest, starting about the first of August and running up to the middle of September. During the fifty-one days, the 134 dealers in this territory sold 1,283 Edison machines. The leader in the selling was Frank Runenberger, who sold ninety-four machines in the fifty-one days of the contest.

From this territory there were five winners who made the trip to New York and Orange to see Mr. Edison, and these five were accompanied by Mr. Bailey, and the manager of the district, M. M. Blackman. From Chicago and Milwaukee there was a delegation of ten, and from Detroit a delegation of seven. These went down the Hudson, into the offices and factory of the company in New York and Orange, met Mr. Edison, and had a half-hour's visit with him, dropped down to Washington, where they were presented to the President by Senator Capper, and back to Chicago, where they were given a great day by Mr. Babson, the manager of the territory including the four districts.

In each of the districts the town and city were divided into classes according to size. The first class was for towns under three thousand population. From this class came the leader, Frank Runenberger, of Harrisonville, Mo., who led with ninety-four sales. In this same class there were two others who would have been leaders had they been matched against dealers in another class, for E. O. Hall, of Lincoln, Kans., sold seventy-four machines, and W. E. Cahill, of Windsor, Mo., about sixty. While in this same class there were a quite a number who sold from fifteen to twenty-five.

In the class from 2,000 to 7,000, Miss M. L. Marcus, of E. M. Channel & Sons, of Concordia, Kans., won with forty-four sales.

In the class of towns with a population of from 7,000 to 15,000, Carl Latenser, of the Carl Latenser Music Co., of Atchison, Kans., won with thirty-nine sales.

In the class of towns numbering over 15,000, the Eshelman Music Co., of St. Joseph, Mo., won with twenty-nine sales. Mr. Eshelman for the firm, was its delegate on the trip.

The winner of the lucky number prize was John Under, of Drumright, Okla., who won the prize although he had only two records to credit.

The achievement of Mr. Runenberger was very remarkable. At the home office he was given the title, "The Man of War," and was toasted and expected Mr. Maxwell Blackman insists that the devising of the plans and working through were to the credit of the winner, whatever he might say to the contrary.

The plan followed was as follows: So soon as the contest was started, Mr. Runenberger wrote to each of the Edison owners in his territory, explaining that he was in a contest with Kansas, Oklahoma and Arkansas, and that he needed their help. He asked that each one of the Edison owners send him a list of names of persons who were interested in music and who might buy an Edison. From this first circular letter he received a list of over 700 names. This list of prospects was the basis of his campaign. He wrote a letter to each of the prospects asking the privilege of giving a demonstration, if they were at all interested, and followed up the letter with such sales activities as possible. He used the local paper every week, and in seven issues of the weekly he had a full-page advertisement telling of the contest and of the merits of the Edison. One result of the newspaper advertisement was an order received from Colorado. There were fourteen of the instruments sold by mail and the whole ninety-four were sold "sold" that Mr. Runenberger says that they all will stick.

The contest, as a whole, is counted by the Edison people as one of the greatest they have ever put on, and is counted as valuable, not only because of the 1,283 instruments sold, but because of the sales possibilities revealed. It is noted that the largest sales were made in the smaller towns—towns under three thousand people. There has been a disposition to believe that because the farmers were hard hit, therefore, they were not in the market at all for musical instruments. But it was in these communities that depend practically altogether upon the country for support that the largest sales were made. The plan of the follow-up along the line of Edison owners was again demonstrated to be a great winner. Then the fact that intelligent and liberal advertising pays big and sells the goods was again demonstrated.

The further fact that this great sales campaign was put on in the middle of the dullest time of the year—during August and September—was a signal success, shows that there need be no dull seasons, but that Edisonics can be sold at any time of the year and under any climatic conditions. The further fact that one of the winners was a woman demonstrates that there has opened up another field for the activities of the fair sex.
MEETING THE COMPETITION OF THE SYNDICATE STORES

Tendency of Chain Store Organizations to Open More Record, Music Roll and Sheet Music Departments Offers a Problem for Many Dealers—Question of Fighting Fire With Fire

Of particular news value to the majority of talking machine dealers is the series of announcements of contemplated openings of chain stores to handle talking machine records, player rolls and sheet music. Of course, not every dealer will find this of interest, as his situation may be such that he need not take cognizance of this sort of competition, but there are numerous dealers so situated that the entry of a chain store into their territory means something other than ordinary competition.

The merchandising methods of such organizations, their efficiency, sales methods, etc., can hardly be overlooked and even the talking machine dealer who has connections with well-known, reputable and established lines of merchandise will lose a certain amount of sales by chain store activities. To the smaller dealer, however, the opening of chain stores in his territory is of extreme importance and he must necessarily use every means possible to combat the activities of such organizations and make an effort to meet such competition.

The chain stores invariably carry only goods that have a quick sale. The main idea is to have a rapid turnover and deal almost exclusively in such products as mean quick profit. This has been the important element behind their success. They probably will not attempt to carry a standard catalog of records other than those titles that are universally accepted as popular, but they will stock and feature the songs of the moment, the popular hits, just as fast as they are released, and this, too, in record, player roll and sheet music form.

It therefore behooves dealers in certain localities to give the opening of a chain store in their district their most earnest consideration and among other things there should be the advisability of stocking the fast-selling, popular songs in sheet music form. There is no doubt that, aside from the profit involved in its sale, sheet music has an attraction in itself and is the means of bringing buyers into a store; there is something magnetic about a title page that has value other than the mere sale of such goods.

This is proved by the success attained with sheet music departments by the various syndicate stores, who invariably place their departments in the back of the store, in the basement or on a balcony, the purpose being to bring the possible purchasers through the entire store. There is hardly any other merchandise that can be used so advantageously a manner.

The importance of sheet music as an attraction has been admitted by several large piano retailing organizations which in years past refused to open sheet music departments in their ware-rooms, saying that there was no profit in such goods. That idea, however, is passé and several large piano concerns who have a number of retail stores have opened up sheet music departments. The present retail prices of music assure them of a profit, but, of more importance in their eyes, is the fact that they have found that sheet music serves to attract customers who may be developed into piano purchasers.

Sheet music departments pay. Under the present wholesale and retail prices a dealer can handle the fast-selling popular numbers with a very small outlay of capital. The fact that the goods can be obtained overnight from centrally located distributors has its advantage and as there are at the most only fifty titles or less to be stocked at the outset the opening of such a department is simple. Then, too, the amount of space necessary to display such goods is not large, for with an up-to-date music rack six feet of wall space is all that is necessary.

We have elaborated upon the advisability of stocking sheet music, for we believe that sheet music is the most important piece of merchandise handled by syndicates. If, therefore, the talking machine dealer sees the contemplated opening of a chain store in his territory it would be well for him to give consideration to the advisability of opening a sheet music department, and if he thinks it is not possible that the syndicate store is likely to become his competitor the announcements of the latest activities of established and new chain store organizations should give him reason for thought.

It is announced that the Piggley Wiggley stores, with headquarters in Memphis, Tenn., have arranged to open "miscellaneous" stores carrying sheet music departments similar to those operated by the Kress and Keshegone houses. (Continued on page 134)

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"

[Music notation]

Rock me in my Mis-sis-sip-pi Cra -dle,
Let me look in-to my mam-mys eyes;

Published by the publisher of "MISSOURI WALTZ," NAUGHTY WALTZ," SWEET and LOW," KISS A MISS"
EIGHT HITS from the GREATEST MUSICAL SHOW EVER PRODUCED

IRVING BERLIN’S “MUSIC BOX REVUE”

“SAY IT WITH MUSIC”
“THEY CALL IT DANCING”
“EVERYBODY STEP”
“THE SCHOOLHOUSE BLUES”
“In A COZY KITCHENETTE APARTMENT”
“MY LITTLE BOOK OF POETRY”
“LEGEND OF THE PEARLS”
“BEHIND THE FAN”

IRVING BERLIN, Inc., 1607 Broadway, New York

SYNDICATE STORE COMPETITION

(Continued from page 133)

In addition, the United States Music Stores, Inc., a Maryland company, with headquarters in Baltimore, recently organized with Thomas E. Noonan as president; George West, who is a member of Heed Bros. of Baltimore, as vice-president, and H. E. Paetow as secretary and treasurer, contemplate opening one hundred retail stores during the year 1922, carrying sheet music, player rolls and talking machine records.

Joseph Reinhorst, the well-known music dealer of New York, who operates a number of stores on Broadway, through his attorney, Julius Rayfield, is now carrying on negotiations for the purpose of opening a national chain of retail stores.

The Ohio Securities Corp., of Newark, O., is also arranging plans to operate a chain of retail stores carrying sheet music, player rolls and talking machine records.

TO PRODUCE “HANDS OFF”

“Hands Off,” a farce with music written by Frank Bacon (the “Lightnin’” star), Joe McElrnan and Milt Hagen, is slated for Fall production sponsored by private capital. The two last-named collaborators hail from California, and are better known as popular songsmiths. Mr. Bacon supplied the libretto.

The same trio completed a musical comedy, “Tahoe,” which will soon be produced.

SINGING “JUST LIKE A RAINBOW”

John Meyers, baritone, and Frank Croxton, basso, exclusive Victor artists, started on a tour early this month and will give 175 concerts with “The Eight Famous Victor Artists.” One of the song numbers that this team will feature is the

Mary Earl and Ted Fioritto ballad, “Just Like a Rainbow.” They sing this song in a most appealing manner and the applause it receives induced them to place it permanently in their program. Shapiro, Bernstein & Co., Inc., are the publishers of this successful song.

“WABASH BLUES” FOR FEIST

Leo Feist, Inc., will shortly release a new song and dance entitled “Wabash Blues.” According to the professional department of the company, “Wabash Blues” is a “natural” and will be more popular than “Wang Wang Blues.”

NEW IDEA IN SONG PLUGGING

An intensive campaign is being waged by Jerome H. Remick & Co. on their songs “Springtime” and “Dearest One.” In some cities the company is receiving the co-operation of many motion picture houses, the method being to close contracts with the theatre managers to allow numbers to be rendered and slides of the lyrics thrown on the screen. The song-leader invites the audience to sing and teaches them the song line by line, and then verse by verse. According to sheet music dealers in Indianapolis, where this means of song exploitation was used, it created an exceptionally large sale for the numbers.

“TAKE IT FROM ME” AGAIN ON TOUR

“Take It From Me” looks like developing from a hardy annual into a mighty healthy perennial. This merry musical comedy by Will B. Johnstone and Will R. Anderson opened its third season in Cleveland recently and proved as fresh and mirth-provoking as ever. All the old musical hits remain, and with good reason, for it would be hard to find anything better to take the place of “The Call of the Cozy Little Home.” “Take It From Me,” “The Tanglefoot” and half a dozen other of Mr. Anderson’s successes published by M. Witmark & Sons.

THE COUNTRY’S QUICKEST “BLUES” HIT

Dangerous Blues

Ta De Da Da De Dum

Publishers, J. W. JENKINS SONS’ MUSIC CO., Kansas City, Mo.

Also publishers of “12th Street Rag,” “Sweet Love,” “Colleen O’ Mine”
**“BLOSSOM TIME” OPENS**

New Operetta, Based on Life of Schubert, Acclaimed by Critics

"Blossom Time," a musical play in three acts, based on incidents in the life of the great composer, Franz Schubert, with melodies by the same composer and H. Berte and adapted by Sigmund Romberg, was presented by the Mesara, Lee and J. J. Shubert at the Ambassador Theatre, New York, last month. The book and lyrics are by Dorothy Donnelly, being adapted from the original of A. M. Willner and H. Reichter. J. C. Huffman has staged the production, which is made under the personal direction of J. J. Shubert. A special orchestra of thirty pieces, under the leadership of Oscar Rabin, has been assembled for the New York engagement. A special cast assembled to interpret Schubert’s music includes Olga Cook, in the prima donna role; William Danforth, Bertram Peacock (as Franz Schubert), Zoe Barnett, Frances Halliday, Eugene Martiet, Paul Ker, Emmie Nickas, Dorothy Whitmore, Ethel Brandon, Howard Marsh, Yvan Servais, Robert Paton Gibbs, Roy Cropper, Percy Askam and Lucius Metz.

"Blossom Time" has already been heard in Vienna, where it was produced in 1905; in Berlin and in Paris. As a matter of fact, it is still running in the latter city, under the title "Chanson d’Amour" ("The Love Song"). The "Song of Love" is the hit of the show, and, as is the other music, is published by Leo Feist, Inc., by arrangement with the Karczaz Pub. Co., Inc., and M. Wilmark & Sons.

**MUSIC SCORES FROM HUNGARY**

Adorjan Otos, recently arrived in this country from Hungary with several musical comedy scores to his credit, has composed a new fox-trot song, "Tanzayola," which is a new idea in fox-trot rhythm. The song is being published by the Tuna Music Publishing Co.

**SELLS INTEREST IN MUSIC SHOP**

Johnny Cooper, who operated the sheet music department in the Hancock Music Co., of Pasadena, Cal., has sold his interest to W. G. Hancock. Cooper also operates the Melody Shop in Los Angeles, Cal., and conducts the orchestra at the Vista del Arroyo Hotel. He will devote his time to the two last-named enterprises.

**HUMPERDINCK PASSES AWAY**

Prominent German Composer Dies at His Home in Germany

BERLIN, GERMANY, September 28—Professor Engelbert Humperdinck, the well-known composer, died of apoplexy in Neu-Strelitz to-day. The composer of "Hansel und Gretel" and "Die Konigskinder," both successfully produced in this city, was born at Sieburg, in the Rhine Provinces, September 1, 1854. After a thorough musical education he associated himself with Richard Wagner, whom he assisted in preparing the "Parsifal" productions of 1880 and 1881. It was at this time, too, that he began work on "Hansel und Gretel," originally designed merely for the amusement of his nephews and nieces. Herr Humperdinck first visited this country in 1905 and again in 1910, when "Die Konigskinder" was given at the Metropolitan Opera House, New York City.

Earl Barnett, writer of "Do You Ever Think of Me?" and other successes, has just placed with the A. J. Stansy Music Co. a new song entitled "Broken-hearted Doll." The Stansy organization plans an intensive Fall campaign on the number.

**MONASTERY BELLS**

We Predict This Will Be The Biggest Waltz Song Hit Of The Season

Order Copies Now—At Special Introductory Prices

*Sam Fox Pub. Co.*

Cleveland & New York

**This Melody will haunt You!**
MUSIC FESTIVAL IN BUFFALO, N. Y.
Annual Event to Encourage American Composers and Artists Occupies Entire Week—Curtis N. Andrews a Member of Advisory Board

BUFFALO, N. Y., October 8—This has been a notable week for music in Buffalo, for it has been the occasion of the annual National American Music Festival, which occupied six complete days with three sessions daily, the headquarters being in the Elmwood Music Hall. The annual festival, which was originated by A. A. Van DeMark, and was held for a number of years in Lockport, being moved to Buffalo to give it wider scope, is designed primarily to provide means for enabling American talent among composers and artists to have a public hearing.

American artists of national and even international reputation take part in the festival, lend their support to the cause of American music through that medium, and many prominent in every walk of life make addresses during the course of the week. Curtis N. Andrews, well-known Victor distributor in Buffalo, has for some time past been a member of the Advisory Board of the festival, and has taken an active part in the work.

OPENS BRANCH IN LOS ANGELES
SAN FRANCISCO, CAL., October 1.—Edward P. Little, manager of the sheet music department of Sherman, Clay & Co., has returned from a motor trip to Los Angeles, where he established a professional department for Sherman, Clay & Co. Leonard Van Burg will have permanent charge of the department and will call on members of the trade and arrange song recitals at the local theatres. Mr. Little reports that “Melody,” by Brigadier General Charles G. Dawes, is having a good sale among musicians in Los Angeles and San Francisco.

NEW SHOW AT THE HIPPODROME
Much Music of the Lighter Sort in Latest Production—Some Elaborate Scenic Effects and Excellent Entertainment Features

The annual show at the Hippodrome, opened recently in New York, is full of good and lively music, as well as stage surprises. The show this year, entitled “Get Together,” is not quite so elaborate as some of the previous Hippodrome productions, but nevertheless, in point of quality, measures up well with its predecessors and has the advantage of being offered at a considerable reduction in price. Each of the two big acts ends with a gigantic climax and there are some beautiful ballets staged by Michael Fokine and his spouse, Vera Fokina.

This year there is again introduced an ice ballet at the close of the second act, featuring Charlotte as premier skater, assisted by Katie Schmidt and others. There are elephants, juggling, a trained crow and musical specialties.

The music in the new show is fully up to the Hippodrome standard and fits in well with the piece. There are, in fact, one or two numbers that will probably find considerable popularity outside of the show proper, but it is to be remembered that every production cannot have its “Footlighter.” The music is published by the Harris Co., New York.

TO PROVIDE MUSIC FOR “ELISE”
Sissle and Blake, the colored writers, who are appearing in the musical success “Shuffle Along,” have been commissioned to do the musical numbers for a new Broadway production. The play, which is to be called “Elise,” will be given under the direction of Edgar MacGregor. M. Witmark & Sons, who publish the music for “Shuffle Along,” will also publish the score of “Elise.”

MELODIES TAKING PLACE OF JAZZ
Old-fashioned Ballads Superseding Jazz for Dancing—Prove Less Strenuous for Dancers

That melody songs are fast taking the place of jazz and novelties has been conceded in publishing circles for some time. Appropr this new type of song and dance we reproduce below an article which appeared in the Feist News, a monthly publication prepared for the general information of the trade:

“Despite the clamor for jazz the old-fashioned ballads with pure rhythmical melodies are fast coming into their own during the Summer months. Many of these are ballad fox-trots and revive the grace and charm of the old-fashioned waltz, which meets the requirements of dances with their very ease rather than the pep-pity just-can’t-keep-still jazz tunes.

“Proof of this was given recently in Atlantic City, when at Young’s Million-dollar Pier 60,000 persons fox-trotted to the dulcet strains of ‘Sweetheart,’ played by Charles Strickland’s famous orchestra.

“‘Sweetheart’ made its debut on the Strickland orchestra program along with several other ‘buds.’ The calls for repeat and encore were so insistent that the orchestra was forced to play it thirty times during three sessions. Its ‘dolce far niente’ rhythm caught the holiday crowds just right. ‘Sweetheart’ is by Benny Davis and Arnold Johnson.

“We believe it is one number which will begin the turn of the tide of music back to the days when beautiful melodies with lyrics of endearing sentiment were what the public asked for. It has been made on practically all the records and rolls.”

The Gillette Motor Co., of Batavia, N. Y., has opened a special department for the sale of Victrolas and records.

HITS of—“PUT AND TAKE”—HITS BROADWAY’S FASTEST MUSICAL COMEDY

“MY JUNE LOVE”
By SPENCER WILLIAMS
Alan Dale, America’s Greatest Critic, says: “MY JUNE LOVE” is a wonderful song.

“PUT AND TAKE”
The One-Step Hit of the “PUT AND TAKE” show
NOTE—Edith Wilson and Johnny Dunn’s Original Jazz Hounds have made “NERVOUS BLUES” and “VAMPIN’ LIZA JANE” on a Columbia Record. Special release in October.

PERRY BRADFORD, Inc., 1547 Broadway, New York
TOURS OREGON TO PROMOTE MUSIC
Mrs. E. M. McClusky, Educational Director of Sherman, Clay & Co., Campaigns State to Promote Music Memory Contests

PORTLAND, Ore., October 6.—An extensive campaign covering several States is being carried on by Evelyn M. McClusky, educational director of Sherman, Clay & Co., for the promotion of State-wide music memory contests. Mrs. McClusky is at the present time touring Oregon in its interests.

While traveling over the district, arousing the State regarding the contest and addressing institutes, she will endeavor to teach the value and possibilities of the Victrola in homes and schools. She will not only show the dealer how to "tie up" with the school work, but by reason of her experience in the "sales end" be of assistance with sales suggestions for the Victor line.

Subjects to be discussed are: How Music Educates, Rhythm in the Primary Grades, What We Mean by Contraction Drills, A Group of Musical Stories, The Evolution of the Orchestra. Before mothers' clubs the subjects will be: An Antidote for Jazz, The Kind of Music Children Should Hear, When and How, and Our Home Duty to the School Child.

In the city of Portland on her return she expects to be of assistance to the sales forces by supplying them each week with special news items regarding certain records and reporting on her activities in and suggestions made to the schools, clubs, etc.

TO PRODUCE "LITTLE WHITE HOUSE"
Leo Feist, Inc., to Publish Score of New Musical Comedy at Vanderbilt Theatre

The musical play which is to be the successor to "Irene" at the Vanderbilt Theatre, New York, is now in rehearsal and had its premiere performance at New Haven, October 3, after which event it is to come here for a run of indefinite length. Its title is "The Little White House," and James Montgomery is the author of the book, while Harry Tierney wrote the music and Joe McCarthy the lyrics. The piece is being staged under the direction of that famous English directoress, Mme. Claire, who came here from the London Gaiety Theatre under contract with the Vanderbilt Producing Co. to stage their productions. In the cast are Virginia O'Brien, Bobby Higgins, John Junius, J. O. Duval Clark and others. Leo Feist, Inc., publish the music.

REVIVAL OF "THE MERRY WIDOW"
Lehar's Music, Though Familiar, Makes Strong Appeal to Present-day Audiences

The revival of Franz Lehar's operetta, "The Merry Widow," at the Knickerbocker Theatre, New York, recently, aroused much interest from both the public and the critics. In view of the tremendous success enjoyed by "The Merry Widow" when first presented there is considerable interest evinced in the revival from the standpoint of observing how the present-day public take it. Although much of the music has not lost its familiarity to the theatre-going public, the familiar airs were hailed with acclaim. The New York Journal, in the course of its criticism, said: "The famous "Merry Widow" Waltzes weaves its lure about the audience as surely as ever, and lusty cheers arise from the orchestra to topmost gallery at Mr. Pasch's singing of 'I'm Happy at Max's'.

"One by one the old favorite tunes, 'Vilia,' 'Women,' 'For I'm a Dutiful Wife' and 'I Love You So' lay their spell. Nevertheless the affair is thoroughly up-to-date, though the old waltzes are dance supreme here."

"The Merry Widow" is one of those pieces that can be revived again and again. It will never grow old. Those who witnessed and heard its reopening will tell of the much-cheered event for some time to come." Chappell-Harms, Inc., publish the score.
KAPTIVATING—KLEVER—KOMIC

WATCH FOR THE SPECIALS ON THE TIMELY AND SENSATIONAL HIT

"THERE'S A BUNCH OF KLUCXS IN THE KU KLUX KLAN"

ROBERT NORTON CO., 226 West 46th St., New York City

FINE NEW STORE IN BAKERSFIELD

Don C. Preston Holds Formal Opening of Handsome and Commodious Music Store in That City—Provides Excellent Concert Program

Bakersfield, Cal., October 1.—Don C. Preston recently held the formal opening of his handsome new music store at the corner of Nineteenth and H streets, this city, and the event proved of sufficient interest to attract attention of many local citizens.

Mr. Preston had prepared an elaborate program for the opening, which included the appearance of Hawaiian serenaders, who rendered elaborate programs of music and dancing both in the afternoon and evening.

Mr. Preston some time ago suffered considerable loss when fire damaged his former store and the stock therein, but from all appearances the fire was a blessing in disguise, for it provided the opportunity for Mr. Preston to secure larger quarters and to fit them up in a manner that compares most favorably with any music store in the West.

Each department of the store has been allotted plenty of space in which to operate. Mr. Preston handling pianos, player-pianos, Victrolas and Victor records, sheet music and musical merchandise. The new store provides over 120 feet of plate glass front for the display of instruments of various sorts.

"GREENWICH FOLLIES" SONGS

M. Witmark & Sons Publishing Four of the Hits of That Popular Production

The "Greenwich Village Follies" of 1921 is considered to be one of the best musical comedies that has hit Broadway this season. It is especially rich in song material and some of the "novelties" in particular are assured success.

M. Witmark & Sons are the publishers of four of these numbers. "Down the Old Church Aisle," by Ray Perkins, and sung by the inimitable comedian, Ted Lewis; "Kill 'em With Kindness," featured by Al Herman; "I've Got the Red, White and Blues," introduced by James Duffy, and "Sundown Brings Memories of You."

ENJOY HARRY A. VERKES' MUSIC

Harry A. Verkes' popular orchestra, whose Vocalion dance records are in much demand, is now supplying the dance music of the Flotilla Restaurant, the unique resort opened recently at Sixtieth avenue and Fifty-sixth street, New York.

The Mount Sterling Furniture Co., Mt. Sterling, Wis., has become a Columbia dealer.

A SOLID, SMASHING, SURE-FIRE HIT!

STOP! REST A WHILE

Blues Novelty Fox-Trot-Song

L. WOLFE GILBERT MUSIC CORP., 165 West 47th St., N.Y.

RADIOPHONE CONCERTS FOR SHIPS

Portland Remick Song Shop Radios Latest Song Hits to Vessels at Sea Every Night—Plan Boosts Columbia Record Sales

PORTLAND, Ore., October 4.—Ships at sea are now enjoying the very latest musical hits as soon as they are given to the public. Frank Philip, of the Northwestern Mfg. Co., of this city, in conjunction with Clyde Freeman, the new manager of the Portland Remick Song Shop, is putting on a radiophone concert every evening for the benefit of ships that are on their way to and from Japan, Australia, San Francisco and South American points. Mr. Freeman and Carl Jones, the Columbia manager, are very enthusiastic over the success of these concerts and have furnished a Columbia Grafonola D-2 to the radio company, with a weekly supply of Columbia record hits for the nightly concerts. Many of the ships are installing a Magnavox so that everyone on board can hear the concert at the same time. During the past several weeks between 1,000 and 5,000 persons have been entertained nightly by the radiophone, and ships as far away as 1,750 miles have been able to pick up the concert and hear it distinctly. The name and number of the record are announced before each selection is played, and every night an average of twenty calls come back requesting the number of the hits and where they can be purchased. They are informed that the concert is being given through the courtesy of the Portland Remick Song Shop, and if on their way to Portland are directed to the local shop, but if bound for some other port they are directed to a Remick shop or other Columbia agency.

Ray Miller and his Black and White Melody Boys have signed to play for the season at the "Folies Bergere," New York City, where they opened on Thursday evening, September 13.
Important Statements

After a most careful analysis of conditions, I feel justified in making the following statements:

Over-production, financial obligations and lack of demand will force further and drastic liquidation on the part of the large majority of talking machine manufacturers. This is being reflected in special inducements to the trade, but more particularly in cut-prices at retail, which are absolutely necessary to move the goods.

The opinion prevails that October, November and December will be a great "clean-up" period.

You, Mr. Victor Dealer, should decide immediately what part you are going to play during this enforced liquidation or clean-up period. Will you be a "speculator" or an "investor"? Will you disregard lessons of the last year and allow extra discounts or other inducements to sway your sound judgment, or are the following facts going to deter you from speculation?

The position of the Victor Talking Machine Co. today is enviable and exceptional by reason of the natural and permanent demand for Victrolas and records, based on increasing good-will born of the best value in quality embodied in both material and workmanship. The Victor Company's financial strength calls for no enforced liquidation; over-production has been avoided and the demand continues to be beyond the supply.

You, Mr. Victor Dealer, can invest in Victrolas and records without fear of being a victim of liquidating sales and enforced cut-prices.

The Victor Dealer who decides to invest in Victrolas and records and represents the line whole-heartedly, rather than to speculate in the uncertainties of the "clean-up" period with other lines, will have, in my judgment, not only the safest but the most profitable investment.

There never was a time when you, Mr. Victor Dealer, should pick your Victor Distributor with as much care. You cannot possibly realize the preparation we have made to take care of the requirements of Blackman Dealers during the coming holiday season unless, or until, you have visited us in our new quarters.

The slogan of Blackman to-day is "Everybody on the Job."

I welcome an opportunity to explain to Victor Dealers why and how Blackman as your Distributor will prove, in connection with the Victor line, your most dependable and profitable investment to insure a successful holiday season. Prompt action, however, will be necessary, for our undertakings will be limited.

J. Newcomb Blackman.
GRAND OPERA HELPS RECORD SALES IN SAN FRANCISCO

General Business Shows Improvement—F. B. Corcoran Becomes Brunswick Manager—Roblin in Honolulu—New Sonora Agent—Other Items

S A N F R A N C I S C O, C A L., October 5.—For two weeks we have been enjoying grand opera through the delectable medium of the Scotti Grand Opera Co. San Francisco is a city famous for its musical interest and when San Francisco does not accord a high-class opera company the support it deserves there is surely something the matter. Grand opera may be taken as a criterion of general conditions here. If the San Franciscans flock to the performances it is a sure sign that San Francisco is flush; if the people stay at home it is a sign that money is tight. Thus far the opera has been attended approximately upon a 50 per cent basis and this means that the spending power of the citizens is still below normal, though the unusually high prices demanded for opera seats aroused the ire of many music lovers, who consequently boycotted the opera. Three dollars for the cheapest seat at the feature performances, and a thirty-cent war tax on top of this, is a little too stiff for even the free-and-easy San Franciscans.

The music houses of San Francisco featured opera records in show windows the last two weeks and the sale of classics is reported rather heavy with the leading concerns. Business has improved slowly, but steadily, in the last two months and most firms are preparing for a big holiday business with splendid confidence.

Public Likes New Machine Styles

With the great diversity of styles in talking machines now available it is interesting to note the public interest in new models. Morley Sommers, manager of the Sonora Phonograph Shop, says that the people seem to know the latest styles in phonograph cases just as readily as they do the styles in clothes. He placed three new Sonora models in the show window this week—models with the bulge front—and this bulge feature was not lost on a single person who came into the shop to purchase or make inquiries. Verily, it is little things that count in promoting popularity, but the little things must have a real meaning.

New Brunswick Manager Appointed

F. B. Corcoran, the handsome, genial and popular manager of the talking machine department of the Wiley B. Allen Co., has resigned his position to take a new responsibility—that of Pacific Coast manager for the Brunswick phonograph. He succeeds Irving Franklin, who recently accepted the post of general sales manager for the Burnham Co. Mr. Corcoran was with the Wiley B. Allen Co. for twelve years and in that time developed steadily in talking machine wisdom and psychological discernment. Handling the Brunswick phonograph most successfully in a retail way—the Allen Co. has the exclusive retail agency in San Francisco and elsewhere—it is logical that he is qualified to forge ahead along progressive lines in his new

Two New Period Models Added to Player-Tone Line

QUEEN ANNE MODEL No. 300
Retail Price, $1.50.00
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.
HEIGHT 36” WIDTH 38” DEPTH 22”

SHERATON MODEL No. 250
Retail Price, $35.00
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.
HEIGHT 36” WIDTH 38” DEPTH 22”

Five Wonders of the Age

1st. Unusually low retail selling price!
2nd. Big profits to the dealer!
3rd. Perfect cabinet work and finish!
4th. Exclusive design of latest type!
5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES BACK TO PRICES BEFORE THE WAR.

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.
967 LIBERTY AVENUE, PITTSBURGH, PA.
position. He has the best wishes of a host of friends in the California trade.

Reasons for Optimism
Miss Kingston, manager of the Victoria department of the Emporium, talks in her magnetic personality the spirit of optimism, but no wonder when the Emporium Victor sales continue to increase with every passing week. Times are surely picking up, if the department store phonograph departments represent true tendencies of purchasing power.

Dancing School for Children
A novel feature of the Emporium department is the dancing school for children, which is held every afternoon in the recital hall. There are six hundred children enrolled in the various dancing classes and the music for dancing is furnished exclusively by Victor records. The lessons are given to the children free of charge.

New Sonora Agent
The latest Sonora agency to be placed in San Francisco is that with F. B. Piccirillo, 1447 Stockton street, in the heart of the Latin quarter, where music is one of the vital necessities of life.

Charles Maury Resigns
Charles Maury, sales manager of the Rudolph Wurlitzer Music Co. store in this city, has resigned his position. The Wurlitzer store is holding a mammoth stock-reducing sale, with cut prices and advantageous part-payment terms.

Wm. Gaston a Visitor
William Gaston, representative of the Victor Co. in Washington, Oregon, Idaho and Montana, is spending a business visit to San Francisco this week.

To Open Store in Honolulu
H. F. Millnor, formerly San Francisco manager for the Columbia Co., is at present in the city, calling on old friends in the trade. He is planning to establish a music store in Honolulu. Mr. Millnor has acquired considerable interest in music enterprises in the Orient in the last few years.

The long-dreamed-of model shop in the wholesale house of the Columbia Co. in this city, is now materializing. A large room on the second floor adjoining the main offices is being beautifully fitted up and will serve as an example of efficiency for Columbia dealers on the Coast.

G. E. Morton Shines at Golf
G. E. Morton, manager of the White House Victor department, is receiving a large part of his leisure in the last year to the study of the "ancient and honorable game" and he participated in a golf tournament at Santa Cruz this month, acquiring himself with honor. The White House sale of Red Seal records has been heavy during the opera season.

Robert Porter, field sales manager of the Columbia Co., paid his respects to San Francisco and California this month, after a tour of the Northwest.

Formal Opening in Richmond, Cal.
The Rothlin Music Co. formally opened its fine new store on MacDonald avenue, Richmond, Cal., recently. The mayor of Richmond and the members of the City Council attended the opening. The souvenirs of the occasion were little Victor dogs. Mr. Rothlin was, until recently, assistant manager of the wholesale Victor department of Day & Co., with business for himself. Mr. Rothlin is practically assured of success by reason of his full understanding of merchandising musical goods.

Addison Clark, sales manager for the Edison Co. on the Pacific Coast, is taking a business trip in northern California this week.

Clark Wise & Co., San Francisco, featured grand opera records with success the last two weeks and look forward to lively holiday business, but say that it is illogical to expect normal conditions to return suddenly. With the tide turned the improvement promises to be steady, but not sensational.

Plans New Jobbing Agencies
The Burnham Co. is planning to have five central jobbing agencies in the West within a reasonable time. There are two agencies now—those of the Kohler & Chase Co. Mr. Abrams, wholesale and retail manager of the Kohler & Chase phonograph departments, can promise the trade better service on Okeh records now, for the factory has increased its manufacturing capacity. Mr. Abrams reports increased business in California and says that the number of cash sales is gratifying. Collections are still somewhat under normal on the payments.

Some Managerial Changes
L. H. Bushnell, formerly with the Rudolph Wurlitzer Co., has accepted the post of manager of the talking machine department of the Bremer Furniture Co., of Oakland, and Mr. Slot, the former manager, has gone over to the Oakland store of the Wurlitzer Co.

LONG CONSOLES IN DEMAND
Geo. A. Long Cabinet Co. Reports Business Boom—Factory Working Overtime to Cope With A Steadyly Expanding Demand

HANOVER, Pa., October 6—In a recent chat with The World, H. C. Naill, of the Geo. A. Long Cabinet Co., of this city, commented upon the fact that there has been a tremendous revival in business during the past few weeks. The Long factory is working overtime at the present time in an endeavor to cope with the heavy demand for Long cabinets, and orders are being received by telegraph and long-distance telephone from dealers in all parts of the country.

The new console cabinets introduced by this company last year have been an important factor in this business revival, and Mr. Naill states that the dealers are only beginning to realize what a splendid sales possibility is afforded by the introduction of these cabinets. The factory executives are doing everything possible to give the dealers these cabinets promptly, and Mr. Naill has suggested that the retailers anticipate their requirements as far ahead as possible, so that they will not be disappointed in the receipt of their cabinets.

Write for ADDITIONAL BONUS DISCOUNT NOW!

To prove to the trade that prices can come down without lowering the standard of the product, the manufacturer and distributor of Prima Donna have arranged a co-operative discount which all dealers will enjoy. This special additional discount has been called a DEALERS' BONUS DISCOUNT plan and will be in effect until further notice. Full details furnished on request.

For the information of dealers who may not know, we might state that the Prima Donna phonograph has led the market for the past five years, considered from a price and quality viewpoint. Prima Donna is now offered you at a further reduction by our DEALER BONUS DISCOUNT mentioned above. Dealers who know have proved this a reorder proposition.

The quality is unequalled and the price closes the sale

That's why the factory in back of the dealer can operate on such a small profit margin, as it has proven from the time it first introduced Prima Donna for public approval that the phonograph was made right and priced right, and the selling force had but to gain proper trade introduction and Prima Donna sold itself from the start wherever introduced.

—Made in Six Models—

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<tr>
<th>Type</th>
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<tr>
<td>Bungalow</td>
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<td>Astoria</td>
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<td>Majestic</td>
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<td>Parlor Grand</td>
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Quality, Style and Finish
All that one could ask is exemplified in the Prima Donna. Its construction and tone are delightful to the ear and the eye.

Its tone value is increased by our scientifically constructed all-wood amplifier. The Prima Donna line is interesting and stands out as a "living" example to the best produced by the cabinet makers' craft.

All Prima Donnas are finished and incased in a continuous frame, either glove wipe mahogany or quartered oak. The mahogany cabinets are hand-finished by a high-class piano finish. In tone and craftsmanship it is truly an inspiration, rivalled.

Frederick P. Altschul
PRIMA DONNA DISTRIBUTOR
112 WEST 23rd STREET
NEW YORK
DEALERS IN CINCINNATI REPORT SPLENDID FALL TRADE

**CINCINNATI, O., October 5—**The long-looked-for and much-predicted Fall business is here. Talking machine men of Cincinnati have just closed one of the most profitable and successful months of the year, with the exception of the holiday season, and every indication points to a continuance of the good business. Marked by extensive advertising campaigns, elaborate show window displays and novel contests, the month also will go down in the annals of the talking machine men as one of the most active in the history of the business. The keen competition which has sprung up among the Cincinnati dealers is easily explained by the fact that so much new and young blood has been injected into it recently. The effect of the activity in the music shops has extended to the large department stores of the city, several of whom have devoted entire show windows to the display of their talking machine lines this month.

**Caruso Memorial Attracts Crowd**

Exceptionally large sales were reported on Caruso records, which were a feature of the large Caruso Memorial Services and Concert at Eden Park Sunday afternoon. The music festival, which was conducted under the auspices of the Cincinnati Board of Park Commissioners and Community Service League, with the cooperation of music trade men of the city, was attended by more than 50,000 people. The voice of the late Enrico Caruso, reproduced on a talking machine and projected by a Magnavox, furnished by the Baldwin Co., Victrola department, was heard in the following pieces: (a) "Una Furtiva Lagrima" (Eliis d'Amour), Donizetti; (b) "La Donna e Mobile" (Rigoletto), Verdi; (c) "O, Sole Mio," Neapolitan folk song.

**Features Sixty-minute Service**
The Baldwin Victrola Shop has arranged for a performance of the premier production of "Sixty Min," which will be staged on Monday morning, October 18, at which the Eight Famous Victor Artists are to appear in person. The artists are: Henry Burr, Billy Murray, A. Campbell, John Meyer, Frank Croston, Monroe Silver, Fred Van Eps and Frank Banta. The Baldwin Co. has a unique way of advertising its service under the name of "Sixty-minute Sam." This person, according to the company, has full charge of the service department. He guarantees (and so far has never failed) that within just one hour after you purchase a machine it will be set up in your home.

**EXPECTS TO SELECT THE BEST RECORDS**

Chubb-Steinberg Music Shop, of Cincinnati, has engaged Harry Spindler, of Spindler's Hotel Sinton Orchestra, formerly of New York, and a recognized authority on music, to select, to the best of his judgment, a few of the best records each month. This list, in the order in which he chooses the records, judged by their musical value, recording qualities and order of popularity, will be handed to customers as they enter the store, thereby saving them considerable time in their selections. Another one of the Chubb-Steinberg novel plans in the way of exploitation is the "harmonizing service." The customer selects the melody which he harmonizes it with the surroundings in his house. Mr. Chubb reports an exceptionally good month, records and machines both going strong.

**Hard Work Gets Business**

"Our business in both machines and records has been exceptionally good the past month, but we worked much harder than ever before," says Robert Morris Farnle, manager of Wide-

ner's Columbia Shop. "Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for our Granby line, is opening accounts at the rate of four a week. He has been ably assisted the past month by Mr. H. Coleman, sales manager for Granby."

E. M. Abbott, proprietor of three stores in Cincinnati, reports a decided improvement in the past month's business. "We have surpassed all expectations in the opening of the Fall season," says Mr. Abbott. "Our Walnut street store, which is located in the heart of the theatre district, was able to report the greatest amount of business for the month, due, no doubt, to the fact that we pushed the songs being featured in the shows, thereby driving considerable business with the theatre crowds, which business other stores do not get on account of their location."

Remodeling operations, which Mr. Abbott just completed in anticipation of the Fall business, have added approximately 1,000 feet of space to the talking machine and piano departments.

**Planning "Bubble Book Party"**

Plans for a children's "Bubble Book Party" are being completed by F. X. Donovan, manager of the Victrola department of the John Shillito Co. The party will be staged in the large music room on the second floor of the store on November 23. An especially arranged children's playlet is to be staged with a number of story-book characters, all played to the strains of appropriate music from children's records. "Business for the month has by far exceeded our expectations," says Mr. Donovan. Demand for Caruso records was very large for the month, due to the Caruso Memorial Concert at Eden Park.

A large Fall and pre-holiday trade is anticipated by S. Reis, manager of the talking machine and record department of the Brunswick Co. Business has been good in the increase each month and prospects are growing better with each day, he reports.

**C. M. Shute Resigns**

C. M. Shute, assistant manager of the Columbia Co.'s local wholesale branch, has resigned to enter other work at New Brunswick, N. J. Mr. Shute refused to let his future plans be known. J. R. Kruse has been appointed to take the place left by Mr. Shute.

**Retail Experience**

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

**C. C. MELLOR CO.**

Victor Wholesalers
1152 Penn Avenue
PITTSBURGH, PA.

Ross H. Wilson, manager of the Dealer Service department of the Columbia branch, is arranging an extensive advertising campaign to combine dealers in Columbia during the stay in this city of Miss Marian Harris, noted Columbia artist, who appears in person at a vaudeville house in the city during the week of December 12.

**An Antique Musical Chair**

The Chubb-Steinberg Music Shop has on display a chair which contains a hidden mechanism so arranged that when one sits on the chair he is greeted with music from an invisible music box. Mr. Chubb found the chair in a second-hand store. He was attracted by its Venetian design and after careful scrutiny discovered the music box. The chair is said to be many hundreds of years old and its value is undetermined. This chair is of carved walnut and inlaid with pearl. Mr. Chubb states that a New York con- concern recently applied for a patent on a music reproducing machine arranged in a chair similar to the antique now on exhibition.

Professor Yuen Ren Chao and his bride have arrived in the United States to make records of the Chinese language for use in lectures at Harvard University. Professor Chao will occupy the chair of language and logic at Har-

If you don't think co-operation is necessary watch what happens to a wagon when one wheel comes off.

**FREE OFFER**

**MAGNEDO**

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retail at 10c. a box

Dealer's price $3.30 carton of 60 b.xes

MANUFACTURED BY
SUPERTONE NEEDLE WORKS
18 WEST 20th STREET
NEW YORK
THE SEASON'S BEST SELLER

THE UNICO No. 50 PORTABLE CABINET STAND
(Construction and Design Patents Applied For)

Retail Price $15
Dealer Price $10

CONVERTS THE NO. 30 VICTROLA INTO A SEMI-CABINET MACHINE
IDEAL FOR THE HOME
ABSOLUTELY PORTABLE
ANSWERS EVERY PURPOSE

May Also Be Used as Table for Demonstrating Room or Home
A QUALITY PRODUCT—NOT A CHEAP NOVELTY

THIS WILL BE A BIG SELLER—THE DEMAND WILL EXCEED THE SUPPLY
Cover Your Fall and Holiday Requirements at Once

Order through your jobber
or
Fill in order coupon and mail today.

UNIT CONSTRUCTION COMPANY
NEW YORK
299 Madison Ave.
Corner 41st St.

CHICAGO
30 N. Michigan Boulevard

See Our Other Advertisement, Page 88, in this Issue
TALKING MACHINES AT CANADIAN NATIONAL EXHIBITION

Imposing Display Made by Various Exhibitors—Growth of Exposition Idea—W. B. Packett Returns From European Trip—Music in the Schools—An Interesting Budget of News

Toronto, Oct. 7.—The success of the Canadian National Exhibition held in this city has strongly brought to mind the great advance in musical matters made by the talking machine and the phonograph in the last few years. The exhibits, the buildings and the arrangements for presenting Canada’s musical efforts to the visitor and the quality of music on the grounds all reflect the great interest of the people who have labored in the cause of music for thirty years back.

When pianos and talking machines were first exhibited there were no special sound-proof booths, and the result was bedlam. In 1902 the Manufacturers’ Building was erected and the piano firms fittingly housed. In more recent years the talking machines were given space in a wing of the Horticultural Building. The first talking machine was exhibited in Toronto as a side show like a freak. It was in a tent near Dufferin street but it was shown, and the curious had to pay 10 cents admission.

It’s a great change from then to now, for the talking machine has assumed a national importance as an educational factor in the domain of music. Despite the great popularity of the talking machine and its general use, many imagine that as high an average as 50 to 75 per cent of the homes in this city are supplied with some make of machine, but the fact remains that only 16.66 per cent of Toronto homes have one. This leaves some 84 per cent of the homes where there is no permanent musical device in the house. As of this city stated recently that as possibly high as 50 per cent of the homes of Toronto did not possess either a piano, player-piano or talking machine.

The exhibitors at the fair included the Starr Co. of Canada, Ltd., of London, which displayed for the first time a Starr console designed, Style XV, which is suitable for libraries and dens and can be readily used as a writing table. The regular designs were also shown, as well as a fine exhibit of Guinnett records.

Harry W. Skilling of Vocalion Co., Ltd., made a very handsome display of Vocalion instruments, including a Florentine in antique walnut, Queen Anne and upright types and a new Queen Anne console of Colonial design. Mary considered an overlaid scheme. Vocalion Red records were also demonstrated and attracted a great deal of attention.

The Columbia Graphophone Co. made a splendid showing of its various styles of machines and records.

Father and Son Victolas were displayed in the booth of His Master’s Voice, which, in addition to a fine display of His Master’s Voice records, attracted thousands of people to this booth, which was capably managed under the control of R. H. Murray, manager of His Master’s Voice, Ltd., Toronto.

R. S. Williams & Sons Co., Ltd., had an attractive display of both Edison phonographs and Edison Amberolas. Various console models were shown and presented a most attractive appearance.

I. Montagnes & Co., Canadian distributors of the Sonora, showed four period instruments, Louis XVI, Queen Anne, Italian Renaissance and Adam cabinets, which reflected the high standard of Sonora workmanship. There were also a number of upright models in styles and prices to suit everyone interested.

The Musical Merchandise Sales Co. made an artistic exhibit of Brunswick phonographs of various styles, as well as records. The Magnavox was a prominent feature of the exhibition this year and through its instrumentality the address to Lord Byng and his reply were heard by the thousands who attended the fair. The Magnavox was also used in many of the booths.

There was also a great showing of Canadian talking machines and, as all in all, the talking machine display was very creditable and did much to establish the very important position occupied by this instrument in the music trade field to-day.

W. B. Packett, of the Musical Merchandise Sales Co., Canadian distributor of the Brunswick phonograph, has returned to Toronto from a two months’ absence on a European trip. A splendid voyage over and a rough one on the return summed up his sailing experience. Mr. Packett did not observe that business in the British Isles was active to a degree over which one could enliven. On the contrary, his observations led him to believe that Canada has little to complain of by comparison. Nevertheless, the characteristic determination of the Britisher is there, and the spirit that has made the British Empire what it is.

The Nordheimer Piano & Music Co., Ltd., has been using large space in the daily papers this month to announce it having taken on the “His Master’s Voice” record agency.

Harry G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Edison jobbers, is back at his desk in the head office after a trip of several weeks’ duration in Britain and the Continent. Mr. Stanton, who occupies the high position of a district governor in the Rotary Club organization, was a delegate to the big Rotary convention in Edinburgh. Although his trip was primarily in connection with Rotary business and pleasure, he had opportunities of looking into trade conditions in the music industry and he states that, from his observations, he cannot be other than impressed with evidences of its stability and progress.

While Mr. Stanton was touring the west through the West E. C. Seyfthes, president of the Seyfthes Vocalion Co., Ltd., received word of the death of a sister at Edmonton, Mrs. C. F. Newell. Mr. Seyfthes had returned to office for the first time, since his mother’s death, and had reached Regina on his way East when the sad news overtook him. F. G. Seyfthes, Regina, is also a brother of deceased.

Piano and vocal competitions were held in connection with the National Exhibition here, under the direction of the committee selected by the talking machine manufacturers. There were fourteen or more contestants.

J. D. Ford, well known in the talking machine industry through his being manager of the retail talking machine department of R. S. Williams & Sons Co., Ltd., has returned from a three months’ holiday in Algoma Park. While in the north country “Jeff” was created an Indian chief with the Indian title of “Big Elk.”

Gordon Bender has been appointed sales manager of I. Montagnes & Co., the Canadian distributors of the Sonora and Magnavox lines. Mr. Bender has had a thorough training in the talking machine trade and has come into contact with many of the retail dealers of the country.

Mr. Corrigan, of the Magnavox headquarters in California visited the National Exhibition. Joseph Wolf, treasurer of the Sonora Phonograph Corp., New York, and Mrs. Wolf, during their stay in Toronto, while visiting the fair, were entertained by I. Montagnes, of I. Montagnes & Co.

Music, either vocal or instrumental, is one of the most important of subjects to us all. To see and hear music, far from aiding in killing instrumental or vocal music, is a close ally and one which will increase the range of vocal and instrumental music more and more, is the opinion of Mr. Wolf. Mr. Wolf has had charge of the music revival in the public schools for some time and is still demonstrating in the schools upon invitation, though he is now in charge of the educational department of the Columbia Graphophone Co. here. In her visits Miss Skilling declares that she finds the phonograph is developing a love for music among the school children and that she notices a revival of interest in all forms of music as the result of its use.

During the fair arrangements were made with the Marconi Wireless Co. whereby daily concerts were held on the exhibition grounds. The music originated with the Sonora playing at the Marconi headquarters and was conveyed to the grounds by means of the Marconi wireless system. No other instrument was supplied by I. Montagnes & Co.

The trade generally has expressed deep regret at the assignment of the Celenium Co., on account of the personal standing in the trade of John E. Hoare, president of the company.

IMPROVING TRENDS OF TRADE CONDITIONS IN MONTREAL

H. S. Berliner Returns From Europe—Recent Incorporations—Fairbairn Sales Co. to Feature the Path—Starr Products Being Pushed by Gay’s Stores—Other News

Montreal, Canada, October 6.—H. S. Berliner, head of the compono, at Lachine, Que., and the Sun Record Co. of Toronto, has returned to the former city from a flying visit to England. He was absent only twenty-nine days on this successful and enjoyable trip.

The Canada Gazette announces the incorporation of the Bourniv Piano & Gramophone Ltd., with a capital of $200,000.

N. G. Valliquette, Ltd., is doing considerable newspaper advertising in the interest of “His Master’s Voice” machines and records, and since taking on the line has had considerable success.

(Continued on page 146)
IF you are a subscriber to our service, you get tried, tested, effective methods and not theories.

You get advertising that makes your store the pre-eminent music center—that makes your store stand out as it never has before.

You get merchandising ideas, window display suggestions, and drafts of letters for circularizing, that if you tried to duplicate would cost you far more than you could afford. You get a service equal to that of the very largest retailers and manufacturers, and while the expense to you is trifling—absurdly low in fact—the value is phenomenal!

No red tape and NO RISK ON YOUR PART. Have us give you full information. Remember—this is an exclusive service, obtainable by but one dealer in a territory. This is YOUR chance; don't pass it by!

Yours for a big business,

Robert Gordon
Director
Talking Machine World Service

The Talking Machine World Service
373 Fourth Avenue
New York City

Kindly send me complete details concerning The Talking Machine World Service.

NAME

FIRM NAME

CITY & STATE
C. W. Lindsay, Ltd., recently sold the Eastern Publishing Co. a Columbia Grafonola which it is utilizing in its circulation contest as one of the capital prizes.

The Compo Co., Lachine, Que., is putting on the market the Apex ten-inch double-sided record, which is being sold retail at 65 cents.

The Fairbairn Sales Co., which has been asked to act as wholesale and local distributor for the 1921 and the other American and Canadian made Pathé models, including the Acoustic, has just been advised that in future the Canadian trade will be supplied with Pathé phonographs and records direct from Paris, France, headquarters of the Pathé Frères organization, and to prepare for the arrival of French machines and records they must clear out their entire stock immediately.

S. H. Brown, proprietor of Brown's Talking Machine Shop, recently motored to Providence, R. I., Boston and other points, spending a two weeks' vacation visiting his home and friends along the way. Mr. Brown states that the recent demand for Caruso records has been most phenomenal, this artist's records in French being prime favorites in the Province of Quebec.

The Starr Phonograph Co. of Quebec, Montreal, has opened a department for the sale of Starr machines and Gennett records in Gay's Stores, Mount Royal avenue East. A number of improvements are being made on the premises of the Starr company, including an additional private office for Manager L. R. Beaundry.

Goodwin's, Ltd., is advertising the Brunswick phonographs in a very striking manner.

The new Brunswick models are taking exceptionally well, said Layton Bros., and business last month betted the mark of the same month of last year.

CONFERS WITH NEW DISTRIBUTORS

Oscar W. Ray Holds Conference With Executives and Sales Staff of Gibson-Snow Co.

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., spent a day in Syracuse, N. Y., recently, conferring with the executives and sales organization of the Gibson-Snow Co., that city, which concern has recently become distributor for the Vocalion records in New York State. Mr. Ray was enthusiastic regarding the prospects of developing New York State business through that organization. During the past month Mr. Ray has also visited Boston, Philadelphia, Baltimore and other cities for the purpose of conferring with Vocalion jobbers regarding the campaign for the coming month.

Nellie Koons, one of the Koons Sisters, whose Vocalion records have proven very popular, was married recently in Buffalo, N. Y., to Sherman C. Amsden, of Chicago.

President Chase, of the Pathé Co., Says Orders Should Be Developed on the Outside—Some Inspiring and Helpful Ideas

Many inspiring and helpful ideas are given in a general letter to Pathé dealers, written by W. W. Chase, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and which is reproduced on the first page of the September 27 issue of Pathé News. In this letter Mr. Chase states that whereas there are some dealers who complain about poor business, there are many others who are doing a splendid business and in every case the successful dealer is doing his work on the outside. Mr. Chase stated that "this proves conclusively that a dealer cannot operate a store like a spider operates a cobweb." He gives a concrete example in referring to one store, which sold nearly three hundred phonographs during the month of August, only 2 per cent of which were actually sold on the floor. Mr. Chase urges the Pathé dealer to energetically go out after business this Fall, "as the men who go out and do business have an opportunity which is unequaled in the history of business." Many other interesting articles are included in this issue of Pathé News, covering the various scheduled appearances of Pathé artists throughout the country, the value of attractive window trims, retail advertising ideas and sales helps. Taken as a whole, this little paper is full of timely topics.

VISITS TRADE IN CANADA

C. A. O'Malley, of Silent Motor Corp., Reports Considerable Business Activity There

Charles A. O'Malley, president of the Silent Motor Corp., Brooklyn, N. Y., returned recently from a trip, in the course of which he visited the trade centers of Canada. Mr. O'Malley reported that Canadian production is rapidly picking up and the worst effects of the post-war deflation have evidently vanished. Also that bumper crops and the absence of unemployment are making the Dominion quite prosperous and the music trade in that territory looks forward to a healthy business during the holidays.

In speaking of the Canadian business situation, Mr. O'Malley stated: "Notwithstanding the duty which Canada maintains upon imports of phonographs or parts, the Silent Motor Corp. has been successful in placing its motor with several large talking machine manufacturers who have made the Silent produce their standard equipment."

JUNIUS HART PIANO HOUSE, Ltd.
NEW ORLEANS, LA.

Are pleased to announce to the trade that they are now distributing OKeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

"THE RECORD OF QUALITY"
THE TALKING MACHINE WORLD

October 15, 1921

EXTENSIVE BUBBLE BOOK CAMPAIGN

Bubble Book Sales Service Will Introduce Bubble Book Parties in Leading Cities—Dealers Enthusiastic Regarding Practical Value of Parties—Dealers Are Cooperating

Due to the interest shown last year by talking machine dealers all over the country in Bubble Book Parties, the Bubble Book division of Harper Bros., New York, has just completed extensive plans for a larger series of these parties for the coming Winter months. In conjunction with the parties an intensive advertising campaign is being instituted to tie up the dealer’s local publicity with the national advertising of the company. In addition to using space in the leading trade journals several nationally known magazines are included, which will give Bubble Books a valuable consumer publicity.

During the past year the attendance at these parties has been so large that in many cases all could not be accommodated and, whenever practicable, other parties were arranged in these localities to take care of the surplus attendance. Thousands of children, with their mothers, attended the Bubble Book Parties and, as they were extensively-advertised in the local newspapers, the public showed a keen interest in them. It was the unanimous opinion of the dealers who staged these parties that they attracted the better class of talking machine record enthusiasts and, in consequence, the dealers enjoyed a lively response in actual sales.

It is calculated by the Bubble Book Sales Service that the average attendance at the parties given last year was considerably over two thousand people.

To accommodate as many dealers as possible during the coming Winter months three separate units have been prepared, who will travel with a complete equipment to stage a Bubble Book Party. This equipment is elaborate and perfect in every detail. It is carefully designed to give the stage a professional appearance and to insure the scenery and equipment being correctly executed. The costumes were designed by Fay Behrens from the original sketches of Rhoda Chase, who is one of the best-known Fairbanks costume designers in New York. The scenery used is the product of the Cosgriff Studios, of New York, which spared no effort to make this scenery as realistic and lifelike as possible. The Bubble Book stories cover every well-known character in Fairyland stories. Among the most popular of these stories are those of "Old King Cole," "Jack and Jill," "Mary and Her Little Lamb," "Tom, Tom, the Piper’s Son," and many others.

Bookings for these Bubble Book Parties are being made throughout the United States, 130 West Forty-second street, who is in charge of this campaign. H. E. Foster, general manager of the Bubble Book Sales Service, is sparing no effort to make these parties valuable to the dealer.

The following cities, which are arranging for these parties this Winter, are divided into three separate groups, comprising three routes:


Additional bookings are now being made, and will be routed as soon as all cities are listed, this route to be announced by the Bubble Book Sales Service at a later date.

THE DIAPHRAGM

In the human, the larynx reproduces the sound vibrations generated by the voice. It determines the quality of the individual’s voice.

In the talking machine, the diaphragm reproduces the sounds, vibrations generated by the machine. In great measure, it determines the tone of the machine.

"UMANTONE" MICA DIAPHRAGMS ARE CERTIFIED

Certified as to quality of material and dimensions, "Umantone" diaphragms are made of the very highest grade of India, Ruby Mica—micrometer, tested to one thousandth, part of an inch—in strict conformity with the specifications of the respective talking machine manufacturers.

Conveniently Packed

Each diaphragm conveniently packed in individual envelopes, on which is printed the number corresponding to the number on our special diaphragm chart.

Insure Your Customers’ Satisfaction—Sell "Umantone" Certified Diaphragms

EVERYBODY’S TALKING MACHINE CO.

38 N. 8th Street Philadelphia

HONEST QUAKER SERVICE

Write NOW for Combination Chart and Price List

Homekord

Can You Sell Foreign Records?

Now is the time to stock up on Fall and Holiday sure-sellers.

A. G. KUNDE

now has a complete stock of German selections and is ready to fill orders for samples in Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian languages.

Retail Price, 85c

Regular Discounts

Write Now for Our Interesting Catalog

A. G. Kunde

U. S. Importer and Distributor of Homokord Records

344 East Water Street

Milwaukee, Wis.

EDISON TONE-TESTS IN CHICAGO

CHICAGO, ILL., October 5—Glenn Ellison is giving tone-tests of his Edison Re-creations in the Chicago zoo. Last night he might have appeared at the Madison Square Auditorium at Madison and Cicero streets, under the auspices of the Electric Co., which has its store at the same location. The big hall was filled, with an appreciative audience.

C. E. Goodwin, head of the Phonograph Co., the Edison distributor for this zone, is now happily on the job again after six months’ absence on account of illness. It is well known that Thomas A. Edison, Inc., is making a remarkable record with its series of Broadway hits, under the general title of "Broadway Flashers," and the trade in this city and territory seems to be quite delighted with them, judging from the sales of records.

The Litwin Music Corp., Newburgh, N. Y., has been granted a charter of incorporation in that State, with a capital of $10,000. Incorporators are: M. B. and F. Litwin and S. S. Pipkin.
ANNOUNCES PRICE REDUCTION

New Prices on Entire Cheney Phonograph Line
—Company Will Absorb Reduction on Stock

in Dealers' Hands by an Adjustment Plan

CHICAGO, ILL., October 9—In a notice sent to its

dealers under date of September 17, the Cheney

Talking Machine Co., of this city, announced

substantial price reductions on the entire Cheney

line. The reductions on the various models are

to 25 to 35 per cent and Cheney dealers will

be glad to learn that the company, fully appreciat-
ing the unprecedented conditions which have

affected business during the past year, will abso-
rb the loss on goods the dealers have in stock

by a method similar to the new model adjust-
ment plan which was announced August 1.

Under this adjustment plan Cheney dealers

will be given credit for the difference between

the old wholesale prices and the new, provided

they order as many instruments of each model

as they ask credit for under the plan. In the

case of Cheney models 4, 5 and 6 the company

will allow the dealer credit for the difference in

price for stock on hand, provided he orders as

many of those models as he asked credit for.

In the case of the Cheney art models the dealer

will receive credit up to the extent of his stock

on hand, provided he orders new art models to

the same number.

The Cheney Talking Machine Co. is able to

make these substantial price reductions as a re-
sult of increased activity in all departments of

the factory at Grand Rapids, Mich. This in-
creased production not only means a reduction

in the overhead on each unit, but it enables the

company to become an active buyer of materials

in large quantities under to-day's market condi-
tions, which are much more favorable than those

of some months or a year ago.

The company reserves the right to terminate

this adjustment plan offer after a reasonable

time, but states that shipping dates as late as

December 1 may be specified.

The announcement is also made that the

Cheney New Model Adjustment Plan, announced

August 1, is withdrawn October 1.

This reduction in Cheney prices, coming just

as we are entering into holiday selling activities,

will, it is predicted, result in a wonderfully in-
creased business on the part of Cheney dealers

during the next three months. Moreover, the in-
crease in production at the Cheney factory is

in itself a reflection of the steady increase in

general business.

HE SHOULD BE INDESTRUCTIBLE

PORTLAND, ORE., October 4—Another victory for

Edison.—Thos. T. Record and his wife, at 567

Powell street, were presented with a baby boy

last month and before the arrival it had been

decided to name the child either "Edison" or

"Victrola," all according to the sex of the new

arrival. The poor child will have to go through

life known as "Edison Record." If it had been a

girl she might at least at some future date have

been able to change her last name.

A Record Achievement

and an achievement of Record is the accomplishment

of the Clarion.

An actual demand of the market and the public

today is a quality record offering the hits of today in

record form while they are hits—not after. To fill

this demand is the purpose of the Clarion.

The organization is one of long experience and

operates its own recording rooms, electroplating,

pressing and other plants.

Service will be the keynote of the Clarion Company, and its

plans to care for dealers and distributors not only comprise all the

recognized methods, but include some original dealer "helps."

The reception of the first Clarion releases in September may be

taken as an indication of the readiness of the trade and public to

accept this new record. The second list is now released to a larger

trade organization and is available to new dealers.

Success seems assured, dealers and distributors are being

appointed, requests are being filled. To the live-wire organization

our proposition will be of genuine interest and will aid in producing

increased sales. We suggest an examination of our dealer proposition,

which will cost you nothing.

Write for Particulars

CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY
MUSIC WEEK WILL HELP TRADE IN DETROIT TERRITORY

Great Music Drive Starts October 16—Business Steadily Improving—Leading Distributors Tell of Increasing Demands for Stock—New Establishments Opened—Other News

DETROIT, Mich., October 6—October looks as if it is going to be a very good month for the talking machine business; in fact, already it has shown itself, and particularly so on account of the cold weather that was ushered in with the first of the month. It is all that the industry needed to give business a boost and order. As one dealer explains it: "People don't think of staying home nights if the weather is nice and warm; they either go out riding or they drive out to some amusement place or else attend the theater. But when they get a cold snap they hug closer to the fireside and they will have music and they will buy the latest records. We notice this every time the weather gets cold and this year is no exception to the rule."

Much Expected of Music Week

So many things will happen from now on straight through to the coming Spring that will prove stimulants to the talking machine business. Music Week is the big thing right now. It starts on October 16 for a full week in Detroit and thirteen of the largest cities in the lower peninsula of Michigan. It will be, without doubt, the biggest musical event that the State has ever had, and probably ever will have. Being something new, naturally everybody is co-operating with Robert Lawrence, manager, to the fullest extent, and Mr. Lawrence is so enthusiastic over the splendid co-operation he is getting that he keeps doing new and bigger things every day that will make the event even a greater success than he had hoped to achieve. Just when we started last Winter we did not expect any business during the Spring and Summer and yet we got more than we anticipated," he remarked. "We are getting splendid repeat orders and dealers are very enthusiastic over the line after they put it in. Our records are proving very popular. It is remarkable the number of sales we have made on the record by the Theta Rits Orchestro, which is still very popular. We have had to reorder at least four times." Among the new Vocalion dealers reported by Mr. Lind during the past few weeks are Lampe & Tanner, at the corner of Tuxedo street and Hamilton boulevard, Detroit, and the Woodward Talking Machine Stock, Highland Park. The described concern is brand new in the talking machine business. Their location is in the heart of a thickly populated section of Detroit's best families. The Woodward Talking Machine Co. is an old-established concern and it also handles the Columbia line.

Progress of the Jewett

A. A. Fair, sales manager for the Jewett Phonograph Co., is just as busy as he can be these days. Not alone has he considerably increased his selling force, but he has been busy answering applications from all over the country for the Jewett line. As fast as he can get salesmen to see the applicants he is doing so. He has closed many fine accounts the past thirty days, all of them being for the complete line. The Jewett is increasing the number of models and in the past thirty days has changed some of the models, so that to-day the line is declared to be just 100 per cent better than it was a month ago. The Jewett line was exhibited at the recent State fair in Detroit and also at Columbus a few weeks ago during the convention of the Ohio Music Dealers' Association. Mr. Fair personally supervised the exhibit at Columbus and took on several new dealers. The Michigan exhibit was really in the nature of stimulating sales for the dealers.

Victor Jobbing Business Active

C. H. Grinnell, manager of the wholesale Victor department of Grinnell Bros., advises us that the jobbing business is showing great improvement, that merchandise is coming through much better, both as to machines and records, and that dealers are showing an inclination to buy liberally, indicating that their stocks are becoming depleted. Mr. Grinnell anticipates a good Fall trade—probably not as big as some other years, but yet sufficient to be more than satisfactory. "Of course, after all, a great deal depends on the dealer himself—his own selling ability and creative ability," said Mr. Grinnell. "The Victor Co. is doing more than its share when it spends millions for national advertising, which directly helps every dealer. A great deal depends entirely on the dealer, however."

Opens Attractive Quarters

A. Ginsburg has opened the Grand Talking Machine Store in the new market which opened last week at the corner of Grand River and Trumbull avenues. He is handling the complete Columbia line and his store is, indeed, a very cozy and attractive one. One entrance faces on the avenue and the other on the inside of the market. He has installed a number of booths and, all in all, his store is an example of what can be done with a limited amount of space.

The J. L. Hudson Music Store has been advertising reductions on Cheney phonographs. Sales on this instrument have been very brisk the past thirty days. The Hudson store handles the Victor, Cheney, Widdicomb, Sonora and Brunswick lines.

Well Prepared to Care for Your Victrola and Record Needs

We have made preparation for a big Fall and Winter business.

The supremacy of Victor products (always unquestioned) is constantly becoming more firmly established and widely recognized—the demand for Victrolas and Records continually growing greater—business is good and steadily improving.

Take Full Advantage of the Opportunity for Increasing Your Business

Avail yourself of our ever-ready stock—of our rule of filling every order same day received—of the care we unfailingly maintain in packing and shipping—of the exceptional transportation facilities at our command—of the predominant factor having to do with everything entering into our service: That of being of real help to you in selling more Victrolas and Records.

Grinnell Bros.
Wholesale Distributors of Victrolas and Records
First and State Streets, Detroit
The slogan of the Buying Public today is

"Be Sure Your Walnut is ALL Walnut."

"A Trade Winner"

must be keyed to the trend of the times.
The powerful appeal which a genuine American Walnut phonograph cabinet exerts upon the trade is the big reason for the steadily increasing use of this superlative Cabinet-wood by all leading manufacturers.

Write for data for makers or data for dealers—and the "Brochure de Luxe" for your salesmen. Address the responsible producers of American Walnut lumber and veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard
Chicago, U. S. A.

CONDITIONS IN PORTLAND TRADE STEADILY BETTERING

Shippers, Building and Banking, as Well as Talking Machine Business, Show Improvement—

Many New Victor Agencies—Dealers Publishing Their Stores—Budget of News

PORTLAND, Ore., October 5—September was a top-notch month for Portland in shipping, building and banking. Wheat exports were 150 per cent greater in volume than in September of last year. Building permits exceeded those of the corresponding month of last year in number, and in spite of the decline in the cost of construction the total value was greater and the total bank clearances were the largest of any month this year.

This condition gives the talking machine merchants a demonstration that industrial affairs in the Pacific Northwest are turning the corner toward normally good times. All Portland music houses have been feeling this condition throughout the month of September and more activity in buying musical instruments is going on than for some time.

J. H. Dundore, manager of the Sherman, Clay & Co. store, reports a good steady business and is planning to resume the monthly Victrola concerts in the company's concert hall, which proved so popular last Winter.

Frank M. Case, manager of the Wiley B. Allen Co., sees a marked improvement in business and reports many more sales coming in from the country, which shows that the farmers are getting back on their feet once more. Mr. Case made a business trip to Walla Walla, Wash., and to Pendleton, Ore., where he incidentally took in the Pendleton Round-up, September 24.

Many changes have been made in the personnel of the Portland Remick Song Shop since the arrival of Clyde Freeman, the new manager. William Maxwell, who had charge of the Columbia Graftonola department, has been made assistant manager; Paul Kuhl, for seven years with the Ling Piano Co., has been put in charge of the record department; Mrs. Minette Elliott has been added to the sales force in the Columbia record department, and May Shurr, for seven years the manager of the sheet music department, has gone to San Francisco to study the pipe organ.

Elmer B. Hunt, manager of the Sherman, Clay & Co. wholesale department for this district, reports that during the past month he has installed new Victor agencies in four of the following Oregon and Washington towns: Monroe, Wash.; Walla, Ore.; Dunlap Drug Co.; The Dalles, Ore., Service Drug Co.; and at Goldendale, Wash., L. E. McKee. Mr. Hunt expects to move the wholesale department of Sherman, Clay & Co. into new quarters in the firm's building and expects to have things in shape inside of a month at 487 Gilsan street, where equipment is being installed and where more room is available.

W. G. Gaston, Jr., field representative of the Victor Co., spent a week in Portland looking over the field with Mr. Hunt.

Robert Porter, of New York, sales manager of the Columbia Co., visited Portland and, with Wm. H. Lawton, of Seattle, visited the Portland branches and Oregon district with Carl W. Jones, Portland's representative. Mr. Porter was greatly pleased at the conditions he found throughout the Pacific Northwest.

J. J. Collins, vice-president of the Reed French Piano Co., reports sales for September far exceeding his expectations, with sales of Edison machines, which the firm handles exclusively, showing a big improvement. Edison records also are growing in popularity, with the "Flash records" being asked for persistently by an increasing number of customers.

At the last weekly meeting of the officers of the Oregon Music Dealers' Association J. J. Collins, vice-president of the Reed, French Piano Co., was elected secretary to take the place of H. H. Thompson, who recently retired from the music business.

D. C. Peyton, manager of the talking machine department of the Meier & Frank store, with the assistance of Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., staged a most successful demonstration to over 400 children with Victor records and instruments in the auditorium of the store, which adjoins the talking machine department. Mrs. McClusky talked on musical appreciation and children from the audience were used to demonstrate games and dances. Over 400 children were made happy by being presented with a Victor dog before leaving. Mr. Peyton expects to continue these affairs every Wednesday afternoon during the Winter. Mr. Peyton reports a big sale of machines in both period and conventional models and says he is doing a lively business in the Victor 80 and 90 models.

Each week the ninety-odd buyers of the Meier & Frank firm meet and Mr. Peyton demonstrates with the new records talking machines of different models at each weekly meeting.

Mr. Davis, sales manager of the Brunswick wholesale department, attended the Oregon State Fair at Salem, Ore., and assisted the Moore-Dunn Co. and the H. L. Stiff Furniture Co., of Salem, with their Brunswick exhibits, which attracted a great deal of attention. Then, before the American tenor, who sings exclusively for the Brunswick, visited the various Brunswick shops during his recent Portland visit, accompanied by Mr. Davis.

The G. F. Johnson Piano Co. had a most attractive Victor and Cheney talking machine display at the Oregon State Fair. H. L. Stoner was in charge of the exhibit.

R. S. McDougall, of the McDougall Music Co., has sold out his interests in the firm to the Cowan factory, of Eklart, Ind. The McDougalls recently opened up a new store on Tenth street and are exclusive Columbia dealers, with C. H. Williams in charge of this department.

Mrs. C. E. Gribble, manager of the Columbia department of the Apogate Furniture Co., of Eugene, Ore., spent her vacation looking over and getting ideas from the various Columbia agencies in Portland.
To aid in the illusion that one is listening to the artist rather than to a mechanical rendition, that one is in the presence of the artist rather than sitting before a mechanical instrument, the phonograph motor must operate silently and quietly—as silently and as quietly as the canoe glides over the unbroken surface of the mill pond. The triple thread worm of the Stephenson Movement* and a perfect coordination among all moving parts make for quiet running—and help in the illusion the phonograph manufacturer is seeking. The Stephenson Movement* is Precision-Made.

*Trademark
COLOR SCHEMES AND SALES

What has color to do with the musical possibilities of the talking machine? The answer to that question depends, of course, upon the interpretation of the words "musical possibilities." The reader may guess for himself, after he has read what follows, whether I know what I am talking about or not.

The talking machine has to be demonstrated before it can be sold and, in order that it should be demonstrated, the attention and desire of the prospective customer must somehow be aroused. Advertising in the newspaper and otherwise constitutes one of the methods which can be, and is, constantly used. But advertising will only get a man or woman into the store. It will not do the selling after they are landed. That point once reached, the art of salesmanship begins.

Now, the art of salesmanship is a large art and a great deal of nonsense, as well as some sense, has been talked about it. There are plenty of learned and astute persons who are ready to talk the sense and plenty of unlearned and dull who are equally ready with the nonsense. Personally, I prefer to attempt neither, but rather to direct attention to another and incidental, but extremely important, feature of the work of selling the customer after said customer has arrived in the store.

Talking machines are sold by demonstration. Demonstration involves rooms duly shut off from outside noise and furnished so that the prospect may recline comfortably while listening and looking. Much skill and labor have been lavished on the design and furnishing of demonstration rooms by various merchants. And yet, strange to say, one extremely important point in all of them has been constantly missed. That point is found in the queer and rather obscure region where sounds and color mix up in the mentality of the prospect.

If anyone thinks that this remark presages a learned dissertation on color sensation in sound he is doomed to disappointment. What I have in mind is something far simpler. It is a well-known fact, but one which is taken for granted and therefore not generally brought forward, that there is a very close connection between the effect of certain kinds of music and of certain kinds of color. The talking machine is a demonstration machine and can only be sold by means of the music which it is enabled to furnish. Now, seeing that the furnishing of demonstration rooms and their general decorative design form the subject of much thought and the object of much expenditure by all up-to-date merchants. It is surprising that the connection between color schemes and music is not more often thought about and worked out in practice. For if it were then talking machine salesmanship would be much easier than it is. This is a serious statement, as shall soon be seen.

When a merchant gives the order for equipping a floor of his store with demonstration booths and everything to match he is likely to accept some stock design for interior decoration. But if he is more fussy and perhaps more thoughtful he will call in an interior decorator and tell him to go ahead, only insisting that he produce something beautiful. Now, the interior decorator can usually be trusted to produce something classy, as their saying is, but can he usually be trusted to produce a color scheme and a design which will assist in the selling of music to the people?

The fact of the matter is that, in general, the interior decorator is not likely to be able to do anything of the sort. He has probably never thought of the connection. Yet, the connection is there.

What follows may seem to be somewhat advanced, somewhat ahead of the time, perhaps even a little fantastic. But if it is thought over carefully it will be seen to be truly practical in every way.

SUITING COLOR TO MUSIC

A design for a row of demonstration booths should never include the idea of uniform color and uniform decoration. Music is not uniform and the kinds of music on the basis of which the talking machine is to be sold are almost as various as the kinds of people to be found by looking into the classified section of the telephone directory. Now, every talking machine merchant knows that, in order to sell talking machines successfully, he must demonstrate half a dozen different kinds of music to as many different classes of prospective customers. Some want dance music and nothing else. Some want old-time and national airs. Others want violin music and sweet, soft stuff of that kind. Some.
again, want operatic voices. A few want orchestra numbers of high class. And so on. Moreover, the sale of records is just as important as the sale of machines. If a business is to make money it must manage to attract and maintain a steady flow of customers to the counters where records are sold. Much of this selling of records also demands demonstration and that brings record sales into the same position in which we have placed machine sales.

Refinement vs. Jazz
When a prospect goes into a room delicately colored in a light fawn or champagne color, with light blue coverings on the furniture and delicate pink lighting, that person is mentally affected by the environment in a certain way. If to that person is now introduced music of the most modern, jazzy style, with cowbells and saxophone solos, there will be an immediate reaction. The delicate colorings will seem stupid and flat, and conversely the music will stand out in all its naked crudeness. The probability is that a normal young woman, for instance, itching to dance, will suddenly find herself languid and bored and a sale may be lost.

Such a young woman ought to have been put into a demonstration booth made a little larger than usual, with a waxed floor and a good, bright art nouveau decorative scheme; in other words, with colors and furnishings just as jazzy as the jazziest jazz there is. Bright red with blue as a trimming and shaded red lights will stimulate the mentality that likes noisy, peppy dance music; and if the floor be large enough and smooth enough for a few good steps back and forth sales will come easily.

On the other hand, the delicate colorings and the furnishings of a Watteau drawing room, of which I spoke just now, are the very thing for delicate violin or quartet music. If one is offering a record by the Flonzaley Quartet or by Fritz Kreisler to an educated, music-loving lady one should put her into an environment that will not jangle with the music she is to hear and make her impatient, critical and irritable.

General Principles
Along similar lines can be worked out a whole series of ideas for the decoration and coloration of the rooms in which record and machine demonstrations take place. It would be the greatest mistake in the world to suppose that there is anything visionary in what is here suggested. I could discourse for pages giving details, but the reader who is capable of grasping the idea at all is also capable of understanding how it can be carried out. Just a few general principles may, however, be laid down and they can be added to or modified by each one, according to his own experience.

Bright lights, reddish colorings and sharp contrasts of color harmonize with music of the ultramodern type. This applies not only to dance music, but to the impressionistic stuff of the moderns, like Cyril Scott, Stravinsky, etc. Music of stringed instruments also, such as a quartet music, harmonizes best with delicate colorings, ranging through the light browns and light tans to the light pinks and light blues. Lighting arrangements should always subdue the general effect and the decoration should be chaste in the extreme.

On the other hand, those who love the brisk military music, the national airs and the old-time sentimentalities are best put into the receptive frame of mind by listening to them in rooms decorated in plain, American style, with plain colorings and, if possible, with simple, ornamental lightings.

Violets and blacks should be avoided. Whites should also be taboo. Dark blues are melancholy and should never be used, if possible. The best all-round colorings are light pinks, reds, light tans, fawns, champagnes, light blues and others of the same genre.

All this, let me now remark, comes as the result of careful study of the relations between color and musical appreciation. More than one interior decorator agrees with me in the conclusions reached. There is a good deal of literature on the subject and to those who are desirous of pursuing the subject further I recommend the study of a work on color. If anybody supposes that this is not practical stuff, however, let him talk with an experienced decorator and an experienced musician and then put the conclusions of the two together. He will find that this is all practical. In any case, here is something to stimulate thought in these days of aggressive selling.

BIG SALES OF RED SEAL RECORDS

G. F. Martin Says This Is Due to Educational Work of Victor Salesmanship Classes

DETROIT, Mich., October 6.—G. F. Martin, of the Victor wholesale department of Grinnell Bros., says that the results of the Victor school on Red Seal records is now bearing fruit in unmistakable fashion. He says there has been a very material increase in all sales of Red Seal records and he attributes it largely to the school on Red Seal records, which the Victor Co. had the foresight to institute. Another tendency which is unmistakable in Michigan is the demand for Style 300. Then, too, the Style 50, which sells at $45, is immensely popular. This portable is one of the big sellers to-day.

"So far as Detroit goes business is reviving materially, with the number of machine and record sales constantly increasing. The Fall revival, together with the new spirit of optimism seems to be permeating the entire community, and then, too, Detroit is to-day a spender's town. Years ago this was not so.

"I recently had the pleasure of witnessing the opening of the new Victor department of A. G. Millar, at Royal Oak, Mich. Mr. Millar has a fine department and has beautifully fitted it with Unit Construction booths."
"You may be sure that the best I have, in both voice and art, will go into what is to endure permanently," said Charles Hackett in signing his new Columbia contract. You can sell "Because," the great tenor's newest triumph. Columbia 79879.

Columbia Graphophone Co.
NEW YORK

MILWAUKEE TRADE LOOKS FOR A BIG HOLIDAY BUSINESS

Jobbers Start Fall Campaign—Retail Stocks Attenuated—Optimism Prevails Regarding Outlook—Brunswick Progress—Sonomar With Kaun Co.—"Victrola Land" Opened—"Dalton" Demand Grows

MILWAUKEE, Wis., October 12—Encouraged by the wholesome revival of interest in talking machines since the beginning of Autumn the retail trade in Milwaukee and throughout Wisconsin feels that holiday business this year will be active and probably in excess of the volume of transactions a year ago, at which time the full force of the economic depression had struck the people and their purses. Every effort at this time is being bent toward making the business of the last three months of 1921 so big that the total for the year will average up to at least an equality with normal years. This requires, admittedly, a very ardent new business campaign to overcome the low spots which were formed by slow trade in the hot months this year. It is generally recognized by all dealers that to accomplish this end the most vigorous sales promotion methods it is possible to conceive must be put into practice.

Jobbing Trade Starts Campaign

The jobbing trade in Milwaukee, which, as a rule, handles the entire State of Wisconsin and Upper Michigan territory, already has started a drive for holiday business, which centers mainly in the direction of getting dealers to anticipate their requirements for November, December and January. Of course, there is now no particular shortage of instruments or records, but the point jobbers are making is that unless retailers make their requisitions for stock promptly they are likely to encounter a "jam" just about the time that they need goods most for prompt deliveries to customers.

Retail Stocks Are Low

"Stocks in the hands of retailers at this time are considerably below the normal for the first half of October, due to a number of reasons, but we find that the trade is keenly alive to the necessity of doing something without further delay to fortify itself against possible shortage when the real busy season comes on," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Buying has been light for several months because of the usually dull Summer season, with the result that the revival of interest already evident, and the excellent prospects for an active Fall and holiday season, find most stores rather poorly provided. We all know that no matter how well production may be going forward in the factories it is a different matter to get stocks into the hands of retailers promptly, especially when all of them are clamoring for goods at the identical moment. Consequently we are canvassing our field organization carefully, with a view to preventing our dealers from getting caught short in a month or two from now. The response so far has been gratifying, for the trade is realizing the situation."

Yahr & Lange Co. Enlarges Staff

In pushing its campaign for Sonoma business the Yahr & Lange Drug Co., exclusive distributor in Wisconsin and the Upper Peninsula, is engaged in a correlated drive to put the new Sonoma piano line on the map in the same distinct manner in which the talking machine line has been popularized in this territory. Fred E. Yahr, president and general manager of the company, who also is personally in charge of the musical merchandise division, has recently enlarged his staff. One of the latest acquisi-
Over the Hill

ODAY we are just over the hill of depression with the sun of prosperity in view. As the Fall progresses and Winter sets in, business is going to increase tremendously.

The Victor merchant will unquestionably share in this prosperity.

Always with the idea in mind of co-operating and being of service to Victor dealers, we stand ready to help you make preparations for, and enable your securing, this increased Victor business.

Curtis N. Andrews
Victor Wholesaler
Buffalo, New York
WORKING A DAY AND NIGHT SHIFT

Bridgeport Die & Machine Co. Busy Record Producers—To Introduce Mother Goose Series of Records—The Plant and Personnel

Barnesvile, Conn., October 3.—The Bridgeport Die & Machine Co. of this city, manufacturer of phonograph records, reports continuously increasing demands for its services. The company was organized in 1912 and, although it has enjoyed a steady growth since that time, the most phenomenal expansion of the company has been noticeable since it entered the line of pressing records, last April. The officials report that the plant is being worked sixty hours a week at the present time and that they plan to inaugurate a day and night manufacturing program by the addition of a night shift within a very few weeks. With present capacity for producing 250,000 records a week plans are made to ultimately expand so that a capacity production of 75,000 a day may be obtained. Equipment is in operation for producing both ten-inch and six-inch records at the present time. This company also has a number of contracts with many well-known manufacturers of records for the pressing of their releases. In addition to these contracts the Bridgeport Die & Machine Co will shortly produce a series of records of its own, consisting of a Mother Goose series of six records, designed for the children, and which will be known as the “Kiddy Re Kord.” This series will be embellished with music by the Waldorf-Astoria Orchestra, decorations by the well-known magazine illustrator, Miss C. M. Burd, and animal imitations by Gilbert Gerald.

The plant of the Bridgeport Die & Machine Co. is large and well planned. The ground floor and two upper stories are occupied by the company and additional space is available for expansion purposes. A trip through the plant is an entirely interesting one. It is possible to see the production of a record, from the mixing of the secret compounding material through to the trimming and buffing of the finished product. Specially designed machinery is used throughout, which is reported to be giving the maximum results. The company is receiving many commendations on the quality of the finished product.

At the present time all distributing agencies are devoting their entire energies to future success of the company.

An entirely complimentary tribute to the results of the efforts of the executives is given in a two-column news article in a recent issue of the Bridgeport Times. It states “The fact that the concern has been among the leaders in the manufacture of records during the period of depression has caused notice to be taken of the remarkable growth of the company.”

OPEN “CAPITOL” SHOP IN CHICAGO

Attractive Quarters at 858 North State Street Being Conducted by J. W. Gleason

CHICAGO, I11., October 8.—Another “Capitol” shop was opened here this week by John W. Gleason, at 858 North State street. Although the new shop has only been open a few days, Mr. Gleason has been successful in placing quite a number of “Capitols” in North Shore homes. Mr. Gleason has been in the electrical business for a number of years in Chicago. This new venture of his has appealed to him so strongly and he has been so successful in the short time he has been handling “Capitols” that he has made arrangements to open up equipped shops within the next few weeks. He has already leased a store in the Wilson avenue district and has opened negotiations for the leasing of another store in Waukegan. The “Capitol” is none other than the well-known combination of high-class talking machine and electric lamp that is being manufactured by the Burns-Pollock Electrical Mfg. Co., of Indiana Harbor.

ANNOUNCES CHRISTMAS GIFT “BAG”

Halsted Williams Corp. Distributing Christmas Record Bag—H. W. Service Is Popular

The Halsted Williams Corp., Brooklyn, N. Y., manufacturer and distributor of Service material, reports that dealers throughout the country have received its sales and envelope service enthusiastically—in fact, the H. W. Service is being used by the trade in all sections of the country with excellent results.

In addition to its regular line of record envelopes and delivery bags the company is announcing a new “Christmas-gift bag,” which is now being distributed to dealers who are getting ready for Christmas activities. These gift bags are made of a very fine quality paper, heavier than the ordinary envelope, and with an appropriate Christmas design in green and red. The drawing for this design was executed by a leading artist in New York and represents a home scene showing St. Nicholas delivering a Christmas Victrola with a package of Christmas records. The upper left-hand corner is left for an appropriate Christmas greeting, with the name of the dealer.

The purpose of this gift bag is to give the dealer an appropriate container for the delivery of gift records to friends. The Halsted Williams Corp. has received from its dealers good-sized orders for the product and Mr. Williams is certain that dealers will welcome this attractive bag for their Christmas trade.

LITTLE THINGS THAT COUNT

It is the little things that count. Convenient interior arrangement of the store exerts considerable influence on customers.
Detroit Mich., October 7—Ira L. Grinnell, president of Grinnell Bros., the prominent music house of this city, and with branches throughout Michigan, died suddenly at his home here last Thursday, September 29, after an illness of but a few days.

Heart trouble was given as the immediate cause of death, and though the family felt he was gradually failing he was at his office up to within forty-eight hours of his death.

Mr. Grinnell was born in Barre, N. Y., seventy-three years ago, and came to Detroit in 1866 fol-

owing the death of his parents, who passed away within a month of each other. He entered into business when he was twenty years old and was an active and successful figure in the mer-
cantile life of the city for over fifty years. The music business founded by him grew from one small store until at present it includes a chain of twenty-six retail stores, three piano factories con-
trolled by the company, the distributing fran-
chise for Victrolas and records and a gross an-
nual turnover exceeding $8,000,000. He was also president of the Grinnell Realty Co., which has been active in Detroit for the past ten years.

He was unostentatious and modest, a man who always shrank from publicity, and would not accept political or other recognition, much though he had been urged by his associates and close friends. He was of an inventive turn and from an analytical viewpoint was almost a genius. He was an incessant worker and scarcely knew what vacations meant, though for the past few years he always spent a portion of the Winter at his Florida home in Seabreeze. He was fond of fishing, though not of any other sports. He was of a most charitable tendency, always hold-

ing out an assisting hand to any unfortunate whom he thought worthy. It was largely through his wonderful courage and determina-
tion that the Grinnell business, in its present magnitude, has been made possible. His word was unquestioned, and his advice much sought.

He had a marvelous memory, and was a great reader and student, having studied law consider-
ably while a young man, his early education hav-
ing been at Albion and at the business college in Poughkeepsie, N. Y.

His record as a retail merchant on Woodward avenue, of approximately forty years, is perhaps approached by no other retail concern in the city of Detroit. He and his only living brother, Clayton A., who will naturally succeed as head of the house, have been shoulder to shoulder all these years in the establishing and development of this great institution.

I. L. Grinnell was a very domesticated man, and though a member of the Masonic order, as well as of many clubs and institutions of the city, his spare time was devoted to reading and to study and after business hours he could always be found at his home with his family. He leaves a widow, two sons, Elmer W. and Charles L., and two daughters, Hazel and Gladys. His son, E. W., is one of the directors of Grinnell Bros., and Charles has been an active member of the organization for many years.

He had large personal real estate holdings out-
side of the music business, which have taken considerable of his time during the past two years, he having acted more in an advisory way in Grinnell Bros.' business during the latter part of his life. The business of Grinnell Bros. was incorp.-orated July, 1912, and the affairs of the company will no doubt go on practically the same as before, the founder having made it possible through the incorporating of the busi-
ness to establish capable men who have won recognition after years of service, so that the future of the business will be practically in the same hands as heretofore, and his heirs will un-
doubtedly prefer to continue their holdings un-
disturbed in the business, the same as though he were still its president.

The funeral was held at his residence, 609 Boston Boulevard West, on Monday, October 3, at 2 p. m. Burial was in Roseland Park cemetery. There were eight active pallbearers, selected from members of the organization, and some forty honorary members, constituting em-
ployees who have been in the service of the house for ten or more consecutive years. In addition to this honorary group there were a number of prominent Detroit citizens as well as important members of the industry from various sections of the country.
KANSAS CITY JOBBER'S GREAT MUSIC CAMPAIGN

Fine Work Being Done by Jenkins' Sons—Some Prosperity Facts—Good Business Here, Say Jobbers—Appearances of Artists Help Record Sales—Kansans Appreciate The World

KANSAS CITY, Mo., October 6—Quite in accord with the advice of the president of the Ohio Music Merchants' Association, given at the recent State convention, Kansas City jobbers are working out plans to give the people music and strengthen their position to the merchant for the instruments upon which to produce the music—
to sell music, not furniture.

The W. J. Jenkins' Sons Music Co. is using its Victor department to carry on a campaign in this manner, in connection with the symphony concerts which are to be given in Kansas City this winter. The program for the five afternoon concerts during the five which the school children are to be urged to attend, is all made up of music which has been recorded on Victor records. In the work of the music supervisor in the schools there is scheduled the presenta-
tion of these selections and the giving of lec-
tures, which will give the pupils a clear under-
standing of the selection and an appreciation of its beauties and special characteristics. When these selections are rendered by the or-
chestra, there will be a group of appreciative, informed listeners to enjoy it. In the same way the music will be presented to music clubs and groups of music pupils, not only in Kansas City, but also in other cities where there are Victor dealers. The wholesale department has already taken up the matter and is arranging not only with the dealer, but also with the music clubs and music supervisors in all these towns for these special free concerts in their towns, giv-
ing the same numbers as are to be given at the concerts in Kansas City. The field force of the company and their special representative, Miss DeForest, who has spent the Summer with teachers' institutes, will co-operate. In connec-
tion with the concerts there will be newspaper advertising of the records. These advertise-
ments will not only be run in the Kansas City papers, but throughout the territory.

There is a number of new dealers, among them quite a few firms that have hereto-
fore given little or no attention to the music business. These additions are taken to indicate that the interest in music is growing and that there is an increasing number of people with a conviction that business this Fall in the talking machine industry is going to be pretty good.

Be on Guard!

A number of dealers in the Kansas City district have learned, to their sorrow, that there is no time when the jobber, or a representative, can not be found on the job at the territorial head-
quarters. A man claiming to be a representative of one of the larger talking machine companies has been picking up easy money by calling on dealers and reporting automobile accidents, de-
manding immediate cash, and that he has been unable to reach the jobber. He got some money.

Noted Brunswick Artists to Be Heard

The sale of Brunswick records will be stimu-
lated in Kansas City territory this Fall by the visit of Marie Auber Chamber, tenor of the Metropolitan Grand Opera Co., and Marie Tif-
fany, soprano of the Metropolitan Opera Co.,
both Brunswick artists. Chamber will be the artist in the opening of the Fritchie series in
Kansas City.

Some Facts That Spell Prosperity

Among the reasons why Kansas City territory is expected to yield a big business this Fall are:

These, set forth in a recent issue of The Star:

There is more than 250 millions of wheat money pouring in; we have the second largest corn crop in the history of the country, the South has 300 millions of dollars in cotton as a result of a rise of approximately $40 a bale over the low price of two months ago; business in every other line is good and improving, and in every line business is unusually good with the man who is going after the business. Home build-
ing in Kansas City is almost 100 per cent greater than it was in 1920. For the first eight months of the year there were in 1923, the records of the superintendent of buildings show, 1,138 per-
mits for dwellings alone, as against 676 for the corresponding time of 1920. The value of the houses in 1923 is estimated at $4,791,150, as against $2,545,000 in 1920. The September re-
port will be far greater in proportion than dur-
ing the first eight months.

Good Business Already Here

The merchants and jobbers are not only say-
ning that there is to be good business, but that it is already here. Merchants in various lines report that business is greater than that of July, and September sales in excess of those of August by a very large percentage, and that as the weeks are passing there is a steady gain. The jobbers report that the dealers are stock-
ing up for a heavy Fall trade and there is op-
timism all along the way.

Handling the Columbia Line

The Dodge City Music Co., of Dodge City, Kansas, is a new business concern, operating under the management of A. O. Drake. It will handle exclusively the Columbia products.

The Royal Music Shop, exclusive Columbia
dealer, at 617 Independence Avenue, Kansas City, Mo., will open a new shop at Eighteenth and Paseo streets, October 1, and is enjoying a splendid Grafonola and Columbia record busi-
ness at its present location and expects to se-
cure a good business at its new location.

Noted Artists to Appear

The 1921-1922 concert season will soon be in
full swing in Kansas City territory and among the artists to visit this city during the next few weeks is Cyrena Van Gorden, an exclusive Columbia artist. She will appear in concert in Kansas City October 10 and will be in the territory about two months. Columbia dealers are preparing for a large sale of her records in connection with her appearances. Riccardo Stracciarri and Leon Rothier, also Columbia artists, will appear with the Scotti Grand Opera Co., October 14 for the "Barber of Seville."

Conditions Show Improvement

Conditions in Missouri, Arkansas, Oklahoma and Kansas, according to E. A. McMurry, branch manager of the Columbia Co., who has just been on a tour of the territory, are showing considerable improvement and the dealers are preparing for a big Fall business. The business of the Kansas City branch during September was 30 per cent larger than in August.

Crosse's Burning Sands

M. C. Schoenly, manager of the Victor de-
partment of the J. W. Jenkins' Sons Music Co.,
was among those who were initiated into the Shriner's last week, during the convention that was held in Kansas City. There were several hundred who crossed the burning sands.

APPRCRIATE THE TALKING MACHINe WORLD

Kansas City music jobbers are appreciating the service The Talking Machine World is giv-
ing the music trades and are co-operating in a real way in the promotion of the present circu-
lation. They say that the value of a news story is in proportion to the number of people who read it, and it is to their interest to see that the largest number of dealers possible read what is going on in the territory. They also say that the main factor in sales is the dealer and that if he is informed and filled with optimism he will sell many more instruments than he would otherwise do. They are, therefore, interested in the circulation of The World among their dealers and are, in varying ways, pushing the campaign for a larger circulation.

Of course, Fox Trots are in vogue—but to publish an original and appealing Fox Trot song is unusual

GYPSY ROSE

Is a magnetic and rhythmical melody that is already an assured success.

PUBLISHED BY THE

ROBERT NORTON CO. - 226 West 46th St., N.Y.C.
VICTOR CO. BUSINESS ENJOYING A STEADY INCREASE

Each Month This Year Has Shown a Material Business Increase Over Corresponding Month in 1920—Plant in Full Operation—Feeling That Worst of Readjustment Period Has Passed

The Victor Talking Machine Co. is one of the few concerns in this or other lines of industry that have no general complaint to make regarding existent business conditions or trade prospects, according to Ralph L. Freeman, director of distribution for the Victor Co., who, in an interview with The World, stated that the company's business each month this year has shown a material increase over the volume of business for the corresponding month of 1920. At the present time, too, every department of the great plant at Camden is in full operation to take care of the demand that is current or that is actually in prospect.

The officials of the Victor Co. feel that the most difficult point in the post-war readjustment has been passed and are basing their plans for some months ahead on the expectation of a steady and healthy growth in the demand for Victor products. The visitor at the big Camden plant is impressed with the feeling of confidence with which each man is going about his work. No suggestion of doubt or excitement is in evidence.

NEW COLUMBIA ARTIST

Miss Edith Wilson Signed as Exclusive Columbia Artist—Scored Success in "Put and Take"

The Columbia Graphophone Co. has announced that Miss Edith Wilson, one of the stars of the musical show "Put and Take," has been signed as an exclusive Columbia artist. Miss Wilson is well known in the musical field as one of the most talented exponents of the "Blues" type of song, and she scored an unusual success in the "Put and Take" show.

The rendition of her Columbia records Miss Wilson is ably assisted by Johnnie Dunn's original jazz hounds, who contribute considerably to the distinctiveness of Miss Wilson's records. Columbia dealers have evinced keen interest in the "Blues" selections and are planning to feature them extensively.

NIFTY-LIFTER GROWS IN FAVOR

SCHENECTADY, N. Y., October 6—The Nifty-Lifter Co., of this city, reports that the record-lifting device of the same name which it produces has met with much success throughout the world. The names of several hundred dealers and six distributors have already been added to the books of this company since its initial announcement in September. Added machinery and other production economies effected at the factory of the company, in this city, have already made possible a reduction in price. Judging from the results of the first month's sales it would appear that this device has a bright future ahead of it.

R. E. Daynes, who was for many years leading floor salesman in the phonograph department of Barker, Los Angeles, has opened a music store in South Pasadena, where he is featuring the Brunswick exclusively.

YOUR DEALERS

Consult us for window displays, counter displays, cut-outs, posters, car cards, etc.

EISONIO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant
327 East 29th Street
New York City
J. A. JOHNSON WITH ORMES, INC.

Joins the Sales Force of This Prominent Victor Wholesaling Organization

Clarence L. Price, vice-president of Ormes, Inc., Victor wholesaler, New York City, has announced the appointment of J. A. Johnson to the sales staff of this well-known distributing organization. Mr. Johnson has assumed, in a general way, the duties of the late H. E. Beuregard, whose recent sudden death was a shock to his many friends in the trade. Mr. Johnson will give much of his attention to the northern New Jersey territory. He is well known to the metropolitan trade and is a forceful salesman of long experience. Mr. Johnson has been associated with the New York branch of the Columbia Graphophone Co. and the Okeh record jobbing firm of Ziegler, Baker & Johnson. He has already taken up his new duties with his characteristic enthusiasm.

TONEPEN NEEDLES AT LOWER PRICE

The Topen, Inc., New York, manufacturer of the Topen needle, has sent out an important announcement to the trade, stating that the price of the Topen needle has been reduced to three for fifteen cents, instead of three for twenty-five cents, as stated in the company’s advertisement, which appears on page 65. The company found it possible to make a reduction in price, owing to enhanced efficiency in its manufacturing facilities and, as soon as the exact amount of this possible reduction was ascertained, it immediately gave the trade the full advantage of it.

THIS DEALER GETS THE BUSINESS

Houston, Tex., October 8—A sales stunt which is getting the business for a music dealer here is to send salesmen out with two machines loaded in a special compartment of their machine. The salesmen carry index cards and make a report of every house canvassed. The reports are followed up by the music dealer, who sends out literature to the prospect.

To be successful a talking machine salesman should develop a pleasant personality.

PRICES REDUCED

We wish to announce a decrease in price on our “FULTON” MODEL 35 TABLE MACHINE

Samples now $13.50, Three or more $12.50

There is a large demand for a good, serviceable table machine. Here is your opportunity to secure an instrument that will sell at any time and yet net you a large profit.

Phonographs and accessories, repair parts for all makes. Best steel needles of American manufacture at 30 cents per thousand. Distributors of the Artco Records and Artco Music Rolls. (Write for dealers prices.)

Mahogany, 16x6x10, Double Spring, Universal T.A. Back Casting and Metal Horn

ORDER TODAY as these discounts are for a limited time only

Terms on all merchandise—cash or deposit with order, balance C.O.D.

FULTON TALKING MACHINE CO.

253 Third Avenue, New York

ANNOUNCING—

THE OPENING OF OUR NEW EASTERN FACTORY FOR THE

Manufacture of Record Envelopes

Eleven years’ experience—Specializing in such manufacture. For many years supplying record envelopes to all the largest manufacturers.

SEND FOR SAMPLES AND QUOTATIONS on our latest style envelope—with highest grade printing. Immediate deliveries.

Western Envelope Corporation

55-67 Hope Street

Brooklyn, New York

ARRANGES ARTISTIC OKEH DISPLAY

How the Cunningham Drug Store Utilizes Its Window in a Very Effective Arrangement

DETROIT, Mich., September 30.—The Cunningham Drug Store, of 1055 Woodward avenue, this city, recently featured in a very attractive window in the heart of the business district, and was much admired. This store is a live Okeh enthusiast, as the use of this prominent show window indicates.

DEALERS HOLD FALL MEETING

The first Fall meeting of the United Phonograph Dealers’ Association was held at the Hotel McAlpin, Friday afternoon, October 7, and was attended by an enthusiastic number of dealers.

The question of the establishment of a record exchange was reported favorably and by the next meeting definite plans will be presented to the members for their approval. Dealer grievances were discussed and, in addition, the 10 per cent monthly record return was taken up. Agitation on this record return is to be started again this Fall, in the hope that, in the near future, the organization may be able to induce all the record manufacturers to effect this monthly record return.

This was the first Fall meeting since the Association’s Summer recess and much business was discussed by those in attendance.

VICTROLA CLUB BOOSTS BUSINESS

The Mickel Bros. Music House, of Omaha, Neb., has solved the problem of increasing sales by organizing a Victrola club, which is limited to two hundred members. The machine offered is a Model 30, selling at $100. Members of the club pay one dollar for three successive weeks and then $1.50 until the machine is paid for. The only stipulation made by the music concern is that when joining at least $7.50 worth of records be purchased. Twenty Victrolas were sold in the two days following the formation of the club.

ACME-DIE CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago
RAVIS REPORTS TRADE GOOD IN WEST

President of Peerless Album Co. Finds Dealers With Depleted Stocks—Fall Activity Apparent in Many Localities, He Declares

Philip A. Ravis, president of the Peerless Album Co., recently returned to his desk after a trade trip covering many of the larger cities in Middle West territory.

In speaking of the general business situation in the territory visited, Mr. Ravis said: "From all evidence Fall business is opening up nicely. The dealer has little or no surplus stock and more often than not the shelves of the retail warerooms are depleted. With more active demand on the part of the public it will naturally become necessary for the dealer to order goods in substantial quantities to meet the requirements of his trade. This is resulting in a very healthy situation. I have spoken with numerous heads of large concerns during the past few weeks and the consensus of opinion is that we are to have a very active Fall season."

Mr. Ravis was successful in closing negotia-

Philip A. Ravis

tions with several dealers in Middle West ter-

ritory who will, during the coming months, fea-
ture Peerless albums. The new classification labels for albums issued by the Peerless Co. are seemingly meeting universal approval, as the requests for shipments of these goods have been very heavy.

VOCALION STRONG IN CHICAGO

Advertising Campaign Launched by Aeolian Co. in That City Getting Results

CHICAGO, ILL., October 7—During a recent inter-

view with Manager H. B. Levy, of the Chicago branch of the Aeolian Co., that gentleman stated that the recent advertising campaign launched by the Aeolian Co. in this territory has met with a splendid response from all Chicago dealers. "Our volume of Chicago business during the Fall and Winter months will undoubtedly smash all records," he continued; "the new Vocalion Red records are certainly going over big and dealers in general are well satisfied with their general make-up as regards surface smoothness and arrangements."

The first announcement heralding the new Vo-
calion Red records to appear in the local papers featured Frank Bacon in his famous bee story and in the Reno divorce court scene from "Lightnin," now playing at the Blackstone Theatre, in which Mr. Bacon is star.

Vocalion dealers in this city are reporting to Mr. Levy that the demand for the Bacon rec-

ords is unusually strong.

The Singer Music Co., Columbia distributor. Ritaville, Wash, is getting the people of the community into its store through the medium of a dance floor, where dances are held regul-

arily. A recent innovation, which proved popu-
lar, was the alternate playing of a dance by the orchestra and Graionola.

Mr. Dealer: It Is Time NOW to Order
CHRISTMAS GIFT BAGS

Merchandise of unusual merit that has won the commendation of dealers everywhere. Beautiful containers for gift records (very heavy white paper). A prestige-building bag for the high-class dealer.

One Size Only
12x13 inches

No Strings
No Buttons
2-inch Flap

Victor Records

Design A

Design B

The bags are printed in two colors—red and green. Space provided for imprints, if de-
sired, at bottom of panel.

If your sample has not been received PLEASE notify us at once.

Ask us to send you our price list, which explains the H-W service items.

HALSTED WILLIAMS CORP.
815-819 Monroe Street
Brooklyn, N. Y.

KNIGHT-CAMPBELL CO. CHANGES

Felix B. Beyer Appointed Assistant Manager of Victor Wholesale Division, While H. W. Nor-

folk Becomes Assistant Sales Manager

DENVER, COLO., October 7—The Knight-Campbell Music Co. has announced that Felix B. Beyer, formerly in charge of the Dealer Service de-

partment of that company, has been promoted to the position of assistant manager of the Vic-

tor wholesale department, succeeding James A. Frey, formerly sales manager, whose resignation became effective on October 1. At the same time H. W. Norfolk becomes assistant sales manager.

Mr. Beyer has been identified with the Knight-

Campbell Co. for the past eleven years and is well known and popular in the trade. He is possessed of a thorough and practical knowledge of all phases of Victor merchandise, both wholesale and retail, and his advice should prove of great value to dealers. Mr. Norfolk is also well known to Victor dealers in the Rocky Mountain region and is thoroughly familiar with their needs and problems.

BRUNSWICK BILLBOARD CAMPAIGN

The phonograph division of the New York branch of the Brunswick-Balke-Collier Co. has advised Brunswick dealers of the comple-

tion of plans for an extensive billboard adver-
sising campaign in metropolitan territory. These billboards are now being displayed in many of the most strategic points in Greater New York. In addition to this billboard campaign artisti-

cally designed posters are being placed in the subway stations and in the Hudson tube system; practically every station will display one of these distinctive posters. The local Brunswick trade is evincing keen interest in this cam-
paign and co-operating with the Brunswick-

Balke-Collier Co. in every possible way.

If You Sell Musical Instruments You Need This Book

D

ONT think of it as just a catalog. Think of it rather as a vast stock of Musical Instruments and Accessories, condensed within the covers of one handy book—a true Buying Guide to Musical Merchandise.

It opens up to you a safe, sure buying source, bringing the markets of the world within your easy reach. It backs you up with all the resources of our comprehensive stock and ready service—helps you offer your customers a greater selection than ever, without increasing your inventory once cent. That means turn-over. Turn-over means profit!

And more than that, it will sell goods for you!

Leave it on the counter for your customers to look over. Perfectly safe! There isn't a wholesale price in the book—retail prices only. And with your name and address in the shield on the cover, it's YOUR catalog and YOUR mer-

chandise that the customer sees.

Write today on your own letter head for these two books. We are glad to send them (FREE, of course) to any Music Dealer

THE FRED GRETSCHE MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.
WHOLESALE AND RETAIL TALKING MACHINE MEN ARE DOING VERY SATISFACTORY BUSINESS—HEADS OF VARIOUS "TALKER" INSTITUTIONS GIVE REASONS FOR THEIR FAITH

MINNEAPOLIS AND ST. PAUL, Minn., October 7—For the time being talking machine dealers, both wholesale and retail, are having a very fine grade of business and their hope now is that the present pace will be maintained. Financial experts agree that if the farmers will be able to liquidate their obligations to the banks and the local merchants the rural Northwest will be on its feet, notwithstanding the combined handicaps of light harvest and low prices. The three iron ranges, however, are at a standstill and no great business is to be expected until the steel industries need ore in large quantities.

"Some stimulation has been manifested for some time," remarked Sewell D. Andrews, of the Minneapolis Drug Co., distributors of the Sonora phonographs and Olek records, in analyzing the situation. "We can't say, however, that this is an indication of a permanent revival of trade. At the same time we may safely say that the talking machine trade is on a wholesome and substantial basis. The past year has served to eliminate many of the "fly-by-night" concerns and this class of competition has been removed. Price adjustments also have made things much easier for the jobbers. As far as the Sonora machine is concerned we can report that the new models selling from $140 to $175 announced last July are taking extremely well. These machines are beginning to arrive here in quantities and they have quite captured the dealers." Victorola dealers in Minneapolis and St. Paul have experienced a distinct improvement, both at machine and records. Beckwith-O'Neill Co., says so, and they should know. F. M. Hoyt, the company's sales manager, has been on the road for more than six weeks and is likely to be out several more weeks, as he is meeting with cheering results. At last accounts he was out in Montana, more than a thousand miles from home, but going strong.

K. L. Sprague, who manages the Northwestern interests of the Columbia Graphophone Co., recently returned from a tour of South Dakota. Money still is tight in the rural districts, he reported, but there were indications of a general loosening of purse strings and in consequence business should be brisker within the next thirty days. A notable achievement of the company has been the opening of an exclusive Columbia store in Minneapolis, the Masonic Music Shop, at No. 6 South Sixth street, a fine location. The St. Paul House Furnishing Co. has obtained Edward Harding, a well-known phonograph man, as manager for its Grafonola department. The heads of the Edison division in the Northwest declare that every month of 1921, with one exception, has shown a gain over its 1920 contemporary and that exception fell behind results as to be trivial matter. This truly is a unique record. It was obtained by persistent and energetic "go-getting" methods.

"Twin City music lovers were treated to a series of tone-tests by the Edison stars during the first week in October. Seven concerts were given in St. Paul and five in Minneapolis. The following artists participated in the storming of the Twin Cities: Harvey Hindemyer and the Dann Trio, Helen Davis, Victor Young and Samuel Hungerford, Edith McDonald Carpen- ter, Rienzi Thomas and Charles Young. After their Twin City series the three groups separated for various sections of the Northwest.

"Brunswick people are happy over the way their phonograph is winning its way. George St. Nye, who announces the Brunswick and Farrell & Co., have gone heavily into the Brunswick line in both their St. Paul and Minneapolis stores. Likewise the S. E. Murphy Music Co., St. Cloud, and the Taylor Music Co., Duluth, have taken on the line. Mr. Nye, who has made a tour of Iowa and the Dakotas, finds the general situation about as indicated in the foregoing. Trade is picking up, but hardly is up to what it should be. Mr. Nye is greatly pleased over the acquisition of Edward Nelson to his road staff. The two were associated in the Brunswick Shop in Minne- sopoils before the war. Both answered the call to the colors, and now they are united again after a separation of more than four years, under the Brunswick colors. "Buzz" Rebel, head of the Grafonola department of the Rebel Furniture Co., has returned from his honeymoon and is again demonstrating Columbia Grafonolas and records.

FUTURE COLUMBIA PLANS
F. S. Whitren Issues Statement Regarding the Policies to Be Followed

The following interesting letter was forwarded last week to Columbia dealers by Frank S. Whitren, chairman of the board and directors of the Columbia Graphophone Co., this letter representing a concise statement as to the company's plans for the future.

"The attention of the officers of this company has been called recently to numerous rumors which have the earmarks of organized unfavorable propaganda in regard to the policies and the future of the Columbia Graphophone Co., consisting in the main of insinuations as to further reductions in the price of Grafonolas, new product, change in policy, management, etc. The management desires at this time, and once and for all, to set at rest any such rumors that may have come to your attention.

"No price reduction is contemplated, as present prices were fixed without consideration of labor and material costs, but with a view of offering, at a time when low prices are expected, the biggest possible phonograph value, both for the benefit of the buying public and Colum- bia dealers. No new standard types will be put out without giving dealers ample notice in advance, and in no case until after April 1, 1922.

"The recent business slump has been an unusually severe one, but I believe the corner has been turned and that loyal and efficient Columbia dealers will in the closing months of 1921 and early in 1922 again reap the profits to which their splendid efforts and hearty co-operation with the Columbia Co., entitle them.

"With thirty-five years of Columbia success and progress in phonograph development be-

WHY BREAK RECORDS? JUST FILE THEM!

That is if you have the wonderful Record filing sys-

the Marvelous MAGNOLA

MAGNOLIA TALKING MACHINE COMPANY

OTTO SCHULZ, President

615 BARCLAY ST., MINNEAPOLIS, MINN.

FRANK NETSCHERT

61 BARCLAY ST., NEW YORK, N. Y.

FRANK NETSCHERT

61 BARCLAY ST., NEW YORK, N. Y.

No. 35114 G. Hanging Basket

FLY WITH ORNAMENTS IN COLORED ARTIFICIAL FLOWERS. FABRIC VALANCE. FABRIC BASKET 4 - $1.00. Mailed Free for the Asking.

DISPLAY AT COUNTY FAIR

Music Dealer Features Piandos and Phonographs at Recent Fair

MALLONE, N. Y., October 3—George E. Trick, progressive piano and talking machine dealer of 34 East Main street, this city, had an attractive booth at the Franklin County Fair held here a week ago. Mr. Trick occupied generous space with an exhibit of Hallet & Davis and Conway pianos and players, together with Brunswick phonographs, of which he showed several models.

Patience is as necessary as courage in the con-duct of a business. Don't lose your temper when a customer becomes irritable and unreasonable.

MAGNET DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

149 Church Street

New York City
The Publishers of

\[\text{The Talking Machine World}\]

ANNOUNCE A

TRADE DIRECTORY

OF THE

TALKING MACHINE INDUSTRY

This Directory, or handbook of the industry, will be the first of its kind and will be devoted exclusively to the talking machine and phonograph field, every phase of which will be adequately covered.

Throughout it will be a work of fact, and in no part a book of opinion.

It is both natural and logical that the authoritative directory of the industry should be issued by the publishers of "The Talking Machine World," the largest, oldest and dominant trade paper of the industry.

This directory is being published in response to the demands of the trade, which have become more and more insistent during the past five years. Moreover, the publishers of "The Talking Machine World" now regard the industry as sufficiently stabilized to warrant the compilation of an accurate and reliable directory.

Manufacturers and wholesalers of Talking Machines, Records, Parts, Cabinets, Accessories, etc., etc., to insure proper listing, should communicate as soon as possible with the

\[\text{Directory Division} \]

THE TALKING MACHINE WORLD

373 Fourth Avenue \:::\  \:::\  New York City
L. A. MURRAY POPULAR IN TRADE

New President of Iowa Victor Dealers' Association—Personally Known to Industry—Thoroughly Experienced Victor Man

L. A. Murray, who was recently elected president of the Iowa Victor Dealers' Association, at its convention in Des Moines, is one of the most popular Victor dealers in Iowa. He has been connected with the industry for many years and has given particular attention to the rendition of practical service to his clientele.

Mr. Murray formerly owned the Murray Co., located in the Harned-Von Maur store, in Daven-

port, la., having purchased the stock of the Schiller Piano Co. When recruiting for the World War was at its height he sold his business to a brother and sister and enlisted in the service. Upon his return home he realized that the Victor field offered him unlimited opportunities and he immediately started negotiations to own a Victor store. Through his persistent efforts he finally bought out the Tri-City Piano Co., of Davenport, la., and shortly after established one of the most up-to-date and prosperous exclusive Victor stores in the Middle West. He has met with unlimited success, all of which is well deserved.

JOHN MCKENNA HONORED

CHICAGO, ILL., October 10—At the annual election of the Piano Club of Chicago, last Thursday evening, John McKenna, manager of the local branch of the Columbia Graphophone Co., was elected secretary. Mr. McKenna's election to this office is a well-deserved tribute to the excellent work he has done the past year in promoting the interests of the organization in every way and especially in securing the appearance of Columbia artists at the special Monday night meetings of the Club.

ROOS BROS. IN NEW FIELD

B. R. Forster, president of the Brilliantone Steel Needle Co., New York, has advised the trade that Julius and Nestor Roos, who had been connected with the company's sales staff, had resigned, the resignation taking effect October 1. Both of these sales representatives are planning to enter another line of business, which they will announce in the very near future.

NEW EDISON ADVERTISING MANAGER

C. G. Wood Appointed to That Position, Succeeding J. B. Gregg, Resigned—Warren F. Taylor in Charge of Promotion Department

Several important changes have occurred recently in the advertising department of Thos. A. Edison, Inc. C. G. Wood, who has been in the department for some time past, has been appointed advertising manager, succeeding J. B. Gregg, who resigned recently to become advertising manager of a prominent fountain-pen company. Mr. Wood will take up his new duties on October 15.

Warren F. Taylor, a man of considerable experience in the advertising and merchandising field, was appointed, on October 1, to take charge of the promotion department of Thos. A. Edison, Inc.

OPEN NEW VICTOR STORE

Well Bros. Open Attractive Victor Establishment in Harlem Section of New York—J. E. Dunham in Charge of Store

Well Bros.' new Victor store, at 2252 Third avenue, New York City, was formally opened on October 10 as one of the finest exclusive Victor stores in the city. The entire equipment and furnishings are new throughout and the location on the first floor gives the store an exceptional opportunity to attain success. J. E. Dunham, whose wide Victor experience covers a period of several years and who was formerly a traveling representative of the Victor Talking Machine Co., is in charge of the new store.

Attractive announcements for the formal opening were sent out to a large mailing list and during the afternoon and evening a concert orchestra entertained the visitors. It is estimated that more than a thousand people took advantage of this formal opening to visit and inspect this new and up-to-date Victor store.

MAYOR HYLAN MAKES OKEH RECORD

Mayor of New York Makes Special Campaign Record—Will Be Merchandised Through Okeh Dealers of Varied Political Faiths

Mayor John F. Hylan, of New York City, candidate for renomination on the Democratic ticket, visited the Okeh recording laboratories this week for the purpose of making a special Okeh record. This record comprises portions of Mayor Hylan's speech of acceptance of the renomination for Mayor and, according to present plans, there will be featured on the reverse side a popular song. This special record will be merchandised through Okeh dealers and there is no doubt that there will be an active demand for this timely recording.

SELL EQUIPMENT OF TWO PLANTS

CHICAGO, ILL., October 10—The S. L. Wintenitz Co., auctioneers, announce the sale to-morrow of a large number of phonographs and motors, as well as woodworking and other machinery, consisting of stock and equipment of the bankrupt Masterpiece Phonograph Co.

The factory equipment and finished and unfinished phonograph motor stock of the bankrupt Roemer Mfg. Co. is also advertised to be sold to-morrow at auction by M. Tauber & Co.
A New Modern Hygienic Device for Making Mouth Harmonica Sales

No more need to allow your stock of mouth Harmonicas to become ruined or disease-carriers. The old method of demonstrating the harmonica is obsolete in every respect. The new method is the "VOCO" way, which not only eliminates all danger, but is an added sales feature because the prospective customer will prefer to purchase from the dealer who can offer the assurance, made possible by the use of the "VOCO."

CLEAN—SANITARY—PRACTICAL—SIMPLE
Indorsed and Recommended by All Health Authorities

The community drinking cup was condemned long ago as it was a public health menace. So is the present method of testing the mouth harmonica and health authorities will take the same step to eliminate this disease-spreading practice. The "VOCO" is the answer to this problem, as the harmonica is tested for the customer by this "ingenious mechanical device" with positive satisfaction, as the action of the "VOCO" is exactly the same as when played by the mouth; in other words, the "VOCO" will produce every tone or effect that can be obtained by the individual player. Hundreds of harmonicas can be demonstrated in the shortest possible time. Think what this means in the saving of time and the added attraction for the purchaser to buy from you.

The "VOCO" is a time-saver for everybody connected with the selling of mouth harmonicas. Jobbers, as well as dealers, are enthusiastic about the "VOCO" DEVICE. It will test hundreds of harmonicas in a small fraction of the time now required by the present method.

Dealers and jobbers can feature the "VOCO" in all their advertising as an added service they can offer. It will make new sales and enthusiastic customers for you. Don't delay! Write us now for full particulars!

We will appoint Live Distributors in United States and Canada

Be the first in your city to use the VOCO

A Very Attractive Proposition
Write us today for Full Particulars

A few desirable territories still open

VOCO SALES CO., 114 E. 28th St., New York City

Sole Agents for United States and Canada
Southwestern Victor Dealers Convene

Dealers from Points in Texas, Louisiana, Oklahoma, Arizona and Arkansas Meet at First Annual Convention of Southwestern Victor Dealers’ Association Held in Dallas—Educational Conference a Feature of the Gathering—Many Notable Addresses Made at the Meeting and Also at the Conference

(Special wire to The World)

DALLAS, Tex., October 15.—Victor dealers, members of their sales forces and musical(dir)utors in the public schools from over Texas and points in Louisiana, Oklahoma, Arizona and Arkansas met here last week for the first annual convention of the Southwestern Victor Dealers’ Association and the third educational conference held anywhere in the country under the auspices of the educational department of the Victor Talking Machine Co. Many of the dealers were also accompanied by officers of music clubs and representatives of the various musical organizations of their communities.

Supervisors who attended the meeting declared the conference had been a revelation to them in ways to use talking machine records in the schools, and every dealer went home enthused and determined to stress the educational values of the Victrola and selected records.

President B. W. Gratigny Presides

The convention of the dealers was held Tuesday, October 5, and was presided over by B. W. Gratigny, of Dallas, who was elected president of the organization last May to serve one year, along with the other officers. The principal address was by H. A. Brach, vice-president of the Unit Construction Co., of Philadelphia, on “Dealer Development.” Mr. Brach outlined methods whereby dealers could increase their business and, at the same time, co-operate with other dealers and the factory.

“The Terms and Trade-ins” was the subject of an address by Lester Gunst, of Dallas, following which G. N. Swett, traveling representative of the Victor Victrola Co. of Oklahoma, made a talk on “Trade Conditions,” declaring they were improving in all parts of this territory.

The Afternoon Session

The afternoon session was opened with an address by William Howard Beasley, of Texarkana, on “Business Charts.” He gave a demonstration of their use in checking sales and accounts. E. A. Delano, of Canton, N. J., delivered an address on “Selling Victrolas,” including a number of good selling points, with brief historical sketches of Victor artists.

Brief talks were made by Lester Burchfield, of Sanger Bros., Dallas; J. W. Maxwell, of Houston, and a representative of the El Paso Music Co., all of which were timely.

The Association Banquet

A banquet was given by the Association at the Adolphus Hotel, honoring Mrs. Frances E. Clark. H. A. Delano and the Victor jobbers.

Opening of the Educational Conference

All sessions of the conference were, like the convention, held in the spacious room at the Adolphus Hotel. After an address of welcome by Chas. L. Sanger, vice-president of Sanger Bros., F. A. Delano, advertising department, Victor Co., gave an address Wednesday morning on “Victor Ideal.” This was followed by a talk from Mrs. Frances Elliott Clark, director of the Victor educational department, on “Our Educational Work—Retrospect—Prospect,” which was a brief summary of what had been done and a prophecy of things to come.

Miss Margaret M. Streeter, of the Victor force, spoke on “Rhythm, Free and Suggestive Expression,” dividing her lecture into three sections—individual interpretation, suggested expression through title and suggested expression through mother and teacher. Miss Edith M. Rhetts, of the factory force, lectured on “Cultural Hearing,” stressing the value of teaching the children to listen and the real significance of musical appreciation.

The first talk at the Wednesday afternoon session was by S. Dana Townsend, of the factory force, on “English for the Home and Elementary Schools.” He divided his subject into the home, primary and intermediate grades. Miss Rhetts spoke on “Instruments of the Orchestra by Sight, Sound and Story” and pointed out how the Victrola could be used to wonderful advantage in this work.

Mr. Delano gave an inspiring talk on “Selling Victor Products” and Miss Streeter closed the first day of the conference with a lecture on "Music, Play and Making Believe With Little Children,” which subject was well handled.

On Thursday Miss Rhetts spoke on “Songs for Children, Adolescents and Adults,” pointing out how the Victrola catalog enabled selections to be made which would be appropriate for all members of the family.

“Around the Year With the Victrola” was discussed by Mr. Townsend, who cited records especially suitable for Holiday and Thanksgiving and Autumn, Christmas and Winter, February, Easter and Spring and birthdays. Miss Streeter then spoke on “Rhythmic Songs and Games and Dancing” and concluded her session with a recital closed with round table and music-memory contests, conducted by L. A. Inman, of the wholesale Victrola department, Sanger Bros., Dallas.

Thursday afternoon lectures were by Mr. Townsend, on “English Literature, Junior and Senior High Schools”; by Miss Rhetts, on “Program and Pure Music,” and by Miss Streeter, on “Music in the Rural Schools.” A novel feature of the afternoon program was folk dancing to Victrola music by twenty pupils of the third and fourth grades of the Dallas schools, under the direction of Miss Hilda Elder.

Miss Sadie Williams, supervisor of music in the Dallas public schools, gave an interesting talk Friday morning on “Music Appreciation in the Schools” and concluded her talk with a discussion of the course eight years ago, of how it has become popular and of the wonderful showing made by the schools in the two annual music-memory contests. She also described plans for the third annual contest to be held in January.

The Friday Program

Other talks on Friday were by Mrs. Starr, on “Nationalism in Music,” and Mr. Townsend, on “The Victrola in Correlation With European History”; by Miss Rhetts, on “Selling Instrumental Music,” and by Miss Streeter, on “Characteristic Rhythms,” at the morning session and by Mr. Townsend, on “The Victrola in Correlation With American History”; Miss Streeter, on “Large Groups—State, County, Civic”; Miss Rhetts, on “How Music Came to Be,” and a concluding talk by Mrs. F. E. Clark at the afternoon session. This last took on largely the character of a question box before she concluded.

Those Present at Gathering

INTRODUCES THE "VOCO"

Ingenious Device for Demonstrating Harmonica Meeting With Success—Endorsed by Health Officials—Very Popular in Europe

The Voco Sales Co., New York, is now placing on the market the "Voco," an ingenious mechanical device, designed to demonstrate and sell mouth harmonicas in a hygienic and efficient way. This instrument is so designed that it reproduces every possible tonal effect of the harmonica.

The executives of the Voco Sales Co. state that health authorities throughout the country are keenly interested in the introduction of this new device, as it can be used as a factor in decreasing the possibility of spreading disease. Almost invariably the prospective purchaser of a harmonica tests the instrument before buying it and, if it meets with his disapproval, it is placed back in the showcase without proper measures having been taken from a sanitary standpoint. If these demonstrations are multiplied many times over during the day it can be understood just why the personal demonstration of harmonicas is undesirable hygienically.

In a chat with The World one of the executives of the Voco Sales Co. stated that the Voco is in use practically in every country in Europe and carries the recommendation and endorsement of the public health officials in every large European city. Aside from its hygienic value, the Voco is a time-saver for the dealer, as hundreds of harmonicas can be demonstrated through its use in the time ordinarily taken for the testing of a few harmonicas by individuals.

RECORDS BY JOHN CHARLES THOMAS

Aeolian Co. Advertises Fact That Star of "The Love Letter" Records Exclusively for the Vocalion Catalog—Many "His" Are Listed

The Aeolian Co. used space three columns wide and a half page deep in the amusement section of the New York Times on Sunday, October 9, to call public attention to the fact that John Charles Thomas, the noted baritone and star in the successful new operaetta, "The Love Letter," at the Globe Theatre, records for the Aeolian Co. exclusively and will record the most popular numbers from "The Love Letter," which is a big "hit." The advertisement listed a half dozen of Mr. Thomas' records now in the Vocalion catalog.

AN EFFECTIVE WINDOW DISPLAY

Sterling Music House, Denton Harbor, Helps in Celebration of Fall Opening

The Sterling Music Store, handling talking machines at 151 East Main street, Denton Harbor, Mich., had a particularly elaborate window display recently on the occasion of the official Fall opening of the business establishments of the city under the direction of the Chamber of Commerce. The store has a double window and on one side was shown a Hamilton grand piano and on the other side a Victrola and a Graphophone, together with some small musical instruments. The windows were trimmed with Autumn foliage and handsome floor lights added to the general effectiveness. Many comments were heard regarding the general attractiveness of the window.

INSTALLS VAN VEEN EQUIPMENT

YOTKERS, N. Y., Oct. 10.—Frank Steadman, Victor dealer of this city, recently installed new Van Veen equipment, consisting of four rooms, record racks, counter and lobby. The finish was in ivory enamel and imposing in effect.

H. S. Holly, who formerly owned one of the largest music establishments in Iowa, is now associated with William C. Guerth, Edison dealer at Redlands, Cal.
TAX SITUATION IN WASHINGTON

Despite Opposition Manufacturers' Sales Tax Is More in Favor—G. W. Pound's Good Work

WASHINGTON, D. C., October 8.—As the crisis in relation to the tax situation approaches, so to speak, there appears to be a more general feeling that the manufacturers' sales tax bill, as presented by Senator Smoot, has more than an even chance of being put through as a substitute for other new legislation. The measure is steadily gaining supporters among the Senators, as business interests in various sections of the country have made plain their desires that the Senate give the proposed measure full and careful consideration. Even some of those Senators who were outspoken in their opposition to the Smoot idea at the outset have been won over to the cause, and this is accepted as a promising omen.

From the viewpoint of the music industry the Smoot tax bill, which was introduced in the Senate very recently, is a most desirable piece of legislation, considering, of course, that taxes must be paid in one form or another. In the first place, the bill abolishes all special war excise taxes, together with other special taxes that have been felt particularly by the music industry, and is drafted along simple and understandable lines.

Wholesale and Retail Clause Out

Largely through the efforts of George W. Pound, general counsel of the Music Industries Chamber of Commerce, the "Wholesale and Retail" clause which was stricken out of the bill by the House Committee, and also by the Senate Finance Committee, has been reinstated and is now to be found in the Smoot bill. The non-retroactive clause, making decisions of the Internal Revenue Department which reverse previous rulings by the department non-retroactive, is retained in all bills before the Senate, which in a sense is a victory for the music industry. While some weeks ago the outlook for tax legislation that would be fair and equitable to the music industry and other industries similarly affected was none too bright, the decided change in the situation has served to revive the hopes of those who have been waging a strong fight, for the chances of the manufacturers' sales tax bill are stronger now than ever.

MEETING THE WHIM OF THE STAR

Richardson's, Inc., Los Angeles, Provide Unusual Talking Machine Cabinet for Dressing-room of Gloria Swanson, Movie Star

When Gloria Swanson, the noted motion picture star, desired a talking machine cabinet to harmonize with the original character of the

Special Design for Miss Gloria Swanson

furniture in her dressing-room at the Lasky Studios, Los Angeles, Richardson's, Inc., Victor dealers in that city, solved the problem by having built the unusual cabinet illustrated herewith, in which was installed a small model Victrola.

AN IMPORTANT NEW DEPARTMENT

New York American to Run Weekly Page Devoted to Reviews of, and Comments on, the New Music Rolls and Talking Machine Records

The New York American has just inaugurated a new department of particular interest to dealers in, and purchasers of, talking machine records and music rolls. The new department, which, it is announced, will appear every Saturday, will be devoted to detailed and valuable information regarding the new music roll and record releases with editorial comment covering various phases of that branch of music.

The department was introduced in the American on Saturday, October 1, and was endorsed by various members of the local music trade, with several advertisements of rolls and records included in the department, indicating the extent of the practical support given the new move.

The page carries the caption, "Record Day," and, if the first issue is any criterion, should prove most interesting.

The idea of devoting a special page or department to the criticism and analysis of records and rolls is not new by any means, for several newspapers, including the Philadelphia North American and others, have been conducting such departments for some time past. That one or two evening papers in New York have also devoted some space to similar matter and that a morning paper of the importance of the American has seen fit to handle record and roll reviews and comments regularly and in a big way is a matter for congratulation.

CANNOT BAR TALKING MACHINES

WASHINGTON, D. C., October 8.—The first objection to a landlord, not only to the use of, but to the possession of, a talking machine by a tenant has been made known here. The lease submitted to the prospective tenant by an agent for a small apartment in the Northwest section of the city classes talking machines with dogs, cats and parrots. The lease reads, in part, as follows: "The lessee hereby covenants and agrees that he will not keep, or allow to be kept, any dog, cat, parrot, phonograph or phonograph in said apartment or upon said premises." When requested to sign the tenancy made such an uproar that the landlord was forced to decide his arbitrary stand and the objectionable clause was removed.
CONVENTION OF VICTOR DEALERS IN SALT LAKE CITY

Second Annual Meeting of Intermountain Victor Dealers’ Association Well Attended and Proves Interesting and Successful—Some Subjects Discussed at Sessions

SALT LAKE CITY, Utah, October 7.—The second annual convention of the Intermountain Victor Dealers’ Association was held at the Hotel Utah, in this city, yesterday, and proved a most successful event in every particular, especially in the matter of attendance.

Alvin A. Beesley, president of the association, opened the first session with an address, in the course of which he took occasion to welcome the visiting dealers and to review the general trend of trade conditions. Mr. Beesley gave it as his belief that business had come to the turning of the road and that the improvement now setting in would be permanent. He declared that dealers should consider themselves fortunate in representing a line that is so staple and which had stood up so well during the great stress of the past year in comparison to many other lines.

The President’s Address

Following the president’s address the members of the association entered into the discussion of various important matters set forth in the program, including the question of record approvals, of outfit advertising, of the dollar-down plan, of the charging of interest, the value of trade-in instruments, the sale of appliances and accessories and the commission plan for employees. The association members went on record as opposed to the plan of sending out records on approval, considering that method unnecessary in creating record business. The body endorsed the use of high-class advertising and strongly condemned the blind and misleading advertising that has appeared in a number of localities.

During the course of the morning session the association resolved in memory of the late Enrico Caruso testifying to the part he played in the development of the talking machine.

Talks on Salesmanship and Sales Helps

In a live talk on the training of employees, T. J. Holland brought out the importance of the salesman’s individuality and ability to meet and take care of customers. He also touched on the importance of keeping the store in order. In speaking of training of employees, Mr. Holland says every store is known by the employees it keeps. This notion was followed by suggestions on how to train the employees so that they will give the most efficient service.

Fred Hixson of the John Elliott Clark Co. gave a brief talk on sales helps and store equipment. Mr. Bane discussed the suggestions and sales helps that have been used by many dealers throughout the district and impressed the dealers with the value of canvassing work.

A splendid paper, prepared by Harry A. Beach, vice-president of the Unit Construction Co. of Philadelphia was read, in which Mr. Beach emphasized the importance of proper store equipment.

A paper on “Seeds of the Business Harvest,” by J. H. Hertsog, advertising manager for the Reiner-Ellis Co., of Chicago, Ill., was read at the meeting and offered some timely views on the business situation.

Merchandising Good Music

A splendid talk was given by Lester Taylor, of Provo, Utah, on merchandising good music. Mr. Taylor proved the necessity of educating the customers to the higher class of music in order that they may become better customers and in order that the customers may get a greater amount of pleasure from their Victrolas.

The record-selling demonstration given by Miss Beatrice Jackson, of Glenn Bros., Roberts Piano Co., and Miss Beth Ericson, of the John Elliott Clark Co., of Salt Lake City, was very interesting and they were highly complimented.

Miss Evangelie Thomas, in her talk on reaching the home through the children, appealed to the dealers to see the light ahead or, in other words, to use a broader vision in educational work. Her points were very well brought out and no doubt will bear fruit in the future.

Albert Shanks’ talk on advertising was excellent and many helpful hints were given which dealers will no doubt follow in their future advertising work.

J. E. Clark Speaks of the Future

The closing address, “What of the Future for Victor Dealers?” was given by John Elliott Clark, of the John Elliott Clark Co. He drew a very good picture of the future for Victor dealers, and he brought a very sound and well-founded expression of the belief that those dealers who really wanted business could get it by properly planning the whole campaign in every detail.

The crowning feature of the day was the banquet and entertainment provided by the John Elliott Clark Co. This was an evening affair and everybody thoroughly enjoyed the entire program. The principal address at the banquet was by Knight B. Owen, representing the Victor Talking Machine Co., whose remarks were very much to the point and were very helpful to the dealers.

New Officers Elected

The annual election of officers was held in the evening and the following were selected to head the association for the coming year:


GEO. W. HOPKINS VISITS CANADA

Confers With Canadian Managers in Regard to Business Conditions

GEO. W. HOPKINS, vice-president and general sales manager of the Columbia Graphophone Co., has been spending a week up-State, during the course of which he conferred with A. E. Landon, manager of the Toronto branch, and C. E. Garand, manager of the Montreal branch, regarding general Canadian conditions. Both of these managers spoke optimistically of the outlook for the future, stating that sales for the month of September were far beyond expectations.

J. A. Marshall, assistant manager of the Dealer Service department, returned to New York recently after an extensive trip, which included a visit to the company’s Boston, Montreal, Toronto, Buffalo, Cleveland, Detroit and Pittsburgh branches.

DEATH OF I. DAVEGA

I. Davega, president of the Knickerbocker Talking Machine Co., New York, died Wednesday at the home of his son, Abram Davega. Mr. Davega is survived by his widow, Mrs. Louise Davega; Abram Davega and a daughter, Mrs. B. R. Forster.
NEw HOME RECORDER

Recordola Placed on the Market by Recordophone Co., Inc.—Has Distinctive Features

The Recordophone Co., Inc., has recently formed for the manufacture of the "Recordola," a home-recording instrument. The company has executive offices at 220 Broadway, New York, and the talking machine trade has already evinced keen interest in this new and ingenious device. The officers of the Recordophone Co., Inc., are: President, Chas. Hussey; secretary and treasurer, Joseph F. O'Brien; general manager, A. M. Frost. Mr. Frost states that the company has received inquiries from important dealers and the general public throughout the country, and, judging from all indications, the Recordola will become a vital factor in the trade as soon as the company is in a position to increase its factory production, which, at the present time, is being augmented day by day.

The records made by the Recordola have been named "Homograms," and the master waxes are so constructed as to allow the user to make a number of records from each wax. The instrument has many distinctive features and, as Mr. Frost states, above all it is fool-proof.

WHITMAN ORCHESTRA AT PALACE

Noted Group of Musicians Proves Feature of Bill at Keith's Vaudeville House

Paul Whitman and his Palais Royal Orchestra, who have made a series of most successful records of dance music for the Victor Co., were an added feature of the bill at Keith's Palace Theatre, New York, during the week of October 3 and proved such a hit that the orchestra was retained for a second week. Mr. Whitman included in his program: "Oh Me, Oh My," "Do You Ever Think of Me?" and other numbers that have proved successful in record form.

ORGANIZE TO MAKE HARDWARE

The Grand Rapids Metal Products Co., Grand Rapids, Mich., has been organized to manufacture, talking machine and automobile hardware, etc. The concern has taken over the plant of the Miller Plating Co., one of the most complete in that section. John C. Miller is president of the company, E. R. Freeman, vice-president, and A. W. Howse, secretary and treasurer.

PETITIONED INTO BANKRUPTCY

A petition in bankruptcy has been filed against the Harlem Phonograph Shop & Typewriter Exchange, Inc., of 143 West 125th Street, New York. Liabilities are given as $30,000 and assets as $20,000. Jesse W. Ehrlich has been appointed receiver.

TWO NOTED ARTISTS HEARD

Two distinguished record artists were heard in concert in New York last Sunday. Mme. Galli-Curci, the Victor soprano, held forth to a packed house at the Hippodrome and Arthur Middleton, Edison baritone, attracted an immense crowd at Aeolian Hall. Both artists were in great form and won most favorable comments from the critics of the New York papers.

SONORA PORTABLE HER PET

Sylvia Jocelyn, Moving Picture Star, Makes Companion of Machine—Even Takes It to Ball Game and Carries It on Shopping Trips

Many fads have been in vogue during the last few years, but it has taken Miss Sylvia Jocelyn, a well-known moving picture star, to create an example which has put all the lap dogs, spaniels, teddy bears, walking sticks and ankle watches on the shelf. Instead of one of these, Miss Jocelyn has made a pet out of a Sonora portable machine, manufactured by the Sonora Phonograph Co., 279 Broadway, New York, and wherever Sylvia goes the Sonora portable is to be found.

Bought as you tell her to buy

Once you gain the confidence of a customer, she buys as you tell her to buy. She accepts your knowledge on various things and can be schooled to clean records for the sake of the life of the disc and the reputation of the shop. She accepts the record cleaner and the price of the record, she will agree that a dusty cleaner should be discarded and replaced periodically by a new one. Start her with a good model, and you will be glad to furnish and quite on request.

We also make the well-known Recco, Supreme, Velvetone and Gilco Speakers.

THE ARTto CO.

1658 Broadway, New York City

E. T. GILBERT MFG. CO., Rochester, N. Y.
Every phonograph-buyer demands high-grade excellence in his purchase. That is why a phonograph made by the Aeolian Company, foremost manufacturers of musical instruments, has such tremendous merchandising value. The Vocalion stands for genuine quality. Representation of this remarkable instrument in its modern development of conventional and period models means added prestige to your business.

**Distinctive Features of the Vocalion Line**

1. The Graduola—exclusive tone-controlling device, obtainable on no other phonograph.
3. Complete line of graceful period models—both table and upright with solid and split tops.
4. All 1921 Vocalion models are priced on a basis of pre-war values.

### Latest Vocalion Record Hits

<table>
<thead>
<tr>
<th>Tune</th>
<th>Artist(s)</th>
<th>No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuck Me to Sleep (In My Old Kentucky Home)</td>
<td>Shannon Fong</td>
<td>14256</td>
<td>.85</td>
</tr>
<tr>
<td>Down in Happy Valley</td>
<td>Charles Hart, Elliott Shaw</td>
<td>14257</td>
<td>.85</td>
</tr>
<tr>
<td>Cry Baby Blues</td>
<td>Aileen Stanley, Ernest Hare</td>
<td>14258</td>
<td></td>
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<tr>
<td>Who’ll Be the Next One to Cry Over You?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ilo—Fox-trot</td>
<td></td>
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<tr>
<td>Yoo-Hoo—Fox-trot</td>
<td></td>
<td></td>
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<tr>
<td>Ma—Fox-trot</td>
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<tr>
<td>Just Like a Rainbow—Fox-trot</td>
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</tbody>
</table>

We Invite Correspondence with Dealers Interested in the Vocalion and Vocalion Records

**The Aeolian Company**

New York  Cincinnati  Chicago  Dayton  San Francisco
NEW POST FOR S. L. LARMON

Appointed Manager of Columbia Co. Branch in
Cleveland—Other Appointments

Geo. W. Hopkins, general sales manager of
the Columbia Graphophone Co., has announced
the appointment of S. L. Larmom as manager
of the company’s Cleveland branch, succeeding
J. L. DuBreuil, who has resigned from the
company’s service. Mr. Larmom, who was for-
merly a member of the sales staff of the De-
troit branch, is thoroughly familiar with Colum-
bia merchandising and is conversant with the
sales problems incident to present conditions.

J. H. Brewster, formerly a member of the
sales staff of the Cincinnati branch, has been ap-
pointed assistant manager of the Detroit branch,
succeeding C. B. Fay.

Harry Clardy has been appointed assistant
manager of the St. Louis branch, succeeding J.
Bryant, who has resigned from the company’s
service. Herbert Scheidmke has been ap-
pointed assistant manager of the Dallas branch,
and E. M. Shute, who was formerly assistant
manager of the Cincinnati branch, is no longer
connected with the company.

J. R. Zannetin has been appointed Dealer Serv-
vice supervisor at the Montréal branch and H. F.
Smith, who was formerly associated with the
Musical Supply Co., of Toronto, has been ap-
pointed Dealer Service supervisor of the
Toronto branch.

PERFECTS AUTOMATIC “TALKER”

Talking Machine That Automatically Plays a
Number of Records Invented by South Caro-
ilina Man—Operates by Electricity

GREENVILLE, S. C., October 6—An automatic
talking machine, electrically operated, with three
motors which are perfectly synchronized, has
been invented by George Behlen, of this city.
The records are taken from a magazine by a
conveyor device, deposited in a position ready
for playing and returned to the machine when
played. The magazine holds a large number of
records, which are played in turn, the conveyer
selecting the top record and returning the
played records to the bottom of the pile. The
mechanism is so arranged that a person sitting
across the room may, by pressing a button, stop
the record at any time. When a selection is cut
off in the middle the record is automatically
returned to the magazine and a new one is
selected.

INCREASES SALES STAFF

Player-Tone T. M. Co. Adds Three Eastern
Salesmen—Dealers Are Placing Good Orders

J. Goldsmith, president of the Player-Tone
Talking Machine Co., Pittsburgh, Pa., manufac-
turer of the Player-Tone phonograph, was a re-
cent visitor to New York, accompanied by Max
Hollander, Eastern representative of the com-
pamy. Mr. Goldsmith was en route to Pitts-
burgh after visiting the trade in the West, and
his comments regarding general business condi-
tions indicate that the dealers are preparing for
a healthy Fall trade, this optimism being sub-
stantiated by the receipt of good-sized orders
for the Player-Tone product.

Mr. Hollander had arranged for the addition
to his sales staff of three new representatives
who are going to cover the Eastern trade in-
tensively. These men are thoroughly experi-
enced in the talking machine industry, and are in a
position to give Player-Tone dealers efficient
service and co-operation. The new consoles re-
cently added to the Player-Tone lines have met
with a hearty reception from the dealers through-
out the country, and the new price list has been
an important factor in stimulating the demand.

GIFT ENVELOPE BEING FEATURED

The Dealer Service department of the Colum-
bia Graphophone Co. is calling the attention of
Columbia dealers to the sales value of the Co-
lumbia birthday record gift envelope. This en-
velope, which is illustrated herewith, affords
the dealer an opportunity to stimulate record sales,

CHARMAPHONES

CHARMAPHONES AT PRE-WAR PRICES

Look it Over—Quality Throughout

CHARMAPHONE

New Model No. 9

Height 47", contains five record filing
compartments—see photograph. Don’t
overlook this fast seller Attractive
design—fine high-standard equipment.

Sales Financed for
Charmophone Dealers

Write for particulars and
send for catalog of Charmophone line

Charmophone Company
39 West 32nd Street New York City

Factory: Palaski, New York
VICTROLA SPEEDS UP PEORIA MAILS

Local Postmaster Purchases Victrola and Presents It to Post Office Employees

Following the lead set by Minneapolis, Postmaster B. C. Matt of Peoria, Ill., has installed a talking machine in the local post office in order to give the clerks the benefit of music to speed up work and reduce fatigue. The talking machine, a Victrola, was purchased from the Peoria Music Shop, Inc., by Postmaster Colborn, who presented it, with a liberal library of records, to the local post office clerks.

That the employees appreciate the postmaster's thoughtfulness was indicated by the following letter signed by the officials of the clerks' and carriers' associations:

"The employees of the Peoria post office offer you their sincere thanks and appreciation for your gift of the splendid concert Victrola placed by you in the mailing room. The music aids in relieving the strain during the rush hours of the day and tends to break the monotony and work with lighter hearts. Your efforts since assuming office to improve the service and working conditions of this office have our hearty approval and support. We pledge our best efforts and co-operation."

"DREAM PICTURES" FOR DEALERS

Special Showing Arranged for Meeting of Victor Retailers of New Jersey

The big feature of the meeting of the Victor Retailers of New Jersey, to be held at the Robert Treat Hotel, Newark, on October 18, will be the showing of the "Dream Pictures," as created and presented by Bronson DeCon, who will attend in person and deliver a lecture in connection with the pictures. The usual luncheon will be held in connection with the meeting.

DOLBEER AGAIN WITH VICTOR CO.

Frank K. Dolbeer Returns to Victor Co. Organization on October 1 as Manager of the Traveling Department of That Company

The members of the Victor Talking Machine Co. organization, including wholesalers and dealers, have been much gratified at the announcement that Frank K. Dolbeer, formerly credit manager of that company, rejoined the factory organization on October 1 as manager of the traveling department. Mr. Dolbeer has already taken up his new duties at the Victor factory and has begun renewing his long acquaintance with members of the Victor distributing forces.

Mr. Dolbeer is recognized as a man of distinct ability in his chosen calling. Although for several years past he has been engaged in an important executive position in the automobile field he had before that for a long period been actively associated with the talking machine industry in important capacities and enjoyed particularly broad experience in the selling end.

The return of Mr. Dolbeer to the talking machine field has brought forth congratulations from the members of the industry everywhere.

TUNGS-TONE STYLiUS DISPLAY CARD

Effective Piece of Publicity Just Issued by the Victor Talking Machine Co.

There has just been issued by the advertising department of the Victor Talking Machine Co. an elaborate and attractive display card featuring the Victrola Tungs-Tone stylus. The card is handsomely printed in black, gold and French gray, with the three styles of Tungs-Tone stylus embossed in gold in actual size, and with a large reproduction of the needle heavily embossed in gold in the center of the card.

John Schoonmaker & Son, Newburgh, N. Y., have taken over the Victor stock of the Newburgh Music Store.

NEW No. 11 AUTOMAT SALES MAN

Contains

<table>
<thead>
<tr>
<th>Selling Price</th>
<th>Each Unit</th>
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<tbody>
<tr>
<td>$1.20</td>
<td>1 dz. 1011 Imperial Violin G Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1011 Imperial Violin E Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1011 Imperial Violin A Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1011 Imperial Violin D Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin E Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin A Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin D Strings</td>
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<tr>
<td>$1.20</td>
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<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin Bb Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin D Strings</td>
</tr>
<tr>
<td>$1.20</td>
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<tr>
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<td>1 dz. 1201 Imperial Mandolin Bb Strings</td>
</tr>
<tr>
<td>$1.20</td>
<td>1 dz. 1201 Imperial Mandolin D Strings</td>
</tr>
</tbody>
</table>

The beautiful Mahogany case worth $15.

Your Investment (for case and contents) ............................................. $39.00
Your Selling Price ................................................................. 83.10
Your Net Profit ................................................................. 44.10

Buegeleisen & Jacobson
5-7-9 Union Square, New York
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be acknowledged but 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—A good, live man with some capital and experience, as production manager in a wood-working factory. A splendid opportunity for the right man. Address "Box 1022," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Three experienced retail phonograph managers to take charge of large departments; one on Pacific Coast, two in Middle West. Address "Box 1037." General Sales Manager, Brunswick-Balke-Collier Co., 625-633 South Wabash Ave., Chicago, Ill.

WANTED—Salesman of high caliber to sell phonographs and pianos. One ready to go out and get business and close sales. Only men of wide experience and commission. Address Broadway Music Shop, 17 Main St., Yonkers, N. Y.

WANTED—Salesmen in various sections of the country to sell high-grade established line of talking machines exclusive or side-line on liberal commission basis. Address "Box 1023," care The Talking Machine World, 373 Fourth Ave., New York City.

SALES MANAGER WANTED—Capable of directing sales and selling well-known line of talking machines and records. Located in Middle West. Address "Box 1028," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN wishes steady position with large, reliable house, six years' experience on all makes of machines, desires to locate in New York City or Brooklyn; twenty-nine years of repair experience. Address "Ivan H. Kimmich, 328 Brunswick Ave., Brooklyn, N. Y."

WANTED—A thorough, experienced road salesman, to sell phonographs. We have an exceptionally good line of console models at a large reduction in price, in connection with our upright models. No other but experience, reliable salesman need apply. State experience and territory desired in first letter. Address "Box 1030," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Man, twelve years' experience in phonograph work, thoroughly competent on finishing, assembling and motors, has practical knowledge of all departments, desires to locate in country or warehouse factory preferred. Address "Box 1032," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Salesmen—Local and traveling, wanted to carry machine accessory as side line. Over 200 dealers have answered our initial announcement and are selling this device. Address "Box 1033," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A capable salesman to represent Brunswick-Balke-Collier Co. in territory of your choice in the South. Further correspondence will be acknowledged. Address "Box 1034," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER and factory manager open for engagements. Will be pleased to submit estimates on recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with all the latest advancements in the art. Address "Box 1035," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—With manufacturer or jobber; over twenty years' experience with leading house. Accounts, auditing, management. Can fulfill with ease the requirements of several established trade methods. Has others undeveloped. Best of references in the trade and out. Address "Box 1036," care The Talking Machine World, 373 Fourth Ave., New York City.


A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 484," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording expert familiar with all branches of record business, having own recording machine, open for engagements. Will be pleased to submit estimates on satisfactory laboratory. Address "Box 1053," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—Photograph repairman, three and one-half years' experience, all motors, desires work in connection with some high-class talking machine company. References. Address "Box 1019," care The Talking Machine World, 373 Fourth Ave., New York City.


POSITION WANTED—I am the man you are looking for. Can give the most successful twelve years' active, successful experience in the sales promotion of Victor talking machines and piano departments. Manager of four leading New England stores. Not an expert, but one who can produce results. Address "Box 1042," care The Talking Machine World, 374 Fourth Ave., New York City.

WANTED—Entirely new company reorganized with established headquarters and thoroughly equipped to sell the trade's finest. Desires to represent manufacturer or jobber. What have you to offer? Address "Box 1054," care The Talking Machine World, 374 Fourth Ave., New York City.

Sacrifice Sale of 25,000 Standard Hi-Tone DOUBLE DISC RECORDS

In stock

In 100 sets, $60.00
In 200 sets, $110.00
In 300 sets, $180.00
In 500 sets, $300.00
In 1,000 sets, $600.00
In 3,000 sets, $1,800.00
In 5,000 sets, $3,000.00
In 10,000 sets, $6,000.00
In 25,000 sets, $15,000.00

Postage extra.

F. M. Goldman, 355 Central Ave., Tarrytown, N. Y.

FOR SALE


SEND US YOUR INQUIRY

For all kinds of panels for talking machines, five-ply mahogany and figured American Walnut. Can also furnish cross moldings, legs or any parts desired. Send samples and specification along with quantity wanted and we will quote you on same, either to accompany our mail order book, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 30,000 with drawing power of 60,000. Inquire "Box 1015," care The Talking Machine World, 374 Fourth Ave., New York City.

WANTED

Columbia Grafonola Shoppe Beautifully equipped Columbia Shoppe. High class mahogany finishing, display and outfit. Over 100 machines and records on hand. Large size display. Will close out at a bargain at quick sale. Located in city of 30,000 with drawing power of 60,000. Inquire "Box 1015," care The Talking Machine World, 374 Fourth Ave., New York City.

CABINETS


WANTED

Hydraulic press with cooling plates, hand pump and pressure gauge. Will purchase entire outfit, small or large, for pressing records. Must be in perfect working condition with price cheap. Address "Box 1010," care The Talking Machine World, 374 Fourth Ave., New York City.

FOR SALE

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victoria Phonograph and Record Exchange, 150 East 59th St., New York City.

WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

FOR SALE


POSITION WANTED—By young man, with several years' experience in the phonograph line. Have been in charge of record department for past five years, handling both Victor and Columbia lines. Also experienced in sheet music field. Prefer position near manufacturer, but would consider other position. Address "Box 1035," care The Talking Machine World, 374 Fourth Ave., New York City.
FOR SALE


Write for full particulars, "Box 1026," c/o The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN

There are several good territories still open for the proper distribution of the Modernola and we want the work done thoroughly. The Modernola is absolutely different from all other phonographs and offers a number of distinct advantages not to be found in any other phonograph.

Write us at once and we will state our proposition fully—it is every bit as attractive as represented. Address "Box 1026," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Beautifully designed and finished cabinets in 50 and 51-inch heights. Mahogany and oak. All ready for installation of motors and parts. Or we can equip them for you and supply attractive transfer name. Your own or our name.

These can be furnished in small or large lots at a price which, with highest quality, guarantees a wonderful holiday sale opportunity. Central West shipping point. Write at once if you want a bargain. Address "Box 1026," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSIC TRADE LISTS


285 Piano and Player-piano Manufacturers.

222 Piano Manufacturers.

197 Phonograph Cabinet Manufacturers.

466 Phonographs, Parts and Supplies (Wholesale and Jobbers).

1,031 Sheet Music Dealers (Wholesale and Retail), large firms only.

Write for prices. R. L. Polk & Co., Room 990, 316 South Clark St., Chicago, Ill.

FOR SALE

Fully equipped Grafonola shop, carrying complete line of talking machines and pianos; exclusive agency, located on main street of city of 35,000, with surroundings of 30,000. Price reasonable. Inquire "Box 1027," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. So bulky samples. Commission paid on returns of orders. Can be handled in connection with any line. Write for our proposition today. Poppy Manufacturing Co., Detroit, O.

BARGAINS

CABINETS in the WHITE

Send for circular Immediate Delivery

EVERETT HUNTER MFG. CO.

Melborne, Ill.

FOR SALE

A complete printing plant consisting, equipment ready for the immediate production of thousands of labels (printing label mill). Eight machines in working order. An exceptional proposition. The price is most attractive. Address "Box 1023," care The Talking Machine World, 373 Fourth Ave., New York City.

MADERITE COVERS IN DEMAND

A. Bruns & Son, Brooklyn, N. Y., manufacturers of the Bruns "one-man" cover, are enthusiastic regarding the success attained by their cover in the talking machine trade. They have now been on the market for several years and is familiar with every detail of manufacture, is responsible for the administrative work in the organization. H. N. Karpen, an advertising and sales promotion man of several years' experience, has recently joined the Bruns staff and is taking active charge of the sales and promotion work.

OPEN EXCLUSIVE COLUMBIA SHOP

MINNEAPOLIS, Minn., October 8.—An exclusive Columbia Grafonola shop has been opened by the Goldberg brothers, at No. 6 Seventh street, South, this city. It has been christened the Majestic Music Shop. Arthur Goldberg, of the firm, was formerly manager of the Grafonola department of the St. Paul House Furnishing Co. and is an experienced phonograph and advertising man. One of the features of the Paramount industrial parade in Minneapolis during fair week was a decorated automobile designed and driven by the Goldberg boys, which, needless to say, attracted considerable notice.

CHILEAN WANTS RECORDS

WASHINGTON, D. C., October 4.—A merchant in Chile is in the market for talking machine records, according to information on file with the Department of Commerce. Further details can be obtained by writing to this department, referring to Opportunity No. 58. Quotations should be made c. i. f. Talcahuano. References are given by the concern.

OPPORTUNITY

We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

WANTED


FOR SALE

Pressing (record) plant, New York City, completely equipped, first-class running condition. Address "Box 1037," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Records, caskets, mortars, tone arms and accessories. Anything regarding a phonograph line we have, and will sell at reduced prices. Mandell & Co., 88 Rivington St., New York City.

INTRODUCES NEW NEEDLE

Latest Brilliantone Product Is Called the Super-Finish—What President Forster Says

A new Brilliantone needle has been presented to the trade by the Brilliantone Steel Needle Co., of New York City, which has been named the Super-Finish Brilliantone needle. President Byron R. Forster, of the Brilliantone organization, states that, as the name would imply, this new needle is silvered to an exceptional luster and offers, together with the attractive feature, an unusual sales proposition for the dealer.

"While the finish of the needle is, of course, very important and makes it as beautiful as a piece of sterling silver jewelry," stated Mr. Forster, "the base of the needle, of course, is of prime importance. The fact, however, that it is made at the factory of W. H. Bagshaw Co. is an assurance of the quality of the base, and the superiority of the finish is clear to all."

Lack of co-ordination between the employer and employee is detrimental to business.

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.

942 Market Street, San Francisco
The selling of "His Master's Voice" records

- 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

The installation of Bro. A. J. Balcombe as W. M. (Lodge of Joppa, No. 188), and the investiture of his officers for the year 1921-22, took place and was celebrated at the Hotel Cecil on September 26. A number of leading men in the gramophone trade were present, some as members of the lodge. Mr. Balcombe's son, Edwin Reeswagon, is under proposal for initiation within the near future.

The Instruments of the Orchestra
The above forms the title of a chatty and instructive booklet just issued by the "His Master's Voice" Co. It briefly touches upon the development of the orchestra from the days of Haydn and Mozart, and explains its composition and arrangement. By the aid of this work and the H. M. V. Industrial records, everyone can become familiar with the functions of orchestral instruments and derive much pleasure from a study of the composers' works. The book is free to dealers.

The Federation of British Music Industries
The post of manager of the Federation's education department has been occupied since July 1, we are just informed, by Major J. T. Bavin, who, before the war, was chief music-master at Berkhamsted School. His work in connection with the Federation lecture scheme has begun.

Issue of a Pathé Needle-cut Record

Though there he many thousands of partisans of the phono-cut disc, it is a fact that bulk sales are in the main of the needle or vertical cut type of record. Its recognition by Maxis, Pathé marks a change of policy that will receive univer-

Great Britain:

The Gramophone Company, Ltd.
HAYES, MIDDLESEX - ENGLAND
The Columbia Co. announce new prices on all models, the cut in some cases being of a substantial nature. Ten-inch double Regal records have been reduced from 3/- to 2/6 retail.

The Winner Record Co. at first was disinclined to make an out-and-out reduction, believing that it was inadvisable. The company decided, however, to authorize a big exchange scheme by which the public was allowed 8d. on every old "Winner" returned at the time of purchasing a new one. It was thought to be a remarkably good move. But at the last minute the Winner people decided upon a change of policy, reducing the price of the record 2/6 retail. Edison-Bell "Discophones" have also been reduced in price.

These represent the more important changes and may be taken as an indication of a desire to live up somewhat of a dull market. It is expected that the result will prove of sales advantage to all sections of the trade, as this inducement to the public to buy should give an all-round lift to the gramophone industry.

That is undoubtedly the probable outcome of the foregoing price "cuts," but many in the trade are doubtful as to the wisdom of it all. It is said that manufacturers are really unable to justify such a big reduction as 8d. in 3/-, I refer to this matter elsewhere.

New Edison-Bell Portable Gramophone Portables are becoming a vogue this side of the Atlantic.

There are few firms which do not feature this style of gramophone and the growing demand for them all over the country has encouraged retail dealers to feature them more or less all the year round. The latest comer is the "Hansephon," made by J. E. Hough, Ltd. Its outside measurements are only 11 1/2 x 15 1/2 x 5 1/2 inches high, and its weight 10 1/2 pounds. A very compact size.

The sound-chamber is of the largest possible dimension, size of cabinet considered. The unique feature about the "Hansephon" is the patent tone-arm which automatically rises from the cabinet in a position ready to play when lid of machine is opened. And inversely the action of closing the lid lowers the tone-arm into the body of the cabinet. Of sufficient strength to play a full 12-inch record, the motor is, like all other equipment, British throughout. That in itself is a good recommendation, and at the retail price of five guineas the "Hansephon" is sure of a big market.

New Secretary of the Music Trade Association

From the offices of the F. B. M. I. we are advised that a newcomer to the Federation offices is Major P. L. Godwin, who has been appointed secretary of the Music Trade Association in succession to Mr. Peat, who resigned some time ago.

The Elektromphon

This is a new electric motor of unique accomplishment and construction. There are many points about it which cannot fail to create interest in those who rely upon the gramophone industry.

(Continued on page 174)

THE TALKING MACHINE WORLD

October 15, 1921

173
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 "Lynxrobe, London"

for a living and, therefore, need to encourage its progress.

Though the driving-wheel is connected with the motor by a rubber band or belt, the motor is entirely independent of the turntable spindle. It is interesting to note, too, that the electric motor is not clamped or held rigid in the framework. On the contrary, it is suspended and held in position by strap springs which take up all vibration. So perfect is this non-vibrating system that not even a fraction of vibration can be felt. At all speeds the "Elektromophon" runs absolutely silent. What is known as the resistance coil, a simple and fool-proof arrangement, permits the motor to run on any voltage, which, my readers will agree, is a very important matter, its utility being therefore universal.

Another highly useful feature of this motor is that it includes an electric stop. There is no complicated mechanism or unsightly fixtures on the cabinet. Merely a turn of the elbow ring bumps an indicator therein in alignment with its fellow on the elbow does the trick automatically. And a very ingenious and reliable stop it is, too.

The Elektromophon is handled by the Sterno Manufacturing Co., 19 City road, London, E. C., which will be pleased to forward particulars to bona fide inquirers.

New Zonophone Records

The new Zonophone program denotes a very careful choice of titles indicative of the usual up-to-dateness and of a variety to satisfy a wide public. Value of this measure will be materially welcomed by the great Zonophone public all the more after October 17, when all records are reduced by 15 per cent. This financial aspect is mentioned elsewhere in these notes. A brief review of the new records will enable those overseas traders who are eligible to handle Zonophones to appreciate the good value offered. Twenty-one hundred and forty-four bears selections 1 and 2 of "Sylv", by the Black Diamond Band. "Sylv" provides some very attractive music, and its rendition is really excellent. Of value items we have on 2145 the "Blue Bird" and "Silver Star," a tuneful combination of merit, composed by Horatio Nicholls and correctly interpreted by the Black Diamond. Of 2147, "Margie" and "Lovelight," we are not overimpressed. They may appeal to the sentimental, but are not, in our opinion, worthy of the fine bass voice of Foster Richard-son. The vague for alto rendition as voiced by Hatherley Clarke should be enhanced by his latest on 2153, "Chimes of Arcady," in which are some pleasing chime effects, and "Where the Hills of Ben Lomond." Twenty-one hundred and forty-eight offers "Blue Bird," a good song, though outdone by that with which it is coupled — "Omaha." Both are well sung by Herbert School. On 2866 the electrical jazz band plays "Mon Homme" and "Love Nest," both are decidedly more pleasing than most of the jazzers we have heard.

A New Educational Work

"Listening to Listen" by means of the gramophone is the all-meaning title of a new book specially written for the Gramophone Co. by Perry Scholes, editor of The Musical Times, with an introduction by Dr. John Adams, professor of education in the University of London. In the words of its subtitle, the book carries "A Course in the Appreciation of Music for Use in Schools," and this music covers a wide field, from folk music, Purcell, Handel, to living composers like Sir Edward Elgar. Each subject is interestingly ar- ranged so as to afford a clear guidance for school teachers. While compiled on text-book lines, the details are brief and non-technical. Over 150 double records are mentioned as illustrations of and in close relation to the musical period and work of the particular composer.

"Learning to Listen" is a teacher's handbook, the first of its kind ever issued by a gramophone company. The "His Master's Voice" Co. has un- dertaken, at great expense, this pioneer educational work and I should imagine that its special education department has proved a great success. The volume contains a mine of instructional in- formation and will doubtless be accepted as a standard authority in scholastic circles. It is cheap at 3/- retail, less usual trade discount.

In his preface it is only fair to mention that the author expresses in generous terms his indebted- ness to Walter Yeomans and Alec Robertson, of the education department of the "His Master's Voice" Co., from whom, in fact, the idea of the book originated.

Two New Gramophone Novelties

Various materials have at one time or another been tried in the manufacture of gramophone horns. Wood and metal constitute the substances of common use, having been found best adapta- ble for these purposes.

A new horn made of Ebonite (hard rubber) has just been evolved and may possibly upset our preconceived ideas upon the subject of the best material for sound resonating chambers. At an interview with the inventor, Herbert Standring, I had the advantage of testing an Ebonite horn. It is a very hard material with beautifully polished surface. The reproduction (of different kinds of records) was given free of metallic or nasal tone, solid and forward delivery, elimination of jar or rattle. In other words, the Ebonite horn gave good promise of being accepted as superior to other material and I rather think when the trade hear it that will be the verdict. One advantage of the Ebonite horn is that it can be molded to any shape or size for cabinet or exterior use.

Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.

1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Hence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

Restricted manufacturing rights under royalty—apply to maker and patentee

H. J. CULLUM, Manager-Director

PERPHONE, Limited, 76-78 City Road, London, England
With Mr. Standing is A. T. Collier, who is responsible for a new sound-box—something in the form of a drum—with stretched parchment diaphragm. The result is remarkably good; it is of pleasing tone and detail of reproduction. At some future date I shall have more to say about this, as also of a new automatic stop these gentlemen are marketing.

PATHE ENTERTAINS INMATES

ALEXANDRIA, Va., October 4.—The Pathé phonograph is performing an entirely altruistic and kindly work in making more pleasant the lives of the various inmates of the Almshouse in this city. A large Pathé phonograph and fifty double-faced Pathé records were recently presented to this institution by the Willard Women's Christian Temperance Union of Alexandria. The presentation was impressive and great care was evidenced in the selection of appropriate records, the playing of which delighted the inmates.

An exhibit which attracted considerable attention at the Morris County Fair was that of De Rivas & Harris, Victor dealers, of Dover, N. J.

The Cameron Piano Co. of Allentown, Pa., has doubled its display space for Victrolas.

ANNOUNCE NEW TALKING FILM

Talking Moving Picture Without the Aid of Talking Machine Invented by an Englishman

A dispatch from London, England, this week states that a picture that talks without the aid of a phonographic device has been invented and successfully demonstrated by Grindell Matthews. At the demonstration a picture was shown of a man seated at a piano. As he struck the keys the sound of music in correct time was heard from the instrument, which has the appearance of a sugar scoop. The inventor says his instrument will revolutionize the motion picture business.

DANGER, KEEP OFF!

A retailer in the South recently adopted a rather clever means of suggesting that he did not wish to accommodate people in the matter of cashing personal checks for them. This merchant took six worthless checks, each one marked with the reason why payment was refused at the bank, and pasted them on a cardboard which was hung outside the cashier's cage. At the top of the cardboard he printed: "Here are six good reasons why we cannot cash checks for people we do not know."

SPECIALIZE ON SALESMASTSHIP

The William Maxwell Institute Organized for the Purpose of Selling the Maxwell Orientation System of Scientific Salesmanship

The William Maxwell Institute made its début in the advertising columns of the New York newspapers about October 1. This Institute is founded for the purpose of selling the William Maxwell Orientation System of Scientific Salesmanship. In nature it is somewhat similar to the Alexander Hamilton Institute, the LaSalle Extension School, etc., though it is specializing on the salesmanship end.

As may be inferred from its name, William Maxwell, first vice-president of Thos. A. Edison, Inc., is the author of the course, which is being sold to men who desire to learn how to earn large salaries through their ability as executives.

In the newspaper advertisement announcing the William Maxwell Institute, it is made clear that the entire course is a summary of the selling experience and knowledge gained by Mr. Maxwell by reason of his twenty-five years' experience in the field of salesmanship, during which time he has risen from a house-to-house canvasser to an officer and director in numerous corporations of prominence.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in

THE MUSIC TRADE REVIEW

ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

Send your $2 now for a full year's subscription to

THE MUSIC TRADE REVIEW

373 FOURTH AVENUE
NEW YORK
THE TALKING MACHINE WORLD


This invention relates to an improvement in mountings for sound recording and reproducing members used in connection with phonographs, and has particular reference to a mounting on which has been placed an improved sound-reproducing member as a substitute for the ordinary stylus or needle.

Figure 1 is a front elevation of the apparatus embodying the invention; Fig. 5 is a side elevation showing the slotted arm of the bracket and means for holding the spindle pivoted.


This invention relates to cabinet phonographs of the tympanum type. Phonographs of this type are well known and generally constructed in accordance with the methods of manufacture associated with means for retaining the disc member in a vertical position, and Fig. 5 is a side elevation showing the slotted arm of the bracket and means for holding the spindle pivoted.


This invention relates to new and useful improvements in means for automatically controlling the playing operation of a phonograph, more particularly of the disc type. It is primarily the object of the invention to provide an improved mechanism whereby the phonograph is caused to indefinitely repeat the playing of a record thereon, whereby the playing operation of the turntable may be stopped upon completion of a single playing of the record.

One important object resides in the provision of a mechanism of the foregoing character which may be readily adaptable for individual records, the record being identical in size and shape with respect to the general size of the record and with respect to the length of playing groove for such general size of record, whereby the sound box needle may be caused to automatically engage the starting portion of the record groove in repeating the playing of the record, and whereby the playing operation will be accurately stopped at the end of the record groove.

Among the objects is a mechanism which may be most readily controlled to selectively perform either of these operations; an actuating mechanism operable as an automatic step, wherein, incidental to the automatic stop action, the sound box is lifted from the record and the tone arm shifted to starting position to permit removal of the record without damage to the reproduction of the tone arm or sound box; a means for automatically engaging the sound box properly in the sound groove upon starting playing of the record; a mechanism including the above-mentioned features, wherein the power for operation of the mechanism is procured from driving rotation of the turntable spindle to thus eliminated as independent operating means for the mechanism.

A still further object resides in the provision of such a mechanism wherein shifting movements of the various parts are carried out in a positive and even manner so as to insure an efficient operation with a maximum simplicity and lightness of structure, and so as to prevent the possibility of damage to either the record or needle in the various relative movements thereof incidental to operation of the mechanism.

In the accompanying drawings Fig. 1 is a plan view of the improved mechanism adapted selectively to automatically stop or indefinitely repeat the playing operation of a phonograph, fragmentary portions of a phonograph tone arm, turntable and spindle being shown in association therewith. Fig. 2 is a side elevation view of the tone arm and sound box engaging portions of the mechanism, the associated phonograph parts being shown in conventional outline. Fig. 3 is a detailed sectional view on the line 3—3 of Fig. 1. Fig. 4 is a detailed sectional view through the sound box pivoted to the tone arm on the line 4—4 of Fig. 2. Fig. 5 is a sectional view on the line 5—5 of Fig. 4. Fig. 6 is a detailed sectional view of the spindle-clutch cam, on the line 6—6 of Fig. 1. Fig. 7 is a fragmentary view showing a modified tone-arm lifting means for use in connection with that type of phonograph structure wherein the entire tone arm has a vertical movement to engage and disengage the needle of the sound box with the record. Fig. 8 is a detail view showing a modified form of a sound-box lifting member adapted for use in connection with that type of phonograph structure wherein the sound box is rigidly carried by the tone arm and is lifted upon lifting movement of the tone arm. Fig. 9 is a detailed sectional view showing the clutch drive connection for the turntable spindle.


The object of this invention is to produce a horn by means of which the scratch of the needle is reduced and which, while it will permit more natural tones are produced, and blasting and rattling vibrations are entirely eliminated on high notes.

In the drawings Figure 1 is a cross section of a talking machine cabinet showing a horn in position; Fig. 2 is a sectional view, on an enlarged scale, through a corner of the outer wall of a horn; Fig. 3 is a perspective view of a portion of the outer wall of a horn showing modification; and Fig. 4 is a detailed view, on a very much enlarged scale, of a portion of the outer wall of a horn showing another modification.

The main object of this invention is to produce a simple and inexpensive horn having highly desirable acoustic properties. With this object in view, the horn comprises wall members, preferably made of wood, and at least one of the wall members is secured under tension to the other wall members.

Figure 1 is a perspective view of a phonograph horn constructed in accordance with this invention: Fig. 2 is a transverse section on the line 11—11, Fig. 3 is a side elevation of the horn; Fig. 4 is a vertical section on the line 14—14, Fig. 3.


This invention relates to improvements in sound-reproducing devices for phonographs, and the main object is to provide means whereby the direction of the sound-reproducing needle or stylus will at all times be maintained in a tangential position to the record groove in which it is engaged.

Figure 1 is a top view of a phonograph equipped with the invention: Fig. 2 is a sectional view on the line 2—2 in Fig. 1; Fig. 3 is a top view of a phonograph equipped with a modified form of the device; Fig. 4 is a sectional view on the line 4—4 in Fig. 3; Fig. 5 is an enlarged detail side view of the sound box 9 as seen from the right in Fig. 4.


This invention has for its object to provide a new and improved modulating device for sound reproducers arranged to enable an operator to vary the vibratory action of the diaphragm at will and with a view to render the sounds either softer or louder as desired. Another object is to permit of its conveniently attaching to sound reproducers as now generally constructed.

Figure 1 is a face view of the improved modulating device as applied to a sound reproducer of the diaphragm type, and Fig. 2 is a transverse section of the same on the line 2—2 of Fig. 1.


This invention relates to sound reproducing instruments and has special reference to a phonograph reproducer.

Among the important objects of the invention is to provide an improved general construction of devices of this character; an improved means for connecting the stylus arm to the diaphragm of a phonograph reproducer; an improved means for reinforcing the connection between an ordinary stylus arm and the diaphragm in a phonograph reproducer.

Figure 1 is a face view of the improved reproducer; Fig. 2 is a section taken diametrically through; Fig. 3 is a perspective view of a modification showing its use with a reproducer having the stylus arm connected in the usual manner, the device being used to reinforce the connection; Fig. 4 is a perspective view of that portion of the device constituting the diaphragm attachment.


This invention relates particularly to a device used in connection with disc type phonographs and has for its object to provide means for collecting dust or wax that may be removed from the surface of the phonograph record by the stylus and preventing the spread of this material over the cabinet of the machine; another object is to provide a convenient means for removing the record from the turntable of the machine without touching it with the fingers. These objects are obtained by the arrangement shown in the accompanying drawings, in which Figure 1 shows a plan view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a perspective view of a tray in which the record is placed.


This invention relates particularly to a driving means for a phonograph attachment and has for an object to provide a simple and inexpensive means for moving a tone arm across the turntable of the phonograph, means for varying the movement of the tone arm, means for moving the tone arm over a greater distance than the driving mechanism moves, a plurality of means for engaging the driving mechanism and means for disengaging the driving mechanism whereby the tone arm may be positioned on the record; other objects will appear from the following specification and drawings in which Figure 1 is a plan view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a detail.


This invention relates more particularly to a mechanism which may be used as an attachment to phonographs of standard make, or incorporated in the mechanism of the phonograph itself, for making and reproducing records of the disc type. Among other things its objects are to provide a mechanism which will accurately drive the stylus or operating member connected with the diaphragm across the face of the record so as to follow a closely formed spiral on the face of the record; a means whereby the stylus may be accurately positioned anywhere on said spiral; a convenient means whereby the stylus may be elevated from the record; a means whereby the elevation of the stylus suspends its driving operation; a means whereby the stylus is automatically elevated and its driving operation suspended when it reaches a predetermined point on the face of the record; a means whereby the stylus receives its driving motion from the turntable of the phonograph; a means for compensating for eccentricity and irregularities of this device; a means for adjusting the mechanism to various sizes of turntable and heights of record; a means for rapidly removing the mechanism from and replacing it on the turntable of the phonograph and a means for producing a continuous voice passage from a fixed speaking tube to the moving diaphragm.

FOR SALE...

The Columbus Graphophone Co.'s products were attractively featured by J. Blumberg, Waukegan, Ill., dealer, at the Libertyville, Ill., County Fair.

LESLEY'S PATCHING VARNISH

does immediately without a lap.

SEND $3.50

for a complete supply for one Leslie Patching Varnish, Stains, Burning-in Knife, Burning-in Wax, Alcohol Lamp, Cleaner, Drying Fluid, Glue, Metal Polishes, Fine Sand Paper, INSTRUCTIONS and Descriptive CATALOG.

LESLEY'S CHEMICAL CO., Indianapolis, Ind.
COLUMBIA GRAPHOPHONE CO.

SYMPHONY

1939 La Pervenche (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Moussorgsky).—“The Nightingale.” (Moussorgsky).—“The Nightingale.” (Moussorgsky).—“The Nightingale.” (Moussorgsky).

1939 Beethoven (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Mozart).—“The Italian in Paris.” (Mozart).—“The Italian in Paris.” (Mozart).—“The Italian in Paris.” (Mozart).

1939 Verdi (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).

1939 Schumann (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).

1939 Beethoven (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Beethoven).—“The Italian in Paris.” (Beethoven).—“The Italian in Paris.” (Beethoven).—“The Italian in Paris.” (Beethoven).

1939 Schumann (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).

1939 Verdi (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).

COLUMBIA RECORDS

1939 La Pervenche (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Moussorgsky).—“The Nightingale.” (Moussorgsky).—“The Nightingale.” (Moussorgsky).—“The Nightingale.” (Moussorgsky).

1939 Beethoven (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Mozart).—“The Italian in Paris.” (Mozart).—“The Italian in Paris.” (Mozart).—“The Italian in Paris.” (Mozart).

1939 Verdi (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).

1939 Schumann (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).

1939 Beethoven (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Beethoven).—“The Italian in Paris.” (Beethoven).—“The Italian in Paris.” (Beethoven).—“The Italian in Paris.” (Beethoven).

1939 Schumann (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).—“The Italian in Paris.” (Schumann).

1939 Verdi (Soprano).—Le Chevalier (Baritone) and the French Symphony Orchestra. (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).—“The Italian in Paris.” (Verdi).
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THE TALKING MACHINE WORLD

180

ADVANCE RECORD BULLETINS FOR NOVEMBER— (Continued
— Fox-trot, Blue
Tampa
Jazz Band
(Tom Mix) — Fox-trot.
Dance Orchestra

4406 Broncho Trot

10

Hager's

Old Blue (Tom

10

Mix)— Waltz.
Hager's Dance Orchestra

10

Harry Raderman's Jazz Orchestra
Hardingo Persian Fox-trot,
Rega Dance Orchestra
4413 When the Sun Goes Down Fox-trot,
Green Brothers' Novelty Band
Up in the Clouds Medley Fox-trot,
Rega Dance Orchestra

10

Why, Dear?

4407

— Fox-trot,
—

10

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4417 Fooling Me Fox-trot
South Sea Isles Medley

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—
—

4418 Amonestra Fox-trot
Ti-O-San Fox-trot

—

—

3016

10

Orchestra

10

Markel's Orchestra
Rega Dance Orchestra
Rega Dance Orchestra

10
10
10

Market's

3013 Honolulu Honey ( Weslyn-Applefield-Dyson)
Song,
Hawaiian Guitar accomp
Hart and Shaw
Sweet Hawaiian Girl of Mine (Sam A. Perry)
Hawaiian Guitar accomp. Sung by Hart and Shaw
3014 Who'll Be the Next One (To Cry Over You?)
(Black)
Fox-trot
Van Eps Quartet
Second-hand Rose (Clarke-Hanley) Fox -trot.
Van Eps Quartet
3015 Ma
(Clare-Conrad)
Fox-trot
Van Eps Quartet
All By Myself (Irving Berlin)
Fox-trot,

— Merry

—

Cheeks

—

It With Music (From the musical production,
"The Music Box Revue") (Irving Berlin)
Fox -trot
Lanin's Roseland Orchestra
Yoo Hoo (Al Jolson) Fox-trot,

10436 Say

—

—

10435 Merry

Lanin's Roseland Orchestra
musical production,
(Franz Lehar)
Waltz,
Biltmore Hotel Orchestra

Widow Medley (From

"The Merry Widow")

—

—

Emaline (McHugh-Little)
Fox-trot.
Biltmore Hotel Orchestra
10437 South Sea Isles Medley (introducing "She's Just
Baby," from George White's "Scandals")
iL
(George Gershwin)
Fox-trot,
Little
Club Orchestra
Saturday (Mitchell-Brooks)
Fox-trot,
Little Club Orchestra, with vocal chorus by

—

—

Arthur Fields
—Fox-trot,
Selvin's Novelty Orchestra
(Abe Olman) — Waltz,
Green Bros. Novelty Band

10438 Fancies (H. Speiicer)
Mississippi Cradle

10439 Shake It and Break It (Friscoe-Chiha-Clark)
Lanin's Southern Serenaders
Jazz Fox-trot
Aunt Hagar's Children Blues (W. C. Handy)
Lanin's Southern Serenaders
Jazz Fox -trot
Fox10449 Canadian Capers (Chandler-White-Cohen)
Pennsylvania Hotel Orchestra
trot
David)
Waltz,
Moon River (Lee
Selvin's Novelty Orchestra

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10441

— Fox-trot,Lanin's

Wonder Who

I

—

win-Green-Piantadosi)
Orch. accomp .. Ernest Hare
(Weslyn-Applefield-Dyson)Honey
with
Hawaiian
Guitars,
Tenor Duet,
Harrison and Clark
10442 Get Hot (Al Siegel)— Novelty Song, orch. accomp.
Billy Jones
Novelty
Stop Rest Awhile (Gilbert-Brymn)
Al Bernard
Song, orch. accomp
10443 Arkansas Blues, A Down Home Chant (LadaSissle-Blake
Williams)
Blues, piano accomp
I've Got the Blues But I'm Just Too Mean to
Cry (Parish-Young-Squires) Blues, piano

—

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Od

Sisslc-Blake

STANDARDS

—

Violin
10444 Swing Song L'Escarpolette (Ethel Barns)
Marie Dawson Morrell
Solo, piano accomp
By the Brook (De Boisdeffre) Violin Solo, piano
Marie Dawson Morrell
accomp
Tenor
10445 Kathleen Mavourneen (Crawford-Crouch)
Hugh Donovan
Solo, orch. accomp

Od

Sousa) —

Washington Post March (John Philip
Emerson Military Band
March
March,
Emerson Military Band
Up the Street (R. G. Morse) March,
Emerson Military Band

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—

,

10448 Our Director (F. E. Bigelow)

son)
Fox-trot
Jos. Samuels' Jazz Band
20071 The Merry Widow (Franz Lehar)
One-step,
The Merry Widow (Intro: "Ball Music,"
"Vilya")
Medley Waltz,
American Odeon Orchestra
20072 Figaro (Lee David)
Italian Novelty Onestep
American Odeon Orchestra
Glow, Little Lantern of Love (Fred Fisher)
Novelty Fox-trot,
Odeon Novelty Orchestra
20073 Up in the Clouds (Intro.:
Dry I Am!")
(Tom Johnstone) Medley Fox-trot,
American Odeon Orchestra
Learn to Smile (Intro.: "The Conversation
Step" from "The O'Brien Girl")— Medley
Fox-trot
Odeon Novelty Orchestra
20074 Pve Got the Joys (Harry Akst)
Fox-trot,
Green Brothers' Novelty Band
Ma! (Con Conrad) Fox-trot,
Odeon Novelty Orchestra

10

Love

—

—

Od

Od

How

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Od

Od

NEWEST VOCAL RECORDS

20069 Ireland Is Ireland to Me (From musical play,
"Kilkenny") (O'Hara-Brennan-Ball) Tenor, with Orch
Gerald Griffin
Irish Eyes of Love (From "The Heart of
Paddy Whack")
(Killalea-Ball)—Tenor,
with Orch
Gerald Griffin
20076 Tuck Me to Sleep (In My Old Kentucky

Home)

M. Lewis-Young-Meyer)
Contralto with Orch
Mary Miller

Cry-Baby

Od

—

Od

Merry Melody Men
Devil's Garden (Fisher)
Harry Raderman's Orchestra

Fo 74129

—

trot

Found

a Rose in the
Fox-trot
3003 All By Myself (Berlin)
I

—

—

Sung by Flo Bert

— Song, orch.
Sung by Arthur Fields

Peggy O'Neil
accomp
3004 Ain't

We

Fo 92226

—Oh

tu

Got Fun?

(Whitting-Kahn-Egan)— Fox-

—

Lanin's Roseland Orchestra
Fox-trot. .Knecht's Dance Orch.

Cherie (Wood-Bibo)
3005 Lucky Dog (Warshauer)

—Lanin's
Fox-trot,
Roseland
.

Orchestra

Jabberwocky (Kendis-Brockman-Brown),
Harry Raderman's Orchestra
March,
3006 Stars and Stripes Forever (Sousa)
Knights of Columbus Band
National Emblem (Bagley)
March,
Knights of Columbus Band
Fox-trot,
3007 Mon Homme (My Man) (Yvain)

—

—

—

(Puccini)
Che
your hands),

10

10

Orchestra

10

10

10

Fo 92456

Fo 92457

10J4

—
.

.

—

.

—

Riccardo Stracciari, Baritone 10)4
Duetto Fuggiam gli ardori
(Verdi)
inospiti
with Mazzokni,
Francisco Vignas, Tenor 12
Fo 62501 Capriccio All 'Antica (Sinigaglia),
Franz von Vecsey, Violinist 10J4
Fo 74164 Madama Butterfly (Puccini) Un bel di vedrome (Some day he'll come),

Fo 74118 Aida

—

—

—

—

Fo 74148 Lohengrin
conosci,

—

Linda Cannetti, Soprano
(Wagner) Second part Tu non
with Pasini-Vitale,
A. Parsi Pettinella, Mezzo-Soprano

—

—

Fox-trot

12

12

Hazay Natzky's Orchestra

Wana (When

(Brown-Walsh)

Hazay Natzky's Orchestra
Tenor Song, orch.
Billy

I

Wana You No Wana)

Song, orch. accomp
3009 Beale Street Blues (Handy)

Louis
Singing

St.

Arthur Fields

— Fox-trot,
Bennie Krueger's Orchestra
Blues (Handy) — One-step, Al Bernard
Chorus

Bennie Krueger's Orchestra
3010 Croonmg (Dubin- Wise-Caesar)
Fox-trot,
Max Fells' Orchestra
Listening (Harris-Bell-Solman)
Fox-trot,
Raderman's Orchestra
3011 Shake and Break Blues (Handy)
Fox-trot,
(ionnorized Jazz Hounds
Aunt Hager's Children's Blues (Handy),
Connorized Jazz Hounds
3012 Oh Me! Oh My (From "Two Little Girls in Blue")
(Youmans) Fox-trot, .Harry Raderman's Orchestra
In a Boat (For Two) (Lange-Liggy-Klapholz)
Fox-trot
Lanin's Roseland Orchestra

—
—

—

—

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—

—

River

(Lee David)

—Waltz,
ARTo

Orchestra

Dance Orchestra

— FoxMerry Melody Men
— Fox-trot,
Merry Melody Men
POPULAR VOCAL RECORD
Bimini Bay (Kahn-Egan-Whiting) — Tenor Solo,
Orch. Accomp
Irving Kaufman
Dapper Dan (L. Brown-A. Von Tilzer) — Baritone
Orch. Accomp

9098 Just Like a Rainbow (M. Earl-T. Fiorito)
trot

Rosy Cheeks (H. D. Squires)

9094

Solo,

STANDARD VOCAL RECORDS

Al Bernard

3082 Somewhere a Voice Is Calling (E. Newton-A. F.
Tate)
Tenor Solo, Orch. Accomp.,
Charles Harrison
^
Dear Old Girl (R. Buck-Theo. Morse) Male
Voices, Orch. Accomp
Peerless Quartet
3083 Kathleen
Mavourneen
(A.
Crawford-F.
N.
Crouch) ^Tenor Solo, Orch. Accomp.,
Charles Harrison
Where the River Shannon Flows (J. I. Russell)
Tenor Solo, Orch. Accomp
Henry Burr

—

COLORED VOCAL RECORDS

9102 'T Ain't No Place for
Song, Orch. Accomp

Me

Humorous Address
logue. Orch. Accomp

(J.

Burris)— Comedy
James Burris

—

Musicians MonoCharles S. Gilpin
Delaney)
Vocal Blues,

to

the

—

Down Home

Blues (T.
Contralto Solo
Alice Leslie Carter
Accompanied by Jimmie Johnson's Jazz Boys
Aunt Hagar's Children Blues (W. C. Handy)
Vocal Blues, Contralto Solo
Alice Leslie Carter
Accompanied by Jimmie Johnson's Jazz Boys

—

In Northeast Nashville, Tenn., there is a beaupark and its unrestricted confines afford
the children and their parents of that section a
place to breathe fresh air and enjoy the out-oflife.

A

Columbia dealer, Dr. Charles Shaw, -whose
Neighborhood Drug Store is located directly
across from the park, had often watched the
playground teacher frolicking with the children,
teaching them folk dances, etc., and it occurred
to him that all of her
made more productive

patient efforts could be

she had something to
furnish the necessary musical rhythm. Directly
he thought of the Columbia Pushmobile type of
if

Grafonola, and on broaching the subject to the
miss in charge of the playground work found
that she had hoped for just such a wonderful
assistant as the Grafonola.

Dr. Shaw felt that other representative merchants in his city were sufficiently imbued with
civic pride to see that Meridian Park was as well
equipped for the entertainment of its folks and
the proper instruction of its boys and girls as
any park could be. He interviewed a number of
business men and they were so sold on the idea
that each subscribed to the worthy cause and the
necessary funds for the purchase of the desired
Grafonola and twenty Columbia records were
raised in little less than a day and a half.

BAERWALD RETURNS FROM TRIP
Him Many

Orders and Very Opti-

mistic Reports

Jones

(Friend)

Brymn)—

Van Eps' Quartet
Van Eps' Quartet

ARTo Dance

Moon

Brings With

CLARION RECORDS

—

Gilbert-T.

Figaro (Lee David)
One-step
9101 Mississippi Cradle (A. Olman)— Waltz,

Every Night (Natzky-Moscow),
3008 Nice People
accomp

W.

9099 Stop! Rest Awhile (L.

doors

—

.

Fo 74131

..

Fox-trot,

tiful city

Alessandro Bonci, Tenor 12
*
Siviglia
(Rossini)
Second
quindici with Bonci,
Ferruccio Corradetti, Baritone 1034
Mefistofele (Boito)
Son lo spirito (I am the
spirit that denieth)
Adamo Didur, Basso 1054
Cavalleria
Rusticana
(Mascagni)— Brindisi
(Drinking Song)
Edoardo Garbin, Tenor 12
Guglielmo
Tell
(Rossini)
Giuriam,
with
chorus
Mario Sammarco, Baritone 12
Faust (Gounod)
Dio posente (Even bravest
Riccardo Stracciari, Baritone 10^4
heart)
Faust (Gounod)— Stammi ad udir, with chorus,
di

Fox-trot.
—Dancing
Lanin's Roseland Orchestra
(From "Music Box ReBerlin) —
Lanin's Roseland

It

(I.

10

manina

gelida

Call

Columbia Dealer Sells Pushmobile and Records
to School
Equipment Thoroughly Appreciated

10

astro,

bell'

— Numcro

.

(Pease-Nelson-Dodge)

trot

cold

Barbiere

II

part

orch. accomp..

^^Song,

Boheme

Berlin)

vue")

10

ARTISTIC SERIES

Fo 92331

—

(I.

They

CLOSES SALE OF SCHOOL PRODUCT

10

Coulin,
Tom Ennis, Bagpipe; John Mueller, Piano

Fo 92505 Tannhauser (Wagner)

With Music (From "Music Box Revue")

It

10

20077 Dear Irish Boy,
Tom Ennis, Bagpipe; John Mueller, Piano

Blues (Mueller- Johnson-Busse)
FoxBennic Krueger's Orchestra
Home Again Blues ( Berlin- Akst) Fox-trot,
Joe Coleman's Orchestra
3002 Pucker Up and Whistle (Franklyn- Vincent)
Foxtrot

DANCE RECORDS
9100 Say

—

10

The

George Green

ARTO RECORDS

10

10

(How

—

Wang Wang

Humoresque

10

—Hawaiian Guitar
Frank Ferera- Anthony Franchini
Three, Four — Hawaiian Guitar
Frank Ferera-Anthony Franchini

LATEST INSTRUMENTAL RELEASES
Duet

Rudy Wiedoeft

801 Saxophobia

9103

20075 Wailana (Drowsy Waters)

One, Two,
Duet

Clarion Military Band
Clarion Military Band

NOVELTY RECORD

10

Blues (Lewis-Young-Meyer)
(Conwith Orch
Mary Miller

tralto,

Ferera-Franchini
Ferera-Franchini

BAND RECORD

601 Comrades of the Legion
Lights Out

A

—

(Sam

Pasquale Amato, Baritone

3001

10

—

Fo 74109 La

CONNORIZED MUSIC CO.

Aloha Oe

—

Puccini,
Fox-trot,
10

Emerson Military Band

March

HAWAIIAN RECORD

—

by G.

—

—

Dangerous Blues

—

American Odeon Orchestra
(Kendis-Brockman-Weslyn-Dy-

(John Philip Sousa)

10447 Comrades of the Legion

Acc.

LATEST DANCE RECORDS
20070 Cho-Cho-San (On Melodies
arranged by Hugo Frey)

(Glenn-Metcalf )

10446

(Sica-De Lucia).

Stagione

Dorothy Dodd
Dorothy Dodd

701 Hawaiian Twilight

—

—

—
orch.
Solo,
—
Tenor
Absent
Charles Hirriion
accomp
One-TTwo-Three-Four— Waltz — Hawaiian Guitars,
Ferera and Franchini
Maui Aloha— One-step, Hawaiian Guitars,
Ferera and Franchini

D'A

Bellizzi

—

—

accomp

Capo E Sugguta (Pugliese-Narciso). Acc. dell'
Orchestra Napoletana
V Di Maio, Tenore

Apache

Od

—

—

Orchestra

— Polka,
Orchestrina Siciliana
(L. Canora) — Waltz,
Orchestrina Siciliana

La Serana

dell

Kaufman

Irving

Want Some Loving Blues

I

Canora)

(L.

Arthur Fields

Dapper Dan
3009

Orchestra

AMERICAN ODEON CORP.

Irving Kaufman
You're Calling Sweetheart (Good-

Honolulu

Gentilezza

Canto

3008 Ma!

Fox-trot,

Acc. Dell' Orchestra Napoletana.
Acc.
119 I'N Aricardo E Napoli (Esposito-J. Gioe).
M. Scialpi, Tenore
Deir Orchestra Napoletana
Santa Lucia Luntano (E. A. Mario). Acc. Dell'
Orchestra Napoletana
M. Scialpi, Tenore
120 'A Luna 'E Napule (L. Borrio-G. Spagnolo). Acc.
Deir Orchestra Napoletana
M. Scialpi, Tenore
Che Bella Cosa 'Oi Ne' (Barbieri-Capolongo).
Acc. Deir Orchestra Napoletana. .M. Scialpi, Tenore

Arthur Fields

accomp

—Lanin's

Deir Orchestra Napoletana. .. .V. Di Maio, Tenore
Voccia.
Cerenera
(iVlattiello-Falvo).
(ioppia
118 A
Duetto Drammatico. Acc. Dell' Orchestra Napoletana
Mala Nova, Coppia Covia. Duetto Drammatico,

—

Gonna Be Nobody's Fool (Davies-BennettVan and Schenck) Novelty Song, orch.

0
E

10440 You're Just the Type for a Bungalow (YoungLewis-Donaldson)
Novelty Song, orch. accomp.,
I Ain't

Una
II

117

—

VOCAL

Home
Sam Ash

NUOVI DISCHI ITALIANI
116

DANCE

— Orch.
Sam Ash

—

Ho (Black)
3018 One Kiss (Wood-Burtnett-Arnheim)

CO., INC.

1921

Ernest Hare
Vernon Dalhart
V^ernon Dalhart

Honolulu Honey

(Parish-Yoimg-Squires)
Fox-trot,
Biltmore Orchestra
Biltmore Orchestra
Fox-trot

Saturday (Mitchell-Brooks)

EMERSON PHONOGRAPH

Cry-Baby Blues
3007 Plantation Lullaby

Melody Men

My Daddy (Morgan-Norworth-Swanstrom)
Acc
Tuck Me to Sleep in My Old 'Tucky
(Meyer- Young-Lewis)
Orch. Acc

3017 Rosy

Fox-trot,

—

—

15,

from page 179)

—

Bad Land Blues

October

— —

DANCE RECORDS

1109 Yoo-Hoo Fox-trot
Ilo
Fox-trot
1110 You Taught Me to Care

—

Clarion Dance Orch.
Clarion Dance Orch.
Fox-trot,

Raderman's Dance Orch.
Rosy Cheeks Fox-trot
Raderman's Dance Orch.
nil South Sea Isle (From "Scandals of 1921")
Fox-trot
Ben Selvin's Nov. Orch.
Moon River Waltz
Ben Selvin's Nov. Orch
1112 Sweet Lady (From "Tangerine")
Fox-trot,
Clarion Dance Orch.
Baby Face Fox-trot
Ben Selvin's Nov. Orch.
1113 All By Myself Fox-trot, Vocal Chorus by Arthur

—

—
—

—
O'Neil — Waltz,

Hall

Peggy
Hall

2006 Tuck

Me

—

Lenzberg's Riverside Orch.
Vocal Chorus by Arthur
Yerkes' Metro. Dance Orch.

VOCAL RECORDS
to Sleep

Irving

Kaufman

Paul Baerwald, sales manager of the General
Corp., has just returned from an
extensive trip through the South in the interests
of Heineman motors.
Mr. Baerwald's trip was
a very successful one, and he was able to book

Phonograph

many

satisfactory orders.
He reports that the
general condition of phonograph dealers is very
satisfactory and that the South in general expects that the Fall and Winter months will be
banner ones for the talking machine industry.


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.

Where Dealers May Secure
COLUMBIA Product
Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors
Atlanta, Ga., Columbia Graphophone Co., 561-563 Whitehall Street.
Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
Boston, Columbia Graphophone Co., 1000 Washington St.
Buffalo, N. Y., Columbia Graphophone Co., 157 Main St.
Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
Cincinnati, O., Columbia Graphophone Co., 317-319 East Sixteenth Street.
Cleveland, O., Columbia Graphophone Co., 1812 East 20th St.
Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
Denver, Colo., Columbia Stores Co., 1068 Glen-Athen Ave.
Detroit, Mich., Columbia Graphophone Co., 115 St. Clair St.
Kansas City, Mo., Columbia Graphophone Co., 907 W. 27th Street.
Los Angeles, Cal., Columbia Graphophone Co., 107 W. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
New Orleans, La., Columbia Graphophone Co., 417-429 Canal St.
New York City, Columbia Graphophone Co., 121 West 28th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Calif., Columbia Graphophone Co., 315 Market St.
Seattle, Wash., Columbia Graphophone Co., 111 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South First St.
St. Louis, Mo., Columbia Graphophone Co., 1127 First St.
Tampa, Fla., Tampa Hardware Co.

Executive Office
COLUMBIA GRAPHOPHONE CO.
Gotham National Bank Building New York

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614 Prominent Artists and Musicians

Have testified that they consider

OLYMPIC RECORDS Superior

in Tonal Quality, Power and Durability

JOBBERS and DISTRIBUTORS

Should Make Application

At Once

OLYMPIC DISC RECORD CORPORATION

1666 BROADWAY

NEW YORK
If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBERCLA AND BLUE AMBEROLA RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Purdue-Elitchberger Co., Inc.

GEORGIA
Atlanta—Phonograph, Inc.

ILLINOIS
Chicago—The Phonograph Co., Wm. B. Lyons (Ambroca only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Biltz, Sioux City—Harger & Biltz.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurentess H. Luder

MISOURI
Kansas City—The Phonograph Co. of Kansas City

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shuler Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp., of Manhattan.
Syracuse—Frank E. Bellows & Son.

OHIO
Cincinnati—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

RHODE ISLAND
Providence—J. A. Foster Co. (Ambroca only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfoot 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. Thomas & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Babson Bros. (Ambroca only).
VICTROLA

REG. U. S. PAT. OFF.

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

"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N.J.
The Phonograph That Sells Itself

There is no phonograph that sells itself to discriminating buyers so easily as Sonora.

There is no quality phonograph that will show you more real profit than a Sonora.

Why invest your money, time and energy pushing an unknown or unpopular make when the golden road to big profits, business permanency and stability is paved with Sonorans?

Sonora dealers make a most satisfactory margin of profit on each Sonora sale.

The prestige of selling the Highest Class Talking Machine in the World, the Sonora improvements and advantages which enable dealers to meet any competition, the superior quality so apparent when making a comparison with others, and the substantial trade discounts, are the reasons why Sonora dealers take out big profits from their business regularly.

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTSON, President
New York: 279 Broadway

Canadian Distributors: I. MONTAGNES & CO., TORONTO

NOTE—Sonora is licensed and operates under BASIC PATENTS of the phonograph industry.
VICTOR SALESPEOPLE ORGANIZE

Members of Various Red Seal Classes Effect Permanent Organization for the Dissemination of Information of Interest and Value

As a direct result of the spirit of camaraderie and co-operation, built up between the members of the various classes that have been held at the Salesmanship School at the Victor factory, there has been effected a permanent organization of Victor salespeople with a view to realizing permanent benefits from the valuable instruction they received and the associations enjoyed during their school term.

Each of the twenty-seven classes that have so far enjoyed the privilege of attending the Victor school has appointed a secretary, selected a special name to distinguish it, such as the "Red Seal Library Builders," the "Johnson Class," the "Pacemakers," etc., has selected a suitable motto and has arranged, through the secretary, to interchange selling ideas to the advantage of all concerned.

According to the plan as outlined the members of the various classes, when they come upon a new selling idea that works out successfully, will present that idea to the secretary, who will, in turn, send it out to all about among the members of that particular class and also through the other classes. It is believed that such assistance will result in in calculable good.

FURNISHES RECORDS ON CONTRACT

Insures Latest Searches for Customer and Rapid Stock Turnover for Store

Furnishing talking machine records on contract is the plus in use in the talking machine department of Frederick Loesser & Co.'s big store on Fulton street, Brooklyn, N. Y. When a talking machine is sold an effort is made by the salesmen to sell the customer the idea of contracting to take a stipulated number of records. These records are delivered a few at a time, thus making certain that the customer will receive the latest selections as soon as they are released to the public and at the same time insuring a rapid stock turnover.

MME. VICARINO OLYMPIC ARTIST

The Olympic Disc Record Corp., New York City, announces the addition to its list of artists of Mine. Regina Vicarino, coloratura soprano, now starring in "The Impresario," in which Percy Hemus, exclusive Olympic artist, is the leading man. The first records of Mine. Vicarino appeared in the November Olympic releases.

WHERE THE TALKING MACHINE DOES THE LECTURING

D. G. Baird Tells World Readers How the Detroit Traffic Department is Using This Marvelous Invention to Prevent Accidents and Regulate Traffic—What Other Towns May Do

More and more the talking machine is coming to be recognized as a necessity. Not only is the home incomplete without this marvelous instrument for family entertainment, merchants, lecturers, and others are rapidly adopting it in their business. As an example of the good that the talking machine may do and of the labor and money it may save, we are told about among the members of that particular class and also through the other classes. It is believed that such assistance will result in in calculable good.

Mr. Rounds conceived the idea of letting a talking machine do his lecturing as a result of having his curiosity piqued by hearing the music of a band that he could not locate. He at last learned from a policeman that the "band" was nothing more than a talking machine to which an enterprising dealer had connected an amplifier. He at once concluded that such a device would be an excellent asset to the manufacturer's campaign, and after much persuasion succeeded in prevailing upon his superiors to have the instrument constructed.

The accompanying illustration shows the machine set up at the Michigan State Fair, held in Detroit in September. Such a device could be used to advantage by the average retail dealer. It could be placed in the show window or in the front of the store near an open door and would be sure to attract much attention, whether or not it was kept in the saleroom. Any manufacturer or a merchant who would construct the cabinet for a small sum. The amplifier is not very expensive and the cabinet would not necessarily be made of costly wood.
What Are You Doing to Make the Yuletide One of Your Greatest Selling Periods

By L. A. Case

Just consider, Mr. Talking Machine Dealer, that within five weeks Christmas will be with us—a time when the talking machine is one of the essentials to the enjoyment of that festive period. What are you doing toward making the holidays one of the greatest selling periods in the history of your business? It is to be taken for granted that you are well prepared in regard to stock—if you are not you have only your own carelessness or timidity to blame.

Now, what steps are you taking to get rid of that stock before January 1? It is the time to prepare a definite plan of campaign—a time to get really busy, a time to accomplish things.

Several dealers whom we know have ransacked the catalogs for records suitable for the holiday period, both sacred and secular. These records have been listed in pamphlet form and by adding a few pages space has been found to illustrate and describe the latest models of machines, the new attachments and, incidentally, a very interesting talk regarding that store's ability to serve its clientele. The cover is appropriately ornamented with a design of holly leaves and the booklet will be mailed to a selected list of customers and prospects on December 5, reaching them at a time when they should be interested in the question of Christmas gifts.

These dealers have also prepared a follow-up letter urging recipients to get busy on their Christmas gifts and again pointing out wherein the talking machine records constitute some of the most practical and best-remembered gifts for the holidays. This is practical, constructive work which is well worth emulating.

Another dealer has prepared a series of live advertisements, headed "Talks to Holiday Buyers," which he has already begun to run in the local dailies, one appearing each day in consecutive order. These special advertisements will appear right up to Christmas and tell one continuous story with each part complete in itself. This dealer tried the same plan last year and found it wonderfully successful and, with the many new attachments, etc., offered this season, looks for still greater returns during the present year.

Appealing directly to the musical sense of the public through the medium of free concerts is the scheme of a New England dealer. His store is on the main business thoroughfare of the town and crowds of shoppers are continually passing the door. The adjoining store has been empty for several months, owing to the assignment of the former occupants, and, pending the occupancy by new tenants on January 1, Mr. Dealer has rented the premises for the month of December. He has arranged to hire 250 camp stools, and, being an agent for a home moving-picture machine in addition to handling talking machines, he has arranged for nightly entertainments during the month that will undoubtedly mean business. The latest films will be shown and suitable music rendered through the medium of the "talkers." Attractive programs will be held, besides the list of views and musical selections, an extended description of the dealer's line and suitable holiday presents that can be chosen from it.

Yet another dealer has conceived the unique plan of sending out postal cards bearing a reference portion. A cordial invitation is extended to the recipient to visit the store and listen to the latest records, particularly those suitable for the holidays, and examine the machines. On one side of the card the prices of the various styles of machines are printed. Those who cannot or do not eate to visit the store are requested to mark the style of machine the price of which suits them, and shall then be informed of the prices the dealer sends an assistant to the house with a sample of the machine indicated and a liberal supply of late records. In two weeks in December, last year, the dealer sold machines to seventeen of twenty-two prospects before whom the machines were demonstrated in their homes.

These are only a few of the schemes that have been, or are to be, adopted by many dealers. There are many more that could profitably be adopted by other dealers. Try to be original, for it is a feature that will win success for even a really weak proposition. Work in the idea that is new to your town and drive it home. With over a month to get holiday business in every dealer should plan to get, and succeed in getting, his full share. The idea of the pastoral the dealer sends an assistant to the house with a sample of the machine indicated and a liberal supply of late records. In two weeks in December, last year, the dealer sold machines to seventeen of twenty-two prospects before whom the machines were demonstrated in their homes.

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MUSIC AS AN AID TO WORKERS

Talking Machines Being Installed in Manufacturing Plants to Entertain and Stimulate Workers—Most Effective in This Field

A great many manufacturing plants have installed talking machines not only for the entertainment of employees during luncheon hour, but also as a means of stimulating the men during working hours. Employers have found, after a very careful examination, that through the use of the talking machine there has been an increased labor output of from 10 to 15 per cent. Whether this is due entirely to the "talker" or the willingness of the men to render greater value in the way of work than was heretofore the case is a question. Some had prepared a series of live advertisements, headed "Talks to Holiday Buyers," which he has already begun to run in the local dailies, one appearing each day in consecutive order. These special advertisements will appear right up to Christmas and tell one continuous story with each part complete in itself. This dealer tried the same plan last year and found it wonderfully successful and, with the many new attachments, etc., offered this season, looks for still greater returns during the present year.

Appealing directly to the musical sense of the public through the medium of free concerts is the scheme of a New England dealer. His store

Work Out an Idea in Your Territory That Is Really New and Drive It Home During the Holiday Period

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Shipments can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressages.

We guarantee our NYACCO albums as to quality, construction and expeditious deliveries.

Don't wait for the rush season to place your orders! Order now for fall and winter delivery.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK
23-25 Lippinard Street
A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad St., Boston, Mass.
Victor Supremacy

Supreme as a musical instrument, the Victorola naturally stands supreme as a business proposition.

The success of Victor retailers follows Victor supremacy as a matter of course.

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

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

Important Notice: Victor Records and Victor Machines are scientifically coordinated and synchronized in the processes of manufacture, and should be used together to assure a perfect reproduction.

Victor Wholesalers

Albany, N. Y., Gately-Hale Co., Inc.
Atlanta, Ga., E. V. Evans Talking Machine Co.
Birmingham, Ala., Talking Machine Co.
Boston, Mass., Oliver Dixon Co.
Burlington, Vt., American Phonograph Co.
Butte, Mont., Orono Bros.
Cincinnati, O., Ohio Talking Machine Co., The Riddles Wurlitzer Co.
Columbus, O., The Perry B. Whist Co.
Dallas, Texas, Sanger Bros.
Denver, Colo., The Knight-Campbell Music Co.
Des Moines, Ia., Michel Bros. Co.
Detroit, Mich., Grinnell Bros.
Elgin, N. Y., Elkins Arms Co.
Honolulu, T. H., Burgren Music Co., Ltd.
Houston, Tex., The Talking Machine Co. of Texas.
Indianapolis, Ind., Stewart Talking Machine Co.
Jacksonville, Fla., Florida Talking Machine Co.
Kansas City, Mo., W. Jenkins Sons Music Co.
Los Angeles, Cal., Sherman, Clay & Co.
Memphis, Tenn., O. K. Honch Piano Co.
Milwaukee, Wis., Budarick Talking Machine Co.
Minneapolis, Minn., Rockwell, O'Neill Co.
Noblesville, Ind., W. H. Reynolds.
Newark, N. J., Collings & Co.
New Haven, Conn., The Horton-Gallatin-Cremer Co.
New Orleans, La., William Werlein, Ltd.
Pittsburgh, Pa., Putnam-Pope Co., Inc.
Portland, Ore., Sherman, Clay & Co.
Richmond, Va., The Coley Co., Inc.
St. Louis, Mo., E. J. Chapman.
Salt Lake City, Utah, The John Elliott Clark Co.
San Francisco, Cal., Sherman, Clay & Co.
St. Paul, Minn., Kurrer-Brommer Music Co.
San Antonio, Texas, W. D. Andrews Co.
Toledo, O., The Toledo Talking Machine Co.

Victorola No. 80, $100
Virtually a $35 Mahogany or oak.

Victorola No. 120, $275
Virtually a $120, electric, $337.50
Mahogany or oak.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
The Importance of Knowing Human Nature in the Selling of Talking Machines

S. C. McGregor

The successful talking machine salesman must have a thorough knowledge of the product he sells. To secure a permanent trade he must have faith in what he sells, and the ability to talk convincingly is another asset. But of what value are these if the greatest possible of increasing sales is overlooked?

There are many failures in the talking machine industry due directly to neglecting this possibility—that of knowing human nature. Take a dozen of the many factors that successful men say were the foundations of their success, and you will find that behind all the other contributory factors was the fundamental one of knowing human nature. For what of value is a good sales talk if you do not know how to apply it to the particular needs of the customer before you?

Talking machine salesfolk have one outstanding fault: They fail to size up the customer, and treat everybody the same, as though they were as mechanical as the reproducing apparatus the prospective customer is interested in.

And this seems the more remarkable when we consider the music buyers embrace every type of humanity. Indeed, with the possible exception of the newspaper correspondent, the talking machine salesman has the finest opportunity to study human nature.

Perhaps you think, "Oh, what's the use?" If you really want to be a success you will do well to study the people who come into your shop, for successful attainment is coming to mean helping humanity, and your task is much easier if you know something of the emotions of the person you are trying to help.

No two persons are alike, but there are "types," groups of persons who are interested in a particular phase of music, such as the classical enthusiast, the violin specialist, or those who want snappy dance music. Everybody has musical preferences, and in too many cases the salesman tries to force his own on the customer, or else lends undue emphasis to the merits of overstocked goods, when something else would do the customer more good.

If you are making a sincere effort to know human nature, and are discouraged, you must remember this: human nature is the broadest subject there is, and those who know the emotions of their fellow men fought through greater difficulties than those you are facing, for you have advantages they didn't have. And keep up studying human nature!

There are no fixed methods of study for those who would know more about life. Patience, trying to imagine yourself in the other fellow's place—these are two phases of the art of pulling heartstrings, for that is what lies within the power of those who know human nature. Some do it with music, others with paintings, or stories, or books.

Music invariably stirs the emotions, and if you are observing you will gradually become able to anticipate the wants of the prospective customer. That is worth while, for the customer may ask for "any good music." If you can suggest something that appeals to him, then you have made a good impression, and for that reason are more apt to get his future trade. Then, too, you may be able to suggest music that the customer would like but that he has never heard, for a great many music buyers are not familiar with the names in the catalogs.

TURNS DOOR INTO SHOW WINDOW

Cleveland Merchant Gives Idea for Talking Machine Men With Small Display Space

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

A Good Sales Talk Is of Little Value if the Salesman Cannot Apply It to the Particular Needs of the Customer

PEERLESS DE LUXE—An Exceptional Album for Your Best Christmas Record Trade

This year records will be mighty popular for expression of the Holiday sentiments, but—unlike the past—there will be this superb album to present them in—

PEERLESS DE LUXE

Beautifully bound in two-tone Spanish Mission. Inside covers lined with genuine moire silk, the metal binding gold-plated.

Covers are gold-finished bevel edged.

The record leaves are of excellent quality, satin finish, envelope stock.

It is a gift that will outrank all others this season and indicate to your trade that you respect their demand for quality and rare things.

is an album you retail at $4 for the 10" size and $5 for the 12" size.

Regular talking machine discounts allowed.

Get your orders to go at once. Wire at our expense.

Peerless Album Company

636-638 Broadway
Boston Representative
L. W. HOUGH, 20 Sudbury St.

New York City
San Francisco Representative
WALTER S. GRAY CO., 942 Market St.
Victor Supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

It is easy for every Victor retailer to reap the advantages that come with such supremacy.

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

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

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Victor Talking Machine Co.
Camden, N. J., U. S. A.
THE TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer: C. L. Mills, 373 Fourth Ave., New York; Vice-President: J. B. Spillane, 373 Fourth Ave., New York; Assistant Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary; E. L. Bill; Assistant Treasurer, Wm. A. Low.

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Western Division: Republic Building, 209 So. State Street, Chicago, Ill.

Boston: JOHN H. WILSON, 134 Washington Street

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, $2.00 per year; Canada, $3.00; all other countries, $4.00. Single copies, 25 cents.

ADVERTISEMENTS: $1.50 per inch, English, for one insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, $1.00.

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: "Elbll," New York.

NEW YORK, NOVEMBER 15, 1921

BUSINESS DEVELOPMENTS AND PROSPECTS

THERE is evident in the trade a much better feeling in the matter of business growth and business prospects. As the month of October passed by and gave way to November—marking the approach of the Winter season—there came reports from practically every section of the country of a decided improvement in sales percentage, with an indication that normal trade is to be expected in a comparatively short time. By normal trade is meant trade of a volume that should be regarded as standard, and not the great rush of business to which this trade and others have been accustomed during the period immediately following the war.

The reports make it evident, too, that real business is coming to these dealers, which have been considering their development of selling and advertising campaigns. As an executive of a leading talking machine company recently stated in one of his sales letters, "a hen does not stop scratching when worms are scarce," and the retailers who followed the lead of the humble hen and kept on scratching have found sufficient sales here and there even at the worst of the season to make a fairly acceptable total.

HOW THE WHOLESALER HELPS THE DEALER

IN the talking machine trade, at least, the term "jobber." as applied to the individual or concern who buys from the factory and in turn sells to the dealer, is in a sense a misnomer, in that it doesn't cover his scope as thoroughly as it should and fails to give a proper idea of his usefulness and general helpfulness.

According to Webster a "jobber" is a middleman, and so far as it goes that title covers the wholesaler or distributor of talking machines. It happens, however, that the talking machine wholesaler does not at the present day confine himself to the buying and selling of merchandise, but engages in the much broader work of seeing to it that the products he distributes are merchandised at retail in the proper manner; that the dealer is kept advised of new methods and of new productions; that his stock is of the right sort and properly diversified; that the publicity supplied to the dealer and used by him has the right pulling power and is used to the best advantage, and altogether that the selling of talking machines at retail is carried on most efficiently in the interests of both the dealer and manufacturer.

The day of the so-called jobber who simply received the goods from the factory, reshipped them to the dealer and then took his profit is past and we now find that the wholesalers of talking machines maintain at their own expense well-trained staffs of representatives who are in constant contact with the dealers, prepared to give advice and assistance needed at the moment. Many of the wholesalers, too, have established educational departments under competent management to develop the use of talking machines in schools, showing the dealer how to get good school business and to train salespeople to know and to present propaganda to the sale of the machine. Interested in the final sale of the goods, the wholesalers not only keep contact with dealers, but in many instances operate salesmanship schools for the retailer and their assistants, and bring those same retailers together for frequent conferences where vital business subjects of the day can be discussed.

All this means a substantial expense for the wholesaler, both in money and energy, but it is not unselfish expense because, through aiding and educating the retailer and the members of his staff, retail sales are stimulated to a tremendous degree, a fact reflected in the greater volume of business that comes to the wholesaler.

The thought to be impressed upon the retail trade is the tremendous opportunities that are given the live dealer to profit by the publicity of the manufacturer and particularly by the personal advice and help, as well as the educational facilities, offered by the wholesaler directly.

The policy of following the product from the manufacturer to the home of the ultimate purchaser is not a new one with a number of manufacturers, but for the majority of wholesalers themselves to develop extensive organizations that are efficient, practical and altogether designed to help the retailer, and which extend their efforts through the dealer's entire store and almost into the home itself, is a situation that comes close to being unique.

It is a system that has proved its effectiveness, not only in encouraging the active dealer to greater efforts, which results in a greater demand for both the wholesaler and the manufacturer, but also in stimulating the inactive dealer to display a proper amount of sales effort in taking care of the territory allotted to him.

MUSICAL SEASON SHOULD INTEREST DEALERS

THE musical season just opened will be notable because of the great number of singers and instrumentalists of national and international reputation who will be heard throughout the country. The names that have already been announced by the various musical managers are among those to conjure with in the musical world, several European celebrities coming to America for the first time in many years. Most of these artists are known and appreciated not alone by their concert and recital patrons, but by thousands, nay, millions of people who have become acquainted with them through the medium of talking machine records.

The musical season should prove of direct interest and benefit to the talking machine merchant who sees to it that the musical events in his locality are properly heralded before the public by means of advertising and window displays, so that his identity with the musical activities is clearly established. If the artist is connected in one way or another with some of the products he is selling so much the better for his publicity, but the fact alone that the artist by presenting music in its best form is helping the maintenance and development of his musical instruments is a matter of paramount importance.

Talking machine dealers should realize that the support of high-class concerts and recitals represents music advancement work of the best sort, and it is the work in which the local retailer can assist directly. The stimulation of interest in music means a demand for musical instruments that make music, and it is on that interest that the music industry has been built, and upon which it will thrive. Among the family of musical instruments the talking machine is proving to be one of the greatest developers of musical knowledge, and as the leading singers, pianists and violinists are represented on the records dealers handling these products should make it their duty to keep in close touch with musical affairs in their locality and emphasize the importance and value of the talking machine and the records which accompany them.

There are endless possibilities for the dealer in developing prospects through an intelligent study of ways and means of capitalizing the appearance of these artists in local concerts. Every member of the audience attending these affairs is a "sure-fire" prospect—a prospect that will be steady and not transient—because once the lovers of good music realize that they can actually duplicate in their own
homes the wonderful voices of the singers or the skill of the violinist, cellist, or pianist which they listen to in person they are certain to broaden their acquaintance with the dealer's record department.

CONCENTRATING ON HOLIDAY BUSINESS

W ITHIN a very few weeks after this issue of The World is in the hands of its readers Christmas will have come and talking machine dealers will be figuring on the so-called holiday business which runs from September until the peak on Christmas eve.

It is doubtful if there are any other products subject to a year-round demand that find a place on so many family Christmas lists as talking machines and records. There are probably several reasons for this. The first and chief reason, perhaps, is that, moved by the spirit of Christmas, the average individual is inclined to spend money more freely than at other times and justifies the expenditures by the season.

Another reason is that music from time immemorial has played a definite part in this great holiday celebration and the talking machines, particularly records, make gifts of permanent usefulness which are not beyond the pocketbook of the average gift-giver.

That the ordinary individual at Christmas time is moved by the impulse to invest in a talking machine, or to enjoy music or to make a suitable gift, should not be sufficient for the talking machine dealer whose business it is to see that the prospect not only is moved by the impulse but obeys it. The talking machine has developed to a popularity point where to-day the problem of the retail distributor is not that of persuading the prospect of the desirability of the product, but rather of convincing him of the wisdom of purchasing now.

The coming of the Christmas season provides a multitude of arguments for prompt buying, and the gathering together and presentation of these arguments at a time when they will do the most good should be the object of the live dealer for the next few weeks at least.

There have been, of course, the usual number of prophecies regarding the holiday business. With some it promises to beat records. With others it will measure up to last year's standard. But the prophecies for good business are going to be borne out only to those who do not confine themselves to the beaten paths in going after business, but who work out new ideas of their own and take the fullest advantage of the psychological moment for putting talking machines and records into homes that might otherwise remain unsupplied for months to come.

MAINTENANCE OF SOUND CREDIT POLICIES

O MAR KHAYYAM in his inimitable book of verse is responsible for the advice to take the cash and let the credit go, but the progress of business has forced Omar's advice into the discard just as prohibition has eliminated his favorite tipple. Credit to-day is recognized as the foundation of business and the chief means for trade development, but it happens that although credit is a good thing when used properly it has many disadvantages when abused. And during the period of inflation that has just passed by there is no question but that credit was abused.

In looking over the general business situation in other fields of industry, there is ground for congratulating the talking machine trade upon the manner in which the financial house has been kept in order. There have been credit abuses in this trade, but the percentage has been comparatively small in view of the extent and scope of the industry. With the established houses the matter of credits has been kept under such careful control that the basis of credit is accepted as a condition upon which all business calculations must be based.

The result of this has been the solidifying of the industry. It has discouraged over-expansion, has stimulated selling effort along healthy lines and in other directions has tended to keep things moving when under other conditions they might have remained dormant temporarily. The financial disasters that have overtaken some of the concerns in the industry during the period of reconstruction have emphasized rather than belittled this credit soundness, for these failures have been so few and far between as to attract attention from that fact alone.

It is to be hoped that in the period which is to come the sound credit policies of the trade will be maintained and that, where the occasion arises when it is deemed advisable to go beyond the hard-and-fast credit rules that have obtained, the method adopted will combine cautiousness with leniency.

THANKSGIVING

The Victor retailer, who is and has been exclusively Victor, has undoubtedly much to be thankful for on this prescribed day.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

NEW TELEPHONE NUMBER
FITZROY 3271—3272—3273
The Joyous Lilt

of the new Gennett Dance Records is giving lovers of the dance a new delight. And Gennett vocal and instrumental selections, too, breathe the very life and soul of the artist.

SELECTIONS FROM THE NEW NOVEMBER LIST

4761 Honolulu Honey (Woven-Applique Dress).
4762 Hula Girl, Acc. Hawaiian Orch.
4763 Sweet Hawaiian Giant, Or. of Mike (Cary).
4764 Honolulu Song, Acc. Hawaiian Orch.
4765 Remember the Rose (Dance: "Harmony") (Emerson).
4766 Merry Melody Men
4767 All By Myself (Series) (Ford) (Ford).
4768 Merry Melody Men
4769 Second-hand Rose (Clarke-Hartley--Farrell).
4770 Van Ee Quartette
4771 When the Honeymoon Was Over (Fisher).
4772 Van Ee Quartette
4773 Tuck Me to Sleep (Barney, Young-McNair).
4774 Van Ee Quartette
4775 Stand Up! Stand Up for Jesus (Guthrie-Bird).
4776 Criterion Male Quartette, Acc. Brass Quintette
4777 When the Roll is Called Up Yonder (Brock).
4778 Criterion Male Quartette, Acc. Brass Quintette
4779 Marching Through Georgia (Baldwin).
4780 Criterion Male Quartette, Acc. by Band
4781 Patriotic Medley (Baldwin).
4782 Criterion Male Quartette, Acc. by Band

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK	CHICAGO	LOS ANGELES	BIRMINGHAM	DETROIT	CINCINNATI
CLEVELAND	INDIANAPOLIS	LONDON, CANADA
The Value of the Really Personal Letter in Solving Dealers’ Selling Problems :: By Fred H. Parson

There has been so much said and written regarding modern efficiency in letter writing, and particularly the effectiveness of well-thought-out form letters, that there is a tendency in some quarters to overlook the ready-prepared style of a personal letter. It is true that the latter is often used by business executives in their work, and that it is often used in conjunction with the writing of a personal letter. One such letter is worth a hundred form letters, for no matter how carefully the latter are worded they must of necessity be of a general nature in order to cover as wide a field as possible. Another occasion for the use of a personal letter comes when, in going over his mailing list and checking back on the various purchases made by those whose names are on that list, the dealer finds that a former good customer has not been buying at the usual rate during the past few months. This is the time when the dealer is called upon to remind the customer of former substantial purchases and suggest that a visit be made to the store in order to select from the list of newer records that are in keeping with the customer's own tastes.

most anyone, even a record customer, likes to feel that the matter upon which the dealer is writing him is of sufficient importance to warrant the time and thought necessary for the writing of a personal letter. One such letter is worth a hundred form letters, for no matter how carefully the latter are worded they must of necessity be of a general nature in order to cover as wide a field as possible. Another occasion for the use of a personal letter comes when, in going over his mailing list and checking back on the various purchases made by those whose names are on that list, the dealer finds that a former good customer has not been buying at the usual rate during the past few months. This is the time when the dealer is called upon to remind the customer of former substantial purchases and suggest that a visit be made to the store in order to select from the list of newer records that are in keeping with the customer's own tastes.
Sell a Carload of

Others Have—You Can Too

You can sell Grafonolas by the carload. We know you can because these Columbia merchants have done it.

These photographs and clippings tell their own story of success—a success repeated time and again in all sections of the country.

These merchants wanted business, just as you do.

They went after business, knowing it was there, with courage and confidence.

What they have done you can do.

You have the “edge” on them because all the experience they paid for in real money is ready for you without cost.

If you want real business, big business, start after it now. Write at once for the complete plan.

COLUMBIA GRAPHOPHONE COMPANY, New York City
Canadian Factory: Toronto

CARLOAD SALE
Columbia & Grafonolas

Sale Begins Monday, Aug. 8th, 8 A.M.

$1.50
Will Deliver
Any Grafonola to
Your Home

Terms as Low as
$1.00
Weekly
Play as You Pay

A carload shipment of Columbia Grafonolas, one of the largest allotments of this type ever shipped into Kansas, was received yesterday by Botefuhr’s, a firm that has been one of the largest Columbia dealers in the country for a number of years. The shipment included several hundred Grafonolas, which are to be delivered to stores throughout the state.

Botefuhr’s is one of the leading dealers in the field of musical instruments, and has long been known for its superior service and high quality products.

The Grafonolas are available in a variety of models, each designed to meet the specific needs of customers. The company offers a wide range of options, including different sizes, colors, and features to suit every taste and budget.

Botefuhr’s has a team of experts who are dedicated to providing excellent customer service and support. They are knowledgeable about the latest trends and technologies in the industry, and are always happy to help customers find the perfect Grafonola for their needs.

The Grafonolas are designed to provide a unique and enjoyable experience, whether you are a beginner or an experienced musician. They are made with high-quality materials and craftsmanship, ensuring longevity and reliability.

With Botefuhr’s Grafonolas, you can enjoy the music you love, whether it be for personal enjoyment or as a gift for someone special. The company offers a wide range of options, so you are sure to find the perfect Grafonola to suit your needs.

Botefuhr’s has been a trusted source of quality musical instruments for over 100 years, and continues to be a leader in the industry. With a team of experts dedicated to providing excellent service and support, you can trust Botefuhr’s for all your musical needs.

Contact Botefuhr’s today to learn more about their carload sale and to find the perfect Grafonola for you.
FUNDAMENTALS OF SALESMANSHIP

Wm. Maxwell gives some "Pointers" on Closing a Sale That Are Distinctly Interesting

Discussing the fundamentals of salesmanship before a recent meeting of the Representatives' Club, of New York, Wm. Maxwell, first vice-president of Thos. A. Edison, Inc., covered this subject in his usually interesting and comprehensive way. His address, summarized, follows:

Salesmanship is one of the few callings in life that are not rich with traditions. It has really but one tradition: "Salesmen are born and not made."

This idea, persisting as strong as ever to-day, has prevented salesmen from learning the fundamentals of their calling from other salesmen. After describing the various phases of a sale, he remarked that the salesman who has been properly grounded does not work his closing of sale with the thought of obtaining a straight "yes," but rather that he so guides the closing that it becomes impossible or embarrassing for the prospect to say "no."

In dealing particularly with salesmen of advertising as an illustration of a need for more fundamental training he declared that from his experience as a buyer of advertising he could say that such salesmen present too much evidence for their proposition. The superabundance of argument tends to bewilder the prospective advertiser.

He referred to the indorsement given advertising by the Committee on Emergency Measures by Manufacturers of the National Conference on Unemployment, appointed by President Harding. This semi-official indorsement of advertising as a service, he declared, will be instantly grasped by the salesman who understands the fundamentals of his calling as a means of showing the non-advertiser, in a new way, the reason why he should advertise.

OPENS VERY ARTISTIC QUARTERS

Alec Robinton recently held a formal opening of his new studio quarters at 22 Divino street, Illion, N. Y. Representatives of the Brunswick and Starr phonograph companies and other concerns were present, and a number of prominent vocalists participated in the concert which formed an interesting feature of the event. There were souvenirs for the general public and congratulations galore on the very artistic quarters arranged by Mr. Robinton. Apart from his very handsome store there is a concert hall, studio and workroom, all of which are ideally appointed, which received praise from the large crowd in attendance. A complete line of Brunswick and Starr phonographs as well as a large record library offer a wide selection to customers.

How many talking machines will you deliver this Winter?

A diagnosis of the talking machine trade shows that it is "spotty." Certain localities show better sales than others. Certain establishments, in particular cities, show far greater increase of sales than other establishments in the same city.

Is your establishment going to be one of the bright spots or dull spots this season? The manner in which you handle your sales promotion is a large factor in increasing your sales.

The class that does a good business will be handling reputable merchandise, and selling it by every conceivable, practical method of sales promotion, not the least important of which will be advertising.

By actual test of several hundred merchants like yourself in their respective newspapers, we have established the fact that talking machines and records can be successfully advertised with smaller space than most stores are now using, and that by increasing the variety of appeal, by dovetailing your window display and direct mail efforts with your newspaper advertising, and by being brief and to the point, a small appropriation can be made to bring a substantial volume of people and sales to your store.

Our Service includes such an advertising campaign, in conjunction with the proper window displays and form letters. Our Service will help you to economize in your sales promotion effort, and at the same time make you a bright spot in your locality. Write for particulars.

TALKING MACHINE WORLD SERVICE

575 Fourth Ave., New York

Phone Madison Square 5982

AN IDEA FOR A WINDOW DISPLAY

How Interest in Record Sales May Be Stimulated by Use of an Original Suggestion

The following may be a good idea for a window display to show the public the relative selling popularity of various new releases of popular records:

Arrange the floor of your window to resemble an automobile race track and on this place three or four miniature automobiles with names and numbers to correspond with certain popular records, the sale of which you wish to promote. Give a position in the race to each car which will correspond with the sales volume of that particular record and then insert in front of the window a bulletin explaining that this race indicates the relative popularity in your city of the different selections assigned to the several cars.

MEET MISS GOLDMAN!

David Goldman, auditor of the General Phonograph Corp., New York, is receiving the congratulations of his friends in the trade upon the arrival at his home the other day of a baby girl, who has been christened Selma Rita. In acknowledgment of these congratulations Mr. Goldman states that his baby girl is "Okeh."
RECORDINGS OF HIGH NOTES

Compilation of Recordings Shows the Attainment of a Perfect Harmonic "G"

In a recent letter sent by E. F. Droop & Sons Co., Victor wholesaler, Washington, D. C., to its dealers some interesting facts which are not as generally known as they should be are presented. These data should serve excellently for the salesman in conveying to customers important facts regarding some of the remarkable recordings in the Victor catalog.

The following series of accomplishments in the perfect recording of not only high "C," but of even higher notes on the Victor records, are given:

In 1904 Sembrich recorded a perfect high 'C' in Victor record No. 96200 (Lucia—Chi mi frena).

In 1905 Tetrassini recorded a perfect high 'D' flat in Victor record No. 96301 (Lucia—Sex- tette). Sembrich also recorded this high note in record No. 96001 (Rigoletto Quartet).

In 1911 Tetrassini recorded a perfect high 'E' flat in Victor record No. 88296 (Mignon—Polonaise). Garrison also recorded this note in record No. 64811 (Vous dansez, Marquise—Marchinones, Your Dancing). High 'E' flat is also recorded in record No. 74599 (Lucia—Mad Scene, by Galli-Curci).

In 1917 Galli-Curci recorded a perfect high 'E' flat in Victor record No. 74510 (Lakme—Bell Song).

In 1915 Kreisler in Victor record No. 64503 (and also Heifetz in record No. 64823) recorded a perfect harmonic 'G'.

Harmonic 'G' is nine tones higher than Galli-Curci's high 'E,' which is an unusual mark even for high sopranos—and eleven tones higher than the much-advertised and encore-producing high 'C.'

It is worth remembering: It is not when you know how to do a thing that you get results; it is when you do it.

HARLAN AND COLLINS IN CONCERT

Noted Recording Artists Featured in Ohio in Connection With the New Edison

YOUNGSTOWN, O., November 3—Harlan and Collins, noted recording artists, have won many friends in eastern Ohio, where they have been appearing under auspices of local Edison dealers in concerts. Fostered by the Homer Williams Co., the two artists appeared here on October 19 in the Masonic Temple, where they pleased a large audience of music lovers by comparing their singing with its re-creation by the New Edison phonograph, in addition to rendering several groups of songs on their regular program.

Later they appeared in New Philadelphia, O., under the direction of George E. Bass, local distributor, at the Union Opera House, repeating their former success.

Large crowds have been greeting the artists in every city where they have appeared. A score of other eastern Ohio cities will be visited before the two artists leave this territory.

ANOTHER TRIBUTE TO CARUSO

In The Voice of the Victor for October there is published an elaborate tribute to the late Enrico Caruso and there is reproduced on a special page, one of the latest portraits of that noted artist. The tribute is admirably written in a broad vein, showing the scope of the man and his art, and little reference is made to Caruso's work in the matter of records.

N. E. MILLER HANDLES VOCALION

DAVIES, Mass., November 5—The N. E. Miller Co., popular local music house, was recently appointed the agent in this vicinity for the Vocalion and the Vocalion records. The company is planning an aggressive campaign for the sale of these instruments in its territory and, in addition to advertising in the local papers, will circularize its prospects.

REACHING THE SLOW CUSTOMER

How Best to Plan Means of Stimulation—Salesman's Personal Letter Effective

When a customer doesn't appear on the scene or order anything for some time it is a good plan to write him a personal letter. One concern holds a monthly meeting of its sales force, at which buyer absences are the chief topic of discussion. The possible reasons for each regular customer's continued absence are noted, and the salesman thought best able to deal with the customer is commissioned to write him a personal letter. This concern uses no form letters, so that each letter is specially adapted to the individual customer. Another concern, doing a large credit business, maintains a card index, which shows whether or not a customer has purchased anything during the month. Reference to this index at regular, frequent intervals enables the sales force to follow up any regular customer who has not been buying for some time. Form letters are used for this purpose, as the concern's business is too large to admit of personal letters in this case, but each letter is typed and signed personally by the head of the firm. As the typist knows the form verbatim, the typing process is accomplished in less time than one would imagine. A slight error is made deliberately to identify the personal character of the letter.

BRILLIANTONES NEWLY ENVELOPED

The Brillantone Steel Needle Co., New York City, is now presenting Brillantone dance needles in an especially prepared paper envelope described as "glassy." The needles within are visible and the envelope at the same time protects them from rust or other atmospheric effects. The Brillantone Steel Needle Co. reports that the demand for its various needles is continuing very strongly and that this exceptional demand is expected to continue throughout the year. October has proved the biggest month of 1921 in Brillantone business.

Howdy Neighbors!

Greeting to Ormes, Inc., and Blackman Talking Machine Co.

We welcome two such old friends and representative Victor Distributors as next-door neighbors.

Your choice of location is ideal for service to the dealer.

Ask any Pearsall Dealer, he will tell you

"Desire to Serve Plus Ability."

10 EAST 39th ST. NEW YORK CITY
Announcing **Reductions** of Commanding Importance on Entire Cheney Line

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

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

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

Cheney Talking Machine Company, Chicago

The Cheney
The Master Instrument
How a New Talking Machine Store Was Successfully Put Over in Novel Way :: By F. H. Williams

The use of talking machine records for local advertising purposes looks like a new field which should offer big possibilities to the retail dealer. So far but very few records have been made for local advertising purposes—and yet, why not?

Let's see what is meant by this proposition and just how it might work.

Suppose in some city of a quarter-million or so there is extremely keen competition between the leading dealers in talking machines. A new dealer starts up—John Smith, we'll call him. He is faced by pretty discouraging conditions. The other dealers are very finely entrenched; they have the trade thoroughly lined up, are progressive, alert and enterprising and it looks as though Mr. Smith were going to have mighty hard sledding.

Mr. Smith, after a few weeks of experience, thinks so himself. But he isn't of the stuff that gives up easily and he looks around for some novel method of putting himself and his store over quickly and in a big way. But how can he do it? Advertise? Yes, but all the other stores are advertising. There wouldn't be anything particularly new or novel or unusual in another talking machine store advertising. Put out salesmen? Yes, of course, but he hasn't any budge on his competition there—that's what they're all doing.

What, then, can be possibly do to jolt the public into attention and make them flock to his store for the purpose of buying talking machines and records?

After considering the proposition for some time Mr. Smith turns to the talking machine itself as the best way out. He gets in touch with the foremost local musician, a man who has composed a number of instrumental selections which have made quite a hit locally, although they haven't done much outside this particular city. He makes a proposition to this musician to give him more local publicity than he has ever had before if he will give, free of charge, the entire record rights to Mr. Smith of his latest composition. Failing in this, as he is quite apt to do, he pays the musician a small sum for the use of his work. Mr. Smith tells the musician just what he is going to do with the piece and points out that it is entirely an advertising and publicity scheme in which the musician has just as much to gain as Smith himself.

But what does Mr. Smith intend to do with the music?

Listen. He makes a proposition to the company whose products he is handling that this concern make a certain number of records of this musician's piece, having the concern's regular orchestra do the playing. Smith guarantees that he will sell enough of the records to pay for their manufacture. The manufacturing concern takes him up. The records are made and in due time they arrive at Mr. Smith's place of business.

And then what does Mr. Smith do with them?

First he embarks upon an extensive advertising campaign. His first newspaper advertisement reads like this:

THE FIRST LOCAL MUSICIAN'S WORK TO BE REPRODUCED ON TALKING MACHINE RECORDS

Carlo Sebastian, the well-known local musician, has composed a new instrumental selection which is a knock-out. It has been reproduced on talking machine records by the Eclipse Mfg. Co., and the records are now here! They are priced at 50¢ each.

Come to Smith's talking machine store and hear this first and only local musical record. You'll be delighted by it—if it is the sort of music you will long remember, the sort of music that makes the dance halls sing. Buy a record. Play it on your own talking machine. Have a really splendid time with this new and unique local record round the city just what this city can do in a musical way.

Come in NOW and be among the first to hear the first local talking machine record ever made.

THE JOHN SMITH PHONOGRAPH SHOP
41 Market Street

Following this initial announcement come other ads, all playing heavily on the local pride feature of the proposition and urging every talking machine owner in the city to purchase one of the records so they can demonstrate to neighbors and to visitors just how good this prominent local musician is.

But newspaper advertising is not the only avenue of publicity which Smith adopts for the purpose of calling attention to Sebastian's record and in this way attract attention also to his shop.

He tells the local city editors of the newspapers all about the affair. The fact that the record is the first local musical record ever made appeals to the editors as being a good news story. They play the affair up in their news columns, running pictures of Sebastian and of Smith. The affair is treated as a news story of real interest to everyone in the city, which is, of course, exactly what it is.

Smith then takes the matter up with the superintendent of schools. He shows to the superintendent enough records for all the machines in the schools, his only stipulation in making the gift being that when the record is first played the teachers tell the scholars that the record is the work of Mr. Sebastian and emphasize that they have been made through Mr. Smith's enterprise. Smith points out that the playing of the record in the schools may be made the excuse for quizzing the scholars as to what they know about local history and local achievements. The superintendent, of course, willingly falls in with the plan.

Next Smith induces the local bands to play the selection upon every possible occasion and he features such playing in his newspaper advertising, calling attention to the fact that the piece is growing in popularity and that it should be in the home of everyone who enjoys good music.

Next he stages a personal appearance of Mr. Sebastian at the Smith store. He plays his piece on the piano and the talking machine record is then played. This affair creates more publicity, attracts more attention and results in more people becoming familiar with the Smith store.

As the result of all this enterprise, advertising and publicity Mr. Smith's store is, in no time, established as the leading and most alert "talker" shop in the town. In fact, when people think or talk about talking machines they think and talk first about Smith and his enterprise in putting Sebastian's piece on a record.

But how could any enterprises manufacturer benefit by such a proposition?

The answer is easy—by hooking himself up with the affair in no unmistakable manner and by promoting such enterprises among his dealers in the larger cities. If the Dobwell concern, for instance, makes it plainly evident that it is the co-operation of this company in furthering all good musical propositions which has made it possible for this local affair to come about, then the local people will do more talk.

(Continued on page 18)
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

Yes, Price is one point.
But so is Quality another point.
Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equaled in Quality.
They give permanent satisfaction to the user. Please your customers. Write us for price list.

SELEcTING THEIR FAVORITES

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

PUTTING OVER NEW "TALKER" STORE
(Continued from page 17)

ing about the Doiswell machine and records than almost any other single thing could bring about.
And the very best thing about the whole proposition is that it would pay its own way. With all the local pride which every city has and with all the publicity which would be given to such a unique stunt, enough records to pay for the whole cost of manufacture and of the advertising could be sold without the least little trouble in the world.

C. J. COLLINS WITH REMINGTON CORP.

Joins Sales Staff in Metropolitan Territory Representing Phonographs and Olympic Records

E. H. Holmes, sales manager of the Remington Phonograph Corp., New York, has announced the appointment of C. J. Collins to the sales staff of the organization covering the metropolitan district in the interest of both Remington phonographs and Olympic records. Mr. Collins has had long experience in the talking machine field and has a large circle of friends in the trade.

Talking machine dealers and salesmen should bear in mind that it takes sixteen muscles to make a smile and sixty-eight to make a frown. Why work overtime?

BOSTON ALBUMS ARE MADE RIGHT

Patented 1914

BOSTON ALBUMS are made to SATISFY YOUR MOST EXACTING CUSTOMERS. This means that Boston Albums are made right and have been since they were Patented and introduced to the Trade in 1914. They have never been equaled.
We invite you to send for samples of our four new models—all made right.

BOSTON BOOK COMPANY
501-509 Plymouth Court

THE PERFECT PLAN

at

THE TALKING MACHINE WORLD

November 15, 1921

STARR DEALERS VISIT PLANT

Representatives of the Starr Line of Phonographs Inspect Company's Modern Manufacturing Plant at Richmond, Ind.

RICHMOND, Ind., October 31—Nineteen Starr piano, Starr phonograph and Gennett record dealers from Pennsylvania and West Virginia paid in a full day at the plant of the Starr Piano Co., in this city, during the month. The party, which journeyed to Richmond from Pittsburgh in a special car, was organized by H. C. Niles, secretary-treasurer of the Starr Phonograph Co., Pittsburgh, and was for the purpose of better acquainting the dealers with the great Starr industry of the Middle West.

Inspection of all departments of the Starr plant was the feature of the day and the fact that every single part entering into Starr-made pianos, player-pianos, Starr phonographs and Gennett records is made complete in the Starr plant was clearly shown.
At noon lunch was served in Building No. 19 in the phonograph department, amid decorations of flags, bunting, together with flowers, plants and bouquets, tinged with the autumn colors, making an effective setting for the lunch table. Surrounding the table and extending half-way the length of the great building were displays of the entire line of Starr pianos—sprights, players and grands—Starr phonographs, motors and accessories, and many of the latest Gennett records.

A novel and interesting event of the afternoon was the special making at the factory recording laboratory of a record by the entire party. The Starr Piano Co. now maintains a recording laboratory at the plant, as well as in New York. The record will later be presented as a souvenir to each of those present and in addition to a talk regarding the trip each person spoke his name and business connection into the horn.
In the evening dinner was served, the main feature of which was a whole roast pig, with all the trimmings. Short speeches were made by Jacob Schoenberger, of Lechner & Schoenberger, Pittsburgh, who told of his long connection with the Starr Co. in selling its products; A. G. Leonard, of the R. E. Stone Furniture Co., McKeenport, Pa.; Harry Niles, of the Starr Phonograph Co., Pittsburgh; Harry Gennett and Fred Gennett, vice-president and secretary, respectively, of the Starr Piano Co.


THE BRUNSWICK AT HARDMAN HOUSE

Well-known Phonograph Now Handled in Elaborate Department of Hardman, Peck & Co.

Hardman, Peck & Co., 435 Fifth avenue, New York, announce that the Brunswick line of machines has been added to their talking machine department. Several period models of the Brunswick line will be on display on the main floor, and on the fourth floor, which is devoted exclusively to talking machines, a complete line of Brunswick phonographs will be shown.

Marie Morrissey, contralto and Edison artist, has been giving a number of concerts throughout New England, which have been loudly acclaimed by audiences and critics.
**YES!!!**

**True Tone**

*The World's Best* Phonograph Needles Are The Best You Can Buy

True Tone Needles are made in ten different tones

A Big Holiday Seller - True Tone Needles, put up 5000 assorted in a gift box - Feature this now

**Perfected Points, Perfected Lengths, Perfected Hardness!!!**

is the time, Mr. Distributor, to Supply YOUR DEALERS with

"THE WORLD'S BEST"

Phonograph Needle

Territory Open for Live Distributors

**Remember!!! Nowadays It's True Tone The World's Best Phonograph Needles**

Write for Our 1922 Prices
MICA DIAPHRAGMS
Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufac-
Inquiries.
Ask for our quotations and samples before

American Mica Works
47 West St. New York

OPENS NEW TALKING MACHINE SHOP
Drake & Monninger Co. Opens an Exclusive
Talking Machine Store in Sebring, O.

Sebring, O., November 4—The Drake & Mon-
inger Co., with stores in Canton, Alliance and
East Liverpool, has opened an exclusive talking
machine shop here in Fifteenth street. The
company specializes in household furnishing,
but the local store, according to George Drake, man-
ager, will be devoted exclusively to the display
and sale of phonographs. There was no formal
opening. A complete line of talking machine,
records and musical merchandise will be offered
by the new shop. This company recently moved
into larger quarters in Alliance and added a
talking machine department which is second to
none in the entire city.

NEW MUSIC SHOP AT GLENS FALLS
Glen's Falls, N. Y., November 5—A recent ad-
dition to the music establishments here was the
Brunswick Music Shop on Ridge street, which
was opened by S. B. Cleveland and Harlan Paige,
both well known in local business circles. The
store, which is modern and extremely attractive,
possesses all the latest conveniences for patrons.
A complete line of Brunswick records and ma-
chines is handled.

MILAN, O., HONORS T. A. EDISON
Town Where Great Inventor Was Born Pays
High Tribute to Him in Two-day Pageant

SANDUSKY, O., November 4—A "historic page-
ant," arranged as a tribute to Thomas A. Edison,
who was born there, was presented twice in
Milan, O., recently. It consisted of a series of
tableaux, in many of which participants were
made up to represent the inventor either as child
or man. On Friday afternoon a heirloom exhibit
was placed on display and continued until Sunday.
This offered, among other things, autographed
photographs and letters sent by Edison from
time to time to his cousin and childhood play-
mate, the late Mrs. Nancy Wadsworth, as well
as specimens of mechanical appliances from the
Milan High School laboratory, the gift of Edison
to the school, and said to be the finest of its
kind in the world. An old-fashioned tea cup that
belonged to Edison's mother attracted attention.
On Saturday afternoon, in the public square,
the celebration took on a spectacular aspect. The
pageant and exhibition were arranged by public-
spirited Milan citizens as a means of raising
money for the Milan public library.

RECORD COLLECTION ON DISPLAY
Display of Various Makes of Records in Window
of Roat Music Co. Attracts Attention

BATTLE CREEK, Mich., November 5—An unusual
window display which is attracting considerable
attention here is that of the Roat Music Co. The
display consists of eighty different makes of talk-
ing machine records collected by Roy C. Wheeler,
a prominent local business man, who has records
made by every company with one exception since
the manufacture of the discs started. Only about
twenty-five of the records represented in the col-
lection are now being produced. Records made
in America, Canada, England, Germany and
other countries are included in the collection.

DANCING GIRLS FEATURE OPENING
Four Little Girls in Window Attract Attention to
Val Loewer Co., Sonora Dealer, of Colum-
bus, at Formal Opening of Store

COLUMBUS, O., November 1—An innovation
which attracted considerable attention to the Val
Loewer Co., Sonora dealer at 130-136 East Main
street, this city, was the appearance of four
dancing girls in the window of the establishment
on the occasion of the recent formal opening of
the concern. A Magnavox attached to a Sonora
phonograph furnished the music for the little

A Window That Attracted Notice

dancers, who performed before one of the largest
crowds that ever attended an affair of this kind
in the city. Added success was given to the
event by the fact that the music could be heard
by the spectators on the outermost fringes of the
crowd, which surrounded the window throughout
the entire performance. The publicity

gained by this novel entertainment will do much
to provide for the success of the company
and the originality of the event, as well as the
success with which it was attended, makes it well
worth trying by other concerns as a publicity
medium apart from its artistic worth.

Sherry & Sons, exclusive Victor dealers, at 3448
West North avenue, have secured a lease on new
quarters at 4035 on the same street, Chicago,
which are now being occupied.

Grasp an idea and work it out to a successful

GOOD NEWS

Gentlemen of our trade:
Have you not wished a thousand times for a needle that you
could with utmost confidence recommend to your closest friend as an
entirely satisfactory needle?

DE LUXE NEEDLES
Fulfill every requirement of an entirely Satisfactory Needle.

Ask your Jobbers or Dealers all about them. Samples and full particulars gladly furnished.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

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)
SEITZ PLANS WORK IN SCHOOLS

Educational Director of Putnam-Page Co. Working With Dealers in Developing Great Campaign Which Is Proving Most Successful

Providence, R.I., November 5—The educational department installed by the Putnam-Page Co., under the direction of H. W. Seitz, recently referred to in The World, is proving a great success. The interest and enthusiasm of the dealers indicate that they are most appreciative of the various plans for helping the sales force and teachers to a proper knowledge of this interesting and profitable work.

The educational value of the Victrola and Victor records is recognized by teachers and thinking people of to-day. The problem now at hand is that all may be helped in presenting the subject intelligently and to see that each dealer has in his organization someone capable of carrying on the work and assisting teachers in every way possible.

Records for children should be in each home as well as in the school, and dealers who overlook the possibility of placing a small machine and records in the nursery are losing an opportunity to increase sales that would doubtless surprise them.

The Putnam-Page Co. expresses itself as fortunate in securing the services of Mr. Seitz, for his previous training and experience make him unusually well qualified to be of assistance to teachers and dealers. He is a graduate of the Peoria Conservatory in voice, the University of Wisconsin and the Cincinnati Conservatory in public school music, and had special study in voice under John Hoffman and Oscar Saenger, of New York City.

To make the work of commercial value Mr. Seitz will follow his work in the schools with a lecture in which views of interesting scenes and important points of interest of each country will be shown, together with the national and characteristic music of the country recorded by the Victor Co.

If work done at a Teachers’ County Institute means a sale of five school machines, six charts featuring the “Instruments of the Orchestra,” twelve copies of “What We Hear in Music,” twelve copies of “Music Appreciation for Little Children,” fifteen copies of “Pan and His Pipe” and 250 Educational Records, who would question the commercial value of the work?

Mr. Seitz sent in this order from Aledo and is now planning to return there and will outline a course in Music Appreciation for teachers and help them to use the material they have to the best advantage.

Aledo is a town of 3,000, and Mr. Bolton, of Bolton Electric Co., the local Victor dealer, is an

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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<td>REPRODUCERS</td>
<td>and Brass</td>
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<th>Stylus Bars</th>
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<td>JEWEL and STEEL (Built or Packed)</td>
<td>PHONOGRAPH NEEDLES</td>
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D. R. DOCTOROW

Seaburg Mfg. Co.
Jamestown, N. Y.
Money for You in These New Creations

You are not getting all there is out of the talking machine business unless you are handling these new Blue Bird models. The adaptability of these striking departures from the commonplace in phonographs, for an infinite number of new uses, has opened up a new field of opportunity for the wide awake dealer.

These Blue Bird phonographs sell where other phonographs will not. These new creations, which were first announced last month, represent the highest attainment in workmanship and tonal quality; features which have made the Blue Bird famous wherever it has been seen and heard. The "Emanator"—an ingenious automatic record container—is one of several distinctive Blue Bird features.

Exclusive Territory for You

Blue Bird phonographs play all records. Better yet, Blue Bird records—the latest hit—are now ready for distribution. These, combined with the new Blue Bird models, are the only exclusive proposition of the kind, and give the dealer complete independence, as he can also handle the Blue Bird period and cabinet models, which fill the most exacting demands for these types.

The Blue Bird dealer does not have to compete with a number of other dealers selling the same machine—in the same territory—at the same price.

Write today for the big special Blue Bird proposition to dealers.

Your territory will be exclusive

Blue Bird Talking Machine Co.
Los Angeles - California
Charles Hackett, as Thaddeus, sings the lovely lament, "Then You'll Remember Me" from The Bohemian Girl in his glorious tenor. Your customers will want this newest record by the greatest American tenor. Columbia 79891.

Columbia Graphophone Co.
NEW YORK

WHY EDELSTEIN IS DOING BUSINESS
Albany Dealer Installs Electric Sign and Contracts for Twenty Large Billboards

ALBANY, N. Y., November 5.—Al. Edelstein, owner of the Strand Temple of Music in this city, exclusive Victor dealer, is not worrying very much about bad business or any other form of pessimism. On the contrary, he is a pronounced optimist, and only the other day purchased a large twenty-five-foot electric sign with

a flasher attachment and a new Ford Victrola delivery car.

In addition to these outward signs of optimism Mr. Edelstein has contracted for twenty large billboards in and about Albany and his general publicity campaign will be more extensive than ever before. Needless to say, his sales totals this Fall have been more than satisfactory, and this success may be attributed to his progressive-ness and thorough knowledge of the industry.

The first law of all our civilization is the cooperation of all individuals to improve the conditions of life.

The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, natural tones; eliminates surface noise; brings out all subtle details of the music and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.

ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to
THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA

CHANGES IN COLUMBIA STAFF
E. N. Burns and A. R. Harris Resign Posts—R. F. Bolton in Temporary Charge of Recording Laboratories—Other Changes

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., announced last month that E. N. Burns, formerly vice-president of the company and in charge of the Columbia recording laboratories, had severed his connections with the company. A. R. Harris, who was also connected with the Columbia recording laboratories, has resigned.

R. F. Bolton, one of the veterans of the Columbia organization, who has occupied numerous important executive posts in his many years of service, has been placed in charge of the recording laboratories temporarily.

John Brown, formerly comptroller of the Metropolitan Opera Co., and recognized internationally as one of the best-posted members of the musical world, has been placed in charge of the Columbia operatic and artist departments.

Frank B. Walker, formerly connected with the Central Concert Co., of Detroit, and well known in the musical field, is now associated with the Columbia recording laboratories.

MUSICO-PEDAGOGIC DISCOVERY

The value of the talking machine as a teacher, particularly in the household where a lot of youngsters hold forth, was demonstrated afresh in a story recently told by Henry T. Finck in the New York Evening Post, when he said: "I know a boy of six who for four years has been running his own Victrola. Hundreds of times he has thus heard pieces of all kinds; but when he hums a melody to himself it is, nine times out of ten, a Strauss waltz! I regard this as one of the most important musico-pedagogic discoveries ever made. Parents, I say, if you want your children to become really musical, buy them records of the Strauss waltzes!"

PROUD OF HIS QUARTET OF GIRLS

HOLLY, OKLA., November 1.—F. M. Keys, of the Spooner Hardware Co., Pathé dealer of this city, is doubtfully famous throughout the State for his excellent record in selling Pathé phonographs and also as the father of a quartet of wonderful and accomplished little girls—Roberta, Mona, Mary and Leota are all six years old—who are already Pathé enthusiasts.

The accompanying photograph depicts the young misses in the booth of the Harbour-Long-
MUSICAL INTEREST INTENSIFIED BY TALKING MACHINE

The Great Work Now Being Accomplished in Various Spheres of Musical Effort the Basis of a Splendid Tribute From the Pen of H. E. Krehbiel, of the New York Tribune

An increasing recognition of the talking machine as a supreme factor in the development of musical taste and appreciation in America has been evident during the past two years, particularly among our leading musical critics. In the columns of The World we have printed from time to time editorials and articles taken from leading papers which emphasize this tendency and in the New York Tribune of recent date, under the caption "The Phonograph an Asset in the Spread of Musical Education," the following article appeared, from the pen of Henry E. Krehbiel, the dean of musical critics in New York—in fact, in America—and the author of many musical works of standing.

The points he emphasizes are not new to World readers, for we have been "pounding away" along these lines for the past ten years, but it is quite an achievement to have so notable a figure among the recorders of musical happenings so freely acknowledge the great field which is opened by the talking machine and the great work accomplished in musical and educational domains. The article follows:

"The development of the interest in music that has been so marked among all classes of the American people, especially since the World War, might have been retarded without the aid of the phonograph. Every one acknowledges the musical advance, whose echoes reach the ear at every turn and equally ready is the recognition of the part the phonograph has played and is playing in it. The little black discs have brought music, and the very best of music, into even the remotest corners of the earth, and have been a most effective agent of musical education.

"The phonograph has not confined itself to bringing cheer and comfort, musical knowledge and musical taste into the home. It has also found its way into the mill, the factory, the telephone exchange, the school room and the library. Those who had anything to do with the entertainment of the soldiers in the camps, on the ships and behind the lines will not soon forget the service it performed in encouraging the depressed, soothing the nerve-racked and in general maintaining morale. Of course, these were really the services of music itself, but the phonograph, because of its comparative cheapness and its adaptability, was more generally chosen as the medium for these services than any other instrument.

"Cheapness, adaptability and all-around efficiency again account for the wide uses of the phonograph in industry, in education and in the hundred new spheres it has entered. It is a frequent and welcome visitor in the hospital ward. It sometimes accompanies the airplane pilot in his journeys above the clouds. It brings to the Indian on his reservation the songs of the white man and to the traveler in the desert the rhythms of his homeland. In the factory it has for years been used as part of the rest-room equipment, to refresh the worker after his toil.

"The latest convert to its usefulness is Uncle Sam himself. He is using it in his Minneapolis post office to assist the clerks in the sorting of the mail, and the experiment has been so successful that it probably will be extended to other post offices.

"Yet, for all this ubiquitous functioning, the greatest blessing the phonograph has brought remains its service in the home. Here it has made music lovers of hosts of men and women who never knew that they cared for music. The evolution of musical taste among phonograph owners is a phenomenon with which every music dealer is familiar. How often will a man who at first wants only dance records and syncopated melodies later demand a preponderance of classical songs and symphonic selections!"

"Reflecting the all but universal use of the phonograph in the home the instrument has invaded the classroom in the city and rural school house and is now as much a part of the paraphernalia of education as the blackboard and the reader. A comparatively new function it is performing is in connection with the music-memory contests or music-appreciation games which are being adopted all over the country to foster an acquaintance among children with the best in music."

STARTS SELLING CAMPAIGN

Columbia Dealer Carrying on a House-to-house Drive—Magnavox Concerts Proving a Source of Good Sales—Prospects Secured at Picnic

E. R. B., O., November 6.—The Geo. A. Clark Co., of this city, Columbia dealer, has started a house-to-house drive with eight solicitors. Full-page advertising has appeared in the Chronicle Telegram and an effective window display, together with a Magnavox, has carried the news to passers-by. This "live" dealer recently staged a Grafonola Magnavox concert at Le Grande, O., and attracted the largest crowd ever gathered in the public square of that city. Two Grafonola sales, together with many valuable prospects, represented the direct result of this concert.

A few weeks ago the Geo. A. Clark Co. sponsored a Grafonola Magnavox concert at the Willys-Overland plant at the noon hour. Practically every employee in this vast plant was present and thoroughly enjoyed the concert. Three Grafonola sales were closed on the spot and the prospect list was enriched by a large number of names.

A church picnic was another means of getting further prospects for this active Columbia representative, and, as a result of this concert, a K-2 Grafonola and a G-2 were sold, followed by the sale of an E-2.

To achieve what the world calls a success a man must attend strictly to business and keep a little in advance of the times.

FEATURES

Large diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS

No. 2 Round Tone Arm and Reproducer

JEWEL TONE ARM & REPRODUCER

NOW, 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 5/16-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or 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 thumb screw and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—"Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago
Promise and Performance

Granby Dealers have faith in the Granby institution and its product.

These Dealers know that the Granby Phonograph Corporation has rigidly lived up to every promise, and more.

Granby Phonographs have come up to expectations in every particular.

The Granby selling policy is sound. It means substantial profits to Granby Dealers.

If you do not handle the Granby, you cannot appreciate what this means to you.

Profit by the experience of the Granby Army of Merchants. Get the full story by return mail today.

Send the coupon—TODAY.

GRANBY PHONOGRAM CORPORATION
LEVY BUILDING
NORFOLK-VIRGINIA

Tear off Coupon—Sign—Mail TODAY

I shall be glad to receive the Granby proposition.

Name........................................
Address......................................
City...........................................
State........................................
Planning an Especial Appeal for Juvenile Record Trade During the Holidays

By W. B. Stoddard

For a number of seasons—in fact, ever since the original talking machine was placed on the market—much attention has been paid to featuring records for adults for the holidays, but it is only recently that a real effort has been made to give publicity to the fact that juvenile records make a gift to delight all the kiddies. The youngsters have their miniature wash tubes, doll beds, trains of cars, tool sets—why should they not have their own music? A very practical appeal to the adults can also be made for the purchase of these records. All children love to play records, and many a fine one has been damaged by the careless handling of the little ones. By getting them a popular-priced machine and a supply of their own records they will be just as happy, and the Kreisler and Galli-Curci records will be safe. These juvenile records also furnish much amusement for rainy days, and those of the Bubble Books, especially, offer wide scope for childish amateur theatricals.

Several stores in different parts of the country have seen the value of giving publicity to this angle of the trade and have arranged children’s parties in order to interest the youngsters in these records.

The J. D. Palmer Store, Marshalltown, Iowa, announced recently that the first one hundred children, accompanied by their mothers, registering at their store on a certain day would be presented with photographs of themselves free. So large a crowd attended that the doors had to be closed. An order on a local photographer was given to the first one hundred, as per the advertising. Then, as a consolation prize to the hundreds of others, the entire gathering was treated to a Mother Goose Show in the large auditorium on the second floor, the characters from the Bubble Books appearing in person, singing the songs made popular by the records. At the conclusion of the concert Little Boy Blue, Jack and Jill, Mistress Mary and Mother Goose passed down among the crowds and distributed souvenirs—little books containing several of the songs—with a statement that the records are on sale at the store. Just before the big party broke up a photographer appeared on the stage and took a picture of the crowds of children, and the records on sale at the store. The next big party broke up, and the characters registered their every word on the hall, and a local photographer gave each child a picture of himself and the characters, and the records on sale at the store. The pictures were taken at the store, and the children ordered the records on the spot before leaving the store, and the children ordered the records on the spot before leaving the store.

Some Suggestions That Will Help Dealers in Perfecting Means of Appealing to Children in Their Territory

Yonder Bros., Des Moines, Iowa, made a big hit with the children and parents by staging a Bubble Book party for the little folks. All children were invited to come and “bring your mother, too,” so there was a big crowd on hand at the appointed hour. Juvenile elocutionists recited for the audience, while the Bubble Books themselves were the star performers. The store had filled one of their large windows with these books and on the afternoon of the concert these were carried to the concert room in armfuls, where the records of all the different books were played. In addition, pipes and pans of soap sods were distributed, so that real soap bubbles were a part of the highly enjoyable bubble party. The window just mentioned showed a popular-price machine on a wicker stand, with several records standing on top of it. On tables, chairs and on the floor were quantities of the Bubble Books, some open, some closed. Several drapes of crimson-and-gold velvet were used, and on these were placed a number of juvenile records taken from the books.

Believing that first impressions are lasting, the Golden Rule Department Store, St. Paul, Minn., laid great stress on the attention paid the little folks who attended their Bubble Book parties recently. A trained corps of ushers took the hundreds of little ones in charge as soon as they entered the store, escorted them to the elevators and then to the cafes in the auditorium on the fourth floor. Six hundred tickets were given out on each of the four days when the performances took place. Characters from the Bubble Books were taken by children from a local school of dancing, six little folks taking part, while the part of Mother Goose was taken by one of the sales force. A special feature of the performance was the Bubble Dance performed by one of the little pupils.

Lord & Taylor held Bubble Book parties on three successive Saturday afternoons in November, the entertainment consisting of a pantomime by thirty children, each impersonating a character from a childhood classic, such as Little Bo-Peep, Jack and Jill, Goldilocks, Queen of Hearts, etc. The selling value of these entertainments was enhanced by the big announcement appearing in their ads, which stated that the children who saw the show could reproduce it, or similar ones, at home for themselves. A colored poster, announcing the parties and stating that tickets could be procured at the music department, was hung in several of the display windows.

BIG SCOPE TO RED SEAL RECORDS

Not Consigned to Purely Classical, Says C. A. Womeldorff—Educate Sales Force and Public

Torrzio, O., November 6—C. A. Womeldorff, president of the Toledo Talking Machine Co., returned recently from attendance at the distributors’ school of the Victor Co., at Camden, N. J. Mr. Womeldorff was particularly impressed with the possibilities of developing popular appreciation of the Red Seal records, which to many people mean purely classical or “operatic” selections only.

This is a misconception which Mr. Womeldorff believes every Victor man and woman should endeavor to correct, as Red Seal records are very often songs and selections of the “popular” variety. He is further urging that dealers and record sales people in his territory remember that there is not a Red Seal record of which the customer cannot be told something very interesting and new. He particularly stated that the record value of the number itself or the recording artist.

Bill’s Art and Novelty Shop, of which Wm. E. Bevier is proprietor, has taken over the Northfield, Minn., agency for the Victrola. He has arranged very handsome quarters, equipped with Selres record demonstrators.

TONE ARMS for Portable Machines
TONE ARMS for Medium Priced Machines
TONE ARMS for High Grade Machines

Quantity prices from $2 up, including sound box

Will make specially designed tone arm and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.
145 West Forty-fifth Street
New York City
Many extra Christmas sales will reward the dealer who uses the Columbia Christmas Gift Envelopes for Columbia Records. Let Columbia service make your store a gift shop.
This is a Sample of the Support Brunswick Dealers Get

The above Double Page Spread will appear in The Saturday Evening Post of December 3. It is the seventh of a series of spreads this year to help dealers sell more Brunswick Phonographs and Records.

Note that this one is a multiplied retail advertisement. It will benefit every Brunswick dealer, wherever located.

A "Brunswick Christmas Shoppers' Guide"

Special Christmas List

The following special list of records, which everybody wants during the holiday season, will appear in this double spread, a timely suggestion to the Christmas buyer.

- "Silent Night" (Gruber) soprano
- "Flaxence Etonson and Male Trio"
- "Hark! The Herald Angels Sing; All Soul's Choir"
- "It Came Upon the Midnight Clear; All Soul's Choir"
- "White Shepherds Watched; Angels From the Realms of Glory"
- "Holy Night (Adam) Tenor"
- "Christmas Night; Chorus and Orchestra"
- "Ave Maria (Strope) and Violin in Twelve";
- "Christmas Day; Eloise and Mill Rooms"
- "Night Before Christmas; Recitation"
- "De Sandwich; Prothero-Griffin"
- "Emanc Hare"
- "Wriggle Cross (Hofma) Cohen Male Quartet; Church in the Wilderness; (John)";
- "Curtain Male Quartet"
- "Choir in Flanders (Stephens) Tenor; Karl\n- "The Lord Is My Light (Adams) Tenor; Karl"
- "Advent Hymns (Oh, Come All Ye Faithful); (Porter)
- " Collegiate Choir Joy to the World (Handel) . . . Collegiate Choir"

Bouwkast Records Can Be Played on Any Phonograph

Sixteen Models Illustrated

In the above spread all sixteen Brunswick Phonographs—Cabinets, Consoles and larger period designs—are pictured. There is a Brunswick in a size and style and at a price to suit every home.

Prices from $65 to $775.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 621-631 S. Wabash Ave., Chicago

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

New England Distributors:

- Kraft, Bates & Spencer, Inc.,
- 1245 Boylston St., Boston, Mass.
- Musical Merchandise Sales Co.,
- 70 Wellington St., West, Toronto

Canadian Distributors:

- The Brunswick-Balke-Colleender Co.,
- Is La Calle de Capuchin No. 15
- Mexico City, Mexico
ADVERTISING FOR THE HOLIDAYS

If Console Types Are Featured It Will Be Best to Devote Some Space to Other Styles Carried by the House in Order to Broaden the Appeal

Around the holiday season dealers usually make more than ordinary efforts in the way of publicity. It is always a mooted question how best to advertise and how the dealer may present his products so as to best attract the attention of the purchasing public. The question arises: Is it best to concentrate on one style of talking machine or advertise the full line?

There are those who believe that concentration on one line is best. For instance, at the present time a number of dealers are devoting considerable space, and very properly, to the console types of talking machines which are now so greatly favored by the purchasing public. It must be remembered, however, that there is a large array of prospects who cannot afford to buy machines as high priced as the console type. Therefore, the dealers advertising should make a wider appeal by also bringing to the notice of prospective purchasers the values to be found in the various lower-priced floor or table styles of instruments.

The console types could be featured, in other words, the major space in the advertisement could be given to these instruments, but space should also be given to the fact that other instruments are handled at lower prices, so that there is no possibility of the reader being under the impression that his needs, whatever they may be, cannot be satisfied.

J. E. HALPERN A BENEDICT

J. E. Halpern, metropolitan sales manager for the Peerless Album Co., New York City, was recently married to Miss Miriam Glass. The young couple are making a honeymoon trip through Southern territory by way of Atlantic City, N. J. Washington and other trade centers are to be visited.

Success is the accomplishment of any one task as well or better than the same task can be accomplished by another.

It's easier to sell a phonograph made of Genuine Mahogany

WHY do they prefer Genuine Mahogany?

Because a Genuine Mahogany phonograph is more than just a phonograph—it is a beautiful piece of furniture. Genuine Mahogany has an air of distinction which harmonizes with the most luxurious and tasteful furniture. Genuine Mahogany lends itself especially well to those graceful designs which characterized the artistry of Chippendale, Sheraton, Heppelwhite and other master cabinet makers. In fact, without exception, each of them chose Genuine Mahogany as the wood in which he could best express his art and craftsmanship.

Whether it be the beautiful expensive period design or the more modest model, the rich coloring and lasting beauty of Genuine Mahogany make it a cherished addition to any home.

The Mahogany Association is cooperating with phonograph manufacturers and dealers to aid the purchaser in his desire to obtain Genuine Mahogany. An increased interest and demand for the "royal wood" is already apparent.

After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK
Phonographs of uncommon value and unusual sales co-operation

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

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

Have you ever read the Dalion Guarantee?

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

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


Milwaukee, Wis., U. S. A.
How Best to Transform the Thanksgiving Spirit Into Talking Machine Sales :: By Thornton Hall

In a week's time will come a holiday that is too often overlooked by talking machine merchants—Thanksgiving Day. There are certain aspects of this holiday that can be turned into profit by the dealer who is alive to them. It has long been a matter for wonder that the dealer who will create more or less of a merchandising fuss over Halloween from a business viewpoint and who goes after Christmas season business in a big way will pay absolutely no attention to the potential profits of Thanksgiving.

There are dealers, however, who do include this Thanksgiving season in their merchandising plan and program. Suppose we draw briefly from their experiences for the benefit of those dealers who still have time to cash in on the 1921 Thanksgiving trade.

Thanksgiving can be exploited in many phases of retail sales promotion. The work of all departments can and should be included. The sales forces, the window trimmers, the bookkeeping and collection departments, the advertising manager, even the delivery force should be made to recognize the value of Thanksgiving as an extra sales booster. While it is the window trimmer who is naturally thought of first in connection with holiday promotion work, perhaps we can show how the Thanksgiving link-up can be made effective right down the line.

Utilizing the Display Window.

The street window is the most important display spot in the talking machine store. It is here that the merchant flags the passing prospect and gets his idea across to him. In this case the message is something like this: "Thanksgiving is coming. Let me tell you why Thanksgiving should cause you to buy a talking machine and records. Come in." In other words, the window display should get over to the prospective customer the idea of the association of Thanksgiving and music—particularly talking machine music.

Dealers should, of course, make use of the excellent lithograph window trims appropriate to Thanksgiving usually supplied by the manufacturer. These are always helpful, but even more helpful are windows which carry out an idea of the dealer's own. This gives an impression of being alive and on the job, even to the casual observer. People like to trade with stores that impress them as being progressive. Last year a certain dealer of this type transformed his show window into a Thanksgiving banquet scene, with a long table set for a large family and heaped with typical Thanksgiving foods. All the "fixin's" were there—Turkey, cranberry sauce, everything. Over in the corner in a prominent position was a large cabinet model talking machine bearing a large card, with the legend: "The Guest of Honor," and a streamer leading to a window sticker which read:

"MORE IMPORTANT THAN THE BIRD HIMSELF for the success of the Thanksgiving dinner is "The Guest of Honor". Make sure of the correct record for: "The Guest of Honor.""

Another window trim which suggests itself for the Thanksgiving holiday has to do with pushing the sale of Caruso records. The Thanksgiving effect can be secured by means of a background of cornstalks, pumpkins, etc. In the foreground on the left place a mourningographed photograph of Caruso and at the right a poster listing all of his records that you have. Let a third poster read:

CAPITALIZING AN OLD FAMILIAR STUNT

The sales department can make use of an old familiar stunt which has been often used with great success in other fields. This is the Thanksgiving turkey raffle, always popular with the public, which dislikes to admit its inherent love for getting "something for nothing." Simply give a number to each record which is sold for a certain number of days before Thanksgiving Day. Let these numbers be dropped in a box and a good, fat turkey be given the holder of the lucky number. It is a safe guess that many extra records will be sold to get those extra chances at winning the bird. Later you have the chance for a "human interest" story in the papers on the timing of the selection whose number was the winning one, which will be good publicity.

Another means of keeping alive interest in the Thanksgiving sale of records is the taking of a poll of customers as to the selection most appropriate to Thanksgiving. The mind of the public is fairly well fixed on Christmas and other holidays and people will be interested to discover the popular sentiment about Thanksgiving music. A record can be given to the person first to express the most popular title.

A clever idea is used by one dealer each year just before Thanksgiving Day. When sending out the November statements he has the statement clerk put all statements of overdue accounts to one side. On each of these he affixes a sticker which reads:

"THEME OF THE MONTH: "Thanksgiving Day." November 24. One of the things we hope to be thankful for in the settlement of the attached account."

This tactful reminder will in a great many cases smooth over an embarrassing item, for it is a form of "dump" that sacrifices none of the customer's good will.

The on-the-job dealer has a list of live prospects which he circulating at least once a month. Here is a timely letter that works in the Thanksgiving idea:

Dear Mr. Prospect,—It is a wise custom that decrees the setting apart of one day each year for Thanksgiving. You and I will no doubt receive a substantial moral benefit next week through the medium of a few moments' reflection on the goodness of Providence.

Among the things I am thankful for is the ever-growing love for music among the citizens of this community. The wide popularity of the talking machine is in a large way responsible for this education. Allow me to thank you for your unselfish support of this enterprise. You have a right to expect a token.

If you decide to secure your...talking machine before Thanksgiving, you will be thankful all the rest of the year. Sincerely yours.

Another dealer even works his delivery department into his Thanksgiving program of sales promotion. He has a fleet of Ford delivery trucks and a week before the holiday he decorates them with a canvas sign reading:

"STORE CLOSED ALL DAY THANKSGIVING DAY."

Open for your convenience until 10 Wednesday evening. Arrange for your holiday music now.

This same dealer also turns over two of these trucks to the use of a local charitable organization in distributing Thanksgiving turkeys and food to the poor for a few hours on the preceding Wednesday.

The advertising department will find it more beneficial in the long run to devote its contract newspaper space during Thanksgiving week to the "good will" or institutional type of advertisement. Topics adaptable for advertising copy are "The History of Thanksgiving," "The Meaning of Thanksgiving" and "Thanksgiving and Music.

It is the belief of the writer that by exercising his ingenuity the dealer can make use of the Thanksgiving "motif" in every department. It is this tying-up of a central idea among all departments that is responsible for the notable success of a great many retail institutions and there is no time like the present to adopt its use.

INCORPORATED IN WEST VIRGINIA

The Beckley Phonograph Co., with a capital stock of $15,000, has been incorporated in West Virginia by C. M. Ward, T. C. Moorefield, C. G. Castro, French Lucas, D. B. Jarrell and others.
CAUTION

THE only genuine Petmecky (combination tone) needles in the U. S. are manufactured by W. H. Bagshaw Co. Each Genuine Petmecky needle will play ten records and produce loud, soft and intermediate tones, by a change of position on the record. Owing to their peculiar construction, Genuine Petmecky needles are self-sharpening, improve the tone quality and prolong the life of the record.

A comparison with imitations, regardless of their name, will reveal that only Genuine PETMECKY NEEDLES have the characteristic shape and produce the even tone throughout the running of 10 records.

W.H.BAGSHAW CO.
FACTORIES: LOWELL, MASS.
SELLING AGENTS
BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED
347 FIFTH AVENUE
NEW YORK
SUITE 610
On With The Dance!

LET SALES BE UNCONFINED

The Very Latest Dance Records of

Isham Jones
Paul Whiteman
Art Hickman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

347 FIFTH AVENUE, NEW YORK

Canadian Distributors: The Musical Mfrs. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
This month's novelty is an airy-fairy coupling by the Gypsy String Quartet. You know how persuasive gypsies are in a trade. They'll persuade many extra dollars into your store with "Dreams and Fairy-Tales" and "Flora"—E-7304.

Columbia Graphophone Co.
NEW YORK

VICTOR DEALER ACTIVITY IN IOWA

Iowa Victor Dealers Are Closing Healthy Business—Many New Establishments Opened—Mickel Bros. Report Renewed Confidence Throughout Territory—News of Month

Des Moines, Ia., November 7—The Victor situation throughout the Corn State during the past month has shown a decided improvement. During July and August the talking machine business in general was very poor, but commencing about September 15 the dealers were optimistic enough to commence preparing their stock for an anticipated business. While corn still remains around 30 cents in price the farmers have been compelled to sell some of their reserve in order to take care of the urgent demands of the banks that loans be reduced as rapidly as possible.

H. B. Sixsmith, sales manager of Mickel Bros. Co., Victor wholesaler, speaks in very encouraging terms of the month's business. "Our business," said Mr. Sixsmith, "is remarkable considering the prevailing talk of 'no business.' Our dealers believe with us that, while the holiday season may not be as good as last year, we still look for intensified buying as the season draws to a close. The dealers are evidently of the same opinion, as practically all of the larger accounts have purchased a reserve stock of about the same size as last year. Our collections have been exceptionally good. Iowa is essentially a corn State, and as its price has been so low for such a length of time very few farmers have shipped anything to market. It is becoming more of a common thing to see the roads dotted with loads of corn now, as the harvesting of the present crop has undoubtedly induced the farmer to move some of the 1920 stock, regardless of price."

E. P. Shellharger, of Columbus Junction, attended the Victor convention held in Des Moines last month. He had arranged to become a Victor dealer in October, but after hearing John Gregg Paine speak on the possibilities of the line, insisted that his initial stock be delivered at once.

The Red Cross Drug & Jewelry Co., of Nashua, has just become a Victor dealer. It has already installed a large department, consisting of a demonstrating room and a complete stock of Victrolas and Victor records.

Geo. E. Mickel, president of Mickel Bros., recently attended the wholesalers' school at Camden, N. J. "Never too old to learn" is Mr. Mickel's motto.

The F. H. Drew Co., of Cedar Rapids, stated that it sold $887 worth of needles during October. Profits on this item more than paid its light bill.

C. E. McLeran, of Mt. Pleasant, worked a very successful scheme with the New Records magazine. He mailed out 800 with a postal which contained a number of questions pertaining to whether or not a talking machine, piano or any other musical instrument was owned, and if they liked the magazine they should sign and return the card to him. Out of the 800 magazines he received orders for ten Victrolas.

The Tucker Furniture & Carpet Co., of Clinton, have decided rapidly to commence a reserve. Mr. Watters of Clinton, Miss Margaret Johnson is in charge of the department.

A number of the Iowa dealers are putting on the famous selling stunt of the West, the "Mickey Victrola Club." The plan started in Omaha a number of years ago and another successful club went down in history during September. The costs of the month were about $1,700 and the net business secured was about $16,000. Besides this twenty-seven pianos, of which twelve were grands, were sold. Wm. Mickel is responsible for these wonderful results. The Lambertz Furniture Co., of Tipton, have just taken on the complete line of Victrolas and Victor records. Unfortunately, that point has been without representation during the past year, owing to the fact that a satisfactory dealer could not be obtained. With the installation that this concern is putting in the line will soon have a fine representation there.

The Lippert Jewelry & Music Co., of Dyersville, Ia., is busy conducting a musical census of that section of the country. Mr. Obert, the manager of the department, states that the results are astonishing.

The Watters Drug Co., of Cedar Falls, has practically closed negotiations with the Iowa State Teachers' College at that point whereby a Victrola will be installed in every department in the college. Prof. C. A. Fulterton has charge of this department at the college.

GRANBY CAMPAIGN IN ST. LOUIS

St. Louis, Mo., November 4—Saturday, October 16, was Granby Day in this city. The local newspapers ran large Granby ads and coupled with this excellent newspaper publicity was a series of elaborate window displays at the various locations of St. Louis Granby dealers. Those taking part in this impressive campaign were: The Bennett Furniture Co., Wideners, Inc., H. F. Geitz Co., David's Furniture Co., Tower Music Shoppe and the Decken Music Co. In addition to the energetic work of the various Granby dealers much credit is due W. S. Swaimaker, who represents the Granby Phonograph Corp., of Norfolk, Va., in this city, and who carried out all the details of the campaign.

Albert Skillin has been appointed manager of the Victor department of the Otis Skinner Optical Co. in Bangor, Me. This establishment conducts one of the largest and best-equipped Victor departments in the State.

Mistakes are inevitable. We all make them, but they should never be made more than once.
PROFITS FOR YOU
Anticipate Your
XMAS REQUIREMENTS
Prepare Your Stock for the Rush

Santa Claus Hides in the Talking Machine

Holy Night, Silent Night. — Hark, the Herald Angels Sing

Under the Christmas Tree
(Description)

Stille Nacht, Heilige Nacht

O Du Fröhliche, O Du Selige Weihnachtszeit

Gypsy Blues

Thrills

Everybody Step

Frankie

Sweet Lady

Many Other Excellent Hits

FOREIGN LANGUAGE RECORDS
CELEBRATED ARTISTS' SELECTIONS ON

ODEON
and
FONOTIPIA
RECORDS

ASK FOR OUR CATALOGS

An Excellent Proposition for High-Class Distributors

American Odeon Corporation
100 West 21st Street Phone Chelsea 0286-0287 New York
Phonographic Epigrammatics

By HAYWARD CLEVELAND

Smile, smile always! A smile costs no more than a frown. Besides, you have a reason. You are in the Uplift Business, trying to make the world happier!

The difference between success and failure in anything is almost always a matter of one more effort. Keep eternally at it!

Be sure that more business does not go out of the door unharvested than comes in through it unsolicited!

Play the verse through. Do not obtrude your talk. It distracts—is rude. You would not think of interrupting the living singer, would you?

Napoleon said: "The good Lord is always on the side of the heaviest artillery," but he did not mean by this "Loudest at the mouth!"

A "TIMELY" WINDOW SUGGESTION

Talking machine dealers who sometimes run up against a stone wall in the matter of attracting the public to their window displays may utilize the following idea with some degree of success: Place a number of alarm clocks with the dial facing the street in the window, distribute them among a limited assortment of records and then insert a neatly printed card bearing the slogan, "Timely Suggestions."

W. E. Moore & Co., North Cambridge, Mass., Victor dealers for the past seven years, are bringing their store to the attention of the public by means of well-written publicity in the local papers.

INDIANAPOLIS AS CABINET CENTER

Nearly 50,000 Talking Machines Cased and Assembled in That City During the Past Year, According to Figures Issued by Local Bank

INDIANAPOLIS, Ind., November 4—The Fletcher American National Bank, of this city, which has been carrying an interesting series of advertisements in the local newspapers calling attention to the many industries located in the city and the extent of their output under the general caption of "We Believe in Indianapolis," recently carried a piece of copy of particular interest to the talking machine trade setting forth the prominence of the city in the matter of talking machine cabinet manufacture. Under the caption, "Phonograph Cabinets," the advertisement read:

"Although America's phonograph industry has its center in the East, many of the machines are placed in Indianapolis-made cabinets and shipped to their final destination from this city. Last year nearly 50,000 phonographs bearing the names of the famous Eastern talking machine companies were shipped to Indianapolis to be placed in beautifully finished cabinets made in Indianapolis workshops and from here delivered to central and far Western points.

"Lumber for this purpose is shipped to Indianapolis from all the great forest regions of the United States and from many Old World ports, including the mahogany that comes from Nicaragua and darkest Africa. Here the wood is fashioned into the cabinets and given its beautiful finish by thousands of Indianapolis workmen."

CHARLES E. MOIR FEATURED

Charles E. Moir, who handles the Victor, Brunswick, Cheney, Sonora and L'Artiste products in Cambridge, Mass., was the subject of an extended write-up in the Chronicle, of that city, recently, which was accompanied by a portrait of this enterprising merchant.

GRANBY PLANT TO BE ENLARGED

Business With This Corporation Shows Steady Increase—Investigating Factory Practices

NORFOLK, VA, November 1—Activities at the headquarters of the Granby Phonograph Corp., in this city, are numerous. Preparations are being made to enlarge the factory. In Norwalk, the increasing business is reported as remarkable and this will be the fourth time within two years that it has become necessary to increase facilities to take care of growing business.

Irving Beckhardt, of the credit department, and C. T. Westmoreland, factory superintendent, have been making a country-wide investigation of factory practices to procure new ideas on use in the Granby factory at Newport News. This trip covered many of the furniture factories in North Carolina, Cincinnati, Louisville and other Southern cities. Investigation will also be carried into Michigan and through New England.

F. D. W. Connelly, of the Philadelphia office, recently spent two weeks at the factory. While in Virginia he visited several of the important cities of this State in the interest of Granby.

Harry Coplan, sales manager of the corporation, has been traveling through New England, Philadelphia and New York State. He reports that business is improving materially and predicts a busy season ahead.

EIGHT VICTOR ARTISTS IN PEORIA

The Eight Famous Victor Artists attracted much attention in Peoria, Ill., recently, where they gave a concert under the auspices of the Peoria Music Co., Victor dealer in that city. Before the concert the artists visited the store of the Peoria Music Co., and held an informal reception.

"All things come to him who waits" is an old and false prophecy as many failures can testify.

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.

JEWEL PHONOPARTS COMPANY

Showing Reproduction of Jewel Attachment turned up to change needle. Note position when not in use.

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.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago
Have you received your data sheet for listing in the

TALKING MACHINE WORLD TRADE DIRECTORY?

If you have not yet received your data sheet for listing in this Directory, please advise us by return mail and we will send you one immediately.

THE TALKING MACHINE WORLD TRADE DIRECTORY will be the first accurate and complete Directory ever published in the talking machine industry. If you are a manufacturer or jobber of any product associated with the industry in any way, it will be to your distinct advantage to be listed properly.

This directory is being published in response to the demands of the trade, which have become more and more insistent during the past five years. Moreover, the publishers of "The Talking Machine World" now regard the industry as sufficiently stabilized to warrant the compilation of an accurate and reliable directory.

THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue
New York City
The immortal Toreador's Song from Carmen is Riccardo Stracciari's opportunity to make a masterful record in his rich, full baritone, with a male chorus supporting him. It's a masterpiece! Columbia 49968.

Columbia Graphophone Co.
NEW YORK

VICTOR ARTISTS IN INDIANAPOLIS

Octette Accorded Enthusiastic Reception on Appearance at Murat Theatre

INDIANAPOLIS, Ind., November 1.—The Eight Famous Victor Artists were brought to this city recently through the efforts of several local Victor dealers, together with the Stewart Talking Machine Co., Victor wholesaler, and achieved a veritable triumph on their appearance at the Murat Theatre. Not only did the citizens of Indianapolis turn out in sufficient numbers to pack the theatre, but a number of Victor dealers outside the city took advantage of the opportunity to hear the artists.

Billy Murray acted as master of ceremonies and won many laughs with his clever introductions, as well as much applause after the singing of "Ten Little Fingers and Ten Little Toes" and the several encores that followed.

The Peerless Quartet won fresh laurels with their group singing "Linda," "I'm Missin' Mammy's Kissing," "Somebody's Mother" and a firelight medley of old-fashioned airs sung unaccompanied. The Sterling Trio also received their share of applause.

While the greater part of the program was of the popular type of music Frank Croxon, an Indianapolis boy by birth, added a touch of operatic atmosphere by singing the well-known "Song to the Evening Star" from "Tannhauser," and the favorite classic, "Drink to Me Only While Thine Eyes," and an extra "The Night Has a Thousand Eyes." Mr. Croxon has a deep, rich, bass voice that seemed peculiarly adapted to his style of selections.

Fred Van Eps proved to be a cyclonic performer on his banjo and won much applause by his presentation of a group of old negro favorites and variations on "Suwanee River." Frank Banta deserves much credit for his clever accompanying work.

Henry Burr gave a few semi-classics that were thoroughly appreciated, and Monroe Silver brought peals of laughter from his bearers by his Cohen stories.

TRIBUTE DESCRIBES RECORD MAKING

Article in the New York Tribune, Is Indicative of Newspaper Interest in the Industry

An article appearing recently in the Sunday issue of the New York Tribune, entitled "From Squawk to Beethoven Symphony," by Lawton Mackall, describes some interesting features of record recording and relates the history of the advance in talking machine manufacture.

The article, which covers a complete page, relates technical details of record making in language which the layman can easily understand. This is but another evidence of the increased interest exhibited by the newspapers and writers in the industry, which is providing some valuable free publicity.

Be sure you're right and then—soft pedal on the "I-told-you-so" stuff.

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

Tedding.jpg

BILLY MURRAY

HENRY BURR

ALBERT CAMPBELL

FRANK CROXON

FRANK BANTA

MONROE SILVER

FRED VAN EPS

JOMIC MEYERS

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

APPONTED CHENY DISTRIBUTORS

Van Korn-Shower Co. to Wholesale That Line in State of Michigan

DETOIT, Mich., November 3—R. K. Van Korn and C. J. Shower have been appointed distributors for the Cheney Talking Machine Co. in the State of Michigan. They style their company the Van Korn-Shower Co. and they have established offices at 205 Farwell Building, this city. They also represent the Odeon Record Co. and the New York Brush Co. in the same State.

NEW ALBUM FOR HOLIDAY TRADE

"Peerless De Luxe" Album Designed for Sale as Special Christmas Gift

The Peerless Album Co., of 638 Broadway, New York, has just announced to the trade a new record album made particularly for holiday business. It has been given the trade name of "Peerless De Luxe." The new product is the conception of Phil Ravis, president of the company, who has long felt that there was need for an album which would be an appropriate Christmas gift. The "Peerless De Luxe" is bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk, the metal bindings being gold-plated. The covers are also gold-finished and bevel-edged. The new album is of the highest quality and should meet with popular approval.
Emerson Records

For Christmas

Each record on the Emerson list for December is a holiday-spirit contribution in itself.

Christmas hymns and standard Yuletide selections.

SPECIALS FOR CHRISTMAS

10459  KIDDIES' PATROL (Christmas Eve) (Walter Rogers). Descriptive  
10460  KIDDIES' DANCE (Christmas Morning) (Walter Rogers). Descriptive  
10270  HARK! THE HERALD ANGELS SING (Mendelssohn). Male Quartet  
1087   PEACEFUL NIGHT (Mahr-Gruet). Male Quartet  
1097   ADESTE FIDELES (Come All Ye Faithful) (J. Reading). Male Quartet  

THE EXCLUSIVELY EMERSON PICTURE RECORDS

By Emerson Entertainers

A100  LITTLE RED RIDING HOOD. Story with Animal Imitations.  
A101  MOTHER GOOSE RHYMES. With Song Accompaniments.  
A102  MOTHER GOOSE RHYMES (Second Series). With Song Accompaniments.

STANDARD NUMBERS

10460  LEAD, KINDLY LIGHT (Newman-Dykes). Male Quartet  
10461  ALMOST PERSUADED (Fred T. Bliss). Male Quartet  
10463  THE LORD IS MY SHEPHERD (Smart-Passmore). Tenor and Contralto Duoet, Orch. Accomp.  
10464  RUSTLE OF SPRING (E. H. Knecht). Piano Solo  
10465  VALSE BRILLANTE (Mama Zucca). Piano Solo  
10466  BARCAROLLE, from "Tales of Hoffmann" (Offenbach). Instrumental Trio.  
10467  WE'RE MOTHER GOOSE (Robinson). Soprano Solo, Orch. Accomp.  
10468  THE LAST ROSE OF SUMMER (Moore). Contralto Solo, Contralto and Piano, Violin and 'Cello.

DANCES

SWEET LADY, Medley. From Musical Production "Tangerine" (Johnson-Crumit-Zoob).  
TUCK ME TO SLEEP (In My Old Tucky Home) (George W. Meyer). Fox-trot.  
WHEN THE HONEYMOON WAS OVER (Fred Fisher). Fox-trot.  
BABY FACE (Benson-Howard). Fox-trot.  
HOW MANY TIMES? (Robinson-Turk). Intro.: "Mama Whip, Mama Spank!" Van Eps Specialty Four  
LOVE ME (All of the Time) (A. MacIntosh). Fox-trot.

SONG HITS

BIMINI BAY (Whiting-Kahn-Egan). Novelty Song, Orch. Accomp.  
MANDY 'N' ME (Kalmar-Conrad-Motzan). Tenor Solo, Orch. Accomp.  
I WONDER IF YOU STILL CARE FOR ME (Smith-Snyder). Tenor Solo, Orch. Accomp.  
A LITTLE SIDE STREET (Harris-Howard). Tenor Solo, Orch. Accomp.

Emerson Records in Italian, Hebrew-Jewish, German and Polish are leaders in their respective languages.

The Emerson Phonograph Co.

317 So. Wabash Avenue  Chicago  206 Fifth Avenue  New York City
FOUR CELEBRATED ARTISTS TO RECORD FOR BRUNSWICK

Claire Dux, Soprano; Tino Pattiera, Tenor; Elly Ney, Pianiste, and Bronislav Huberman, Violinist, appearing in Operatic and Concert Series, now recording exclusively for Brunswick.

Brunswick dealers and Brunswick record enthusiasts are awaiting with interest the first recordings of four widely known European opera and concert artists who are now in this country for the first time and are being announced to the trade by the phonograph division of the Brunswick-Balke-Collender Co. as exclusive Brunswick artists. All of these artists have appeared before European audiences for several years past, where their brilliant performances won the praises of critics in the leading musical centers.

Two of these artists are singers of note, Claire Dux, soprano, and Tino Pattiera, tenor, who are to make their American debut this coming season with the Chicago Opera Company and will be heard in New York when that organization comes here for its annual visit. Pattiera is a native of Dalmatia and made his greatest success in tenor roles of the Puccini and Verdi operas. Claire Dux has been known as one of the leading mezzo-sopranos appearing in the opera houses of Europe and Mary Garden, hearing that there was a possibility of Mme. Dux making an American tour, immediately offered her a contract to sing for the Chicago Opera Company. Mme. Dux has appeared in Covent Garden, London; the Royal Opera of Berlin, La Scala, Milan; Royal Opera, Stockholm; Royal Opera, Petrograd.

Elly Ney, who has just made her American debut in New York, is an accomplished pianiste, who has delighted European audiences with her work. Local musical critics stamp her as an artist of unquestioned ability. Bronislav Huberman, violinist, came to this country as a child prodigy when only fourteen and his playing in New York last month, after an absence of twenty-four years, confirmed the good opinion held of his talents abroad.

The officials of the Brunswick Co. have been negotiating for the engagement of these European artists for some time past and were largely instrumental in bringing them to this country. When arrangements for their appearance here were finally consummated the Brunswick Co. immediately took steps to secure the rights to make recordings of these artists on Brunswick records exclusively. William A. Brophy, head of the recording laboratories in New York, has already made several tests of them and he states that records by these artists will be ready for distribution to the trade about December 1. Their release, then, is most timely, as all these artists are now appearing before American audiences.

Claire Dux opened November 14 as Mimi in "La Boheme," with the Chicago Opera Company. Then she appears in Kansas City November 23; Detroit, December 6; New York City, November 29, January 22; Lynchburg, Va., February 6; Concord, N. H., February 23; Detroit, March 9; Montgomery, Ala., March 30, and several other cities which will be announced later. Tino Pattiera will make his first American appearance as Canio in "Pagliacci" the second week of November with the Chicago Opera Company. He will next appear at Lynchburg, Va., December 6, and will give several concerts in addition to being heard with the Chicago Opera Company in New York City during the month of January.

Elly Ney is booked to appear in most every large city in this country, following her debut in New York City on October 18, where she was received most enthusiastically. She appeared in Detroit November 3 and 4; New York City, December 5; Oswego, N. Y., November 11; Richmond, Va., November 15, and will appear in Athens, Ga., November 17; Atlanta, Ga., November 19; New York City, November 26; Boston, Mass., November 27; Evanston, Ill., December 1; Quebec, Can., January 9; Three Rivers, Quebec, January 11; Montreal, January 13; New York City, January 22 and February 5; Chattanooga, Tenn., March 7. Bronislav Huberman, after making his first American appearance in New York in October, is scheduled to be heard in the following cities: St. Paul, Minn., October 27; Minneapolis, Minn., November 28; Philadelphia, Pa., November 1; New York City, November 8, 12 and 18; Lynchburg, Va., November 21; Baltimore, Md., November 25; New York City, November 28; Washington, D. C., December 1; Brooklyn, N. Y., December 4; New York City, December 11; Columbus, Ohio, December 14; St. Louis, Mo., December 16 and 17; Omaha, Neb., December 18; New York City, January 1; Chicago, Ill., January 30; Providence, R. I., January 24; Rochester, N. Y., February 1.

Mr. Brophy states that Brunswick dealers are being supplied with attractive advertising material, so that they can capitalize on the visits of these artists in their cities. Also the Brunswick Co. is to announce these exclusive Brunswick artists in a nation-wide campaign of advertising in the leading newspapers and magazines in the country. The engagement of these artists, Brunswick officials state, is the forerunner of several more to be announced this Winter, as it is the purpose and aim of this company to have in its record catalog a complete series of operatic and classic music, rendered by the best artists obtainable. Already records have been issued by the Brunswick Co. of several widely known artists who are exclusively Brunswick, among whom are Mario Chamile, tenor; Giuseppe Danise, baritone; Florence Easton, soprano, who are appearing in leading roles with the Metropolitan Opera Company, this city. Also records of Irene Pavlova and Marie Tiffany, who are members of the Chicago Opera Company, have been released to the trade and have met with considerable favor.

Nothing is more important to the dealer than to see that his sales force keep the record stock in good condition. Having the needed records and being able to supply customers without delay is a valuable asset.

Quality

The "VICSONIA" Reproducer

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

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

VICSONIA MFG. CO., Inc.
313 E. 134th STREET
NEW YORK, N. Y.
Selling a Profitable Line

Sales are necessary to business.

But sales, no matter how large, without a satisfactory net profit, mean disaster. It is better to show big profits on a small investment than small profits on a big investment.

An extra large discount does not mean large profits if there is no demand for the goods purchased. The difference between an extra large and a normal discount is a great deal less than the extra expense required to sell such goods.

Sell a phonograph that means the most to you in the long run—one that bears a favorable reputation—one that will compare favorably in any side-by-side test with other phonographs—a quick turnover phonograph. Such is

The Highest Class Talking Machine in the World

Sonoratas are now selling at revised prices based on present costs
With the revival of normal business conditions, a Sonora agency is of GREAT VALUE to you. There are new dealers being added. You may be able to secure a valuable agency if you will write for further information.

**Gibson-Snow Co.,**
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

**W. B. Glynn Distributing Co.,**
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

**Griffith Piano Co.,**
605 Broad St., Newark, N. J.
State of New Jersey.

**Hessig-Ellis Drug Co.,**
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi, Alabama, Georgia, Florida and North Carolina.

**Kiefer-Stewart Co.,**
Indianapolis, Ind.
Entire State of Indiana.

**Lee-Coit-Andreesen Hardware Co.,**
Omaha, Nebr.
State of Nebraska.

**M & E,**
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and eastern Massachusetts.

**C. L. Marshall Co., Inc.,**
514 Griswold St., Detroit, Mich.
Michigan and Ohio.

**Sonora Distributing Co. of Texas,**
Dallas, Texas.
Western part of Texas.

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

**Minneapolis Drug Co.,**
Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota.

**Robinson-Pettet Co., Inc.,**
Louisville, Ky.
State of Kentucky.

**C. D. Smith Drug Co.,**
613 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 5 counties of N. E. Oklahoma.

**Strevell-Paterson Hardware Co.,**
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

**Yahr & Lange Drug Co.,**
Milwaukee, Wis.
Wisconsin, Upper Michigan.

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

**Greater City Phonograph Co., Inc.**
311 Sixth Avenue, New York
All of New York City except Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.

**Moore-Bird & Co.,**
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**The Magnavox Co.,**
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

**Southern Drug Company,**
Houston, Texas.
Southeastern part of Texas.

**Southern Sonora Company,**
310-314 Marletta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

**Southwestern Drug Co.,**
Wichita, Kan.
Southern part of Kansas, Oklahoma (except 5 N. E. counties) and Texas Panhandle.

**Sonora Distributing Co. of Pittsburgh,**
4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

**BEIDES 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.**
COLUMBUS, O., November 4—Ninety retail dealers in Victor talking machines and records came from a number of towns that are within a seventy-five-mile radius of this city last month and formed the Central Ohio Victor Talking Machine Retail Dealers’ Association.

Leslie I. King, manager of the Victrola department of the Morehouse-Martens Co., Columbus, was elected president of this organization. In Mr. King’s initial speech to members of this Association he said: “Because all the Victor dealers are anxious to maintain the highest standard of excellence in their service to the public and in order that business methods might be employed whereby customers would have their requirements filled along musical lines in a way that would give the dealers their confidence we have decided to form this organization.”

Mr. King further stated that conventions will be held annually and that at these conventions the members will “talk shop” and not have the meetings serve as social gatherings. “We will from time to time send out bulletins that will give the best methods in salesmanship.” The work of issuing bulletins has been delegated to an executive committee whose duty it is to observe all the things that go to sell Victrolas and records and then to incorporate their observations on this subject in the bulletin. “By doing this,” Mr. King stated, “not only will the dealers stimulate their trade, but the public will be greatly benefited. They will get something even better than what they want in the musical field.

And to serve the public in the best possible way, that is the aim of this organization.”

Some time during the month of November a meeting of this organization will be held in Columbus, when the time and place for the 1922 convention will be definitely decided.

Other officers elected are: E. O. Colleander, Zanesville, vice-president; Frank Sells, Delaware, secretary, and M. L. Phillips, Mt. Gilead, treasurer.

GOOD REASONS FOR OPTIMISM

R. C. Clark, of Granby Road Forces, Tells of Better Conditions—Expects Big Holiday Trade

COLUMBUS, O., November 4—Robert C. Clark, who covers southern Ohio and eastern Kentucky for the Granby Phonograph Corp., of Norfolk, Va., reports that business in his territory is showing a decided increase. Everything points to a healthy holiday business. Not only is business good in the talking machine field, but among many of the large industries in that locality which favorably affect the buying power of the public.

Among the large industries which are speeding up production is the National Cash Register Co. of Dayton, O., which employs several thousand people. The increased activities of this plant alone have caused a spread of optimism among the dealers in that section of the State. The dealers in this city also are very optimistic and are making great preparation for the holiday business.

FILES SCHEDULES OF CREMONA CO.

Liabilities of Cremona Phonograph Co., Portland, Ore., Given by Secretary as $107,782, With Assets of Only $31,565

PORTLAND, ORE., November 2—According to a report filed in the Federal Court last week by H. E. Willham, secretary of the Cremona Phonograph Co., which recently filed for bankruptcy, the total liabilities of the company are $107,782.01, with assets of $31,665.39. Of the liabilities the secured claims amount to $62,853.37, while the unsecured claims are $44,609.25. The assets consist of real estate to the value of $6,050 and the balance, $22,684.68, are notes, bills, etc. The principal creditors are: A. B. Cutter, who holds certificates amounting to $18,262; Mary L. Eaton, $11,114.25; F. W. Cutter, $18,611.45; Coast Bond & Finance Co., $15,155.57, and the Northwest Finance Corp., $5,678.30.

A. J. Johnson, Victor dealer in Fall City, Neb., makes it a point to publish the full Victor list of records in his advertisement in the local papers, which has proven quite a factor in bringing business to his store.

Special advertising and sales campaigns are in order to make the holiday season pay adequate dividends.

The Record That Wins by Comparison

The Service That Suits ALL DEALERS’ NEEDS

Independent Jobbing Company Okeh Records

Goldsboro, North Carolina

The Best Oil For Any Talking Machine

In referring, Nyoil is given the same care as our famous watch oil receivers. All gums and impurities are removed, leaving it Colorless, Odorless and Stainless.

For Sale by all Talking Machine Supply Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.

CO-OPERATION NEEDED TO SUCCEED

Employer: Who Assumes an Attitude of Superiority Curtails Enthusiasm of Men—Sales Drop and Disorganization Often Results

In many business houses there is a lack of coordination between employers and employer which cannot help but be detrimental to the best interests of the business. Employers sometimes become so imbued with their own importance that they assume an attitude of autocratic superiority which arouses the antagonism of employees. The result is grumbling, discontent and a consequent falling off of enthusiasm which naturally results in a decline in sales. If such a condition exists the employer has no one to blame but himself, and instead of seeking to replace his old and tried salesmen and employees with others he should remedy his own attitude in order to keep the morale of his staff as high as possible. Many a manager and business man has failed because he lacked those qualities of humaneness which mark the true executive and which are absolutely essential if the best efforts of the salesmen are to be brought out for the benefit of the firm.

“THE BATTLE OF ALL ALLIANCE”

CLEVELAND, O., November 8—H. C. Schultz, of the Keanedy-Schultz Co., representative of the Granco Phonograph Corp. of Norfolk, Va., in this city, is the author of an interesting volume, entitled “The Battle of Alliance.” The book has been prepared for private distribution and those who have read it say it proves the author has no little ability as a fiction writer.
Victrolas
From 425. to 1500.

Successful people are always on the go. Too speedy oftentimes, Mr. Victor Dealer, to learn where you are located. Billboards! Billboards! so that he who runs may read— and tumble.

C. BRUNO & SON, Inc.
391-399 Fourth Ave. New York
VICTOR WHOLESALER
TO THE DEALER ONLY
EXTRA! Mr. Phonograph Industry EXTRA!  
IMICO SHAFT No. 4 “COMES IN” WITH BIG PRODUCTION  
Collect Your Dividends Now by Obtaining Lower Quotations  
Send for Samples and Special Quotations Effective November 15th.

IMICO INDIA RUBY  
MICA DIAPHRAGMS  
INTERNATIONAL MICA COMPANY

Still the Standard  
There’s a Reason  
and Will Remain  
Why NOT IMICO

HE KNOWS HIS BUSINESS COSTS

The Business Man, Whether Running a Small  
Store or Large Manufacturing Plant, Should  
Know Exactly the Cost of Operation

The efficient head of to-day’s business doesn’t  
guess—he knows. He knows his exact cost of  
doing business. He has at his fingers’ tips the  
entire cost of every article in his store, and the  
cost of every operation, handling, selling and  
delivery. He knows, at any moment, whether  
he is making or losing money.

Now, these cost records are not kept because  
the business is big; but rather the business is big  
because the costs are known.

You are traveling on guesswork, and are running  
the risk of failure:  
—unless you know how much it costs you to  
sell your goods;  
—unless you know how much your delivery  
costs amount to;  
—unless you are carrying a depreciation ac-

count on your books, and are charging depreda-
tion of your equipment as part of business cost:

—unless you know exactly what each and  
every item of expense amounts to and figure it  
against the running of your business.

The majority of mercantile failures can be  
charged up to ignorance on the part of the  
merchant of his own business.

A simple set of accounts, intelligently kept,  
will guard you from this. Don’t try to “keep  
your business in your hat.” If you do, you’ll  
soon find that you will either have to take it out  
or get out yourself.

NIGHT FORCE ON RECORD OUTPUT

Bridgeport Die & Casting Co. Busy From 7  
A. M. to 10 o’clock at Night

BRUSSELS, Conn., November 3.—The Bridgeport  
Die & Machine Co. has already inaugurated  
night work in its plant in this city, thus continu-

uously pressing records from 7 o’clock in the  
morning until 10 o’clock at night. The various  
records pressed by this company are proving  
very popular and the demand is steadily increas-
ing.

THE STORE WAS REALLY CROWDED

St. Louisans Turn Out in Great Numbers to  
Help Kirkland Piano Co. Celebrate

St. Louis, Mo., November 4.—When Jonas H.  
Kirkland, who does business as the Kirkland  
Piano Co., at 204 North Twelfth street and  
2002 East Grand avenue, this city, gave an anni-

versary party at his East Grand avenue store he  
was swamped with guests. In the year that he  
had operated the branch store he had remodeled

Crowd at the Kirkland Anniversary

it, and on the first anniversary he sent 2,200  
postal announcements to customers on his mail-

ing list and scattered 10,000 handbills around the  
neighborhood.

The doors were opened at 7.30 p. m. and until  
10.30 the store was filled and there were so many  
people on the sidewalk and in the street that  
policemen were needed to handle the traffic. The  
crowd coming in at the front door was so great  
that people in the store could not get out that  
way and it was necessary to open the back doors  
to let them out.

Mr. Kirkland has only been in the piano and  
talking machine business a short time and his  
energy and enterprise have caused other music  
merchants to take notice. He is only twenty-six  
years old. His sales organization consists of  
Messrs. H. Semple and C. Eidelmann and Messes  
E. Repple and M. Koeving. He handles the  
Brunswick phonograph and Cable pianos.

The M. J. Keenan Music Store, at 125 North  
Main street, Austin, Minn., is bringing his talk-

ing machine, piano and other lines of musical  
instruments to the attention of the public  
through local publicity.

A product is only well sold when it stays sold.  
In other words, when it gives continued satisfac-
tion and makes friends for the house.
THE PASSING OF I. DAVEGA

Had Been Identified With Talking Machine Industry for a Long Period of Years—Business Now in Charge of Abram Davega

In the passing of I. Davega, president of the Knickerbocker Talking Machine Co., New York City, which was announced in last month’s issue of The World, the industry has lost a member who was identified with it in a prominent way. For a number of years president of I. Davega, Jr., Inc., which later became the Knickerbocker Talking Machine Co., Mr. Davega centered his activities on the wholesaling of Victor merchandise. In his long connection with the trade Mr. Davega formed many lasting friendships and the news of his death caused great sorrow. The active management of the Knickerbocker Talking Machine Co. has passed on to Abram Davega, the only son, and who for the past few years has been practically in full charge of the business during the illness of his father. I. Davega is survived by a widow, his son, Abram Davega, and a daughter, who is Mrs. Byron R. Forster, wife of the well-known president of the Brilliantine Steel Needle Co.

$61,000 IN JUDGMENTS AWARDED

Decree of Foreclosure Also Entered Against the Cathedral Phonograph Co.

MARION, O., November 1—Judgments amounting to $61,604.79 against the Cathedral Phonograph Co. and Axel Akers, as trustee for the estate of the Cathedral Phonograph Co., a bankrupt, were awarded the cross petitioners in the common pleas court here last week in a suit of Axel Akers, as trustee for the estate of the Cathedral Phonograph Co., and others. Decree of foreclosure also was entered and the property of the bankrupt company ordered appraised and sold for cash by the sheriff on November 9.

A small advertisement which hits the nail on the head is worth more than a double-page display of generalities.

What More Can You Ask

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

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 plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

The Passing of I. Davega

HALLOWE’EN IN WASHINGTON

Talking Machine Houses Arrange Elaborate Window Displays for the Occasion

WASHINGTON, D. C., November 4.—The leading music stores of the Capital City during the past week led all other establishments in point of attractiveness of display. All decorated their windows to some extent, featuring All Hallow’en, while several of the retailers went to considerable expense and effort.

One of the most attractive of these displays was that of E. F. Droop & Sons Co., Victor wholesalers. On the G street side of the store the window featured pianos. The flooring of the window was covered with straw and in the center was a huge pile surmounted by a Victor dog, while another smaller one was seen pushing his way through the straw at the bottom. Shiny records were made into skeleton heads by the use of white paint, and these with cut-outs and jack-o’lanterns in pumpkin shape added to the attractiveness of the display.

The Thirteenth street window was given over to Victrolas. Here there are numerous booths of large yellow chrysanthemums, draped with yellow and with orange crepe paper, were filled with oak leaves. The window had a large border of laurel.

Diagonally across the street was another elaborate display in the window of the Jordan Piano Co. One of the first things viewed was a sign which deposed “You need music for your Hallowe’en party. The Victrola will give you the best.” Another sign advised, “Select Your Hallowe’en Records.” In the center was a Victrola and directly back of that was a painting of a wood scene forming a part of the background, the rest of the space being covered by corn stalks. To the right, in a stack of the stalks, there was a witch with illuminated face, while her counterpart held forth on the left.

INSTALLS THREE NEW BOOTHS

The Barber Music House, Great Falls, Mont., of which R. J. Barber is proprietor, has recently installed three new sound-proof booths to take care of the growing Columbia trade.

Which Machine?

Do you believe in luck?—or rather, do you believe you are so lucky that the results of luck will be lucky for you?

In other words, can you afford to go into the phonograph business without investigating every machine that can possibly have merit?

To decide WHICH MACHINE without getting all the evidence is foolish and can only result in your making less out of your phonograph department than you might make.

Harponolas are built in every desirable cabinet style, and every cabinet is a maximum value at its price—a model of good taste and fine craftsmanship.

Harponola tone is unusually sweet and faithful to all the fine tones in the record.

Harponolas, mechanically, are as service-proof as may be built.

And the Harponola proposition to the dealer is substantial, fair and exceptionally profitable.

You owe it to yourself to write for the Harponola proposition. Give us a chance to prove that you couldn’t select a better machine from a sound merchandising standpoint.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELENA, OHIO

Edmund Brandts, President

Harpolonas are built by the Meraman Brandts Brothers in a separate up-to-date factory.

The Phonograph with the “Golden Voice”

HARPONOLA

November 15, 1921

THE TALKING MACHINE WORLD

43
THE highest tribute a critic can pay to a phonograph is that it reproduces with absolute fidelity every beauty of tone of voice or instrument.

The artistic Steger creates the illusion of reality to perfection, so that a listener may readily imagine that he is in the presence of the living artist. It brings to the home all of the world's best music—vocal and instrumental—and plays it with a sparkling vivacity that no other phonograph can surpass.

Because the Steger tone-arm is adjustable to meet the requirements of the individual record, the Steger Phonograph plays all disc records correctly. This exclusive, patented tone-arm is only one reason why the beautiful Steger is universally known as "the finest reproducing phonograph in the world."

There is a big field for the Steger. Its popularity makes each sale easier. There is a great national advertising campaign back of the Steger that makes Steger representation a valuable asset for the progressive dealer. Hear and play the Steger yourself. Inspect the wonderful Steger tone-arm, the scientifically constructed sound-reproducer and the marvelous tone-chamber of even-grained spruce.

Desirable Territory Open

Write for the Steger proposition and Steger Phonograph Style Brochure today if you want satisfied customers and substantial profits.

Phonograph Division

STEGER & SONS
Piano Manufacturing Company

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

"It's a Steger—it's the most valuable Piano in the world."
For Christmas, sell “O Come, All Ye Faithful” and “Hark, the Herald Angels Sing,” in Barbara Maurel’s rich, colorful mezzo-soprano, supported by a fine male quartet. There’s a new appeal in this recording of these old favorites. A-6196.

Columbia Graphophone Co.
NEW YORK

WINDOW DISPLAY PRODUCES SALES
Columbia Dealer on Coast Features Napoleon Newleyw—Effective Use of Comic Character
SAN FRANCISCO, CAL., November 4.—The Einselen Music Store, of this city, well-known Columbia dealer, recently introduced a window display that attracted considerable attention. The feature of the window was the famous “Napoleon Kid” of the Newleywedd family, and he used his

A Striking Window Display complete vocabulary, consisting of “Ma Ma,” to attract the attention of passers-by.
A Columbia Grafonola was placed in one corner of the window and seated alongside was the well-known Newleywedd kid. A large poster in appropriate text announced the fact that a Grafonola could be purchased on low and easy terms and as a result of this window a substantial number of sales were closed.

COTTON FLOCKS IN DEMAND
Claremont Waste Mfg. Co. Working Day and Night—Record Manufacturers’ Large Orders
CLAREMONT, N. H., November 5.—With the seasonable increase in the demand for talking machine records the Claremont Waste Mfg. Co., of this city, has received large orders for cotton flocks, necessitating the operation of its plant day and night during the months of October and November. Although this company has only been engaged in the making of cotton flocks for record manufacturing during the past five years it now enjoys the patronage of practically all of the leading record concerns in the country. Its business is steadily growing, as evidenced by present operations, and it is endeavoring to give its customers maximum and efficient service.

ANNOUNCE NEW MANOPHONE MODELS
Manophone Corp. Offers Trade Series of Artistic and Distinctive Designs—Conceived by E. Stetson Crawford, Well-known Artist—New Line Will Be Displayed at New and Attractively Arranged Showrooms in New York City
The Manophone Corp., Adrian, Mich., has advertised its dealers of the preparation of a new series of models which represent actual craftsmanship in design and construction. These new cases were designed by E. Stetson Crawford, of New York City, an artist of national reputation, who devoted two months to the careful study of artistic craftsmanship as applied to talking machine cases.
This new line, when completed, will include seven designs, ranging from the simplest Colonial of the early days to a Chinese piece of teak and satinwood. As Mr. Crawford points out, these new designs are in themselves pieces of furniture such as are sought by the discriminating collector and imported by the various Fifth Avenue galleries as objects of art.
Not only has the Manophone Corp. taken a distinct step forward in announcing these new designs, but it has also made a departure from the accepted type of talking machine display room in the equipment and furnishing of its new salesrooms in New York. These warerooms are located at 4 West Fortieth street, a studio building, where, instead of displaying the instruments in stereoptyped surroundings, they are shown in an artist’s studio, with a fitting environment. A cordial invitation has been extended by the Manophone Corp. to the trade to visit its attractive New York showrooms.

CLOSING HEALTHY BUSINESS
Pleasing Sound Phonograph Co. Doubles Floor Space to Handle Business—Carries Large Stock of Parts and Accessories
The Plessing Sound Phonograph Co., New York City, reports that business has shown a decided increase in the past few weeks, and all indications point to an active demand this coming Winter. This company is a wholesaler of, and manufacturer’s agent for, phonograph motors, main springs, and carries a large stock of repair parts for all makes of talking machines.
Mr. Pascal, proprietor of this thriving concern, stated that although this business started in a small way some years ago it had now grown to a degree which made it necessary to double the floor space. With a complete assortment of talking machine accessories and parts, and greatly enlarged facilities for taking care of orders received, the company plans to start an aggressive campaign for dealer business.

Many merchants make the mistake of trying to place their entire stock in the window. Are you guilty?

BRUNS MOVING COVERS
The most efficient and complete Phonograph Delivery Protection available
The BRUNS MADERITE Cover for Perforated Model Machines has met with instant success. The “one-man” or Jacket type for uprights also increases in popularity. We also manufacture the closed style cover.
Now is the time to prepare for the increased activity bound to come in the phonograph field—see that your delivery equipment is adequate—have us give you complete information.

RUBBERIZED DUST COVERS FOR PHONOGRAPH
The BRUNS MADERITE Fleece Lined Rubberized Dust Cover protects from finer marks, bruises, moisture, dust, etc.—ideal for store room, show room or for the home. Every phonograph owner is a possible purchaser.
Samples and prices on request.
Prepare now for the busy season; order direct on through your regular jobber.

BRUNS & SONS
Manufacturers of Everything Made of Canvas

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.
FINANCING PLAN FOR DEALERS

Columbia Representatives to Be Given Advantage of Very Liberal Financing

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, advised the Columbia wholesale branches recently that plans had been completed whereby Columbia dealers could be offered a very liberal financing plan. Details of this plan were worked out after many months of study and investigation, and the Columbia organization is planning to co-operate with the dealers in taking full advantage of this important announcement.

Columbia branch managers throughout the country are ready to give Columbia dealers complete information regarding this new financing plan, which is offered to the dealers at a time that is most opportune. The plan is noteworthy for its simplicity, as all leases on Columbia products held by Columbia dealers may be included in this financing arrangement, provided they are paid up to date and do not run for more than twelve months from the time of the assignment. Mr. Hopkins, who is at the present time making an extended Western trip, states that the plan has been received enthusiastically in all of the important trade centers that he has visited recently. The dealers are evincing keen interest in the plan and the Columbia managers are leaving nothing undone to assist the dealers in taking full advantage of the financing arrangement.

HAND TO MANAGE SCRANTON STORE

SCRANTON, PA., November 1.—Plans are under way by the United Phonograph Stores, Inc., for the opening of a branch store in this city in the near future, according to an announcement made by H. W. Yeager, president of the company. Chauncey C. Hand, prominent in the music affairs of the city, has been selected to manage the local branch. The Scranton branch is one of many which the company is planning to open.

LONG CABINETS AT LOCAL SHOW

Geo. A. Long Cabinet Co. Has Attractive Display at Furniture Show—New Price List Announced on November 1—Many Orders Booked

The George A. Long Cabinet Co., Hanover, Pa., was represented at the recent New York Furniture Show by a very attractive exhibit. The popular Long console cabinets were displayed to advantage and good-sized orders were received from buyers in all parts of the country who attended the show.

H. C. Naill, who was in charge of the exhibit, assisted by his son, stated in a chat with The World that the Long factory was working to capacity in order to fill the orders for Long console cabinets and, in fact, for all of the record cabinets in the Long line. A new price list for Long record and roll cabinets was introduced on November 1, which met with a favorable response from the trade, as it represented a 15 per cent reduction from the price list in effect on April 1. The Long cabinet products have won much trade favor.

JOINS SONORA JOBBERS’ STAFF

J. J. Schratweiser, formerly a member of the sales staff of the local jobbing division of the Sonora Phonograph Co., has joined the sales force of the Long Island Phonograph Co., Sonora Jobber, in Brooklyn and Long Island territory. Mr. Schratweiser is well known in the local trade and is thoroughly familiar with the Sonora product and the dealers.

The Bluff City Mfg. Co., of Poplar Bluff, Mo., has opened salesrooms for its Southland phonograph, which is manufactured here, in the Ducker Hotel Building, Little Rock, Ark. George Mauck has been made district manager.

ATLANTIC CITY PUBLICITY

Sonora Is Displayed on Large Electric Sign on Atlantic City Boardwalk—Has Many Distinctive Features Which Win Attention

The Sonora Phonograph Co. has a sign on the Atlantic City boardwalk which is well known to the many thousands of pleasure-seekers who visit this famous resort. While this sign is not quite as pretentious as the Sonora electrically displayed at Times Square, the Campus in Detroit and some of the Sonora signs in other

Universal Self-Service Displayers Are Necessary in the Busy

Holiday Season, if you want to take full advantage of your record sales possibilities. The SELF-SERVICE features of the DISPLAYERS 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
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.

Samples Will be Submitted on Approval

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets  CHICAGO, ILLINOIS
YOU ARE SURE TO BE RIGHT when you tell your customers that

DOMES of SILENCE
are the Perfect Furniture Footwear

Whether on the highest or lowest grade furniture they are equally as good. They protect the finest floors—rugs—and floor coverings. Hundreds of manufacturers who use them consider Domes of Silence Standard Equipment.

HENRY W. PEABODY & CO.
17 STATE STREET  NEW YORK CITY

Specify DOMES OF SILENCE
A mark of better furniture regardless of its cost

What we say above about Furniture applies also
to Phonographs
Importance of Credits and Terms in Making a Talking Machine Store Pay

There is probably no factor in the talking machine business so vital, so vague, and followed so little along definite lines, as that of extending credit to installment buyers. Time and again a rule will be laid down which is not to be overstated, but special cases are constantly arising which seem to justify an exception. Some of the risks that appear the best frequently turn out to be the worst, and many that are doubtful at the outset cause no trouble at all to the dealer.

The lowest cash payment that should be accepted on a phonograph that is sold without record or other accessories is 15 per cent of the price of the instrument. The balance should be paid in equal monthly installments ranging upward from 10 per cent per month on the balance.

A talking machine should not be sold to any person who cannot pay as a down payment an amount at least twice the sum of minimum monthly payments. People do not buy a phonograph on the spur of the moment, and, if they can raise no more money than an amount equal to the payment which they must make for a period of several months, after giving the subject sufficient thought to make up their mind to finally buy, they are an extremely poor risk.

Some dealers are inclined to accept payments on higher-priced instruments that are proportionately lower than those accepted on the cheaper machines. They will accept, for instance, no less than $10 down and $10 per month on a $100 model, but may sell a $300 model for $30 down and $15 per month.

It is their theory that a man who undertakes a $300 obligation paying $30 down is more inclined to fulfill it than one who will assume but $100 at $10 down and $10 per month.

It is the belief of some dealers that the law of averages is in favor of dealers who take a chance on every customer regardless of references, providing the customer is willing to agree to the required terms. Those who believe in this theory, however, are few.

It is a merchant's privilege to know the occupation and business address of purchasers; the name of the bank in which they have an account; the names and address of one or two relatives, and the names of any business houses that have had dealings with them in the past. The names of the relatives are handy in case the customer disappears.

No machine should be sold on payments unless secured by a chattel mortgage or a lien note contract. Every dealer should guard against delivering a machine to a customer who has agreed to pay for it before a lien has been signed by the purchaser, unless the dealer has positive information that the latter is financially responsible. Many people decline to sign away their rights even though the equity is slight, mostly because they are inexperienced in business customs, sometimes because they know more about such matters than the dealer and are trying sharp practices.

The dealer should be on the safe side and secure a signature to the agreement. It must be remembered that just as soon as a customer says "I'll take that machine," with a thorough understanding of the dealer's price and terms, the sale has been consummated in the eyes of the law and should the phonograph be delivered to the customer's house without his or her signature on a contract it cannot be forcibly removed for any reason. If the customer accepts the talking machine and fails to make any or all payments the dealer's only recourse is to sue and secure judgment. Even then it is possible that the judgment is not collected.

The best time to ask for reference is after the contract is signed and the first payment turned over to the salesman. The customer is then not so likely to refuse the information. Under no consideration should a contract be accepted if the purchaser is unwilling to give the names of several responsible people with whom they are acquainted.

Many phonograph dealers before going into business for themselves were salesmen with some other establishment. Their training was along one line only—selling. A salesman is, naturally, ever anxious to please the customer, and follows the line of least resistance. He has learned by experience that the best way to get the customer's confidence in order to sell him goods is not to aggravate him, but to agree with him. He becomes so used to this fact that it is hard to break away from this manner of handling customers. When it comes to the unpleasant duty of requesting and insisting on references, and other information vitally important to the sale conduct of the business, he is frequently bluffed by those who know that they cannot give satisfactory references and who adopt an air of injured pride and a manner that implies that the dealer is going too far.

Dealers who are handicapped by this falling will find that in most cases customers who have reached the buying point will not refuse legitimate information unless there are reasons, favorable to them but detrimental to the dealer. Moreover, it should be borne in mind that anyone buying on the lowest obtainable installment (Continued on page 58).
terms is seldom so prominent a personage as to be justified in feeling humiliated.

Occasionally an attempt is made to purchase a machine which, in the dealer’s opinion, is too great an obligation to be assumed by the purchaser. On such occasions the dealer usually induces the customer to buy a lower priced machine with the understanding that if it is paid for in contract time the higher priced machine may be selected and all money paid on the first machine applied on the new account. It can hardly be considered good business to do this, however, unless the purchaser is able to buy a machine that is at least double the price of the first one.

This brings to mind the fact that salesmen frequently attempt to induce customers to exchange a machine that was sold, say, for $100 for one costing perhaps $135. This is a mistake. Salesmen should never be permitted to induce customers to exchange a machine unless a sale can be made at an increase of 100 per cent. Customers should not be permitted to exchange a machine for one that is but slightly better unless it is in an attempt to save a sale.

SONORA JOBBERS VISIT NEW YORK

Quite a number of Sonora jobbers visited the company’s executive offices in New York during the past fortnight to discuss general business conditions and to make arrangements for next year’s activities. All of these visitors were optimistic in their reports regarding business conditions and substantiated this optimism by showing sales totals that compared very favorably with their banner years. Among these callers were: I. Montagues, Toronto, Can.; Frank M. Steers, Magnavox Co., San Francisco, Calif.; Jos. H. Burke, M. & E., Boston, Mass.; E. S. White, Sonora Co. of Philadelphia, and C. L. Marshall, of C. L. Marshall & Co., Detroit, Mich.

“IONE STAR” LINE WELL RECEIVED

Texas Talking Machine Co. establishing Important Agencies for “Lone Star” Machines and Records—Chain of Retail Stores a Success—Recording and Assembling Plants in Mexico

DALLAS, Tex. November 4—The Texas Talking Machine Co., this city, which was formed in 1920 for the purpose of manufacturing the “Lone Star” phonograph, has attained exceptionable success in the past year. The company has established dealers in the Southern half of the United States from the Atlantic to the Pacific, and new accounts are being closed regularly.

The company has so much confidence in the future of the talking machine industry that it has standardized a retail store for talking machines and records and has opened a chain of such stores through the South and Southwest. The first of these stores was opened in Dallas in August and since that time new establishments have been opened at regular intervals. These stores are under the management of A. E. Tompkins and are owned by a partnership consisting of W. L. Gleason and T. B. Thompson, who are also executives of the Texas Talking Machine Co.'s organization.

The company completed arrangements a few months ago, whereby the “Lone Star” record was added to its line. Recording laboratories are located in Dallas and many of the best artists west of the Mississippi and in Mexico are making records for the “Lone Star” library. In addition, of course, there are the national popular artists and all of these records are being well received by the trade. The Texas Talking Machine Co. proposes to do its own recording in the City of Mexico to take care of the Mexican trade and will also erect an assembling plant in that city.

PLAYER-TONE EXHIBIT AT SHOW

1. Goldsmith in Charge of Player-Tone Display at New York Furniture Show—Carlot Orders

I. Goldsmith, president of the Player-Tone Talking Machine Co., Pittsburgh, Pa., spent ten days in New York recently, attending the New York Furniture Show. The Player-Tone Talking Machine Co. maintained an attractive exhibit at this show and Mr. Goldsmith stated that carload orders were received from a number of the leading retail houses in the East and West.

Commenting upon general business conditions, Mr. Goldsmith stated that there had been a phenomenal increase in sales since October 1. The Player-Tone factories are working to capacity and Mr. Goldsmith exhibited several telegrams from his customers asking him to make immediate delivery for carload shipments.
These records are the real camp meeting songs and represent a very old form of sacred music. The recording of the four selections is excellent.

The Virginia Jubilee Singers are so gifted with an unusually wide range of tonal color that they are capable of wonderful harmonies.

The bass singer has a voice of such full, rich quality and is so remarkable for its depth of tone that it is likened to a male bass.

Another singer has a lovely liquid soprano that places a great vigor of accent on her parts.

These records are the kind every one will like and will buy.

**SPIRITUAL RECORDS**

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<tr>
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<th>O Mary, Don't You Weep, Don't You Mourn—Colored Quartette</th>
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<td>Lover of the Lord—Colored Quartette</td>
<td>Virginia Female Jubilee Singers</td>
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<th>Go Down Moses, Way Down in Egypt Land—Colored Quartette</th>
<th>Virginia Female Jubilee Singers</th>
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General Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th Street - New York
FINE NEW SHOP IN AKRON, O.

New Talking Machine Department of House of Dales Is Unusually Attractive

AKRON, O., November 4—Rivaling any shop of its kind in this section, the new Howard street talking machine department of the House of Dales has been completed and congratulations are being showered upon the enterprising music house for the creation of such a unique store.

R. A. Porter, manager of the music department of the Dales Co., told The World representative that many months have been devoted to the carrying out of plans and the development of the talking machine section. The new section has the appearance of a grill, is located in the basement, with entrance from the main floor via elevator, and is accessible from Howard street.

The decorative scheme throughout is polychrome and around all the walls are paintings, which add much to the artistic appearance of the department. Twelve individual sound-proof booths have been installed, each furnished with home appointments and all conveniences for the patrons. A Japanese reception room is another feature. A large home-like fireplace in one corner sets off the new room to a great advantage. All the decorations were designed by M. Schulz. The furniture is wicker with attractive cretonne upholstery.

This division is separate from the main music floor, which is located upstairs over the jewelry department, which is accessible from South Main street. In this department there are ten elegantly furnished booths and a large concert room.

The company still maintains its exclusive Brunswick store in South Main street, and business there is reported to be holding up well. Only talking machines are carried, but it is planned to add piano lines later, according to Mr. Porter.

The Colvin Colwell Co., Troy, N. Y., has been incorporated with capital stock of $15,000 to deal in talking machines and pianos. The incorporators are E. D. A. Colvin and J. H., and A. A. Colwell.

Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use

The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.

An Exclusive SILENT MOTOR Feature.


Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O’MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.
Everyone Is Dancing

Now is the time to order that contemplated stock of OKeh hits.

The records with new sparkling rhythms, melodiously played, are the dancers' first choice. They get them on OKeh Records.

The holiday season is approaching, gay musical festivities will begin in the homes.

OKeh Records are the very thing for these gala occasions.

Be prepared for requests from those particular in their selection of classical records.

Our celebrity records are examples of the highest craftsmanship in recording. Every artist has a reputation internationally recognized.

These records will secure for you their spontaneous patronage, and give you satisfied customers.

Enlarge your stock of opera selections with the OKeh label.

Consolidated Talking Machine Co.
227 W. Washington St.
Chicago, Ill.

OKeh Record Distributors
COLUMBIA NOVEMBER DISPLAY

Symphony Music the Basis of Very Artistic Window Display for Dealers' Use

The Columbia window display for November has been built around symphony music, as the company's Dealer Service department felt that this was timely, in view of the opening of the concert and operatic season in October and November.

The centerpiece has been given over to a strong illustration of Stracciari, singing "Vile Race of Courtiers" from "Rigoletto," a symphony record that is very popular. For the two major side pieces the "Sassone and Dellah" selection, sung by Jeanne Gordon, and the "In terrazzo," from "Cavalleria Rusticana," played by Gino Marinuzzi and his Symphony Orchestra.

The Latest Columbia Window Display are used. These three units make in themselves a very strong symphony display.

The three remaining units have been given over to the popular artists and make a strong popular group for use on the tenth of the month, at the time when these featured records come out. Supplementing the display is also a special artist poster on Rosa Ponselle with a special winning streamer to be used during Ponselle week.

This month there is an innovation and departure from the policy laid out before and now each card features only a single record, instead of a list of records.

LEAVES ON EXTENDED TRIP

Halsted Williams on Western Trip—Company's Products Meeting With Success

O. H. Williams, general manager of the Halsted Williams Corp., Brooklyn, N. Y., manufacturers and distributors of stock record envelopes, record supplement envelopes and record delivery bags, left recently on an extended trip in the interest of the new Christmas record gift bag which the company announced to the trade last month. Mr. Williams plans to call on dealers and wholesalers in New York State and the large cities of the Middle West, returning by way of Pittsburgh and Philadelphia. Orders for this Christmas gift bag are being received daily from all sections of the country and Mr. Williams states that the Halsted Williams products are meeting with gratifying success.

OPEN GRAFONOLA DEPARTMENT

The Farrar Furniture Co., of Bangor, Me., has opened a Grafonola department, which is located on the right of the entrance, where special space has been provided to fit in with the decorative scheme.
JUST IN TIME FOR
Holiday Business
NEW RELEASES OF STANDARD SELECTIONS

RECORDS
Needle Played

Duplicated from the famous Pathé Library and possessing that incomparably beautiful and mellow tone characteristically Pathé.

NO "DEADWOOD" IN THIS LIST

Many of the numbers you will need immediately for holiday demand, and all of a type which must have representation in the stock of the progressive dealer.

Recordings:

<table>
<thead>
<tr>
<th>Title</th>
<th>Number</th>
<th>Composer</th>
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<tr>
<td>THE LAUGHING FABRICATORS</td>
<td>025925</td>
<td>Billy Golden and Jim Marloue</td>
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<tr>
<td>THE INVERTED POWDER MAN</td>
<td>025926</td>
<td>(Conductors)</td>
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<td>OPERATIC AREAS</td>
<td>025927</td>
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UP-TO-THE-MINUTE
Releases of Popular Hits
ALSO SOME ADDITIONAL "STANDARDS"

Sapphire Played

December releases of Actuelle (needle played) and Pathé' (sapphire played) records

Get additional record business! It's waiting for you! Pathé is showing you how by giving you, to supply against demand, not only Pathé sapphire played, but Actuelle needle played records which will play on any talking machine.

NOTE: Actuelle records (needle played) are identified by prefix "0" to record number

A few related numbers from the many in the Pathé Library, which will sell especially well during the holiday season

The Forward Looking Dealer
Who has not yet done so will immediately investigate the profit bearing potentials of a Pathé agency. From such, communication is invited.

PATHÉ FRÈRES PHONOGRAPH COMPANY
BROOKLYN, N. Y.
ANNOUNCES NEW LIBRARY MODEL

Geo. Clay Cox Adds New Type of Library Table Phonograph to Line—Equipped With Phonomotor and Phonostop and Has Several Distinctive Features of Interest

Rochester, N. Y., November 7.—Geo. Clay Cox, of this city, has just placed on the market a new type of library table phonograph which is attracting considerable attention. This model is unique owing to the fact that it is not necessary to raise the top of the machine in order to play it, which is a common feature of the ordinary type of library table phonograph.

All of these new models are equipped to run with the electric Phonomotor, an additional part of the equipment being the well-known "Phonostop." Its mechanism is so arranged that after placing the record on a turntable the motor is started automatically, playing the record to the end and stopping automatically. Dealers speak highly of the new library model.

REGINA CO. IN RECEIVERS’ HANDS

Receivers Directed by the Court to Continue the Business for Thirty Days

RAHWAY, N. J., November 5.—W. J. Desmoyer, president of the Regina Co., one of the oldest music box and talking machine manufacturing concerns in the country, and John A. Bernhard have been appointed receivers for the company under a $50,000 bond. The receivers have been directed to continue the business for thirty days and report results to the court. The petition for the receivership was filed by three creditors. Liabilities are stated at $825,000 and assets are approximately $500,000.

Results that count these days are secured by salesmen who know their business thoroughly—who can build up sales by their individual knowledge of good music and an acquaintance with the history and accomplishments of the artists who make records.

TALKS ON MUSIC TO ROTARY CLUB

Miss Streeter, of Victor Co. Educational Staff, Lectures Before Indianapolis Club

Indianapolis, Ind., October 25.—Through the efforts of J. B. Ryde, of the Fuller-Ryde Music Co., Miss Margaret Streeter, educational director from the Victor factory, spoke before the Indianapolis Rotary Club at a weekly meeting on "Universal Need of Music Appreciation." The address was received with much favor and the Fuller-Ryde Co. obtained favorable publicity, both at the meeting and through the advance notices of the meeting. Mr. Ryde had charge of the program and utilized the school Victrola as an aid in the program. A large crowd attended the lecture.

The Lilly Drug Co., Mansfield, Mass., recently opened an attractive new Victor talking machine department under the management of Frank Goulart.

Another 10% reduction to help you clean out Victrola IX’s this Christmas

Overcome selling resistance to table type Victrolas by combining them with Udell Record Cabinets. These two Udell models with the patented hinged ring are now priced to you so that you can sell either with a Victrola IX for less than $100 and make your usual Victor profit on both pieces.

The next sixty days is your time to sell these IX’s. Wire your order today for two or three of each piece.

No. 1402 Made in either mahogany or quartered oak. Holds eight Victor albums. The cut only indicates its superior appearance.

No. 1410 In either mahogany or quartered oak. Holds five Victor albums. Average weight, 10 pounds. Well made. Substantial.

$12.15 F.O.S. INDIANAPOLIS

$10.80 F.O.S. INDIANAPOLIS

Wire your order collect for either of these pieces

The Udell Works

1310 West 28th Street, Indianapolis

10% reduction on last price list on all Udell Record Cabinets.
FROM SALESMAN TO VICTOR ARTIST

I. Leonard Braun Realizes Ambition in Victor January Releases—Formerly Associated with Grinnell Sales Staff—Well Known as Composer

The January releases of Victor records will include two selections by I. Leonard Braun, tenor, who was identified with the Victor retail trade for nine years as a member of the retail staff of Grinnell Bros. Detroit. When he joined the Grinnell staff Mr. Braun decided that he would not only sell records, but would also make them, and he thereupon started the study of voice culture and composition. During his association with Grinnell Bros. he gained a deeper appreciation of those great artists whose musical interpretations can best be understood and studied through the talking machine and the January Victor list realizes Mr. Braun’s ambitions.

The Victor record by Mr. Braun features two of his own musical arrangements, one being

WINS ATTENTION WITH ODD FLOAT

Snyder Music Co., Wilkes-Barre, Pa., Mounts Monster Bass Drum on Float for Parade

The Snyder Music Co., 18 East Market street, Wilkes-Barre, Pa., attracted much attention during the parade in connection with the State Firemen’s Convention, held in that city recently, by entering an automobile float, upon which was mounted an enormous bass drum with two black-face drummers to keep it in action. The drum was inscribed with the name of the company, its address and the fact that it handles pianos, while on the float appeared the words “Columbia Grafonola.” The accompanying illustration gives some idea of the effectiveness of the display.

TO VISIT ENGLAND AND FRANCE

Ross L. Douglas, of the National Co., to Analyze Conditions in These Countries

Boroz, Mass., November 1—Ross L. Douglas, chief executive of the National Co., manufacturer of Shimandy, Ragtime Rastus, Boxing Darkies and other talking machine toys, will sail during the early part of the year for England and France. In addition to his own interests, Mr. Douglas plans to represent other manufacturers in this foreign field, with which he is quite familiar through previous trips. The demand for the various talking machine toys made by the National Co. is reported to be rather strong and indications are that this demand will continue for some time to come.

OUR PLANT

CAN BE

YOUR

RECORD PRESSING DEPARTMENT

Waterproof Delivery Cover Added to Bruns Line—New Distributors Appointed

A. Bruns & Sons, Brooklyn, N. Y., manufacturers of the Bruns “Maderite” cover for talking machines, are introducing to the trade a new rubberized waterproof cover that is meeting with favor with dealers everywhere. It embodies the features which have made the Bruns “One-man” cover popular, and in addition has been constructed along altogether new lines. It is so made that the cover of the talking machine can be raised at will without removing the cover from the rest of the machine. This distinctive feature is the result of a thorough study of the needs of the dealer and, as Mr. Bruns states, is a forward step in the manufacture of delivery covers for talking machines.

Several new distributors have been appointed throughout the country to handle the Bruns cover, the latest of which are: The Florida Talking Machine Co., Jacksonville, Fla.; the Talking Machine Co. of Texas, Houston, Tex.; Putnam-Page Co., Peoria, Ill.; Buffalo Talking Machine Co., Buffalo, N. Y., and the Cabinet & Accessories Co., New York City.

Unanimous declaration in favor of the use of pictures in advertisements was the result of the questionnaire sent by the National Retail Dry Goods Association to twenty-two leading merchants.
A new source of income for phonograph dealers

PHONOGRAPH dealers are greatly increasing their incomes by selling the Magnavox Telemegafone. Every phonograph owner is a prospect, and the profit realized on each sale makes it worth while.

Every club, school and church should be equipped with a Magnavox, as it is essential wherever entertainments are given. For practically no cost a Magnavox converts a phonograph into a band or an orchestra.

The Magnavox Telemegafone is an electrical device that increases the volume of sound produced by a phonograph to any desired degree. It is durable and thoroughly practical.

Magnavox

Send for Bulletin and full details

The Magnavox Company
General Office and Factory
2701 East Fourteenth Street
OAKLAND, CALIFORNIA

or New York Office
370 Seventh Avenue
Penn Terminal Building
Please address nearest office
Conventional Nebraska Victor Dealers

State Association Holds Fifth Annual Meeting in Omaha on October 17 and 18—Proves a Most Successful Affair in Every Particular — Important and Interesting Business Discussions—Harry S. Thorpe, of Norfolk, Nebraska, Elected President

OMAHA, Neb., November 3.—The fifth annual convention of the Nebraska Victor Dealers' Association, held here on October 17 and 18, proved a really wonderful success and excelled anything ever before attempted along that line. Over 200 dealers were present and without exception were enthusiastic regarding the practical program arranged by Secretary Heyn.

Welcomed by Mayor Dahman
Monday morning was given over to the registration of dealers, the arrangements being in charge of a reception committee composed of Mears, Gaston, Robinson, Moore, Wall, Eidenour and Jones. The visitors were formally wel-

comed to Omaha by Mayor James C. Dahman, after which the delegates devoted themselves to the business of the convention.

Window Trimming Demonstration
One very helpful number, and possibly the outstanding feature of this session, was the win-
dow trimming demonstration by E. J. Berg, of the Burgess-Nash Co., of Omaha. Wonderful and pleasing effects were obtained by the clever use of simple backgrounds, together with plush and velvets. In speaking Mr. Berg said: "Don't be afraid to spend a little money on fixing up your window. Most merchants look at money spent on trimming windows as something like an income tax. They realize they have to do it, but do it in just as economical a fashion as pos-
sible. Your window always reflects the interior of the store and you can rest assured that a cheap, dirty window is in keeping with the mer-
chant's idea of doing business."

Open Discussion of Timely Topics
The meeting was then thrown open to the discussion of various subjects of vital importance to every dealer in attendance. The first subject, "Records on Approval," was defended by L. E. Baugh, of Omaha, with Fred Schanupp, of Sioux City, on the opposite side. After a heated debate it was generally agreed that the record approval plan, if worked upon restricted lines, can be made very advantageous in building up a sub-
stantial record business.

The question, "Does It Pay to Place Victo-
rolas on Trial?" was discussed by Ed. Jones, of Grand Island, Neb. Mr. Jones, who conducts one of the most successful music stores in that part of the country, prepared a very interesting paper outlining his policy of demonstrating the Victrola in the home. C. L. Holland, of Lin-

ultimate buyer. No product is fully sold until it finally reaches the hands of the public. There has never been a company that has driven with more consciousness to bring about such re-

sults than the Victor Co. and of this I am thor-
oughly convinced since my return to them. Hon-
est goods, made of honest materials, manufac-
tured under conditions as nearly ideal as pos-
sible, without regard to cost, etc., so that, all these things being considered, backed up by a free trade service, such as the Victor Co. says, we believe we have done our part toward solv-
ing your problems.

"In a recent conversation with a distributor

Those Who Attended Annual Convention of Nebraska Victor Dealers' Association in Omaha, October 17-18

- continued on page 60

Let One Man Deliver Your Talking Machine
The New Talking Machine Truck will handle the large machine with ease and safety. No stairs too steep. Mechanically adjusted to any size or make of machine. Equipped with rubber-tired wheels. Skids on the wagon will soon pay for the truck.

Write for Circular and Prices
Also
Piano Trucks, Hoists, Covers and Straps
Made only by
Self Lifting Piano Truck Co.
FINDLAY, OHIO
CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 59)

turning to the Victor Co. was to find every department in that tremendous organization working full time, turning out all the goods that were possible and making every effort to fully take care of the business which is sure to come during the holiday season. We are working between 9,000 and 9,500 people and are constantly taking on as many good workmen as we can find.

See Taylor Holmes in "Smooth as Silk." The Tuesday evening dinner and after dinner the Association was entertained by the Nebraska Distributors at the Brandeis Theatre, to witness a performance of Taylor Holmes in "Smooth as Silk." Mr. Holmes, being a Victor artist, responded to numerous curtain calls and obliged by reciting two selections which have been recorded, "Boots" and "If I Could Be By Her."

The Tuesday Session

The Tuesday morning session opened promptly at 9 o'clock. On account of illness President Zittman was unable to be present and Vice-president Thorpe filled the chair. Questions pertaining to the merchandising of Victor goods which had been sent in by various dealers were then assigned to different members to be answered. These questions were quite timely and brought out some very important points. One question, "When are the prices of Victrolas to be reduced?" required the combined efforts of Mr. Dobler, Mr. Mickel, and a number of dealers. In speaking Mr. Mickel said: "I recall a conversation I had with Ralph Freeman in July, at which time we both agreed that the cost of manufacturing could be reduced the prices to wholesalers would remain as they were. You must admit that the Victor line did not increase in price in the same proportion as did other talking machines. The whole line only showed an increase of about 33 1-3 per cent, of which 5 per cent was a tax by the Government. The Victor Co. employs only the highest-trained men in the manufacture of its product and the salaries of these men have not been reduced."

Other questions pertaining to timely record releases, selling records to the children, business with the farmer, were effectively answered by officials of the Victor Co. and the distributors' representatives.

An Educational Demonstration

The outstanding feature of this session was the educational demonstration by Miss Mayme A. Jardine, of Mickel Bros. Co. With the assistance of three children, Laurenza Boroff, Samuel Carroll and Lloyd Smith, Miss Jardine demonstrated the function of the Victrola in the musical education of the children. "So many dealers," said Miss Jardine, "fail to realize the value of the Victrola in the school for the main use for which it is intended. Unless they are shown the teachers use it solely for marching in and out of class or for entertainment. Where the Victrola is most valuable is in the co-ordination with studies, such as history, spelling, arithmetic and in physical education." Laurenza Boroff and Lloyd Smith danced a number of folk dances, sang and demonstrated the physical education exercises with the Victrola. Each number was done with a change of costume and met with the hearty approval of the members. Samuel Carmell, whose education has been mostly with the Victrola, played the violin with Heizet, Kreider and other artists and at no time was it possible to distinguish between the artist and the child. Even the fluctuations of tone were minutely imitated, giving proof that Master Carmell's training with the Victrola promised for him a very hopeful career.

Election of Officers

At the suggestion of the nominating committee the following officials for the ensuing year were chosen:

President Thope and Secretary Heyn talk by Jas. J. Davin, of Reincke-Ellis Co., Chicago, on the subject, "Questions Vitor Dealers Ask Reincke-Ellis." Mr. Davin's talk was exceedingly interesting and the note-books were in evidence in taking down some of the helpful sales suggestions which were given. So many dealers ask us how much they can afford to spend for advertising," said Mr. Davin. "Or what percentage of my sales can I appropriate and then upon what shall I decide to spend it? We believe that 4 per cent of a dealer's gross business is a fair proportion. For example, if you are doing a gross business of $100,000, then $4,000 would be a proper proportion to be spent for advertising. As to the different mediums, consider the direct letter, show windows, newspaper advertising and bill posters. In the larger towns we suggest co-operative advertising. As to the different percentages for each medium you will have to figure that out yourselves, depending upon the possibilities in your community, so take advantage of it. They are high-class cuts and can be used very effectively by every dealer. Keep your mailing lists up. When a customer comes into your store be sure to get his name and address before he leaves. This is more important than selling an 85-cent record, because in getting his name you can further bring him in your store, and by your friends we prosper. If you don't do it then your competitor is going to do it. I believe a very effective idea is the coupon in connection with your newspaper advertising. This gives the name of an interested party and permits you to concentrate upon the people who have signified their intention of buying a Victrola. Another good prospect builder is the music census. I know of a great number of dealers who have worked this idea and in each instance it has paid the money the people who have been in connection with it.

Mrs. Lierance sang an English song in a different Indian costume and was assisted by Prof. Geo. B. Tack on the flute. Prof. Lieurance had just returned from a trip among the Indians in Minnesota, during which time he composed a very pretty ballad, under the title "The Whistling Mallard Fly." As an encore Mrs. Lieurance and her pianist immediately dedicated it to the Nebraska Victor Dealers' Association.

Prof. Condra's Agricultural Survey

Prof. Condra, on the insistence upon being known, "George Condra," delivered an agricultural survey upon the State of Nebraska, showing the dealer how his business is always affected by the condition of the crops. The talk was demonstrated with a stereopticon lantern and the views were of intense beauty. The meeting was then adjourned to meet again at the option of the executive committee.

The Annual Banquet

During the evening the members were entertained at the Hotel Fontenelle by the Nebraska distributors. A sumptuous repast was served and with the assistance of the "Angel Chorus" a very pleasant evening ensued. During the even-
THE TALKING MACHINE WORLD

CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 60)

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
Oceanea Bldg., Cor. University and Post Sts., Seattle, Washington
427 West First Ave., Spokane, Washington

Sherman, Clay & Co.

Pacific Coast Distributors
Ten Little Fingers
and Ten Little Toes

You can’t go wrong
with any feat’s song
A Peach of a song!

ASK TO HEAR IT!

G. W. HOPKINS A DIRECTOR

Vice-president of Columbia Co. Elected to Directorate of That Concern

At the annual meeting of the stockholders of the Columbia Graphophone Co., held recently in Chicago, George W. Hopkins, vice-president and general sales manager of the company, was elected a director of the company. An announcement to this effect was made to the Columbia organization at that time and brought telegraphic congratulations from Coast to Coast.

Mr. Hopkins, who joined the Columbia organization a few years ago as general sales manager, was elected vice-president of the company last month, and the Columbia members, indefatigable efforts in behalf of Columbia interests. His election as a director will be welcome news to his legion of friends in the industrial and publicity worlds.

W. H. ALFRING HOME FROM COAST

Manager of Wholesale Department of Aeolian Co. Finds Business Generally Improving

W. H. Alfring, manager of the wholesale department of the Aeolian Co., returned recently from a transcontinental trip, in the course of which he called upon the leading Aeolian Co. representatives in a number of the principal cities. Mr. Alfring had originally planned to go only as far as Denver and perhaps Salt Lake City, but his trip was finally extended to take in San Francisco, Los Angeles and other Coast cities.

In practically every section of the country visited Mr. Alfring found distinct evidences of improved conditions, particularly as they concern the sale of musical instruments, and the various lines featured by the Aeolian Co., including Duo-Art pianos and Vocalion phonographs and records, were reported to be in increasing demand everywhere.

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 Rutland Covers and Dust Covers for the Wardrobe.

Distribution

SOUTHWEST

CHITTY & WENDER, INC.
221-223 E, Water St., Milwaukee, Wisc.

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

BECKWITH & NELLS, CO.
Minneapolis, Minn.

F. R. PETERSON HARDWARE CO.
303 Canal St., Coral Gables, Fla.

L. F. MARSHALL, INC.
Bassett & Rill, Chicago, Ill.

WESTERN

REED CO.
337 First Ave., Portland, Ore.

C. J. HAGEN & SON.
120 E. Washington St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS

604 W. Houston, Houston

KNOTT-CAMPBELL MUSIC CO.
1084 Wychwood Pl., Detroit, Mich.

CHAS. H. YATES
211 Lafayette St., Los Angeles, Cal.

W. G. & C. N. ANDREWS
Boston, Mass.

SACHS & CO.
625 S. Michigan Ave., Chicago

SHERMAN & CLAY & CO.
71 W. Washington St., San Francisco, Cal.

JOHN A. FUTCH CO.
55 Hudson Ave., Atlanta, Georgia

500 South Boulevard, Charlotte, N. C.

532 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE

Bath, N. Y.

GRAY & DUDLEY CO., Nashville, Tenn.

ASSOCIATED FURNITURE, INC.

81 Lath, N. Y.

W. J. Dyer & Co., Paul, Minn.

AMERICAN PHONOGRAPH CO.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.

Meeting of Talking Machine Men

Local Dealers’ Organization Enjoys Demonstration of New Berlin Songs and Listens to Talk on Sheet Music Merchandising—Plans for Ball on November 17 Are Announced

The monthly meeting of the Talking Machine Men, Inc., was held on Monday afternoon, October 24, at the Cafe Boulevard, New York City, the meeting proper being preceded, as has been the usual custom in recent months, by a luncheon.

It was known as “Irving Berlin Day” and several members of Irving Berlin, Inc., the music publisher, including Irving Berlin himself, were on hand. Ed Christie, manager of the mechanical reproduction department of the Berlin house, made an address in which he outlined the proposed activities of the various departments of the company during the coming months. Phil Davis rendered several of the latest Berlin successes, assisted by L. Johnston at the piano. These included: “Birds of a Feather,” “Tuck Me to Sleep” and “Say It With Music.”

Upon the arrival of Irving Berlin, who was accompanied by Saul H. Bornstein, of this company, a rousing reception was tendered him by those assembled.

It was announced that Brandon DeCou would give an exhibition of his “Dream Pictures” at the next meeting of the Association, which will be held November 17, including Duo-Art pianos and Vocalion phonographs and records, were reported to be in increasing demand everywhere.
THE TALKING MACHINE WORLD

November 15, 1921

THE MODERNOLA CO.
JOHNSTOWN, PA.

Place Your Order Now!

Our new and complete plant is fully equipped to make prompt deliveries. We offer a wonderful and timely Holiday Opportunity. For full information address, Department D.

THE MODERNOLA
THE MOST MODERN OF PHONOGRAPHs

It Is an Ideal Instrument

Stately and Dignified in appearance and Entirely Different. Round in form, substantially built and beautifully finished. Surmounted by a handsome stand lamp that sheds a soft, cheerful glow that adds to the pleasure of enjoying the flawless tone quality.

Spacious record filing compartment. Made up in variety of woods and finishes and a wide selection of lamp shades. Altogether the newest and most appealing of Phonographs. A business asset for every live Dealer.

Our Eastern Sales Representatives

We have appointed the Modernola Sales Co., Inc., with offices at 927 Broadway, New York City. They are sales representatives for Greater New York, Eastern New York State, Connecticut, Rhode Island, Northern New Jersey.

Phone, Ashland 7453

Warehouse, 101 W. 20th St.
THE TALKING MACHINE WORLD

November 15, 1921

PRIZE-WINNING EDISON SALESemen

Prize-winners From Middle West and New England Visit Thos. A. Edison—Entertained at Luncheon—Call on President Harding

There has been a prize sales contest on among Edison salesmen, conducted by Edison jobbers. The first two groups to get their reward came from the Middle West and New England. The first group comprised eighteen dealers from Kansas City, Chicago, Detroit and Milwaukee territories. The prize was a trip to Orange and return, with various entertainment features.

At Chicago the Western party was entertained by F. K. Babson at the Chicago Athletic Club. The itinerary from Chicago to Orange included a boat ride on Lake Erie, a visit to Niagara Falls and a daylight trip down the Hudson to New York. In the big metropolis the excursion visit-
ed the most prominent places of interest, and, before coming to Orange, recorded their voices on a souvenir Re-creation at the recording studios on Fifth avenue.

At Orange the visitors were entertained with a luncheon at the celebrated Mushroom Farm. After luncheon the visitors were presented to Mr. Edison and made a trip through the laboratories.

The party returned to their respective territo-
tories via Washington, where they had an audi-
ence with President Harding, arranged through the courtesy of Senator Capper, of Kansas. Ac-
companying the prize-winners throughout the trip were: M. M. Blackman, Kansas City Job-
ber, and H. A. Bailey, his sales promotion man-
ager; R. B. Atting, Detroit Jobber, and W. C. Eckhardt, sales promotion manager at Chicago.

Several of the officials of the Edison Co., includ-
ing Charles Edison, Mr. Maxwell and Mr. Curry, also the departmental heads of the musical photograph division, attended the luncheon and addressed the prize-winners. Following the

The Western Group of Prize-winning Salesmen With Mr. Edison

The New England Group of Prize-winning Salesmen With Mr. Edison

Okeh Records

offer the advantage of unlimited sales.

The collector of beautiful opera arias is perfectly satisfied with Okeh Opera Records.

The dancers say,

"They find all the real joy of dance music on Okeh Dance Records."

The stay-at-home says,

"Okeh Records make home worth while."

We Say,

"An Okeh Agency Is Yours for the Asking."

KENNEDY-SCHULTZ COMPANY

1865 PROSPECT AVE.

CLEVELAND, OHIO
ANTICIPATE
Your Orders for
LONG
Console Cabinets

The tide has turned, and the LONG factory is now working overtime to cope with the demand for LONG CONSOLE CABINETS.

Avoid disappointment and anticipate your orders as far ahead as possible. This is not an idle prediction, but a suggestion based on actual facts. We are receiving orders by telegraph, telephone and mail, and we are endeavoring to give our dealers prompt and efficient service.

LONG CONSOLE CABINETS are the pioneers in this field. They have won countrywide success through superb quality and unsurpassed workmanship, and they will bring profits and prestige to your establishment.

Place your orders today.

The Geo. A. Long Cabinet Company
HANOVER, PA.
For Your Mailing Lists

Fox's Music Trade Directory
("The Red Book")

Contains the most complete lists ever compiled in the music industry, including:

- Phonograph Manufacturers
- Phonograph Record Manufacturers
- Phonograph Supply Concerns
- Piano Manufacturers
- Piano Retail Merchants
- Piano Supply Concerns

Also lists of sheet music publishers, small goods and organ manufacturers.

MUSIC TRADE INDICATOR
Publishers
25 E. Jackson Blvd.
Chicago

TRADE IN NEW ORLEANS SHOWS DECIDED IMPROVEMENT

Dealers Make Splendid Showing in Way of Sales—Advertising Under Way—Edison Trade Expands—Free Service Bureau at Maison Blanche—Guenard and Blache Open New Stores

NEW ORLEANS, LA., November 4.—The talking machine trade in this vicinity is declared to be on the boom and the increase is noticeable wherever one turns. This business improvement is credited largely to the efforts of one of the liveliest aggregations of sales managers and salesmen in the country.

More space in the daily papers is being devoted to advertisements of musical instruments and accessories, many schools are adding talking machines to their equipment, business offices are buying outfits to increase the efficiency of employees, and even the bootblack parlors are buying talking machines to attract trade.

Joseph L. Billeit, manager of the Diamond Disc Co., Edison jobber, declares that during the past year business has improved 33 per cent and that 25 per cent of the increase is due directly to the effect of mood parties advertised by the company and held under its auspices.

A new department, to be known as the "Sales Aid Service Department," has been added by the Diamond Disc Co. The staff of the new department will undertake to look after the machines of Edison owners and keep them in repair. The plan calls for regular visits to Edison owners by a crew of five men, who on each visit will carry some of the latest records for demonstration purposes.

The Edison Shop on Barrone street is also reporting good results. Here is being tried out very successfully a selling policy that encourages the visitor to sell himself, as it were. The work of the sales staff consists of making the visitor feel at home and providing a knowledge of the convincing qualities of Edison machines and Re-creations, but no sales talk as such is indulged in.

An Edison machine was recently installed in the Delgado Trade School, a new school just opened for vocational work. It was selected by the vote of the students.

The L. Grunewald Co. Ltd., got some good publicity for the Grafonoola during the period of the World Series. The company arranged for the installation of a Grafonoola where the baseball returns were received and the music entertained the crowds before and during the game.

The music department of the Maison Blanche has established a free service bureau for the convenience of the company's customers, and it is found that the plan is working out very satisfactorily.

L. A. Guenard, formerly manager of the Grunewald music store branch on Rampart street, has just gone into business for himself. He has opened two small stores, one at 1309 Dryades street, the other at 109 University Place, just half a block off of Canal street, the main thoroughfare. His stock consists of Victor machines, Victor and Orehe records and QRS player rolls. Later he intends to extend the business and sell a general line of musical instruments. He has already offered a few harmonicas and musical accessories. He also repairs talking machines and musical instruments. His partner is Harry Roach.

Up on Barrone and Poydras streets, J. Henry Blache, of the Orphone, has just opened a small music store where he handles records and Orphones, a machine of his own make. His shop is located at 334 Carondelet street. Mr. Blache has been in the music trade for some time, having traveled on the road in the interest of the Orphone. He knows the trade and states that all indications point to an excellent season in the music trade.

VISITORS TO COLUMBIA CO.
Branch Managers From Widely Separated Points Visit New York Headquarters

Among the recent visitors to the Columbia executive offices, New York, were A. B. Creh, manager of the company's New Orleans branch, who brought with him optimistic reports of the business situation in the South. C. F. Schaffezel, of the Columbia Stores Co., Spokane, Wash., and C. A. Deetzl, of the Columbia Stores Co., Denver, Col., spent a few days at the Columbia offices recently, discussing general sales plans with Geo. W. Hopkins, vice-president and general sales manager of the company.
Aid this nation-wide movement for perfect packing by shipping in "Atlas" Plywood Packing Cases. They will effect a tremendous saving in loss from damage alone as well as countless dollars in freight charges.

For years we have been making the perfect container for the shipment of talking machines.

The trade-marked "Atlas" Case is the acknowledged standard of the Talking Machine Industry.

It is far more than a wooden box. It is designed architecturally for one specific purpose—the delivery of talking machines in perfect condition.

We have made it our business to know the needs of the Talking Machine Industry, and the thoroughly co-ordinated quantity production of our four mills insures prompt and sure service.

"Atlas" Plywood Packing Cases make a better appearance, give greater protection and save freight. Their use indicates the high quality of the contents.

Shipments in Carload Lots Only.
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

INFORMATION FOR REPAIRMEN

Morse, E. J., October 29, 1921.
A. H. Dodin, Care Talking Machine World:
Your name has been referred to me in my endeavors to get information regarding the repairing of talking machines. It frequently happens that while visiting various homes in connection with my business of tuning and repairing pianos and player-pianos I receive requests to repair talking machines, or am asked if I do such work.

Not being acquainted with the talking machine mechanisms I should like to know if there is any shop or place where I may gain such information. I thank you in advance for any information you may give me.—George P. Kinsen.

Answer. I do not know of any shop where you could learn the business of repairing talking machines at the present time.

The Victor Co. permits any man who is employed by its dealers to go to its factory in Camden, N. J., and take a course in adjusting its machines, and I believe the Edison and Columbia companies do the same, but I do not know whether they extend this privilege to anyone not employed in one of their agents' stores.

I would suggest that you get from various companies the little instruction books that they send to their dealers, and if you make a good study of them and also take a motor and take it apart and study the various parts and their relation to each other in the construction of the motor I am quite sure that it would not be very long before you would be able to handle most of the repairs and would come very near being ready to give you any assistance that I can and will be pleased to answer any questions which you may wish to send me in reference to any troubles you run across in your repair work.

Watch Out for Chilled Springs
As it will not be long before cold weather will again be with us, together with the usual busy season for talking machine sales, I believe it is the right time again caution dealers in the matter of delivering and setting up machines in cold weather to avoid spring breakage and other troubles. It also happens frequently that a machine is delivered on a cold day, set up in the home and then put out of order through the breaking of a spring during the first winding.

As has been pointed out on previous occasions the talking machine spring is a highly tempered piece of steel and as such is subject more or less to temperature changes. It frequently happens that a new machine is taken from a rather chilly warehouse, kept out in the air on a truck for several hours and then installed in the home where the temperature is at seventy degrees or more. Cold makes all steel brittle, and when the enthusiastic purchaser seeks to play a record at once to try out the new musical instrument the cold and brittle spring refuses to stand the strain and snaps.

A great many dealers realize this condition and warn customers regarding it. One dealer goes so far, in the Winter, as to attach a special tag to the winding key advising the purchaser to let the machine rest in the warm room for twenty-four hours before winding. This rest serves to take the chill out of the spring and prevent its sudden snapping.

Banks, and not depositors, are responsible for losses sustained by depositors upon checks drawn by depositors' agents in excess of the amount fixed by depositors, as a result of the refusal of the United States Supreme Court to reverse a decision of the Pennsylvania courts to this effect.

The Superior Lid Support

Latest Idea of Architects Serves to Arouse Considerable Newspaper Comment

The recent announcement of a New York architect to the effect that he has made provision in some of his new apartment houses for built-in talking machines has aroused considerable comment in newspapers in various sections of the country. The Toledo Blade, for instance, regards the innovation as a natural development in home designing and construction, and says editorially:

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

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

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

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

Headquarters for the manufacture of talking machines have been opened at 116 Patton avenu, Asheville, N. C., by William Haverman, who makes both the cabinets and the motors for his machines.

PHONOSTOP

5th Successful Year
ACCUARATE—SIMPLE—DURABLE
Reasonable Price
Guaranteed Fully
Nickel or Gold
UNIVERSAL STANDARD

NEED-A-CLIP
New Fibre Needle Clipper
Guaranteed
RETAIL
AT
75 cents
Trade Discount
A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.
The Widdicomb makes a twofold appeal to buyers

In the pioneer days of the phonograph, little heed was given to beauty of design and cabinet work. In the effort to perfect musical reproduction, appearance was more or less lost sight of.

The Widdicomb Furniture Company were the first to sense the possibilities of a new idea in phonograph construction. Why not combine perfection as a reproducer with artistic design and finish commensurate with the prominence of the phonograph in the home?

For 56 years they have been recognized leaders as fashioners of beautiful furniture. Their exclusive creations in period design set the standard for fine cabinet work. With this broad experience of the popular taste for period furniture, they visualized the appeal of a phonograph of similar master craftsmanship.

*Unusual beauty of design attained*

From that beginning came the exquisite Widdicomb Period Phonographs of today, distinguished by the same artistic skill and master craftsmanship that have always marked Widdicomb furniture creations. Faithful interpretations of the best designs of the old masters of woodworking, they have an added touch of rare charm and individuality that is distinctively Widdicomb.

Today the Widdicomb has rightfully earned its name—"The Aristocrat of Phonographs." Built in Adam, Queen Anne, Chippendale and other popular period styles, in beautiful red or antique mahogany and walnut, it has won for itself a distinct popularity among people who appreciate true art in furniture.

*New tonal perfection achieved*

While master designers were producing these exquisite cabinet models, phonograph experts were quietly working to establish tonal supremacy for the Widdicomb. After two years of experimental work they developed the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb feature which marks a new era in musical reproduction.

This chamber, built of a patented composition, extends and expands the sound waves as they pass through, giving a full, rich and clear reproduction of every note in the chromatic scale. The deep, rich notes of an orchestral selection are reproduced, by the Widdicomb, in their proper relationship with the notes of the higher register. All metallic harshness, all suggestion of "blasting," is entirely eliminated.

To dealers who are interested in laying a strong foundation for increased patronage, and for broadening their sales opportunities, we have an excellent proposition to offer. Write today for full particulars concerning the Widdicomb franchise, and for complete catalog of the various Widdicomb styles and models.

The Widdicomb Furniture Company
Grand Rapids, Michigan
Fine furniture designers since 1865

*All Widdicomb models are now selling at pre-war prices.*
THE TALKING MACHINE WORLD

THE SELLING POWER OF FLEXLUME SIGNS

Here are some of the things which give Flexlume Electric Signs their selling power:

- They have maximum advertising display.
- They are day signs as well as night signs—raised, snow-white glass letters on a dark background.
- They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet YOUR particular needs.

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

Flexlume Electric Signs Made Only by The Flexlume Sign Co.
The Personal Touch
that THE GRADUOLA gives to

The VOCALION

IT is the Graduola which makes the Vocalion more than a phonograph. This wonderfully effective tone-controlling device gives the person playing the record the power of shading the tone at will, with countless beautiful effects.

The Graduola, exclusive feature of the Vocalion, is a strong factor in interesting prospective buyers. Whether musically trained or not, there is a keen and universal fascination in playing records according to one’s own ideas.

Natural tone-quality—distinctive case designs and the excellence of Vocalion (Red) Records give rich merchandising value to the Aeolian line.

Information regarding Vocalion phonographs and records will be furnished upon request. Let us hear from you.

THE AEOLIAN COMPANY
NEW YORK CINCINNATI CHICAGO DAYTON BOSTON

John Charles THOMAS
the gifted American baritone, playing one of his Vocalion Records with the Graduola.
For record sales to new and old customers and good prospects besides—use the Christmas Gift Envelopes for Columbia Records this Christmas. They mean business for you!

Columbia Graphophone Co.
NEW YORK

COOL & SCHALLER OPEN NEW STORE

Many Friends and Representatives of Music Houses Attend Opening of Attractive Victor Shop Just Established in Upper New York

The latest addition to the music establishments in New York is the handsome Victor store formally opened at 181st street last week by Cool & Schaller. Therefore, while not the last to be in the metropolis, is the equal of any in attractiveness. Twelve handsomely furnished sound-proof demonstration booths and a record rack with a capacity of fifteen thousand records, built by the Unit Construction Co., are features of the establishment. A large electric sign, running across the entire front of the store, contains the firm name and the word "Victor." When illuminated the sign can be seen for several blocks in either direction.

Despite a driving rain the store was crowded on the opening night, October 31, to listen to a concert by the Hawaiian Band. Many friends of the proprietors were present, as well as a number of representatives of music houses in New York. Letters of congratulation were received from several who were unable to be present and floral wreaths were received from the Sias E. Pearall Co., Victor distributor, the New York Talking Machine Co., and others.

Among those present were Theodore Morse, of Leo Feist, music publisher; Thomas F. Green, representing the Sias E. Pearall Co.; Thomas McCready, of the Victor Talking Machine Co.; Paul Carlson and J. C. May, of the Chas. H. Ditson Co., Victor distributor; New York and Jerome Harris, representing C. Bruno & Son, Inc., Victor distributors, of New York.

The proprietors of the establishment, Harold L. Cool and Warren G. Schaller, are well known in the section of the city where their business is located. Mr. Cool was formerly connected with his father in the music business in that neighborhood and he is well qualified to make a success of his new venture. Mr. Schaller, prior to entering partnership with Mr. Cool, was associated with his father in the silk business.

MUSIC A SUBJECT FOR THE SCHOOL

One of the speakers at the Wentworth County Teachers' Association, held recently in Hamilton, Ont., was Bruce A. Carey, supervisor of music in the Hamilton public schools. Taking as his topic, "Music a Subject for the School," Mr. Carey divided the benefits to be received by the pupils from musical teaching into four departments—the physical, mental and spiritual effects; its value as a developer of intellect; as a social developer and as a great leisure occupation. Three definite, practical suggestions were advanced. Two of these were purely local propositions, but the third is of national importance. Mr. Carey strongly urged the need of the talking machine and records in the equipment of public schools throughout the Dominion.

Remember, it's hard to fall down without a frown, but you can always get up with a smile.

SHELTON SALES CO. ORGANIZED

Will Act as Eastern Distributor for the Shelton Motor Made by the Shelton Electric Co.

The Shelton Sales Co. was recently formed to act as Eastern distributor for the Shelton motor made by the Shelton Electric Co., of New York City. Edward C. Boykin, formerly general manager of the Edison Shop, on Fifth avenue, opposite the Public Library, is general manager of the company, and offices have been opened at 299 Madison avenue, New York City. The company is specializing entirely in the sales of Shelton motors and in giving service to the dealer in its territory carrying these motors. Although recently organized, the company has already made substantial progress in the featuring of the Shelton motor in this territory.

ROOS BROS.' NEW CONNECTION

Julius and Nestor Roos, well known in the talking machine sales circles throughout the country, have joined the sales division of the General Phonograph Corp., and will devote their activities exclusively to this company's needle department. The "Roos Brothers," as they are familiarly termed in the trade, have been associated with the talking machine industry for many years, and number among their friends dealers from coast to coast. An energetic sales campaign will be instituted by the General Phonograph Corp.'s needle division, and the Roos brothers will have unlimited opportunities to utilize their exceptional sales ability.

MUSIC AS AN AID TO OPERATIONS

Talking machine music as an accessory to operations may soon be a fact in the opinion of Dr. Robert E. Farr, of Minneapolis. In a recent address to delegates at a medical convention in Milwaukee, Mr. Farr said: "Where major operations are performed with the aid of a local anesthetic rather than by the older method of etherizing, the patient remains conscious and alert, and gently played talking machine music has a decided value both in calming the patient and in supplying pleasurable sounds as an offset to the realization that he is being operated on."

TO DISTRIBUTE CARDINAL RECORDS

Cleveland, O., October 28.—The Tiffany Phonograph Sales Co. of this city, has taken on the distribution of Cardinal records in the northern half of this State and active sales work is well under way. Representatives of the Tiffany Co. who will introduce Cardinal records in Ohio are: J. J. Kollie, H. R. Plotner, J. S. Horner and Joseph I. Hickley.

J. B. Tiffany, head of the Tiffany Sales Co., recently completed a solid eight weeks of travel in Ohio and reports a noticeable picking up in retail sales, especially in the smaller communities.

Mr. Dealer:
It Is Not Too Late to Order
CHRISTMAS GIFT BAGS

Yet Offered

Merchandise of unusual merit that has won the commendation of dealers everywhere. Beautiful containers for gift records (very heavy white paper). A prestige-building bag for the high-class dealer.

One Size Only
13x13 inches
No Strings
No Buttons
2-inch Flap

Victor Records

Design A

Design B

The bags are printed in two colors—red and green. Space provided for imprints, if desired, at bottom of panel. If your sample has not been received PLEASE notify us at once. Ask us to send you our price list, which explains the H-W service items.

HALSTED WILLIAMS CORP.
815-819 Monroe Street
Brooklyn, N. Y.
Where Can You Find a Line to Compare With Jewett Values?

JUST look at these three Jewett consoles—and then look at the list price beneath.

You probably think, from your knowledge of phonographs, that it is impossible to produce a really high-grade console at these prices.

But if you have that notion, you haven’t seen the Jewett.

You cannot appreciate what remarkable value these beautiful consoles represent until you have seen and heard them for yourself.

Remember this: It is value that sells a phonograph today.

That’s why our factory is running to capacity. That’s why our dealers find it comparatively easy to sell Jewetts in the face of the keenest competition in the history of the business.

These consoles are made of five-ply, $\frac{3}{4}$-inch panels throughout. You will be amazed at the fine cabinet work they represent. And the tone is one of rare sweetness—ample volume—unequalled clearness and freedom from vibration.

Why not see for yourself? That’s the only satisfactory test. Write us today—there’s no obligation.
Great Gathering of Victor Dealers Held in Dallas, Texas, Last Month

Some Snapshots From the Convention of the Southwestern Victor Dealers, Held in Dallas, Tex., on October 5, 6 and 7


ISSUES MUSIC WEEK PROCLAMATION

Mayor of Portland, Ore., Makes Official Announcement of Music Week Celebration in That City From November 27 to December 4

PORTLAND, Ore., November 4—Portland's mayor, George L. Baker, has issued an official proclamation, setting aside the week of November 27 to December 4, inclusive, as Music Week. Present at the signing of the proclamation were Leslie Cranbourne, chairman of the Music Week Committee; L. S. Pilcher, national community song service representative of the Community Service, and members of the advisory council. Motion pictures of the event were taken, which will be exhibited throughout the State of Oregon. The proclamation is as follows: "To the public: In furtherance of the great cause of music the week of November 27 to December 4, inclusive, is hereby officially designated Music Week in the city of Portland. All persons are urged to cooperate in the movement, which has as its purpose the introduction of more and better music into our every-day life. "Music is the basis of the finer things in life. It is the symbol of peace and harmony, the greatest elements in human experience, and its development of all that makes for better citizenship, better morals and better conditions generally. Without these life is a failure. With these life is better and sweeter. "Therefore, it is every man's duty to do his part toward making Music Week the success such an undertaking deserves. "George L. Baker, Mayor."

FILES SCHEDULES IN BANKRUPTCY

Bessie R. Lubin, dealing in talking machines and records at 1773 Lexington avenue, New York City, recently filed schedules in bankruptcy here, showing liabilities of $3,519 and assets of $3,000. The assets represent the stock of the establishment.

REMEmBER—They Sell Well—

Oke Records

That well-balanced monthly release that enables Oke Records to take the lead in sales

J. K. POLK FURNITURE CO.

294 Decatur Street, Atlanta, Ga.
A Diversified Variety of Designs for the Christmas Trade

Windsor Phonographs to suit every taste at a wide range of prices—and every one

Windsor Phonograph

—which means a perfect musical instrument and a beautiful piece of furniture.

WINDSOR FURNITURE COMPANY
1420 CARROLL AVENUE
CHICAGO
has been making good furniture since 1885. They are the oldest makers of

CONSOLE PHONOGRAPHs

Chicago Salesrooms:
1411 So. Michigan Avenue

Eastern Distributors:
HYMAN BROS. & COMPANY
47 W. 34th Street, New York City

Exhibited January, 1922, and succeeding market season in

BLODGETT BUILDING
Grand Rapids
Mich.
RECORDS MUST BE RIGHTLY PACKED

Post Office Orders That Improperly Prepared Parcels of Records Be Refused for Mailing—Applies Chiefly to Shipments by the Public

WASHINGTON, D. C., November 4—The Post Office Department has notified postmasters and other employees of the service that parcels containing phonograph records improperly prepared to withstand ordinary handling in the mails should not be accepted for transmission therein.

The attention of the office of the Third Assistant Postmaster General has been invited to the fact that parcels containing records are being accepted for mailing and insurance, although improperly prepared without any cushioning material to absorb shock incidental to transportation.

In a letter addressed to the officials and employees of the postal service the office states that "As phonograph records are of exceptionally fragile nature, the acceptance of such parcels improperly packed will result in claims for indemnity being filed covering such parcels as are insured or sent C. O. D. The co-operation of postmasters at all offices, therefore, is requested, with a view to acquainting patrons transmitting phonograph records by insured or C. O. D. mail as to the manner in which such parcels should be packed to withstand ordinary handling in the mails. Phonograph records should not be accepted unless the contents thereof are fully protected by sufficient cushioning material."

It is understood that the new regulation applies chiefly to individuals who have occasion to mail records, for dealers in records practically without exception see to it that they are carefully protected against breakage by the use of corrugated cardboard.

The Phonograph Hospital is the name of a new talking machine repair business operated by William P. Benadum, at 227 Main street, Johnson City, N. Y.

STARR EXHIBIT AT VIRGINIA FAIR

Starr Pianos and Phonographs Displayed in Richmond, Va., Attract Much Attention

RICHMOND, VA., November 3—Hundreds of visitors at the Virginia State Fair, held in this city in the early part of the month, were attracted by the interesting display of Starr products in charge of H. Wallace Carner, factor for the Starr Piano Co., Richmond, Ind. Starr-made pianos and Starr phonographs were arranged to make an effective exhibit and Starr signs, window cards and placards had a prominent place, as did the Starr "Singing Throat and Horn" of silver grain spruce.

The style XV table model phonograph, which can be used as a writing desk and library table, as well as a phonograph, was also on display and occasioned a great deal of comment. H. Wallace Carner, who was in charge of the exhibit, was well pleased with the results.

RECEIVER APPOINTED

Fordyce E. Suderley, of Newark, N. J., has been appointed receiver of the Phonograph Control Corp., which has its headquarters in that city.

THE ADVERTISING MAN ANALYZED

Thirteen Requisites of the Successful Advertising Man in "Talker" or Other Fields

The thirteen requisites of the successful advertising man have been summed up by one of the elect as follows:

1. Good business judgment.
2. A keen sense of markets, marketing and merchandising; a sales sense.
3. Ability to organize his time, his work and his department.
4. Ability to co-operate with his executives, department heads, agency.
5. Ability to take advice and counsel from others, realizing that his plans may be faulty and he can't always be right.
6. Ability to balance the creative (spending) and the practical (expense or cost).
7. Ability to visualize his work from consumer and dealer eyes.
8. Ability to plan and to co-ordinate his plans into practical, workable, successful campaigns.
9. Ability to increase sales by: (a) Increasing the consumer acceptance of his trade-mark, name and product. (b) Making it convenient for the public to buy his goods (distribution and identification). (c) Making it easy for the dealer to tie up to the line (national tie-up window, stock, etc.). (d) Improving his name and product on the public consciousness, and keeping it impressed by dominant persistent publicity and advertising.
10. Ability to make good with the sales force.
11. Ability to balance advertising expenditures with sales volume.
12. Ability to quickly turn a favorable event or circumstance into a publicity force of value for his firm.
13. Ability to sense and to select the forms, vehicles, media and methods of advertising best suited to his product, his means and HIS PROBLEM, and to use them efficiently.

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum \( \frac{1}{16} \) of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

To the trade: The Gloria Reproducer will be shipped in sample lots for $3.25. Tone Arm and Sound-box $6.00. Send for yours.

Remittance must accompany all orders for samples

GLORIA PHONOGRAPH CO.

Factory
226 15th Street

Salesroom
559 Fifth Ave., Brooklyn, N. Y.
THE TALKING MACHINE WORLD

HOW RECORDS AIDED YOUNG TENOR

Allan Rogers, Protege of Bonci, Gains Much Valuable Training While Studying the Voice of That Noted Artist Through His Records

Allan Rogers, a young American tenor and protege of Alessandro Bonci, the famous Italian opera singer, is an enthusiastic advocate of the talking machine as a means of musical culture. He frankly confesses that a very large percentage of the technique he has acquired and the style he has developed is due solely to his careful study and constant practice of the methods of the celebrated artists as reproduced by the talking machine.

Mr. Rogers, who is at present filling a number of recital engagements, after being advised by Bonci to give music a serious study with the idea of making it a life vocation, placed himself under the tutelage of vocal instructors in his own city of Baltimore. He selected from Bonci a list of the great tenor's most difficult solos and arias that have been reproduced on the talking machines, and ultimately acquired a library of records in which the voices of all the great singers of tenor quality are represented.

It was his custom to sit by the Grafonola during the rendition of a number in which he himself was preparing for public performance, and listen minutely to the phrasing, shading and technical achievements. Thus, while Bonci sang the “Woman Is Fickle” number from Rigoletto, or his great aria in “La Sonnambula,” the young singer made careful mental and written notes of the masters of opera methods. He never, in those early days of his preparation for concert and oratorio, studied a single number without first having made an effort to secure its reproduction by the voice of some noted singer. Sometimes he found his own methods best adapted to his own voice, for he learned from every record some bit of vocal technique that could be employed in his own work. For hours at a time he sat alongside of the graphophone, playing and replaying, with constant reiteration, the same phrases and passages, until he was able to reproduce them satisfactorily. This system was adopted at the suggestion of Bonci, and has since been taken up by many other singers of note. In Mr. Rogers' opinion this is the shortest cut to voice culture the world has ever known.

ANTICIPATING, NOT RETRISTING

Many customers who had purchased on the installment plan, one concern found, failed to make good their promises of payment, says R. A. Burnham in System. The credit department, therefore, decided that a more rigid plan of correspondence should be adopted.

Now, whenever a customer makes a promise to pay, that customer's name, address and the contract number are written on the proper credit man's correspondence memorandum under a date three days in advance of when the promise is to be made good. And when the credit man turns to that date he straightway looks up the customer's contract and its provisions and writes to the customer. These three days give the company a chance to get a letter to the customer just a little ahead of time, reminding the party in a cordial way that "his payment will be welcome," and as a result there is prompt payment.

ODEON ARTIST ON CONCERT TOUR

Ferenz von Vesey, Violinist, on Successful Tour—Odeon Records Are in Demand

Ferenz von Vesey, prominent Hungarian violinist, who is now on a concert tour in this country, has made several recordings on Odeon records, and Odeon dealers are making plans to feature these records during his stay here. The American Odeon Co., New York, is co-operating with its dealers in promoting the sale of these records, and is furnishing them with timely bulletins and circulars showing the names of the selections recorded by Von Vesey. This list of recordings comprises a wide variety of well-known compositions by the foremost masters, among which are Handel's "Largo" and the "Foglio D'Albarn," a work by Von Vesey himself.

His recitals in New York were a success. Analysis of your business methods may sometimes disclose better ways of getting results.

RECEIVERS FOR LYRAPHONE CO.

U. S. District Court Places J. L. Smith and Mark A. Samuels in Charge of Company

Joseph L. Smith and Mark A. Samuels were appointed receivers for the Lyraphone Co. of America, Newark, New J., manufacturers of Lyric records, on October 24, by order of the U. S. District Court of the Northern District of New Jersey, upon the petition of Charles Dick, one of the largest stockholders of the company. It is understood that the company will continue operations for the present at least.

MILWAUKEE FIRM INCORPORATES

A charter of incorporation has been granted to the Zefira Phonograph Co. of Milwaukee, Wis., under the laws of that State, with a capital of $25,000, consisting of 25,000 shares of stock, with a par value of $100. Incorporators are: G. Zeniburski, Thomas Dominski and Stephen Roman.

PHONOGRAPH RECORDS

10-inch DOUBLE DISC

WITH A POPULAR HIT ON EACH SIDE

Durable Clear Tone Musical

A number of the most popular hits of the season as well as a splendid offering of Italian Selections are included in the list for November.

Pleasant Sound Phonograph Co. Manufacturers—Jobbers

Sound Boxes in 45 Victoria and Columbus. Samples, 50.00 each.
Tenor Arm and Sound Box, Per set 5.50.
We carry in stock parts for all makes phonographs. Write for our catalog and prices.

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St.,•

New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

NEW DISCHI ITALIANI


CONNORIZED MUSICO CO.
The Perfect Motor for Phonographs

THE SHELTON MOTOR

Eliminates Winding—Never Runs Down—Noiseless—Not A Winding Device—Gives A Smooth, Beautiful Tone

After years of experimentation the Shelton Motor—the perfect motor for all phonographs—is on the market.

It transforms any phonograph—Edison, Victor, Columbia—into an electrically driven machine. No winding, no running down.

A light push on the turntable automatically turns on the current. Motor runs at a uniform, even speed, insuring perfect musical reproduction. Absolutely noiseless.

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.

Can be installed in a minute. So small it can be carried in your pocket. Invisible when lid is closed. Cost of operation less than five cents a month. Never gets out of adjustment. Guaranteed indefinitely.

Your customers will be intensely interested in this ideal phonograph motor and quick to see its advantages. Over 20,000 satisfied users today. Large, immediate profits in its sale for you.

Write today for name of nearest distributor.
TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plans for Winter—Bettering Conditions Hurt by Bad Sales Methods of Some Dealers

Retail talking machine business in Brooklyn and Long Island has taken a decided jump this past month, as all dealers report an active demand, and this is especially true in the machine demand. Although record sales have not shown as great an increase they are bound to take a spurt soon, for, as one dealer stated, if people are purchasing machines they will surely be in the market for records.

There is considerable agitation in the trade over the activities of some dealers, who, it is claimed, are offering well-known makes of talking machines at prices far below the regular retail price. This price-cutting, especially at present, is unnecessary and legitimate dealers are endeavoring to eliminate this wholly unfair method of doing business.

Activity of Victor Dealers

The American Talking Machine Co., Victor distributor for Brooklyn and Long Island, is in the midst of a Fall activity that reflects the healthy demand that this company is experiencing for Victor products. R. H. Morris, general manager, states that it seems like old times again to see dealers so active, and he is very confident that business this Winter will be far beyond expectations.

Window Display Produces Sales

"A new idea a day" is the slogan adopted by the successful Victor store conducted by Owens & Gibbons at 10 Seventh avenue, facing Times plaza. Although occupying a limited amount of floor-space, every available inch has been utilized to the greatest advantage, with the result that customers are given maximum service. "Bob" Owens, brother of the elder Owens, one of the proprietors, was responsible for a timely Halloween window display that was a plot of color, featuring the new November records, which attracted considerable attention. A flash system of lighting was effectively used, making the display visible for some distance away. Miss Marjorie Sybly, whose genial personality has made so many friends for this "up-to-date" store, has a wide experience in merchandising Victor products to her credit, and her thorough knowledge of the Victor record catalog contributes largely to the success of this establishment.

New Sales Plan Proves Success

Kern's Music Store, Brooklyn and Sonora dealer, at 202 Flatbush avenue, is very enthusiastic over the results of a mail-order campaign which was inaugurated a short time ago. An attractive circular was prepared in which a specially selected list of slow turnover records was shown, which was sent out, with an order blank attached, to a special list of old and new customers. A multigraph letter with a selling punch, describing the attached lists, completed the material used. As a stimulator of record sales this scheme has proved such a success that it is contemplated to make it a monthly affair, replacing the monthly supplement.

Will Concentrate on Two Lines

Otto Wissner, the well-known talking machine dealer at 55 Flatbush avenue, is carrying on one of the most intensive sales campaigns ever inaugurated by this company. Herefore he has carried several lines of talking machines, and a recent decision by the officials of the company to concentrate on the Victor and Sonora lines prompted this sale in order to liquidate the stocks of the other makes on hand.

Display Sells Period Models

Mills Bros., furniture dealers, at 1720 Broadway, who handle the Columbia exclusively, report that the demand for Grafonolas has increased materially the past month. William F. Estering, who looks after the interests of this department, stated that business during the past few months had been slow, but all indications now point to larger sales for the Winter season. Recently the company featured the Columbia period models in a very attractive window display, and this display has proved instrumental in closing sales of Grafonolas of various types. Newspaper advertising was used to tie up with this display.

Moves to Larger Quarters

John Duhm, Victor dealer, who has been located at 1419 Myrtle avenue for several years, is moving his stock and fixtures to his new and modern quarters on Knickerbocker avenue. Mr. Duhm contemplated this change for some time, but it was not until recently that he was able to secure a lease of this particular location, which is considered one of the most desirable in this section of Brooklyn. As this new store is only four blocks away from the old address, all of Mr. Duhm's old and established clientele can be served as conveniently as before, and with new and up-to-date equipment this establishment will undoubtedly attract many new customers. A feature of the new quarters will be a "One-minute record sales service counter," which will be located near the entrance, where the purchase of a record can be made by the busy customer at a maximum saving of time.

Leases Adjoining Store

J. M. Quinn, who has featured the Sonora and Brunswick lines for several years, has recently moved over the store adjoining his present one at 1227 Broadway and combined the two into a most attractive showroom. With this new addition, Mr. Quinn secured the complete Edison Diamond Disc, and is devoting a large section of the new store to this line. In addition to eleven private record booths already in use, five large ones have been erected which will be used for the purpose of demonstrating machines. When alterations are completed this store will be one of the most attractive in Brooklyn.
"YOU'LL BE SURPRISED" to know that you may be one who is willfully encouraging a competitor to locate nearby.

A poorly equipped unprogressive establishment invites the competition of the live-wire dealer who will install such equipment as is manufactured by Van Veen & Company. Why not beat him to it by installing Van Veen service yourself, thus keeping him out of your field? A weak position invites attack.

*We extend helpful terms to those worthy of credit.*

**VanVeen & Company INC.**

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

Why the "Talker" Business Should Be "Clean"


The talking machine business has always been spoken of as "clean," and there is no doubt that, taken as a whole, it is a remarkably clean business. However, many dealers have confined the meaning of the word clean to its ethical sense, which is a grievous mistake.

Much is said of "woman's refining influence" and there is a great deal left unsaid on this subject. If every dealer were fortunate enough to have womenfolk to advise him about arranging his shop and keeping it really "clean" in the physical sense the trade would be much benefited. While many dealers make an effort to keep their establishments in the best possible condition it is rather too much to expect a man to be much of a good housekeeper (though some of the ex-service men still retain rather good ideas of what real neatness means).

Bearing in mind that women constitute the larger part of the buying public it would seem advisable to cater to their ideas in every possible way—and as it is an easy matter to achieve cleanliness of store and window it seems strange that so many dealers neglect this.

Well-polished instruments are certainly more attractive to a prospective buyer than those with dull nickel and smudged cases. Likewise a fresh-looking window, with crisp cards and bright posters, will certainly prove a bigger "puller" than one with dead flies decorating the floor and with dirty and carelessly hung posters.

In shops finished in cream or light gray a chamois and ivory soap will do wonders. Change your window trim so frequently that it will not have time to become dingy-looking. Look at the chairs in the booths (especially if they are painted a light color) and see that they are not full of fingerprint at the top of the back.

Keep the catalogs and monthly supplements so that they are not dog-eared and sloppy in appearance.

In a well-regulated establishment every phonograph that may be used for demonstration purposes is examined every morning to see that it is timed properly and in good running and mechanical order, and dust and all finger marks polished off. It is just as necessary that this daily inspection be done by the small town dealer as by those in the large cities.

If you are disposed to consider all this "finicky"—just convince yourself by asking your wife or mother or your sweetheart to look over your store and give you her candid opinion of it—you will be surprised unless you are one of those who have already realized the importance of little things in business.—Sonora Bell.

"DREAM PICTURES" INTEREST

Hand-painted Slides Effectively Synchronized to Music of Victor Records Shown at Meeting of Victor Retailers in Newark Recently

The Victor Retailers of New Jersey held their monthly luncheon and meeting on Tuesday, October 18, at the Robert Treat Hotel, Newark, N. J. Following the luncheon a demonstration was given by Bronson DeCou of his "Dream Pictures." These are especially selected, hand-painted slides thrown on a screen synchronized to the music of a number of Victor records. Mr. DeCou is showing his pictures in New Jersey territory at schools, halls and dealers’ stores by arrangement with Victor dealers in various localities. The entertainment has been the means of attracting record buyers to the stores in the territory where they have been shown and are a most novel, interesting and constructive contribution to retail activities.


H. J. Wernsman, of Lacon, Ill., has opened a talking machine and optical business in Mendota, Ill., which will be modern in every way.
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 MCGAN FURNITURE CORP., LTD., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Getting in Touch With Prospective Buyers

By CHARLES OLIVE, of

Olive Bros., Wilmar, Minn.

Every merchant knows that getting in touch with prospective buyers is one of the most difficult problems of his business. When he has found a lot of persons who are in the market for a certain article he has a good chance to make sales if what he has to offer is of real value and is sold at a fair price. The following plan, which we worked last Winter to sell phonographs, proved to be unusually effective for discovering possible buyers.

The main feature of the "scheme" was a drop-box to hold a number of address cards. The box, made of wood, had a compartment in the lower end for holding a pack of blank cards, and there was a slit in the front side for dropping the cards into the box. On top of the box was a hinged cover for removing the cards. The contrivance was set up on a conspicuous place in the store, and immediately above the box the sign was hung: "Free Cigar Holder! Write the names and addresses of any persons you know are figuring on buying a phonograph, or who do not own a machine, on one of these cards. Drop card in box and ask for free cigar holder."

It was surprising to see how many persons there were that could recall the names of friends and neighbors who were in the market for talking machines. Each person, of course, who filled out a card really got a cigar holder free. We purchased a supply of fairly good holders, each with our name and address thereon, at a low price, and their cost was truly cheap advertising. Every evening there was quite a bunch of cards in the box, and the names they contained represented mostly prospects of the right kind, too.

To each person named we sent the following letter: "You will soon buy a phonograph, for everybody else is doing it. The talking machine is the most popular musical instrument of today, for the reason that it both entertains and educates without any effort on the part of the user. We have high-class machines at popular prices just now. Come in and hear these grand instruments. They will surprise and please you. Or ask us to send you our catalog. We will be pleased to put a machine in your home on trial. Cordially, Oliver Bros."

Many of the prospects soon came in and looked over the machines, and the result was quite a few immediate sales. A number answered by card, asking for catalogs. We called on those who did not answer at all, to find out if there was any possible chance of a sale among them. To all the others we sent a catalog ten days after we had mailed the first letters. Quite a few of those receiving catalogs asked for a machine on trial, and outright sales were made continually. Altogether we sold thirty machines during the Christmas season. I consider this a good record for a town of five thousand population where there are half a dozen other dealers handling phonographs.

MARKSON BROS. OPENING IN UTICA

Utica, N. Y., November 4—The new Columbia Gramophone department of Markson Bros., 644 Bleeker street, this city, was formally opened last week with a band concert and solos by well-known singers in various sections of the city. Large crowds attended each performance, which included songs by Lew Brown, of the J. H. Remick Music Co., and Lew Emmel, of the Shapiro-Bernstein Co., who sang his latest song hits, "Just Like a Rainbow" and "I Ain't Nobody's Darling."

The melody may inherit the earth, but not until everyone else is dead.

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"

STRAIGHT INSIDE—Taper Outside

BALL BEARINGS THROUGHOUT

NEW DESIGN NEW CONSTRUCTION

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 9½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST. CHICAGO
"You've Made a Chicken of Your Mother (But You Can't Make a Goose of Me)" and the great success from Snapshots of 1921, "Saturday," are sung by Nora Bayes. Why say more about A-3471?

Columbia Graphophone Co.
NEW YORK

TRADE BETTERMENT IS BROADENING IN SAN FRANCISCO

Music Week Quite an Event—Association Smoker Attracts Crowd—Sonora Distributors Entertain Thirty Dealers of California—Caruso Honored—Bubble Book Parties in Vogue

SAN FRANCISCO, CAL., October 30.—There is not a great deal of jazz to business at present, but the retail market has continued to improve steadily, though slowly. There are still too many uncertain factors disturbing the commercial world to permit any general feeling of confidence just now and thus business initiative is cramped and crimped to a large extent. The retailers have pretty generally provided for a normal holiday activity, however, and it cannot be truthfully said that the trade is simply content with marking time.

Celebration of Music Week

There will be a "Music Week" in San Francisco, October 30 to November 6, and the trade is trying hard to take an interest in this proposition. There have been so many expositions of one kind or another in the city of late that the task of promoting public interest in anything new in this character is brain-racking. But "Music Week" will no doubt do something to enliven the demand for musical merchandise and it may result in generating a renewed supply of pep in the phonograph fraternity.

Association Holds a Smoker

The Music Trades Association of Northern California held a very successful dinner and smoker at the Stewart Hotel in San Francisco on the night of October 25 and a fairly large attendance was present. The principal speaker of the evening was George Victor, Pacific Coast sales manager of Yawman & Erbe, who delivered a spirited address on modern methods of salesmanship. The smoker following the dinner was enlivened by many numbers of a professional and amateur character, among which was a vaudeville act entitled "The Piano Movers," performed by J. J. Black, Charles Dean, Billy Lawrence and Clarence Amry, of the Wilroy B. Allen Co., and Billy Morton, of Sherman, Clay & Co., and Al Goetz, of Kohler & Chase. F. P. Corcoran, Pacific Coast sales manager for the Brunswick Co., made a hit with his Hebrew impersonation monologue, and Harold Pracht, sales manager of the Wiley B. Allen Co., brought down the house by reading a burlesque essay dealing with the music trade from a pathological standpoint. There were also several musical numbers by professionals and others.

Giving Bubble Book Parties

The Emporium is giving Bubble Book parties this week at the store. The parties are given under the direction of Miss Grace, who represents the publishers and who has been giving similar entertainments in Seattle, Portland and other cities.

Walter S. Gray, the "Needle King," has just left for a month's trip in southern California.

Feature Edison and Vocalion Records

The City of Paris has been featuring the Edison and Vocalion phonographs in their show windows this month. The presence of Miss Aileen Stanley on the Orpheum stage here did not a little to stimulate the demand for her fine Vocalion records. W. S. Sterms, manager of the City of Paris phonograph department, sold a Sonora baby grand to Washington B. Vanderlip recently and Mr. Vanderlip will have this instrument for a musical companion in Russia, where he is again to live for some time to come.

Sonora Dealers Entertained

The Sonora distributors on the Coast entertained over thirty Sonora dealers of California at a luncheon at the Palace Hotel in San Francisco this month. The guests were welcomed by F. B. Travers, the Pacific Coast manager for the Sonora Co., and he called upon W. S. Storms, of the City of Paris; A. W. White, of Berkeley, and Morley Somers, of the Sonora Phonograph Shop, San Francisco, for short speeches.

H. Sieroty, the manager of the talking machine department of the Eastern Outfitting Co., San Francisco, is on his way back to San Francisco after an extended European tour.

A recent visitor to the Coast is W. W. Chase, president of the Pathé Frères Phonograph Co.

Long Showing New Phonograph

The "Melodola," the phonograph invented by Frank B. Long, the inventor of various improvements in the piano and player-piano, is attracting considerable attention in San Francisco. Mr. Long has the machine on sale at 34 Sutter street, and it is manufactured in San Francisco.

Concert in Honor of Caruso

Paul Steindorf, the distinguished orchestra leader, is giving a series of popular concerts at the Oakland Auditorium. The first concert, on October 13, was one in honor of Caruso. Caruso records were played on the Victrola, accompanied by the orchestra, and the numbers thus rendered were received with prolonged applause.

Another musical event in which Mr. Steindorf figured this month was that of a Magnavox demonstration. While Mr. Steindorf's orchestra played on the roof of the Fairmont Hotel in San Francisco, the Magnavox reproduced the concert in the business district of Oakland across the Bay. The wireless telephone transmitted the music to the Magnavox. The Magnavox also reproduced two solos sung by Miss Elfrieda Steindorf, accompanied by her father's orchestra, and an address by Mayor Rolph of San Francisco.

Uses Delivery Automobile

Ben Adkins, of the Remick Song Shop, San Francisco, is giving extra special service to his customers these days by means of a delivery automobile daily decorated on the panels with reproductions of the well-known Columbia insignia. Mr. Adkins enjoys a large telephone trade on Columbia records and quick delivery is necessary in many cases.

The man who corners all the conversation rarely corners anything else.

Complete Stock and Excellent Service on Okeh Records

"SERVICE"

THE ARTOPHONE CORPORATION

1103 OLIVE ST., ST. LOUIS, MISSOURI

Wholesale distributors of Okeh Records for the South and Southwest
Did you read Charles M. Schwab’s address on “Prosperity,” delivered recently at Atlantic City? Prosperity is rapidly returning, and the phonograph trade will share in this prosperity to the fullest extent. Now is the time to go after business. Makethingshum.

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

ASK FOR NEW PRICE LIST
Frank S. Horning

The annual meeting of the New England Music Trade Association brought to the fore the

Frank S. Horning

talking machine industry of this section, and a special honor was accorded it through the election to the presidency of Frank S. Horning, of F. S. Horning & Co., Inc., Victor dealers, at 22 Boylston street. Mr. Horning has been in Boston only a few years, but he has made a lot of friends in that time and he has been able to develop a splendid business at this downtown address. The dinner was attended by about one hundred members and guests and was served at Young's Hotel following the annual meeting. Some of the talking machine men who were active in taking part in the evening's success were A. J. Cullen, of the Lansing Sales Co., Inc.; W. W. Radcliffe, of the Hallet & Davis Co.; Ernest A. Groesby, of the C. C. Harvey Co., and R. V. Davis, of the F. C. Henderson Co. The guests at the dinner were Hon. Guy Ham, who spoke on "The Business Outlook," and Professor Harold Whitehead, of the department of sales relations at Boston University, whose topic was "The Lost Art of Salesmanship."

Mr. Ham presented two pictures, one of the pessimistic sort, the other of the optimistic character. Of the adverse elements touching present-day conditions he pointed out the country's unsatisfactory system of taxation; our relation with other countries, with special reference to banking facilities, or the lack of them; the liquidation of labor, which has got to take place before a normal condition can be arrived at; and the rates that money has been obliged to exact in order to do business, and he believed it would be a long time before the rates obtaining before the war will again become operative.

As to the favorable signs, these things were noted: The people have more savings in the banks and institutions than ever before in the history of the country, which has a great purchasing power, and which is to be released at no distant date; America is now a creditor nation and not a debtor one; the immense size of the gold reserve now held by the United States, something that has great possibilities for good as well as for harm. Mr. Ham prophesied that the country would soon be out of the darkness of depression and in the daylight of prosperity.

Professor Whitehead said that a definition of salesmanship was the creation of additional business without additional expense. To create business is to sell something not thought of by the purchaser. He said that up to 1914 the country had salesmen, but since then they have become diplomats and with the cessation of the war the buyers' market also ceased. He deplored the habit of cutting prices, in fact, he did not at all approve of ever talking prices when presenting an article. The real salesman never accepts a "no" for an answer; that word is the natural defense of a man who wants to know more about an article. Professor Whitehead's final word was that service should be the keynote of every salesman's activities; and he predicted that thirty days would see business very appreciably improved.

As a final tag to the evening the retiring president, George C. Manse, introduced Mr. Horning, the incoming president, and in response to a persistent demand for a speech Mr. Horning promised to give the association as good an administration as possible, and he asked that all the members give him their heartiest co-operation.

New Yorkers Entertain and Are Entertained

A very pleasant appetizer of the Association banquet was the entertainment, privately provided, for two of the artists who came over from New York. Messrs. Max Kortlander and Pete Wendling, piano players, who were here through the courtesy of the Q R S Music Co., and whose

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

(Continued on page 84)
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

presence in large measure was due to the untiring efforts of A. J. Cullen, of the Lansing Sales Co. Following the dinner, in response to a request from a few of those who dallied behind, these two men generously sat down to the two Chickerling baby grands and played a number of selections and then it was that George A. Dodge, of the Eastern Talking Machine Co., who is always hospitality itself, hit upon the happy idea of taking these young men out to his beautiful home in Brookline, meanwhile hurriedly getting together several others to enjoy the rest of the evening with them. The two New York artists returned home the next day with the firm conviction that there is some wonderful hospitality in Boston if one only gets in with the right people.

Covering New England Trade Territory
Fred E. Mann, manager of the local department of the Columbia Graphophone Co., is at this writing traveling through his New England territory. He left town a few days ago and ere he returns he will have visited the agencies in northern and western Massachusetts, New Hampshire, Vermont, Rhode Island and Connecticut. Business is reported as showing a splendid improvement and there have been a number of urgent calls from the representatives throughout the territory for good-sized stocks of merchandise that will carry them through the holidays.

New Columbia Agencies
The Columbia Co. of this city, through its wholesale headquarters, has just made some new connections in the field. One is G. Foster & Co., at Hartford, Conn., a large furniture company, which has taken an exclusive Columbia agency. Another is the Farrar Furniture Co., of Bangor, Me., which has recently opened up an exclusive Columbia department in new quarters at 93-105 Main street, which is considered one of the best locations in the city. Miss Lillian Mason, of Bath, Me., is in charge. Miss Mason has had a wide experience in the talking machine business. A third agency is Girari & Son, of Athol, Mass., which firm has been in business in the town for a number of years.

Retires From the Talking Machine Field
It will come as news to a number of Victor representatives in New England to learn that C. D. Estabrook, the traveling representative for the Victor Co., has severed his relations not only with this company, but with the talking machine proposition in general, as he has decided to go into the automobile business and to associate himself with the Walker-Johnson Co., dealer in auto trucks. He is to be attached to the Boston office. His new connection became operative November 1. Mr. Estabrook has been...
a year and a half in the eastern New England territory for the Victor Co. and succeeded James Frye, who, it is rumored, may return to this territory.

Fitzgerald's Attractive New Home

A very conspicuous building in Cornhill, painted white from top to bottom, is now the home of Billy Fitzgerald, who has lately moved from the Studio Building, at the corner of Tremont and Bromfield streets, where his Victor headquarters had become widely known. Mr. Fitzgerald now has all the four floors and basement of 28 Cornhill, the interior of which is finished in white. There are a series of tastefully arranged demonstration booths on both sides of the ground floor. There's a large passing throng in Cornhill which should find this Victor headquarters a convenient place to do business. Mr. Fitzgerald has a big army of Boston friends who wish him the best of luck in his new location.

George Lincoln Parker in New Location

George Lincoln Parker, the Edison dealer, may now be found in a new location, for he has moved from the Colonial Building in Boylston street, where his warerooms had been on the third floor for a number of years, and he is now at 144 Berkeley street, near Columbus avenue, on the south side, where he has a large ground floor. In the windows at each side of the entrance is a handsome Edison model, and several of these are grouped in artistic surroundings inside. In moving to this neighborhood Mr. Parker is a pioneer in getting into a location that is bound to attract retail business heavily sooner or later, because, for one thing alone, there is to be a large and costly hotel built in the next block very soon.

Miss Gertrude L. Hume Married

Miss Gertrude L. Hume, daughter of A. M. Hume, of the A. M. Hume Music Co., Victor distributor, was married toward the end of October to Howard C. Paul, the wedding taking place in the Universalist Church in Melrose, the bride's home city. Two clergymen took part in the ceremony. Mr. Paul and his bride will make their home in Melrose.

Tells of Rapidly Improving Business

Joe Burke, who is now an important factor in the Musical Sales & Equipment Co., Inc., says that business is picking up at a very rapid rate, and he looks for a good healthy business this Fall and Winter. He has just received two new models of Sonoras, the Imperial and the Intermezzo, and he has placed a very large order for these, as already there is a demand for them, for they have the advantage of being well built and low priced. Mr. Burke has made several new connections throughout New England lately which look promising.

Edison Prize-winners Had Great Time

The five prize-winners in the successful Edison campaign undertaken by the Pardee-Ellenberg Co., Inc., as a means of stimulating business, returned home from their wonderful eight days' trip toward the end of October, and what they didn't have to say for the company and President Frederick H. Sillman wasn't in the dictionary. The competition for sales was entered into by 106 Edison dealers, who made reports to the Boston headquarters. There was to be one from each of the four territories handled by the company and, in addition, a fifth who was to be known as the winner of the lucky trip. The contest extended from August 5 to October 8. Those, therefore, privileged to leave Boston on Monday, October 17, were J. C. Trask, of Milford, Mass.; W. L. Berry, of the Johnston Co., of Fort Fairfield, Me.; A. D. Elster, of Medden, Conn.; F. T. Knight, of the J. A. Foster Co., of Providence, R. I., and Otis Skinner, of the Otis Skinner Optical Co., of Bangor, Me. The trip included a visit to New York and to Orange, N. J., the home of Mr. Edison, where Mr. Maxwell introduced the prize-winners to the great wizard, each dealer receiving from Mr. Edison an autographed picture of himself; a visit to the famous Edison plant, including the Re-creation building. In the evening of the same day there was a dinner and show, which was tendered with the compliments of Thomas A. Edison, Inc. There was a trip up the Hudson, a visit to West Point, then the train was taken south and the famous Natural Bridge in Virginia and Louray Caverns were visited, and on the return a stop was made in Washington, where the guests met Senator Henry Cabot Lodge, Massachusetts' senior senator, who introduced them to President Harding. With the party was L. H. Ripley, the sales manager of the Pardee-Ellenberger Co., who acted as personal conductor. The company is in every way satisfied with the results of the sales campaign, and it proved conclusively that the (Continued on page 86)
business is there if only it is gone after. It is understood that President Silliman has in mind another campaign of a little different character to be conducted later.

Prepared for Strike, But Glad It's Passed

The trade in general is resting easy now that the possibilities of a railroad strike are waning into oblivion. There are few industries that had made greater preparations to meet the strike and if the railroads were not to be able to move goods there were the water routes to take advantage of and rather elaborate preparations had been made to get machines and records over by various styles of craft. It may be recalled that the Victor jobbers here, the Oliver Ditson Co., and the Eastern and Steinert houses, got a large consignment by water some fifteen months ago during an emergency and the same came along rather expeditiously, and consignments were quickly unloaded and distributed to the three concerns. Had the railroad strike come to fruition the same plan was to be carried out and pretty nearly every detail had been arranged for.

The need for emergency measures now appears to be over and everybody is thankful that a menace to prosperity no longer exists.

May Have to Move Quarters

The Lansing Sales Co., Inc., has to look for other quarters immediately, for, according to the plans under way for the widening of Elliot street, where the company is now located, at the corner of Warrenton street, the building will soon have to come down; that is, it has been decided to demolish it rather than attempt to cut it off. A. J. Cullen, head of the concern, has his eye on a desirable location, for which he is now negotiating a lease.

News at the Steinert Headquarters

Wholesale Manager Kenneth E. Reed, of the R. Steinert & Sons Co., says that, despite persistent overtures to dealers to stock up as early as possible, he fears that there are going to be some who will delay going as deeply ready as will their inclination. The Steinert Arch street establishment has been getting large invoices of goods from the Victor factory, but it will not be long before the mountains of cases will disappear.

Mr. Reed says that the eight famous Victor artists are to give a concert on December 11 at Woonsocket, R. I., and he is interested in making some of the arrangements. The concert is to be given under the auspices of Laroé’s Music Store. A concert given by these artists is that city before attracted a hall full of people. Mr. Reed says he had quite a party on the occasion of his (and his wife’s) tenth wedding anniversary and there were many friends who remembered Mr. and Mrs. Reed very pleasantly.

Who Will Help Ambitious Young Inventor?

The World correspondent, the other day, ran across a young man who may be heard from yet in talking machine circles because of his invention. His name is John Stenberg, a Syrian, who lives in Dorchester, which is a part of Boston. He has invented a sound-reproducing and amplifying arm which, he says, will do away with the open box and the horn as now used in machines. While waiting for his answer from the United States patent office he is working on a machine which will do away with the winding arm, and the young man is confident that he will meet with success in his effort and soon have a machine that will wind itself automatically. During the day the boy, who is twenty years old, works as a mechanic and spends his evenings at his workshop in his attic perfecting his plans. As another young inventor, he suffers from lack of funds and every dollar he can save goes into his inventions. He is an ex-service man, having served with the Canadian Expeditionary Forces.

Hough Specialties in Greater Demand

L. W. Hough, New England representative of Laroé’s cabinets and Peerless record albums, reports that conditions throughout the New England territory are not only good, but show a decided tendency toward the steady continuance of this good business. The volume of business transacted by Mr. Hough in these two accessories in the trade during the month of October, 1921, has eclipsed the business for the same period in 1920.

J. G. Widener Visits Branch Stores

J. G. Widener, president of Widener’s, Inc., which operates a chain of fourteen stores, all of which are handling the Granby phonograph made by the Granby Phonograph Corp., of Norfolk, Va., has just returned to his headquarters in this city, after visiting all the cities in which his stores are located. Mr. Widener reports that his business is improving in a very satisfactory fashion everywhere.

Now, Can You Beat It?

During the recent No-accident Week in this State such slogans as “Beware” and “Watch Out” and “Take Great Care” and so on were everywhere conspicuous. Now, has this any bearing on the talking machine industry? Well rather! Could you imagine a piece of music by the name of “Don’t Get Hurt”? Listen:

During the No-accident period the proprietor of a talking machine shop in South Boston placed a “Don’t Get Hurt” card in his window and underneath it another card bearing these words: “Buy Them Here for Seventy-nine Cents.” A woman entered the shop and said to the clerk, “I’ll take one of those records advertised in the window.”

“Which records?” inquired the clerk.

“I mean the ‘Don’t Get Hurt’ one,” replied the woman. “It’s a new one to me and I must have it.”

The clerk grasped the situation and could scarcely refrain from smiling as he explained, haltingly, that he was all out of that record and tried to persuade her that he had others that she might like, but the woman said she’d call again when this particular one was in stock.

Makes an Assignment

The phonograph sales Co., of this city, has made an assignment for the benefit of its creditors to S. Max Abelson.

ORGANIZE MOTROLA SALES CO.

Cleveland, O., October 28—The Motrola Sales Co. has been organized in this city under the direction of J. H. Tiffany, who will direct the distribution of the new Jones Motrola in the northern half of Ohio. The office, which is located at 1404 East Ninth street, has arranged facilities to take ample care of this device.

“The Music Without the Blur”

This idea of talking machine manufacturer is retained more nearly than by any other, in the construction of this machine.

MARVELOUS MAGNOLA

“Built by Tone Specialist”

“Magnola’s Tone Deflector eliminates the scratch”
Kerekjarto’s versatile violin sweeps his admiring public to new heights of artistry and musicianship in his latest recording of Drdla’s “Souvenir.” Musi-
lovers are sure to want it for years to come. Co-
lumbia 79708.

Columbia Graphophone Co. NEW YORK

MRS. M. MAX TOURING EUROPE

Wife of Manager of Gimbel Bros.’ Talking Ma-
chine Department Presented With Brunswick Phono-
graph for Use While on Tour

Mrs. M. Max, wife of the manager of the talk-
ing machine and piano departments of Gimbel Bros., New York, sailed recently on the S. S. “Beringaria,” which was formerly known as the “Imperial.” She is on an extended trip through European countries. Mrs. Max is accompanied by her three children, for whom it will be an educa-
tional trip, as well as one of pleasure. Mrs. Max plans to spend a great part of the time in Eng-
land and will also visit the leading cities of Bel-
gium, Flanders and France.

On her departure Mrs. Max was presented with a Brunswick phonograph, together with a
number of the latest Brunswick records, the gift of Edward Strauss, Eastern sales manager of the
phonograph division of the Brunswick-Balke-Col-
lender Co., for her use while on tour. Accord-
ing to present plans, Mrs. Max expects to return
for the Christmas holidays.

HIGHER RATES ON FREIGHT

Higher rates on freight from the North and
East to points in the lower Mississippi valley
will go into effect on November 28, under a deci-
sion just rendered by the Interstate Commerce
Commission on the application of Southern rail-
car companies for a revision of rates as a result of the
elimination of water competition on the Missis-
sippi and Tennessee rivers.

The Commission’s decision provides for an in-
crease estimated at 20 per cent on high-class
merchandise traffic from Virginia to points in
the lower Mississippi region, and stipulates that
rates on other than first-class shipments are to be
certain percentages of the first-class rates.
This increase, although effective only from Vir-
ginia to the Mississippi, will be reflected in the
freight rates from Philadelphia, New York, Bos-
ton and other Eastern points shipping to the
lower Mississippi by all rail.

BOOT MUSIC CO. OPENS NEW STORE

The Boot Music Co., exclusive Victor dealer
of Denver, Col., opened an attractive new store
at 1622 Champa street, that city. This concern
is one of the oldest in the State, having been
organized more than forty years ago by W. A.
Boo, who is still actively engaged in the busi-
ness.

The Andre Mfg. Co., Inc., of Boston, has been
incorporated with a capital of $100,000, to handle
phonographs and novelties.

COTTON FLOCKS

for

Record Manufacturing

THE PECKHAM MFG. CO., NEWARK, N. J.

BIG FIELD FOR THE ELECTRICS

Seven Million Homes Equipped With Electricity
Available for Talking Machines to Be Power-
Controlled—Opportunity for Use of Motors

That a vast undeveloped field for the sale of
electric talking machines exists in this country is
made evident by figures recently made public by
the National Electric Light Association. The
Association states that there are approximately
7,000,000 homes equipped with electricity in the
United States. It is estimated that there are in
the neighborhood of 4,000,000 talking machines
in the homes of the land. Of this number many
are in homes unprovided for electricity and of the
machines owned by people having electricity in
the home only a small percentage are operated
by electrical current.

SIR HARRY LAUDER VISITS AMERICA

Sir Harry Lauder, famous interpreter of Scotch
songs and Victor artist, has returned to the
United States and is touring the principal cities
between New York and Kansas City. Talking
machine dealers in those cities in which this fa-
famous singing comedian will appear can make
the visit one of profit to themselves by tying up
their advertising with his appearance in their
locality.

The N. E. Miller Co., of Danvers, Mass., has
taken on the Vocalion line of machines and
records.

NEW AUSTRALIAN TARIFF

Duty on Imports to Be Assessed on Home Mar-
ket Price, Less Excise Tax

Provision has been made in the new Australian
tariff for an alteration in the method of comput-
ing values on goods subject to ad valorem duties
on which there has been paid in the United
States an excise tax or an import duty, when the
articles are for re-export to Australia, Mark Shed-
don, Commissioner for the Commonwealth in
New York, reports.

In the future the value for duty purposes will be
determined by the fair market value for home
consumption in the country of export at date of
shipment to Australia, less the actual amount of
excise duty paid thereon, according to the ruling.
This concession does not apply to goods on
which the duty has been paid which have been
incorporated into other goods.

SPIRITUALISTS MAKE FIRST RECORD

DETROIT, MICH., November 1.—The annual con-
vention of the National Spiritualist Association,
held here recently, was featured by the demon-
stration of what is considered to be the first spiri-
tualistic record ever made. Gene Kenneth Lord,
better known in spiritualistic circles as the
“singing organist,” is responsible for the record,
which aroused considerable comment and is
looked upon as a valuable medium toward fur-
ther research along spiritualistic thought.

Your Problem Is Ours

Good Profits (to you)

Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

(Trade Mark)

Have we solved the above problem correctly?

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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

The New Motrola

with

Universal Motor $19.50

Retail Price

A saving of $10.50 from the former price, $30.00

The New Motrola does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.

Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada

JONES-MOTROLA, Inc.

29 West 35th Street

New York City
APPOINTED EXCLUSIVE JOBBER

Greater City Phonograph Co. Now Exclusive Solicitors in New York—New Salesmen Added to Staff of This House

The Greater City Phonograph Co., 316 Sixth avenue, New York, which was appointed a Sonora jobber a few months ago, is now the exclusive jobber for Sonora products in this territory, the Sonora Phonograph Co. having discontinued its local wholesale branch. The territory controlled by the Greater City Phonograph Co. consists of the Borough of Manhattan in New York, the Greater New York territory as far north as Poughkeepsie, together with Staten Island.

In order to give Sonora dealers in this territory maximum service, Maurice Landay, president of the Greater City Phonograph Co., has increased the sales staff by the addition of Kenneth R. Perkins and David Danziger, who were formerly connected with the Sonora Phonograph Co.

In a chat with The World Mr. Landay stated that his company's business was steadily growing, and that the sales totals for the month of October were far beyond expectations. The Greater City Phonograph Co. was recently appointed a jobber for the Jones-Motors, and has started an aggressive campaign in behalf of this popular accessory.

MAX STRAUSS ARRIVES HERE

Managing Director of Carl Lindstrom, Ltd., Berlin, Arrives for Extended Visit—Will Study Various Trade Phases in This Country

Max Strauss, managing director of Carl Lindstrom, Ltd., Berlin, Germany, arrived recently in New York for an extended trip through the United States and Canada. Mr. Strauss intends to make a thorough observation of the methods employed by the leading manufacturers in the distribution of their products and he also plans to spend considerable time with the retail dealer in order to study the methods used in serving the talking machine and record customer. While in this country Mr. Strauss will make his headquarters with the American Odeon Co., 100 West Twenty-first street, New York, and will confer with the officials of this company on matters pertaining to the wider distribution of Odeon records in this country.

SALES TO PROMINENT ST. LOUISIANS

Sonora Sold to Well-known Musician of St. Louis—Other Interesting Sales

St. Louis, Mo., November 7—The Eastern Star Lodge of Missouri recently determined to present their Grand Master, Mrs. Zoe Brooks Holman, with a phonograph as a mark of their esteem. The decision as to the make of instrument to be purchased was left to a committee of six, the members of which were instructed to hear and see all of the standard phonographs and make a definite selection.

After testing and hearing many of the leading machines on the market, the committee selected a Sonora Nocturne in brown mahogany and presented this instrument to Mrs. Holman, who was delighted with its attractiveness and tone quality. Another recent sale of more than passing interest was that of a Sonora to Frank Geeks, president of the Musicians' Union of St. Louis and one of the leading violinists of the St. Louis Symphony Orchestra. The instrument, a Sonora "Elite," was sold by F. Beyer & Son, of this city, after Mr. Geeks had made an extensive investigation as to the machine that he desired.

FILE PETITION IN BANKRUPTCY

The Phonograph Protective Service Co., a retail talking machine business operated by Louis W. Nugent, at 636 Second avenue, New York, has filed a petition in bankruptcy, listing liabilities of $3,310 and assets of $695.

HERE IT IS!!

The Feature Model—The Big Profit-Maker

RETAILS at $100.00

Look It Over—Quality Throughout—At a Price That Sells

Open it up and put it in your window and watch the sales roll in

New Charmaphone Model No. 9

Write for Catalog and Particulars

Equipped with
Heineman No. 33
Double Spring
Motor—Plays Five Records

Height 47 in.
Depth 23 in.
Width 19 in.

Large Tone Arm Plays All Records

CHARMAPHONE COMPANY
39 West 32nd St., New York City
Factory: Pulaski, N. Y.
Great Activity Evidence in the Cleveland Trade

Many New Dealers Enter the Field and Establish Houses Open New Departments or Extend Their Lines—First "Victrola Show" Held—Recent Changes Among the Wholesale Houses

Cleveland, O., November 9—The first Victrola Show for Cleveland, probably for the country, was held during October, under the auspices of Wm. Taylor Son & Co., this city. The event was planned by T. A. Davies, manager of the talking machine department. Old machines, some of the original vintage of the Victor, were shown. Pictures of celebrities in the talking machine world and of the original factory of the Victor likewise were displayed. The old machines, beside the most modern period models, offered a significant contrast to visitors. The show proper was held in a temporary arcade made of velvet hangings, which was decorated with palms, flowers and lamp and oriental rugs. In all, about 200 machines were used in the ensemble. The five main windows of the Taylor store were used for several days, each showing three Victrolas, being among the most attractive windows ever seen in this city. The show brought many visitors, augmented the list of prospects and, most important, resulted in much real business during the event, according to Manager Davies.

Columbia National Publicity Campaign: Plans for taking up the Columbia Co.'s national publicity campaign as it will apply to the Cleveland branch territory have been completed by Branch Manager S. S. Larmos. The advertising will be used in one paper in each of eight cities in this vicinity. In Cleveland alone thirty dealers will benefit by the publicity that will bring them closer to the public.

Special Record Service for Teachers: The Cleveland branch of the Columbia Co. is completing arrangements for the demonstration of records to all school teachers in the district, these to be held in the Columbia Co.'s model shop here. About fifty school supervisors have been advised of the service and dealers have been urged to hold themselves in readiness to serve the teachers who will have made their record selections at headquarters. The scope of this work may be estimated by the fact that in Cleveland alone there are 100 hundred schools.

Jack Kennedy's Handsome Department: One of the best indications of progress in the industry in these parts is the large number of new establishments and plans for extending operations by others. One of the most pretentious moves is that by Jack Kennedy, for the last three years traveling representative for the Cleveland branch of the Brunswick-Balke-Collender Co., and prior to that in similar capacity for the Eclipse Musical Co. Mr. Kennedy has organized a new retail talking machine firm and will open in the store of the Vincent-Barstow Co., large downtown furniture establishment, close to Euclid and East Ninth streets. Here six booths have been erected and probably as many more will be installed at a later date. Complete talking machine windows will be a feature and windows in which the talking machine is used in living-room furniture displays will be created. A considerable space for display purposes and salesroom on the ground floor of the Vincent-Barstow Co. has been taken.

Again to Handle Victor Line: The Collister & Sayle Co. adds another downtown Victor establishment to the list. This move is new and again it is not, since this firm was for years a Victor retailer, but temporarily withdrew to push the sale of sporting goods. A better talking machine department will be created on the first floor and, perhaps later, the department will be extended to the second floor. Miss Hallie Snyder will be department manager and Ernie Reiner, general manager, will have supervision of this business.

Two New Meier Branches: Official openings of two new branch stores are being planned by the Meier & Sons Co. The new stores are at Lorain and West Ninety-seventh streets and West Twenty-fifth and Archwood streets. Both are duplicates of the unique and handsome original establishment of the Meier Co. at Clark and West Forty-first streets. In fact, it has been equipped in even more elaborate manner. Mrs. Loretta B. Fladling, well known in retail talking machine circles here, has been appointed manager of the Lorain location and Miss Leona Horn will be in charge at West Twenty-fifth street.

Dealers Take on New Lines: In planning expansion the move of the Euclid Music Co. is important. The firm has added the Cheney and Brunswick phonographs to its Victor line and this will feature in each of the three stores. The Althambra Music Co., which has been noted for its Columbia exploits, also will push the Brunswick. New Dealers: Numerous new dealers have been added by the Cheney Phonograph Sales Co. in the last few weeks. In Cleveland the line will be taken by the Western Piano Co. Branch. The Harmony Music Co. New dealers elsewhere in Ohio include J. C. Evans & Co., Ridgeway; Spear Music Co., Dover; J. J. Jackson, New Philadelphia; C. A. Kindred, Emporium; Fields Furniture Co. Ashland, Ky.; D. E. Shaw, Grafton, W. Va.; Morganton Music Co., Morgantown, W. Va.

Some Important Changes: Several important changes in the industry in this section have occurred during the period. The Kennedy-Green Co., Ohio record wholesaler, has been taken over by the Kennedy-Schultz Co.; the Hoffman Co., record wholesaler in Ohio, and new executives take charge in other establishments.

Kennedy-Schultz Co. Developments: In absorbing the Kennedy-Green Co.'s business to its own the Kennedy-Schultz Co., as Granby phonograph distributors in Northern Ohio, acquires an important adjunct. Samuel Green, head of the Kennedy-Green Co., retires and tends to other investments. The Kennedy-Schultz Co., recently incorporated, and headed by C. H. Kennedy and H. C. Schultz, talking machine men of long experience, will have headquarters at 1863 Prospect avenue, where a three-floor building is being altered and improved for machine and record demonstration, display and sales purposes. Samuel Green will remain with the Columbia Co. eighteen years, will be connected with the firm and R. P. Treat will be office manager.

New Managers Take Charge: Two new executives assumed management here during the month. Edward B. Lyons took charge as general manager of the Eclipse Musical Co., Victor jobber. Plans for reorganization and promotion with a view to cooperative in general, he has made. S. S. Larmos, formerly special representative in the Detroit territory for the Columbia Phonograph Co. arrived to become manager of the Cleveland branch of this company. Mr. Larmos already has covered a good part of the Cleveland territory and, though improvements are noted in business, expects to be able to announce plans that will make it still better shortly. Cleveland headquarters wholesalers are working consistently with dealers, preparing the way for holiday business.

Going After Columbia Business: A special drive for C. G. Ober, Chagrin Falls, has been put on by Dan Des Foles, of the Columbia Cleveland staff, and many instruments have been sold during the campaign, which have remained there. At the Ober establishment Miss Marjorie Whitten, record sales manager, also gives music lessons on piano and other instruments, an innovation in music store management. The fair will be productive of likely holiday prospects, in the opinion of E. F. Hughes, Columbia branch service manager, following the gathering of a large list at Columbus where an unusual booth and campaign were conducted for B. W. Klein. More than 100 prospects were obtained and a big mailing list secured. Similarly good results were obtained for the Fountain Co., at the Coshhong Fair, by E. M. Scott, of the Cleveland branch Brunswick establishment. The Fountain booth was one of the most elaborate at the fair.

Some Interesting Brieflets: An unusual window display has been that of the Buscher Co., to illustrate the "Song of India." A small stage was built, showing a scene in an Indian city—mosque, minarets and

View of First "Victrola Show"
Let us send you details of our Okeh Record Agency.

The proposition has a direct appeal to any progressive dealer.

The Okeh Record sells fast. Why not fill your shelves now and enjoy the benefit of the enormous holiday profits.

STERLING ROLL and RECORD CO.
Pittsburgh, Pa., 436 4th Ave.
Cincinnati, Ohio, 137 W. 4th St.
EXHIBITS AT WHITE PLAINS FAIR

Hunt's Leading Music House of That City Attracts Much Attention With Fine Display

Practically every representative merchant in White Plains, N. Y., had a booth for the display of his line at the White Plains Exhibition, held at the State Armory in that city recently, under the auspices of the local Chamber of Commerce.

Among the most elaborate of the displays was that of Hunt's Leading Music House, Inc. The exhibit included a full line of grands, uprights, players, Q. R. S. player rolls, and an extensive array of Victrolas, including one handsome Period model. A considerable number of the company's staff were in attendance, including John L. Hunt, president, and A. L. Yaeger, secretary-treasurer. Musical entertainment was provided as a part of this exhibit, a feature of which was solo singing by Miss Marlon Lowell, a talented resident of White Plains, whose work has met with considerable favor in New York City.

There was also a very attractive exhibit consisting of about seven floor model Columbia Grafonolas, exhibited by the White Plains Furniture Co., with L. Blinauer in charge.

On the evening on which a member of The World staff attended there were over 4,000 people present and the exposition accomplished much in the way of stimulating the public to buy. White Plains has a population of about 24,000, and it would seem an axiomatic fact that while its Chamber of Commerce has set could be followed most advantageously by other cities.

PREVENTING FROSTED WINDOWS

Two Methods of Preventing Windows from Becoming Covered with Frost

Talking machine dealers, in common with other merchants, suffer during the Winter months from frosted windows. No matter how effective the display of machines and records may be, it becomes valueless as soon as it is hidden from view, and frost effectually accomplishes this, to the great detriment of sales. In this season the air in the display windows must be cooled and warm air from the interior of the store prevented from circulating against the glass.

This can be accomplished by boarding the inside of the windows or have tight-fitting sashes to prevent the warmer air of the store striking the panes. Next bore a row of holes at the base of the window and a similar set at the top. This will permit a free flow of air and keep the temperature down.

A simpler method is to use an electric fan. Start the fan running first thing in the morning and keep it running all day. This keeps the warm air on the move and lowers the temperature so frost will not have a chance to collect. The sight of an electric fan working in Winter also will help to attract attention to the window.

BURGLARS IGNORED REMINGTON

James S. Holmes, vice-president, and Everett Holmes, general sales manager, of the Remington Phonograph Corp., have been exceedingly busy within the last few months directing the increased business that the company is receiving. Accordingly, they found it necessary to visit the offices of the corporation at 1652 to 1666 Broadway one recent Sunday to clean up some details which during the ordinary course of the business day had escaped them. Upon reaching the offices they were astonished to find a hole about three feet square cut in the floor directly in front of the safe. It seems that burglars had carried off a large quantity of expensive furs from a retailer directly beneath the offices of the Remington Phonograph Corp. and had used the Remington offices as a means of entrance. Fortunately, not even a postage stamp was touched at the headquarters of the Remington. We are surprised the daily paper reporters did not use their imagination and have the burglary occur to musical accompaniment. Great opportunity lost!

MAKE STORE MORE ATTRACTIVE

Newark, N. J., November 8.—Alterations which have been under way at the establishment of the Griffith Piano Co., Sonora distributor for Newark and vicinity, will, when completed, greatly enhance the attractiveness of the store and furnish greater opportunities for the display of Sonora machines. The walls have already been decorated in old ivory and further improvements include new lighting installation and elaborate window decorations during the holiday period.

If a salesman is master of himself it's dollars to doughnuts that he can master his job successfully.
STRENGTH IN THE VICTOR INDUSTRY

Insuring Growth, Profits and Stability

Victor Victrolas and Records are supreme.

The Victor Talking Machine Company is an ever developing and aspiring organization for continued commercial and artistic leadership.

Victor Retail Representation should tie up with Exclusive Wholesale Victor Jobbers whose purpose is strong and commercial ideals high, one to whom they can go, not only for merchandise, but also for constructive sales developing help.

The Louis Buehn Company
of Philadelphia
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

largest stores in the southern section of the city. He expects to conduct an exclusive Grafonola Shop. His place is a copy of the Columbia model shop and is one of the finest talking machine establishments in this city.

Big Advertising Campaign Now Under Way

The Columbia Co. is now conducting a big advertising campaign here which will be continued until the first of the new year. The campaign began October 14, with one-half-page advertisements in all the Philadelphia morning and evening papers, and the dealers report that it has greatly increased their business. At the bottom of each ad are listed the names of the leading Philadelphia dealers. The dealers throughout the city have been co-operating in this campaign by a distribution of circulars in the zones controlled by their respective stores. The company is sincerely trusting that its supplies will permit it to furnish dealers with enough merchandise to take care of the anticipated increased business.

Double Record Rack Space

The Penn Phonograph Co. is engaged at present in adding practically double the amount of record rack space to its department at 913 Arch street and has been getting heavy shipments from the Victor factory. It reports that it had a very satisfactory business all through October and that everything points to a good holiday business. Dealers have begun to buy in larger quantities than they did several months ago and are stocking up Victor machines and records anticipating their Christmas requirements and they feel very optimistic.

A New Arrival

E. Caruso has arrived in Philadelphia in a newly named talking machine that is made by the N. Mack Co., of 834 South Forty-ninth street. The Master Music Co., at 129 South Eleventh street, has one of the $150 models in its window. It is a good-looking instrument.

Blake & Burkart Progress

Blake & Burkart, on the whole, had the best month of the year in October. It was good from the start of the month and in their October business they did not run very far behind October of last year. They also note that their record business has been picking up.

Have Their Say

The Penn Co., during the month, issued a rather interesting circular regarding its Penn Victor dogs, showing that more than $80,000 of these dogs have already been sold, and if they were placed side by side they would make a line fifteen miles long. In the circular is a letter purported to have been written by one of the dogs, one paragraph of which is especially worth quoting: “I have traveled in all parts of the world and was cordially received everywhere. Wherever a Victor dealer has advertised by my coming and his desire to place me in the homes of his town people have flocked to his store to receive me.”

Recently Mr. and Mrs. T. W. Barnhill motored to Chambersburg, Pa., to visit their daughter, who is at a boarding school there. While there Mr. Barnhill called on the local Victor dealer, F. Hayes Harmon.

Edison Artists Heard in Concert

A number of Edison artists were heard in a concert in the phonograph department of N. Snellenburg & Co. on November 3. They included Miss Leeta Corder, soprano; Robert Velton, violinist, and Leslie Loth, pianist. E. W. Eisenhart, the phonograph manager, was somewhat disturbed on account of his being compelled to congeal his department at this busy period to make room for these concerts, although he is still of the opinion that this is not “a one-horse town.”

Installs New Hearing Rooms

Charles C. Martin, a Victor dealer in Darby, who has been established there for about a year, has been so very successful that he has begun installing some new hearing rooms. His business has increased to such an extent that he found the necessity for these additional booths.

Returns From Business Trip

General Sales Manager George Boyd, who looks after the wholesale and retail business of the talking machine department of F. A. North & Co., has just returned from a business trip, during which he visited all of the firm’s dealers in Pennsylvania and Virginia.

Heppe Enlarges Talking Machine Space

C. J. Heppe & Son have considerably added to the talking machine space in their recently enlarged branch store at Sixth and Thompson streets, which now takes in 1300, 1302, 1304 and 1306 North Sixth street. It is now the largest exclusively music store outside of Chestnut street that sells pianos and Victrolas. R. F. Lehman is the manager.

Again on Duty

George D. Ornstein, one of Philadelphia’s talking machine jobbers, who has been absent from his place of business since last Spring, was again able to report for duty toward the end of October.

Stealthy New Addition to Emerson Dealers

The Philadelphia Emerson Co., Harry Fox, the head of the concern, reports that it is adding new dealers each week to the already considerable list of handlers of the Emerson phonographs. Its business in October was the best it has experienced in any month of the year. The Philadelphia Emerson advertising campaign is continuing to progress and it is bringing very good returns to the dealers.

Says Conditions Are Righting Themselves

A. J. Heath & Co. have no complaint of their October business and say that conditions are righting themselves rapidly. Last week they went about 80 per cent of the last week in September. Otto Heinean, the president of the
Dear Mr. Victor Dealer:

I am 21/2 years old. Considering my age, I have accomplished much. I was first made to be sold but it was soon realized that I had some real work to perform, and my masters have for over two years been telling you by circulars and Trade-Journal advertisements of my ability and willingness to assist Victor dealers in building up their business by giving me away.

I have travelled to all parts of the world and was cordially received everywhere. Wherever a Victor dealer advertised of my coming and his desire to place me in the homes in his town, people have flocked to his store to receive me.

Most of my Victor Dealer friends have had their names cast in the pedestal on which I rest. Before I am given to whoever wants me, they must write their name and address on a card and tell whether they own a Talking Machine or not, and, if not, whether they want one. Many new names are added to the dealer's mailing list as well as "prospects" for Victorola sales.

I make it so easy for your canvassers and salesmen, who have the list of prospects, to get into the homes because I have been there working in such a quiet way that the people in the house will listen to your salesmen, and oh! how happy I am when the Victrola arrives and your salesman puts me on the head and says "you did a good job that time old boy."

I'll be glad to help do your work and if you will send word to your Victor jobber, I'll soon be on the job.

Yours eager for work,

THE PENN-VICTOR DOG

P.S. No I.W.W. for me.

Three dealers have used 5000 dogs each. They found it paid to give the dogs away. So would you.

We supply a rubber stamp of your name on a gross order.

Each dog is wrapped in tissue paper and packed in an individual carton.
general phonograph co., was a philadelphia visitor. charles lamm, in charge of the baltimore branch, spent several days in philadelphia during the month, and he reports that business has been quite good in the monumental city and that they are anticipating a good business, at least, up to the first of the year.

buehn reports victrola shortage
business has been very good during the past week at the louis buehn co. establishment. the company reports that there is a shortage of several styles of victrolas, particularly no. 300. the belief was expressed here that most of the dealers have safeguarded their interests by laying in their stocks for the expected holiday rush at an early date. among the recent visitors at the buehn headquarters was w. e. holland, of the robellin co., wilmington, del.

a model shop has just been completed on the first floor of the buehn establishment, which contains miniature record racks, tables, cases for supplies, etc., erected for them by the unit construction co. it has great value as a stimulator of ideas.

columbia sales meeting
many outstanding features in successful advertising were brought up at the sales meeting held in the philadelphia branch of the columbia graphophone co.'s model shop on saturday last. the "advertising contest for columbia dealers" was released at this meeting. the principal speaker was j. d. westervelt.

everybody's designs trade chart
everybody's talking machine co., 38 north eighth street, will soon present a new chart to the trade which is being designed to act as an aid to dealers in selecting the proper kind of mica for their particular use. an especially large supply of mica has been laid in. special discs are being featured for sound boxes. the firm has been enjoying a very substantial business during the past month and everybody's uman-tone needles continue to enjoy a strong demand.

there were many trade visitors during the week. weymann features the jones-motrola
h. a. weymann & son, inc., of this city, who are distributors of the jones-motrola, have featured this electric winding device in an energetic manner. not only has the jones-motrola received considerable window display space, but space in the local papers of this city has been devoted to it as well. this company have a standing order for a substantial number of motrolas to be shipped each month, but have found it necessary to wire for more before the date of the next shipment.

the selection of business locations important
some interesting psychological facts in regard to the habits of purchasers in the matter of patronizing stores—hence the value of location is an important one to the retailer

the selection of business locations is always a moot subject with men keen to every opportunity of developing business, and there are many of them in the talking machine trade. hence the pertinence of an article in a recent issue of forbes magazine in which charles c. nichols, president of the chain stores leasing corp., points out that "it is an interesting psychological fact that women buyers will walk to a basement more readily than they will take an elevator, and that where you have a broad stairway with a wide opening near the front of the store, as in 3- and 10-cent stores, women will catch sight of the merchandise and walk down without question, either forgetting or ignoring the return trip. second floor locations must also be carefully scrutinized, as men will walk up one flight to save money. however, from a standpoint of lowered expenses it is a question whether the merchant saves anything in the long run on a second-floor location, as he must spend much more, proportionately, in advertising." another thing to which i pay the greatest attention is the traveling population. i watch to see where people get on and off the cars and analyze the general types. i study them to see whether they are the transient kind which only brings 'drop in' business for drug and cigar stores. these i classify differently from the type which comes prepared to purchase. there is also what i call 'station traffic,' consisting largely of commuters; such persons are always in a hurry and usually add little to the coffers of the adjacent merchants.

"in visiting a city or town i study carefully the advertising of local merchants, watching to see what part of this is regular advertising and what part is that of the merchant who is not located desirably and who must spend money in advertising to coax the customers to his store. i also pay particular attention to the difference in the classes of people frequenting different blocks. one block may be popular with the customer buying the cheapest class of goods, the second with those interested in things of moderate price, while the third may draw the highest class of trade. i am also much impressed with the fact that the blocks given over to women's trade are usually shunned by men.

"there are two distinct types of location known to real estate men—men's and women's. as a rule the shady side of the street is the women's side, and rentals are about 25 per cent higher. where one side of the street develops women's business, the other side stands fair to be good for men. it costs more in every way to do business in a woman's shop than in a man's, but women spend more money on clothes."

the trade in philadelphia and locality—(continued from page 94)
Many Talking Machine Men Attend Convention Organized—New Stores Opened—Financing of

Kansas City, Mo., November 4—The big news feature here, of course, has been the convention of the American Legion, which attracted close to 50,000 people to Kansas City. There was plenty of music throughout the period of the convention, which was opened by Mme. Schumann-Heink with the singing of the national anthem. There were bands without number to entice the visitors.

Among those who attended the Legion convention were a large number of talking machine dealers from all sections of the country, who were well entertained by local jobbers and dealers, many of whom took the opportunity of visiting the various Kansas City shops, studying the equipment and inspecting the machines on display.

Among the visitors to the convention was L. A. Murray, of Davenport, Ia. Mr. Murray is an exclusive Victor dealer and he is the president of the Iowa Victor Dealers' Association. There are, he said, only about a half a dozen States in the Union that can boast of a Victor Dealers' Association and he is proud of the fact that he is one of the few men in the world that has the distinction to preside over such an organization. He does not want to remain such, however, for he has an ambition to see the number of such associations greatly increase during the year. Mr. Murray is quite sure that not only the interests of the dealers will be promoted by the formation of such organizations, but that the general interests of all departments of the Victor industry will be benefited.

The same is true of others saying that the increase in the price of oil in Oklahoma and Kansas has helped some. Others are saying the raise in the price of cotton helped out. Others and the new price of corn is holding business back. But for whatever causes it is better, the fact seems well established. One jobber reports that his October business is 50 per cent better than his September business. Another says that he is having some trouble in getting enough goods from the factory to meet his demands. Another says his increase in business is gradual and the prospects are good for a continued growth. Everybody seems to be expecting a good trade for the holidays.

One of the things that has helped the Bruns-
wick people recently is their system of financing their dealers, so they can sell on the installment plan and still not be embar-
rassed for funds to carry on their business. These companies have arranged to have the paper taken care of and thus have the dealers relieved.

Among the expansions in business in Kansas City is the opening of a new store by the Bruns-
wick Shop. It will be just off of Petticoat Lane and will be a model shop. It will be opened about the middle of November. There are twenty-five mechanics working on the decorations and fit-
tings, in order to rush it along.

On the other side of the Kaw, in Kansas City, Butterfly & Son are also spreading out and are opening a new Brunswick shop at 1015 Central Avenue.

Dealers and jobbers are reporting that the new models are appealing to the public and that there is an extra large demand for the better grades of machines. One dealer stated that when he made a special term on the models that had been discontinued and referred in his advertising to the newer models that he wanted to make room for large numbers of persons came in to see the new models to which reference had been made in the advertising.

A. A. Trostler, secretary of the Schmeider Co., Victor Jobber, is quite optimistic about the out-
look for a good holiday trade. Orders for both machines and records are coming in at an en-
couraging rate and everything points to a very satisfactory trade.

The "Edison Boosters' Club" is the name of the organization that is being worked up to con-
tinue the high mark of sales which was reached in Kansas City territory during the recent con-
tests. Sales Manager Bailey, realizing that, in most cases, a slump follows a drive, determined that he would change the order and have things move right along at high tide. So he called a conference, at which he had a dealer to give the dealer's point of view and worked out a plan which has been enthusiastically received and which promises to be a winner. In the contest, which ended with the successful dealers going on the Eastern trip, one of the features of the work done by the successful men was to secure the co-operation of the Edison owners. The new sales plan is worked out around that idea. In-

March & Leve, Victor dealers of Denver, Col., are the latest addition to the music stores of that city. Mr. March was formerly with the Sharp Music Co. and Mr. Leve was a member of the firm of Beechold & Leve.

G. T. WILLIAMS OPTIMISTIC

That the year's total business will far exceed the expectations of earlier months is the opinion of G. T. Williams, head of the G. T. Williams Co., Inc., Victor distributor, Brooklyn. He says:

"Retailers have stocked substantial quantities of goods for the holiday season and have arranged intensive sales drives to move stock. A normal holiday demand will reach the average dealer's quota of sales and the Victor retailer is imbued with the 'sales' spirit and the year, despite any earlier outlook, is concluding most favorably."

March & Leve, Victor dealers of Denver, Col., are the latest addition to the music stores of that city. Mr. March was formerly with the Sharp Music Co. and Mr. Leve was a member of the firm of Beechold & Leve.
USES ROOF TO ADVANTAGE

Sonora Dealer Erects Effective Electric Sign—
Starts Sales and Publicity Campaign

MILWAUKEE, Wis., November 7.—The Wm. Kaun
Music Co., of this city, which recently acquired

Great Sign of Wm. Kaun Music Co.
the Sonora line, lost no time in making good use
of the roof of its building for advertising pur-
poses. Located but a few doors away from one
of the most prominent corners in Milwaukee, a
Sonora sign was constructed facing the corner
in plain view of the thousands who pass this
corner daily.

This enterprising dealer is enthusiastic regard-
ing the sales possibilities of the Sonora line in
its territory, and it is planning an aggressive
publicity and sales campaign for the holiday
season. The Sonora is well known in Milwaukee,
and the Wm. Kaun Music Co. is to be congratu-
lated upon securing this agency.

MUCH MUSIC AT TEXAS STATE FAIR

Local Music Houses Have Elaborate Exhibits
and Provide Interesting Concert Programs
During Week—Dallas Music Industries
Association Plans a Very Active Season

DALLAS, TEX., October 21.—The pianos and talk-
ing machines dealers of Dallas were prominently
represented with exhibits at the Texas State Fair,
held here last week, and a number of them also
had special displays and musical programs in
their stores for the benefit of fair visitors.

Thos. Goggin & Bros., of which E. D. Brown
is manager, had an interesting display of Stein-
way pianos and Duo-Art reproducing pianos at
the fair and gave some interesting demonstra-
tions. The Bush & Gerts Piano Co. also had an
elaborate exhibit of Mason & Hamlin, Hardman,
Bush & Gerts, Hazelton, Jesse French & Sons
and other makes of pianos, together with Victor
machines talking and records and musical mer-
chandise. There was an exhibit of Sonora phono-
graphs and Okhe records and other instruments
of wide reputation.

The Will A. Watkin Co., during Fair Week,
held concerts each day, both morning and eve-
ning, featuring the Ampico in the Chickering
The D. L. Whittle Music Co. featured the Amp-
ico in the Knabe in a special program at the
Thomas Theatre. Sanger Bros. kept open house
in the company's music saloon on the sixth floor,
providing elaborate programs of piano and talk-
ing machine music. The Texas-Oklahoma Phono-
graph Co. featured the New Edison in a
big way, and the Brunswick Phonograph Shop,
with its bungalow house, also attracted many
visitors.

Building of a music temple in the State Fair
Grounds may be completed for use at the fair
in 1922.

F. H. PUTNAM’S FATHER-IN-LAW DIES

PEORIA, ILL., November 5.—Albert G. Emerson,
who was considered the dean of Peoria travel-
ing salesmen and for forty-eight years a resi-
dent of Peoria, died last week at the home of
his daughter, Mrs. Fred H. Putnam, wife of the
president of the Putnam-Page Co., Victor dis-
tributor. Mr. Emerson, who was seventy-nine
years of age at the time of his death, had resided
in Peoria for forty-eight years and had been a
traveling salesman for forty-seven years.

He was a veteran of the Civil War, and was active
in many important civic and industrial affairs.

He is survived by three daughters, including
Mrs. Putnam, Mrs. Arthur F. Plancek, of Chi-
cago; Mrs. Ernest Quick, of Bonham, Texas.
He is also survived by six grandchildren and
four great-grandchildren.

LAWSON STOCK SOLD AT AUCTION

A bankruptcy auction sale of the stock and fig-
tures of the Lawson Piano & Phonograph Corp.
was held at the factory, 2959 Park avenue, New
York, on Wednesday, October 18. The highest
bid for the contents of the plant was $1,700. The various parcels were auctioned off
separately and brought approximately $2,425.

A New Model in the Natural Voice Line

To the models already manufac-
tured 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 com-
plete line including several
period models.

Manufactured by expert

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
Okeh Records

LATEST DANCE and VOCAL HITS

4452 TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Fox-trot
EVERYBODY STEP (From "The Music Box Revue")—Fox-trot,
Banjo by Harry Reiser (Accomp. by Rega Dance Orchestra)
85c

4453 THE MISSING LINK—A Blues Fox-trot
The Tampa Blue Jazz Band
85c

4454 SWEET LADY (From the Musical Comedy, "Tangerine")—Tenor-Contralto Duet with Orchestra,
Billy Jones and Vaughn De Leath
JUST SUPPOSE—Contralto-Baritone Duet with Orchestra
Helen Clark and Joseph Phillips
85c

4455 JEALOUS OF YOU—Tenor with Orchestra
WONDER WHO (You’re Calling Sweetheart)—Contralto with Orchestra
Billy Jones
Vaughn De Leath
85c

4456 TEN LITTLE FINGERS AND TEN LITTLE TOES (Down in Tennessee)—Tenor-Baritone Duet
with Orchestra
Billy Jones and Ernest Hare
85c PLANTATION LULLABY—Male Quartette with Orchestra
Shannon Four

General Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th Street, New York City
ORMES, INC., OCCUPIES HANDSOME NEW HEADQUARTERS

New Home of Victor Wholesaler, 15 West Thirty-seventh Street, New York, Arranged on Elaborate Scale and Is Most Attractive in Every Particular—Facilities Provided for First-class Service

Ormes, Inc., Victor wholesaler, is now located in its new home on the fifth floor of the recently completed building at 15 West Thirty-seventh Street, New York. The removal from this company's former quarters on 125th street was made in exceptionally fast time and the Ormes clientele is now receiving service from the new home.

Clarence L. Price, vice-president and general manager of the company, who personally supervised every detail incidental to the moving, deserves unlimited praise for the care and consideration that he bestowed on every phase of this important move. In its present quarters Ormes, Inc. has one of the most attractive and up-to-date wholesale establishments in the country and Mr. Price is receiving congratulations from all Victor dealers and jobbers who visit the new Ormes headquarters.

The building at 15 West Thirty-seventh street is ideally located, as it is only a few doors from Fifth avenue and the Sixth avenue elevated line, with the Broadway and Sixth avenue surface cars only a half-block away. The Seventh avenue subway is also nearby and the Fifth avenue shopping district, with its thousands of out-of-town visitors, is adjacent.

In laying out his new quarters Mr. Price's first consideration was the equipment of a wholesale establishment that would be able to render maximum service and co-operation to the company's clienteles. He accomplished this purpose admirably and every detail of the Ormes floor is adaptable to a perfect system of dealer co-operation.

Immediately upon stepping from the elevator the visitor enters a reception foyer that is without doubt one of the most artistic and attractive rooms of its kind in the talking machine industry. The furnishings are noteworthy for their dignity and refinement and the visitor is immediately given an impression of comfort and warmth that is emphasized in every detail of the floor's furnishings.

To the left of the general offices is situated Mr. Price's private office, and this office was also furnished with the one thought in mind of making the visitor feel perfectly at home. Leading from the general offices are the record vaults, stock room and general shipping department. The record vaults are metal throughout and thoroughly up to date in every detail. Ample facilities are afforded for the shipping department and stock room and Mr. Price has already made arrangements for the installation of a thoroughly equipped repair department.

To the right of the reception room are two handsomely decorated rooms, which will be known as demonstration and Dealer Service rooms. The former contains several period models Victrolas, with attractive furnishings in keeping with the prestige of the instruments displayed.

The Dealer Service room is noteworthy for its practical value to the Victor dealer, as there is presented in this room every possible form of advertising and sales help that has been endorsed by the Victor Talking Machine Co. as helpful to the Victor retailer. This display will be kept up to the minute in every particular and can be used to splendid advantage by the Victor dealer.

The growth of the Ormes business during the past few years has been phenomenal, with Mr. Price devoting all of his time to the executive and sales divisions of the business. Through his many years' experience in the Victor industry he has acquired an intimate knowledge of every phase of the merchandising of Victor products and has co-operated with the Ormes clientele along practical lines that have contributed materially to the success of the institution and the value of its service.

THE BRUNSWICK IN STRoudsburg

STROUDSBURG, Pa., November 3.—Lanterman's Music Shop, of this city, recently secured the agency for Brunswick phonographs and records. The proprietor, Mrs. J. H. Lanterman, has started an extensive advertising and sales campaign to push these machines and records in this vicinity. The Lanterman establishment is the only local music shop which handles the Brunswick line.

TONe ARMS and ReproduCers

Various Styles and Designs to Meet Every Requirement

Prices $2.50 to $6.00

Samples on Request

Triangle Phono Parts Co.
722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120

VELvet and Felt TUrN-TABLE DISCS

by the dozen or in thousand lots, with or without cardboard disc.

We supply the jobbers and manufacturers of all the high-grade machines and have the best equipped cutting plant of the kind in the world. Table, desk and cabinet Felt, any color, cut to size.

If you require anything in Felt, or made of FELT, we can serve you.

MONARCH FELT WORKS, Inc.
39-45 York Street Brooklyn, N. Y.
THE MOST SENSATIONAL DANCE HIT WE EVER PUBLISHED

WABASH BLUES

ASK ANYBODY IN CHICAGO TRAVELING EAST—FAST

"You can't go wrong with any 'Feist' song"
This month the Paul Biese Trio frolics through two fast and furious fox-trots, “Canadian Capers” and “Dangerous Blues,” with the Biese saxophone cutting capers till your toes tingle. The newest Biese best seller is A-3470.

Columbia Graphophone Co.
NEW YORK

TRI-STATE DEALERS HOLD MEETING
Victor Retailers in St. Louis District Enjoy Live Business Meeting Before Attending Concert of Eight Famous Victor Artists

St. Louis, Mo., November 1—October 10 was a big day for the Tri-State Victor Dealers’ Association. Many of the out-of-town members arrived in St. Louis on Sunday morning and gathered at the offices of the Koerner-Brenner Co., Victor wholesaler for St. Louis and surrounding territory.

The meeting of the Association was called to order at 2 p.m. at the Claridge Hotel, President Theodore Maetten presiding. The roll-call showed seventy-three in attendance, with 80 per cent of the membership represented.

Many subjects of interest to the trade were discussed, among them the Record Transfer Bureau; methods of getting prospects for Victrola business; taking a musical survey of towns and cities, and a number of other subjects of general retailing interest.

It was definitely decided to continue the Transfer Bureau, as the members voted unanimously and past experience showed this branch of the Association to be a great success.

A general and lively discussion was had on the methods of procuring Victrola prospects. Fred Lehner, Miss Lorraine Merritt, William Bauer, all of St. Louis, and E. A. Parks, of Hannibal, Mo., gave very striking and practical methods on the subject under discussion.

The meeting was adjourned at 6.30 p.m. A banquet was held in the same hotel, with even a larger attendance than that of the meeting. After the banquet, adjournment was taken to the Odeon Theatre to attend the Eight Famous Victor Artists’ concert, which went over big, the house being sold to over capacity. Crowds were turned away, unable to get seats. The Victor Eight concert was made possible by the efforts of the St. Louis dealers, consisting of the following, who guaranteed the fund to bring them to St. Louis: Bauer’s Music Shop, N. Corea, Deeken Music Co., De Merville Piano Co., Daniel G. Dunker Piano Co., Field-Lippman Piano Co., Glaser’s Music Shop, Kieselhorst Piano Co. and Charles Kramp, all of St. Louis; Lehman Music House, East St. Louis, Ill.; Smith Reis Piano Co., Scruggs-Vandervoot-Barney D. G. Co., Stix, Baer & Fuller D. G. Co., Todd Jewelry & Music Co., Wellston Talking Machine Co. and Rudolph Wurlitzer Co., all of East St. Louis.

While the entire Association did not guarantee the fund, the members who did very generously offered to give any profits made through the concert to the treasury of the Association, and as a result the Association treasury has been increased many hundreds of dollars.

After the concert there was a dance at the Arcadia, where the Black and White Orchestra rendered fox-trots and waltzes. The Arcadia is the most beautiful dance hall in St. Louis and the orchestra was voted the best ever. At one o’clock in the morning everyone decided to call it a day and voted it a profitable, enjoyable and busy day.

SOCVEILLE & CO. OPENS IN QUINCY
Quincy, Ill., November 10—Scoville & Co., one of the largest and oldest established furniture concerns in this section of the State, has just opened a talking machine department. This department is very elaborately decorated and consists of four plate-glass record rooms and one machine room, as well as the most up-to-date record shelves and counters. Scoville & Co. opened the new department with a clever entertainment, in which some of the town’s best musical talent participated. This concern is being served by Lyon & Healy Victor jobbers of Chicago.

JOHN MCCORMACK SCORES
Nearly 10,000 persons were unable to enter the New York Hippodrome at a concert recently given by John McCormack, the great lyric tenor and Victor artist. The theatre was filled to capacity by 6,000 people.

THE NEW BRUNSWICK DISPATCH
New Brunswick Phonograph House Organ a Practical Magazine of Real Value to Dealers

In the Brunswick Dispatch, designed to keep the dealers in Brunswick phonographs and records informed regarding the various activities in connection with the marketing of that product, the Brunswick-Balke-Collender Co. is issuing a monthly house organ that is of exceptional quality and interest. The Dispatch gets away from the cut-and-dried type of house organ in not only presenting sales suggestions that are distinctly practical, but in offering to the dealer timely and interesting news regarding the activities of his contemporaries everywhere.

The November issue of the Dispatch represents a twenty-page magazine simply crowded with Brunswick news, which should serve admirably to stimulate dealer interest and cement the bond of the Brunswick distributing organization.

Sonora DISTRIBUTORS EXCLUSIVELY for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., Inc.
311 Sixth Ave. TEL. CHELSEA 1925 NEW YORK

The superiority of the Sonora is as marked as the ease with which it sells.
Indianapolis, Ind., November 8.—Contrary to business conditions among the piano dealers of Indianapolis, which are not satisfactory, the talking machine and record dealers report increasing better business with everything pointing to a lively holiday trade. Practically without exception the leading dealers say that both machines and records are selling better than they have any time this year.

Sonora Business Improving

Business is better among the Sonora dealers of the State, according to O. C. Maurer, manager of the Sonora department of the Kleier-Stewart Drug Co., State distributor. He says the recent reduction in Sonora prices has encouraged the dealers to renewed efforts with the result that the prospects are for a nice steady business through the remainder of the year. Sales, he says, are at frequent as the $200 and $500 in the lower-priced range.

Concerts Help Taylor Business

Miss Minnie Springer, of the Taylor Carpet Co., reports business in Victrolas picking up. She says the number of sales in the last three or four weeks has been very encouraging. She reports good returns from the recent concert of the Eight Famous Victor Artists.

Two Join Widener's Staff

T. E. Gardner, store manager, and outside salesman, and Miss Helen Ike, as record saleswoman, have been added to the sales force of Widener's Grafonola Shop. W. G. Wilson, manager, reports better business in both the Grany and the Columbia machines and also added sales in Columbia records. He says the adding of the Grany machines to the line carried by the store has done much to stimulate the sale of the Red Seal records among his customers. Several dealers outside the city are planning to carry out the same idea, using local music teachers to aid them.

Victor Dealers Charge Interest

Victor dealers in this city are now charging 5% per cent extra on all Victrolas sold in the installment plan. The charging of interest has been in effect nearly a month and, according to reports, there has been no change in the machine business. One reason given by some of the dealers for making the charge from the old plan of accepting deferred payments without interest is that instances have been known in which customers able to pay cash have bought on deferred payments simply because no extra charge was made by the dealer.

Victrolas Lead in Sales Contest

In a contest among the various departments of the store of the Petits Dry Goods Co., of this city, the Victrola department won first honors by showing an increase of 140 per cent over last year, when a similar contest covering a period of ten days was held. The prize for winning the contest was $10 given to each clerk in the department. Speaking of the contest, Ira Williams, head of the department, said: "It required hard work for us to come out first this year and the final results were very much in doubt until the last minute. The terms which we were able to secure were unusually good, and, considering everything, I am very well pleased with the showing we made."

Music Course Attracts Patrons

L. S. Ayres & Co., one of the leading department stores in the city, have established as an added service to the customers of their Victrola department a free course in music history and appreciation. Miss Caroline Hobson, of the Stewart Talking Machine Co., is acting as lecturer during the course. The course embodies lectures and deals with interesting facts and stories of the world's greatest artists. The beautiful tea room of the store is turned over entirely to the classes between 9.30 and 10 every Tuesday morning. Such subjects as "Principles of Music," "History of Music," "The Orchestra," "The Opera" and "The Oratorio" are discussed as a part of the course.

Mr. Folks, manager of the department, says the service, which is offered gratis by the department, is doing much to stimulate the sale of the Red Seal records among his customers. Several dealers outside the city are planning to carry out the same idea, using local music teachers to aid them.

Victor Artists Hold Concerts

The Eight Victor Artists, appearing in the largest theatre of the city, the packed house on a recent night, was the highlight of a Glowing accounts of the entertainment appeared in the newspapers and the whole effect of the concert was a noticeably increased demand for records made by members of the group of artists.

Adds Five to Sales Staff

Five men have been added to the outside sales force of the Indianapolis Talking Machine Co., and a holiday night candle lighting made the city the part of the plan for thus covering the city weekly meetings are held between the outside salesmen and J. R. Jones, a member of the sales force of the Stewart Talking Machine Co.

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., reports that the business of the first three weeks of October showed that the month would be ahead of the corresponding month last year. Sixty per cent of the sales during the month, he says, were made outside the store, whereas previously most of the company's sales were made in the store. As an indication of the business available for men who hustle, Mr. Hawkins reports that one of his outside salesmen, C. W. Laresh, sold out five machines on approval and out of the five closed four sales in one week. Mr. Hawkins says the most serious problem he faces is the one of getting deliveries from the factory. He is substituting models now awaiting delivery of factory orders.

H. A. Brown is Promoted

H. A. Brown, for the last nine months an Edison salesman for the Kipp Phonograph Co., has been placed in charge of the talking machine department of the Pearson Music Co. to succeed Thomas W. Hendricks, who resigned to take up work in a very different line. Mr. Brown has been always an active Edison salesman, having been, prior to employment with the Kipp Co., one year with the Baldwin Piano Co. at Louisville, and nearly ten years with the J. M. Fisher Music Store at Anderson, Ind.

Does Record Business

During the third Saturday in October the record business at the Brunswick Shop was the largest of any day during the year, according to C. A. Grossart, manager. Mr. Grossart says the month brought better business in both machines and records with a large demand for the new models.

Sales Campaign for Amberolas

A selling campaign for Amberolas to continue from October 15 to December 15 for a prize of $500, to be divided into five prizes, has

A Message To
Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?
THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE
EXCLUSIVELY

Equip Your Booths
with Stewart Record Stands

COMPACTLY built and designed especially for handling records conveniently to 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
THE TALKING MACHINE WORLD

November 15, 1921

been started by the Kipp Phonograph Co. The contest will be based on points made by the sale of the three types of Amberolas and will be conducted in the same manner as was the contest among the Edison Re-cord Dealers that closed October 31. The first contest, according to H. G. Anderson, general sales manager of the Kipp Co., increased sales to a large extent in both machines and records.

Lectures Boost Business

The Victor Co. recently took advantage of the annual convention of the Indiana State Teachers' Association, held here, to press the claims for their school instruments through lectures given by Miss Margaret Streeter, of the educational department of the company, and Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co.

Emerson Trade Booming

During October the Emerson dealers of the State ordered from eight to ten times as many records as they did during the previous month, says C. E. Collins, of the Collins Phonograph Co., Emerson distributor. He says the demand for Emerson records has been steadily increasing for several weeks past, while at the same time dealers have ordered more heavily in machines. The city retail business, he says, is improving slowly.

Pathé Orders Increasing

Reports and orders sent to the Moore-Mueller-Ward Co., Pathé distributor, by E. I. Groenwaldt, salesman for Indiana and part of Kentucky, give evidence of much better business for the Fall and Winter. O. M. Kless, manager of the Pathé Shop, reports that business in Indianapolis has improved, particularly among the middle-class buyers.

Mr. Kless made a visit during the month to the home office of the Pathé Frères Phonograph Co. He says he found evidence there which indicates that business throughout the country is slowly but surely improving. En route to New York he stopped at Chicago, where he visited with W. W. Chase, president of the company. He says Mr. Chase is making an inspection trip to the Coast, and that as a result of his observations since starting on the trip he had become very optimistic as to the future.

E. H. Eskew, former manager of the Pathé Shop, is now on the road for the Interstate Phonograph Co., of Chicago, Pathé distributor in Illinois and northern Indiana. Mr. Eskew's territory is northern Indiana.

Kimball Sales on the Rise

Kimball talking machines are selling better than for several months and business in Kimball records is the best since last Fall, according to C. F. Kahn, of the Capital Paper Co. He says that E. H. Jarrard, manager of the talking machine department, who has been traveling the past several weeks over the district covered by the company, reports conditions in Michigan to be better than in Indiana or Illinois. Mr. Jarrard has obtained about twenty new accounts. He reports that farmers are buying more freely and that the plan adopted by Kimball dealers to sell from trucks has proved successful. Mr. Kahn says the best trade in Indianapolis at the present time is found among the poorer class of buyers.

W. H. Cotter, manager of the Kimball Co., Chicago, was in Indianapolis the latter part of the month suggesting selling plans to the Kimball salesmen.

CONTRACT WITH MAY PETERSON

Metropolitan Opera Soprano Renews Arrangement to Record Exclusively for the Acolian Co.—Great Popularity of Her Numbers

It was announced recently that May Peterson, the popular soprano of the Metropolitan Opera Co., whose exclusive Vocalion records have proven so popular, has renewed her contract to sing exclusively for the Vocalion for a lengthy period. This is Miss Peterson's fifth season with the Metropolitan Opera Co. and she has won great success in the various roles in which she has appeared with that organization.

Miss Peterson has done some excellent work personally to popularize her records, for, while on tour, she never fails to visit Vocalion dealers in the various cities of the country and help them as far as possible in their exploitation work.

She has a generous number of records in the Vocalion catalog, the latest being "Se Saran Rose" (Love in Springtime), which represents an excellent piece of recording. In the December Vocalion list will appear Miss Peterson's interpretation of the old favorite, "Last Rose of Summer."

NEW PERIOD MODEL PRICE LIST

New Price List for Columbia Period Models—Dealers Featuring Line Extensively

The general sales department of the Columbia Graphophone Co. announced on October 15 a reduction in price of Prafonola. These reductions are substantial, and Columbia dealers throughout the country are now planning an aggressive drive featuring period models.

The new price list of these period models is as follows:

P-4 Electric, $590; P-4 Spring, $475; P-2, $550; P-3, $600; P-4, $700; P-6, $550; P-7 Electric, $525; P-7 Spring, $500; P-8 Electric, $450; P-8 Spring, $415; P-9 Electric, $600; P-9 Spring, $575; P-20 Electric, $725; P-20 Spring, $725; P-21, $600; P-26 Electric, $450; P-27 Electric, $359; P-27 Spring, $325; P-28 Electric, $325; P-28 Spring, $300; P-29, $325; P-30, $350; P-31, $325; P-32, $375; P-33, $375; P-34, $300; P-35 Electric, $300; P-35 Spring, $275; P-36, $475; P-37, $800.

MULTUM IN PARVO

Retail merchants of the talking machine industry who are exerting a direct mail effort to sell records and instruments will be interested in knowing the experience of one user of the mail route as regards clips. This merchant sent out 500 test letters. In the first batch the enclosures were clipped to the letter itself. In the second batch the enclosures were sent out loose. Tabulation of the returns received showed that in the case where the enclosure was clipped to the letter the pulling power was 20 per cent greater.

The Farrar Furniture Co. of Bangor, Me., has added a Grafonola department to its store. Columbia machines will be handled exclusively by this company.
New Models
CARDINAL
PHONOGRAPHS

5
CABINET MODELS

2
CONSOLE MODELS

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 Filing System
Automatic Top Support  Price $175.00

TIFFANY PHONO. SALES CO.
1404 East 9th Street
CLEVELAND, OHIO
Distributors of
CARDINAL RECORDS
For Northern Ohio

CARDINAL PHONOGRAPH CO.
137 West 4th Street
CINCINNATI, OHIO
Distributors of
CARDINAL PHONOGRAPHS

OPEN VIEW OF MODEL NO. 40
Showing Filing System
and Cardinal Tone Chamber
Filing System in Models Nos. 35, 40, 50, "B."
Models No. 20 and No. 30 Fitted With Album Shelves
Cardinal Phonographs Play All Records

Model No. 30
Mahogany — Walnut
Height 44\(\frac{1}{2}\) inches  Width 20\(\frac{3}{4}\) inches
Depth 21\(\frac{3}{4}\) inches
Cardinal Tone Chamber
Tone Modifier  Automatic Stop
Automatic Top Support  Price $125.00

Dealers and Jobbers—
Write for Liberal Proposition on Cardinal Phonographs
and Records

Address
CARDINAL PHONOGRAPH CO.
106 EAST 19th STREET, NEW YORK CITY
FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, Conn.
THE TALKING MACHINE WORLD

TRADE NOW NEARLY NORMAL IN BALTIMORE TERRITORY

Business Continues to Show Steady Improvement, According to Jobbers and Dealers—Victor Dealers' Association Activities—Noon and West to Open Store—News of Month

BALTIMORE, Md., November 7.—The talking machine business here is improving right along and each week shows an improvement over the corresponding week of last year, and this report is general from both the wholesale and retail trade. Dealers generally have started to advertise liberally in the daily papers and confidently look forward to a good business from now on until the end of the Christmas buying. Quite a number of new places are either opening up or preparing to open; in fact, as Manager Parks, of the Columbia Co., states: “We are receiving more applications for agencies than we can take care of.”

The trade generally is now back to normal, or as near normal as is possible under existing conditions, and dealers are again buying in quantities so they will be able to show a complete line. The retail trade is in a very healthy and flourishing condition right now,” said H. T. Bosen, manager of sales for Cohen & Hughes, Victor wholesalers for this section, “judging from the number of orders that we are receiving for machines and records. Every man in the business either now has a complete line in stock or has ordered what is lacking. Collections are better and every dealer that I have talked with is enthusiastic over the outlook for business this Winter.”

The Victor Dealers' Association resumed its monthly meetings on the 26th of last month with a dinner at the Southern Hotel. F. A. Delano, of the Victor Co., was present and gave the dealers a very instructive talk on new selling methods, giving many valuable points on how to attract new business and the best methods of following up prospective customers. Mr. Delano's talk was followed very closely by those present and every dealer left feeling very enthusiastic over putting into effect some of the plans which he outlined. In this connection Cohen & Hughes have sent L. A. Randall, of their staff, to the factory for a course of instruction and when he returns he will devote his entire time with the retail dealers, spending a certain number of days in each store explaining and giving demonstrations of sales promotion schemes. General Sales Manager Hopkins, of the Columbia Co., visited the local branch last week and attended the meeting of the salesmen of this territory. All the men again made very encouraging reports of the business outlook in their respective sections and Mr. Hopkins announced that the company was going to inaugurate a national campaign of advertising that would be of great benefit to every Columbia dealer. H. L. Tuers, manager of the dealers' service bureau, the Columbia, was also a visitor to the local branch for a few days last week for the purpose of getting in direct touch with the local trade in order to give the dealers full benefit of the service plans which are shortly to be put into operation throughout the country.

W. K. Stalling, formerly manager of the Graphophone department of the Graphophone Co., of Richmond, is now with the Graphophone Shop of Norfolk, Va.

Walter B. R. Wright, managing director of the vigilance committee of the Advertising Club of Baltimore, Inc., who has been making a campaign against false and misleading advertising in the daily papers, has been invited and will make an address before the next meeting of the Victor Dealers' Association, in which he will tell what has been done toward making "the truth in advertising" a success and what plans he has for the future.

Lester B. Harvey, of Oakland, Va., recently exhibited a Magnavox machine at the Appomattox Fair and made a big hit with it, as it was the first time the people of that section had ever seen anything like it. The managers of the fair were so pleased with it that they asked to announce the results of the races on it. Mr. Harvey, who, although a cripple and compelled to have an attendant with him at all times, is doing an excellent business, according to the local Columbia branch, his business so far this year being considerably ahead of the same period for 1920.


John Steele, one of the Victor artists, appeared here at one of the vaudeville houses a couple of weeks ago, and while here visited a number of the stores and sang selections from his records that the dealers had in stock. This trade quite a bit with the dealers and resulted in a large increase in sales.

C. B. Noon, formerly with the Smith-Kranz Piano Co., and George P. West, former manager of the music department of Hecht & Bros., have formed a partnership and will shortly open a store here, carrying a line of both pianos and talking machines.

Meyer Goldman, well known to the trade of this section, has just been appointed supervisor of the United Graphophone Stores, Inc., of Washington.

Thomas A. Caulfield, of Owingo, Md., has just been appointed a Victor dealer for that territory.

New Prices for LONG Record and Roll Cabinets

Effective Nov. 1st, 1921, a new price list for LONG Disc Record and Music Roll Cabinets was announced to the trade.

This new price list represents a 15% reduction from our price list of April 1st, 1921, and is offered to the trade with the assurance that we are giving it full advantage of every possible form of reduction. For November only we offer the LONG Cabinet No. 87 (illustrated) at the special prices listed below. This cabinet is ideally adapted for holiday trade, and is one of the most attractive models in our line. In order to cooperate with our trade and stimulate holiday business, we offer this cabinet at special prices for November only. Our stock of the No. 87 model is limited, and when it is exhausted the special prices will be withdrawn. We, therefore, suggest that you place your order now.

For November Only

$10.50

With Flat Top Shelves (for Columbia D-2 and other flat base models). For November Only

$11.50

With Top Moulding Shelves (for Victrola IX only as shown).

After Nov. 30, 2021, the price of this cabinet will be

$14

Style 87

Geo. A. Long Cabinet Co., Hanover, Pa.
PITTSBURGH IS IN BUOYANT MOOD OVER TRADE OUTLOOK

Business Decidedly Better, Thanks to Improved General Conditions—Leading Jobbers Discuss Situation—Talking Machine Men Meet—Brunswick and Vocalion Increase Representation

PITTSBURGH, Pa., November 7.—The past month proved a pleasant surprise in certain sections of the Steel City, as far as business conditions were concerned, a number of the dealers reporting that the volume of business handled for October in talking machines and records proved decidedly larger than that disposed of the month before. The open weather of the past six weeks has not been a factor to encourage sales of talking machines and records, but with the advent of rainy and chilly weather the past week the "folks at home" were inclined to remain at their firesides, and this, in turn, proved a circumstance which brings to remembrance in a forcible manner the talking machine and the pleasure that is derived therefrom.

General Tone of Business Is Much Better

The general tone of business in all lines and sales of talking machines in this city is much better than two weeks ago and the outlook for a good holiday season is bright. It is admitted on all sides that the industrial situation in the Pittsburg district has improved most materially and mills that were operating at 40 per cent and even less a month ago are now producing at 65 to 75 per cent of capacity. This is also true of the coal and coke operations and, as a result, hundreds of men have gone to work the past ten days. While it is true that the wage scale will not be as high as the wages that prevailed two and three years ago, it is a great relief to the workers as a whole to know that they are sure of steady work for the next fifteen to eighteen months. Orders for iron and steel products have been coming in rather heavily the past three weeks and this all goes to enhance the prosperity of the district.

In turn, the wages that will be disbursed every two weeks from now on will be good sized and the circulation of the millions of dollars in this city and vicinity augurs well for all kinds of business, the talking machine trade especially. It is a well-known fact that in the industrial and mill towns of the Pittsburgh district the demand for talking machines and records, when the mills are running full, is very heavy. This is true in a marked degree of the foreign-speaking workers, who are intensely fond of music in all forms. Poles, Russians, Hungarians, Italians, Slavs, Russians, Czechs and other nationalities are keenly interested in songs in their native tongue, as well as in selections by their national artists. When the slump came in the industrial life of the Pittsburgh district, the talking machine dealers who specialized in foreign records, etc., were the first to feel the effect, and now as the upward trend in operations comes they are the first to feel the stimulating current of brisk business.

On the whole there is an optimistic tone in the talking machine trade here and dealers are preparing for a brisk holiday trade. S. H. Nichols, manager of the Pittsburgh offices of the Columbina Graphophone Co., said to the Talking Machine World representative: "We are prepared to handle what we expect will be a very excellent holiday trade in the Columbina Grafonolas and records. The turn in trade has come from the industrial marts of the Pittsburgh district and adjacent sections and I feel that it will have a good effect on all other lines of trade. We feel that with the aid of our service department we will be able to give splendid co-operation to all Columbia dealers and aid them in taking care of the business that undoubtedly must come to them. We feel very hopeful as to the immediate future and are convinced that the business is there to be secured by the dealers who go after it in a systematic and persistent manner. The general outlook is good and I see no reason why every Columbia dealer should not be able to do a very nice business from now on until the Christmas holiday trade is over."

Thomas T. Evans Reviews Situation

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., said: "We look forward to doing the usual good business that this firm has always handled in the months of November and December. We have service to offer to Victor dealers second to none in the country and in many points superior to many others. The outlook is good as far as I can see and it is my candid opinion that it will be a larger and better Victor season for our department than we experienced a year ago. The mills and mines are gradually getting back to normal operations and this is bound to have a beneficial effect on the Victor trade all over the Pittsburgh territory."

W. C. Hamilton Back at His Desk

Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, and president of the Piano Merchants' Association of Pittsburgh, is back at his desk again after a stay in a New York hospital following an operation for appendicitis. Mr. Hamilton's many friends in the trade were glad to see him restored to his field of useful endeavor in the talking machine and music circles of the Steel City.

Many New Brunswick Dealers

J. A. Scanlan, Jr., sales manager of the Brunswick-Balke-Collender Co. in the Pittsburgh district, is lined up securely with the optimists in the talking machine trade who are convinced that business is reviving and that the outlook is brighter today than it was six weeks ago. Mr. Scanlan said in referring to business conditions: "We feel that our efforts this Fall and Winter for new business will be rewarded in a very handsome manner. There is no doubt but that the earnest and conscientious retail Brunswick dealer will be able to do better and larger business through the co-operation that our company extends to him."

Mr. Scanlan stated that the following new Brunswick dealers will, in the future, be served by the Pittsburgh offices: A. M. Armstrong.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"

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

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

The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.
Established in 1924

Manufacturers of High Grade Tone Arms and Reproducers
W. J. McNAMARA, President
Now 98 c.
RETAIL
The "PHONO-MOVIES"
The High-class Phonograph Entertainer
Always a diversified performance
A highly perfected amusement feature. The animating novelty of the "Phono-Movies" will produce effects of wonder and merriment you seek at a small circle.
Now is the time to stock the "Phono-Movies" for the holiday trade and enable customers to enjoy this happiest of fun-making, mirth-producing novelties.
The "Phono-Movies" are irresistible in their appeal to the phonograph owner, and in the department where records found to be within reach of all.
Dancing Darby
Miss Lillian A. Wood Renews Miss Lillian A. Wood, who for several years was in charge of the educational department of the C. C. Mellor Co. Victor branch, has resigned. Rumor has it that "wedding bells" will ring soon. Miss Wood wears a handsome solitary and declines to be quoted.
Discuss Formation of "Record Exchange" At the October meeting of the Talking Machine Dealers' Association of Pittsburgh steps were taken looking to the formation of a "Record Exchange" for the exclusive use of the membership. The plan is to have the members exchange through this central agency such records as they wish to pass on to other localities where the sales possibilities are greater. The matter was thoroughly discussed and it was decided to let the executive committee and officers work out a plan of operation which will be presented at the regular meeting of the association in November. The October meeting was the first officially presided over by Herman Lechner, the new president. Jobbers who attended the meeting were J. C. Rouss, Wallace Russell and French, Nextor, of the Standard Talking Machine Co.; Victor distributor; George H. Rewbridge, of the W. F. Frederick Piano Co., Victor distributor, and A. A. Robich, of the Buech Phonograph Co., Edison distributor.
The Sonora Headquarters in Pittsburgh The Sonora Distributing Co., of Pittsburgh, the new wholesale Sonora agency in this city, is now located in the Jenkins Arcade, with H. Milton Miller as sales manager. Frank J. Coupe, general sales manager of the Sonora Phonograph Co., of New York, spent several days in Pittsburgh in conference with Mr. Miller. The latter is confident that the sales of the Sonora this Fall and Winter will be large, especially period models.
Open Sales and Display Rooms A. B. Smith, Pittsburgh representative of the Canadian Phonograph Corp., has opened sales and display rooms in the Pittsburgh Life Building, corner of Sixth street and Liberty avenue. Mr. Smith said that "a careful analysis of the field in this territory proves to me that there is every reason to be an optimist and to confidently look forward rather than to regretfully look backward."
Boggs & Bulh Bubble Book Party One of the pleasing affairs of the past month was the "Bubble Book" party given to over 2,500 children by Boggs & Bulh, the North Side department store. The party was given under the direction of Mrs. E. B. Harrington, of New York, who is associated with the Harry Sheerwin Co., promoters of the Harper & Bros. "Bubble Books." A Columbia phonograph and the Magnavox were used. Henry Wood, of the Boggs & Bulh talking machine department, and Mr. Schwartz, of the firm's toy department, assisted in making the party a success. A large number of "Bubble Books" were sold. A number of children specially trained by Mr. Harrington, who came to Pittsburgh several days before the party was given, made a hit with their songs and dance.
M. Weinburg Again at the Helm M. Weinburg, manager of the Victor department of Spear & Co., is back at his desk again after a several weeks' stay in a hospital. The Spear talking machine department is one of the largest and most complete in the city.
Increasing Vocalion Representatives The Clark Musical Sales Co., wholesale distributor of the Vocalion phonograph, reports sales conditions good and the outlook as most satisfactory. Among the local Vocalion retail dealers are the National Phonograph Co., 623 Liberty avenue; Knoblass', 1816 Beaver avenue, Northside; H. Mysels, 2017 Center avenue; the Markovits Drug Store, 401 Hawkins avenue, Rankin, Pa.; Tischler Bros., 142 East main street, Carnegie, Pa.; Kaufman & Baer Co. and Scott Co., East Liberty. Recent new Vocalion dealers are: A. Klein, 2905 Butler street, Pitts- burgh; M. A. Madison, Ridgway, Pa.; A. Mc- Laughlin, 1713 Murray avenue, Pittsburgh; D. O. Shaver and D. A. Waite, Altoona, Pa. The Pittsburgh offices of the Clark Musical Sales Co. are in charge of J. A. Pents and Charles E. Stran, both well known to the trade.
The Greene Drug & Jewelry Co., of Dickin- son, N. D., has purchased the stock of Viciolas and records of the McDonald Drug Co., and is now the only Victor dealer in Dickinson.

COMMERCIAL ART SHOP
Covington, Ky.

PHONO-MOVIES
Furnished Feb. 4, 1919, and other patents pending.

MAGNET DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
Pamphlet's with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street
New York City

SMITH-SCHIFFLIN CO.
149 Church Street
New York City

BOB!®

COMMERCIAL ART SHOP
Covington, Ky.

PHONO-MOVIES
Furnished Feb. 4, 1919, and other patents pending.

MAGNET DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
Pamphlet's with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street
New York City

BOB!®
The Burning Question

Does a Sheet Music Department Belong in a Phonograph Shop?

The Answer is—

EMPHATICALLY YES

For the Following Reasons:

1. Substantial profit—averages 50% on cost.
2. Minimum investment—requires about $100.
3. Frequent turnover—investment turnover, ten times annually.
4. Brings trade in your store for other merchandise.
5. Pays entire running expense of store.

To further substantiate our claim of the value of a Sheet Music Department, we can refer to hundreds of successful Phonograph Dealers throughout the country whom we convinced through our special Guarantee Offer.

Our Guarantee Offer

We will ship you an assortment of the latest and best selling hits. At the end of thirty days, you may return to us (charges prepaid) any unsold copies that are in perfect salable condition. In this way, all investment risk on your part is removed. You really start the department at our expense.

Write for further particulars, dealer's helps, display racks, etc.

PLAZA MUSIC CO.
20 West 20th Street
NEW YORK CITY

STARTS SHELTON MOTOR CAMPAIGN

Shelton Sales Co., With Headquarters in New York, an Excellent System of Distribution—W. Gentry Shelton Is President of Company

The Shelton Electric Co., New York City, has instituted a strong campaign on the Shelton motor in its improved form. This motor, through a friction drive, electrically operates any phonograph. The motor is placed at the edge of the turntable on the top of the motor board and can be installed ready for playing in a minute's time. It is made for both alternating and direct currents and consumes only ten volts, which, it is well known, is a negligible quantity. It may be applied to either Edison, Victor or Columbia talking machines. Among the refinements found in the Shelton motor is an automatic switch and a permanent rubber wheel, which, it is claimed, will practically never wear out.

An excellent system of distribution has been accomplished, thereby permitting the maximum of service to the dealer. In the East the Shelton Sales Co. has been formed, with headquarters in New York City, and every Edison distributor is distributing the Shelton motor as well.

W. Gentry Shelton, president of the Shelton Electric Co., stated that there are over 25,000 satisfied users of the Shelton motor at the present time. Through the quality of the product and the efforts of Mr. Shelton and his associates and distributors it is expected that the number will grow at a remarkable pace.

NEW ASSOCIATION IN NEW YORK

Victor Luncheon Club Organized Into a Permanent Association—L. J. Rooney President

At a largely attended meeting of the Victor Luncheon Club, held at the Cafe Boulevard, New York City, on Friday, October 28, the Metropolitan Victor Dealers' Association was organized to take in those retailers located in what is termed the metropolitan district of New York. The officers elected at this meeting are: L. J. Rooney, president; Ernest Leins, vice-president; E. G. Brown, secretary, and A. Galuchie, treasurer.

The Victor Luncheon Club was organized some months ago for the purpose of bringing together the Victor dealers of New York and vicinity for the discussion of timely business topics. The luncheons have been well attended and have proven so interesting that it was decided to form a permanent association. Just what effect the new organization will have on the two existent associations made up of talking machine retailers in New York and vicinity remains to be seen.

CUSTOMERS' RECORD MEMO BOOK

Ideal Music Co. Distributes Clever Booklet Containing Record Lists, Blank Pages for Patrons' Memorandums and Calendar

E. V. Bragdon, of the Ideal Music Co., Victor dealer, New York City, has evolved a clever idea which acts as a reminder to customers of the records which they are particularly desirous of obtaining. Mr. Bragdon has had a number of small memorandum booklets made up which he mailed to his customers. The cover bears the Victor trade-mark and the following text: "Records I Want From the Ideal Music Co." On the inside cover under the heading "Standard Operatic Selections" are listed twenty-three such records, and on the back cover twenty standard selections are listed. The inside back cover contains a 1921-22 calendar and there are twelve blank pages in the booklet for the customer to list the records which he desires to purchase.

A GREAT ARRAY OF DEALERS

The number of dealers in Detroit, Mich., handling the Columbia line, totals forty-one. These dealers are, for the most part, very aggressive and they take advantage of all dealer helps distributed by the Columbia Co.
Sell Through Your Store Window!

N
OW that the shopping season is once more in full swing, it is
more important than ever that attention should be paid to your
window displays. It is not necessary to spend a large amount
of money to dress up your window, as original displays will catch the
eye of the passerby just as quickly as a costly window layout.

H
ERE is a window display which, if your window is in easy
access of your store, will produce an excellent psychological
effect that will result in big sales of your newest record hits.

Instead of stocking up your leading hits on racks, put them all
into your window in piles. In order to give a larger effect, mount
these piles on boxes covered with throws of velvet or other material
which you use for decoration. If your stock of records is too small
to make a good-size pile use other records for the bottoms of the piles.
In front of each pile have a card bearing whose records you
sell. Across the front of the window, suspended by wires from the ceiling,
should be a large card with the words “GOING—GOING—BUY
TODAY.” As you sell the records, the pile greatly diminishes.

Pile cards will help to interest your window traffic and salesmen when they
reach into the window to take another record from the top of the pile.
There is something about the effect of this which stirrs the public to action, as they see the pile getting smaller.

M
OST every community enjoys out-of-town trade. Although a
considerable amount of business is done by this out-of-town
trade while they are visiting in the city, a still larger amount is done
through the mail, after they return to their homes.

If you sell cards by mail you can arrange an effective display to attract these out-of
town customers, as they pass your store, which should later net you
considerable sales.

Request a considerable quantity of envelopes which you have re-
ceived from mail-order customers. Attach these at intervals of 12
inches to a strip of red crepe paper. Frame your window with this strip.
In the center of your window, on a mount, place a package of
records with cardboard boxes, etc., just ready to be tied up for mailing.
The parcels post tag should be visible on the package. A sign placed
conveniently in the window should read: “We sell records by mail.
Come in and ask for details.”

T
HERE is a perpetual interest among us mortals to know what
the other fellow is doing, or what he has. This gives you an
opportunity to dress your window in an unusual manner and at the
same time create sales of records. The window should be arranged
as follows:

Insert three or four large upright signs, attractively lettered.
One of these signs should be headed “The record collection of a
Banker in this city.” Then should follow a list of records, classified as
dance records, popular records, instrumental records, etc. At the
bottom insert this line: “How many of these have you got?” On
the next sign, in the same way, list the records owned by a society
woman, and the third sign should tell of the records a prominent
builder prefers. This information you can secure by going to the
individual and promising him that you will not disclose his name.
He will, without doubt, be glad to let you make a list of the records in his
library. You can continue this window display as long as you wish,
frequently changing the type of individuals whose records you
discover. Other interesting subjects would be the editor of your local
daily paper, a doctor, a prominent public official, a musician, a politician,
a policeman, a football star, etc.

Add interest to your display by placing at the foot of each card
some object which is characteristic of the person whose records are
listed on the sign. For example, at the bottom of the banker’s sign
place a bankbook, stuffed with a few new banknotes, and nearby a
good cigar, with ash tray and golf club. With the society woman’s sign use a
decorated fan, a pair of long white gloves, a high-class
inkwell with a quill pen stuck into it. At the base of the builder’s
card place a blueprint plan with dividers, ruler and pencil.

This should give interest in this display, as people are always anxious to know what tastes, likes or dislikes the other fellow
has, and as they read these record lists they will note many records
which they would like to have themselves.

Along the bottom of your window place a long sign reading:
“We have all of these records in stock now. Come in and hear them.”

A CROWD will stop and watch a moving window and it will also
stop to watch anything mechanical. Here is a way to make up an
attractive window which will make the crowd stop and at the same
time help to greatly increase the work of your repair department.

Clear out one of your windows and then place in it a miniature
repair shop, complete with a small bench and tools. Also the
ordinary clamps, screwdrivers, etc., for a repair man to work with.
Place your repair man in the window and let him do his daily work before the
public for a period of six days. You should buy a blue denim coat for your repair man for the occasion so that he will appear neat and trim, yet not overdressed. A series of signs should be placed
about the window reading as follows:

“We do expert repairing.” “We clean and overhaul your motor
and make it like new.” “The machine needs overhauling at
least once a year to give proper service.” “An overhauling will make your
motor run smoothly, increasing the reproducing accuracy of
your machine.” “We will call for your machine at your request.”

“Our service is guaranteed,” etc.

If you desire, build a rack for these signs, and then have your repair
man repair every once in a while reach down for a new sign and place it on
display. Such a window will make people stop, look, listen and act.

A PICTURE to the eye is always more quickly assimilated than a
word picture. Again, often is in a hurry and does not have
enough time to read and study your window. Therefore, if you can
design a window which will catch the fleeting glance you will greatly
add to your pulling power. Such a window display as the following has
this advantage:

From a toy store or a local architect borrow a small model of
a dwelling house. If possible, secure one with transparent windows so that
the house can be seen internally. You then insert in the living
room, the shop, about the house, arrange a green mat to resemble grass and with
the use of sand build a little roadway and make other little touches
which will give the spot a more real appearance. This set-up should
be at the left of your window and at the right should be a cabinet
model talking machine. From red cardboard cut a large arrow
long enough to reach from the top of the talking machine to the house.
Suspend this in place by wires from your ceiling. Beside the talking machine place a chair or some other object with a rug and a lamp,
so as to picture a small portion of a living-room. A small card, which
should be placed at the front of the window on the floor, should
read as follows:

“This machine belongs in your home. It will make every day a
happy day.”

A THANKSGIVING window bringing the warmth and friendli-
ness of the occasion to the passerby may be arranged as follows:

Get a supply of colored leaves, either natural or artificial. String
these on a black thread, tying the stems to the thread at intervals of 4
inches. Enough of these strings should be made to frame your window
all around. Set a talking machine in the center of your window
and string the colored leaves radiate from it to the top and sides of
your window. Place a low pedestal in the foreground. Cover it with
dark velvet or crepe paper. On this place a large upright sign

with the words

“MUSIC AND THANKSGIVING
The great artist, Nature, has given us an ample feast of the fruits of
the earth. But far greater is the harvest of happiness, yielded by the
artists of music—the greatest blessing bestowed upon mankind.
Will there be music in your home on Thanksgiving Day?”

This sign should be in tones of brown, yellow and red to harmonize
with your autumn leaves. On the floor, at the base of this sign,
arrange some harvest fruits, such as wheat, apples, pumpkins, etc.
Your electric light for illuminating the window at night should be
covered with light brown, yellow or red crepe paper.

EDITOR’S NOTE—Mr. Gordon, who writes this monthly page, is also director of “The Talking Machine World Service.”
Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any ques-
tions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.
THE TALKING MACHINE WORLD November 15, 1921

PHOTOPHONE COMBINES RECORDS OF SOUND AND ACTION

Swedish Inventors Claim to Have Discovered a Photographic Record of Action and a Gramophonic Record of Sound Which Work Together, Insuring Perfect "Talking Films"

Swedish inventors and men of science believe that they have discovered the way to "talking films"—that is, means by which a photographic record of action and a "gramophonic" record of sound may work together to produce a single illusion. These means are rays of light, and the mechanism in which they work is called a "film photophone." The London Times has reviewed and printed what purports to be the first account of the new invention. "If I were to say," writes its correspondent, "that Professor Montelius, sitting by my side in the darkened garden of a laboratory near Stockholm, saw on a screen before us a moving picture of himself as he had appeared delivering a scientific lecture three days before, the interest would be slight. If I were to say that, while the picture was displaying the moving picture, certain sounds were assailing the ear purporting to be reproductions of the words of his lecture, nobody would be surprised. But when I say that, while the picture film was passing, we listened to his words, full-volume, distinct in every difficult utterance,—that these words were synchronized infallibly with posture, with gesture,—interest will be awakened. What we saw was Mr. Montelius in his capacity as Royal Antiquarian and Director of the National Museum, at his lecture desk or moving freely about the platform, without thought of a camera or a receiver, and what we heard were his words in a reproduction so perfect that it was almost impossible to believe that Montelius was sitting, with silent lips, at my side.

"The achievement which we witnessed was no mere refinement of technique, no mere improvement of methods already invoked by other inventors. It accomplished itself through the employment of a novel instrument by an invasion of the regions wherein sights and sounds strive to reach the senses of man. It was a pencil of light that had pictured the sounds, and a needle of light that gave them back. Or, rather, to write with accuracy, there was no needle about it,—what we heard was, literally, a photograph of Montelius' lecture. Until now we have only seen photographs; in the future we may hear them. The new invention simultaneously films scenes and sounds. It transforms the vibrations of the voice into light waves, these into electrical impulses, which, controlled and utilized with great skill, return to the ear the original sounds in every shading."

The film photophone operator sets up in the neighborhood of his actors a double camera. Its two reels revolve on a common shaft. The record of one camera is the ordinary screen-drawn picture; the eye of the second camera, however, is not directed towards the actor, but gazes into a ray of light—a ray agitated by the actor's voice. How is the ray agitated? Across the end of a little horn, like a telephone receiver (which, in fact, it is) stretches a delicate diaphragm of rock crystal. Upon the silvery back of this diaphragm falls a slender shaft of light from an electric bulb. The shaft of light impinges on the diaphragm at an angle. It is reflected into the camera, which it enters through a narrow upper-right slit. So long as the reflector is at rest the ray of light will be reflected at a single constant angle, corresponding to the angle of its incidence. But if the reflector be agitated the ray will be reflected at constantly changing angles. Just as a boy, with a bit of looking-glass in his hand, writes words on the wall with the reflected sunlight, so the diaphragm, as it vibrates, draws its message in the light ray which it reflects, writes on the celluloid film as it moves through the camera, writes curves corresponding to the sound waves which are agitating it. Were the diaphragm at rest the reflected ray would photograph itself as a straight band of white along the bottom of the moving film. But as the reflector vibrates the straight band becomes a silhouette of waves, of varied contour. This is the photograph of the spoken words.

"But how recover at will this phono-photograph into sound? How retransmogrify these pictured vibrations into resonant vibrations? There is a substance, an element known as selenium, which possesses the curious property of resisting the passage of electricity in proportion to the degree of light in which it is bathed. The photophone invokes the aid of this mineral. In an amalgam with other substances, which make possible practical utilization of its curious property, selenium is made the controlling feature of a device, in the nature of a light-electric cell, which augments or diminishes its own resistance to an electric current in accurate response to the strength of the light that falls upon it. It is upon this selenium cell, not upon a screen, that the film of the voice is projected. The cell is incorporated in an electric current. The current is passed through it this cell controls and modifies its strength to an exquisite degree, as there falls upon it the ficker of the lights and shadows of the sound film. The electric current, as it emerges from the selenium cell, is vibrating in precise correspondence with the vibrations of the light waves, and with the sound waves of which they are the reproduction."

"But this current is weak; it would not operate the speaking diaphragm of a telephone. It will be fortified by an audibly—high-vacuum amplifier. Thus amplified, if desired, up to several thousand times its original strength, the current—now freighted with the enriched vibrations of the voice—is conducted to the horn of a loud-speaking telephone, and delivered—a reproduction, instantly recognized, of the utterance of
Senate Votes to Free All Musical Instruments From Excise Taxation

Agrees to Proposal of Senator Frelinghuysen of New Jersey to Strike Out Section of Revenue Bill Providing for Excise Taxes on Musical Instruments

WASHINGTON, D. C., November 4—Musical instruments of all kinds, as well as rolls and records, will be entirely free from excise taxes in the new Revenue bill, as drafted by the Senate, according to the action taken by that body Monday, when by a viva voce vote on the proposal of Senator Frelinghuysen, of New Jersey, to strike out that part of Section 900 of the pending Revenue Revision bill dealing with musical instruments. There were only about three dissenting voices to be heard as the presiding officer called for the yeas and nays, one being that of the Senator from North Dakota, Mr. McFadden, who had previously announced that the repeal of the tax would cause a loss to the Government of approximately $12,000,000. The Republicans were roundly scored by Senator James Reed, Democrat, of Missouri, for their action in lowering taxes on sporting goods, chewing gum and similar commodities—non-essentials—and seeking to retain the levies on musical instruments, auto trucks and works of art.

Just previous to taking action looking to having the tax repealed Senator Frelinghuysen assured the Washington correspondent of The World that the Senate would agree to his proposal. This is one of the few amendments in which the Republicans and Democrats joined hands, showing that all of the Senators were in sympathy with this move to relieve the industry of the tax burden.

This is borne out by the fact that while the clerk of the Senate was preparing to read the amendment offered by Senator Frelinghuysen, Senator George Moses, of New Hampshire, was on his feet endeavoring to offer an amendment verbally which had the same action in view, and there were others on both sides of the Senate Chamber seeking recognition, ostensibly with a similar object in view. As stated, there were no remarks expressed against the repeal.

The Frelinghuysen amendment, on which action was taken, read: "Strike out paragraph 4, page 397, lines 8, 9, 10, 11 and 12." The paragraph so stricken out reads: "4. Flanos, organs (other than pipe organs), piano players, player pianos, phonographs, phonographs, talking machines, music boxes, and records used in connection with any musical instrument, piano player, player piano, phonograph, phonograph, or talking machine, 5 per cent." The 3 per cent tax on sporting goods was ordered repealed by a vote of 31 to 30, showing the difference in feeling toward that paragraph as compared with the provisions affecting musical instruments.

Following the evident failure of the Smoot proposal for a manufacturers' sales tax, followed by the rejection of the Calder amendment by the Senate, there was a bill introduced by Senator Frelinghuysen, who comes from the State that produces the bulk of talking machines of the country, to reduce excise taxes on talking machine records from 5 to 3 per cent.

Later on Senator Frelinghuysen introduced the present amendment, which had the endorsement of Senator Edge, also of New Jersey, freeing all musical instruments from excise taxes. The adoption of that amendment by the Senate is to be regarded with great satisfaction by members of the music industry who have taken such an active interest in the efforts being made to lift the excise tax burden.

Although the direct action of the Senate was on the amendment introduced by Senator Frelinghuysen, the fact that the amendment to eliminate the excise taxes on musical instruments was adopted without a roll call, that it had the direct support of the great majority of the Senators and was opposed by only three or four is accepted as proof of the widespread effect of the strenuous work carried on by the members of the music industry throughout the country to secure relief from such taxes, and particularly to the influence of the great music advancement work that has been carried on in all sections for several years past. That the trade is appreciative of this fact is indicated by the number of congratulatory messages received at the offices of the Music Industries Chamber of Commerce. There were sixty-five Senators present when the vote was taken, a rather unusual attendance, and that there was practically no opposition is significant, for when it came to voting on the lifting of excise taxes from sporting goods a roll call vote was demanded and only thirty-one voted in favor of eliminating the tax.

The Frelinghuysen amendment is to be credited in a large measure to prominent talking machine interests.

The Talking Machine World

November 15, 1921

To Prepare for the Victor Christmas

HIS Christmas will be another Victor Christmas. Ere the holidays are over, thousands of Victrolas will be placed in many new homes throughout the country.

We have always, as jobbers, tried to anticipate the needs of our dealers, and have always helped them towards securing their share of this Christmas business.

Our record in the past is a guarantee of our desire to serve you more adequately than ever during the coming holiday season.

Curtis N. Andrews
Victor Wholesaler
Buffalo, New York
The SPHINX MOTOR

Motor Refinement

Better Designed
Better Built
Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.
21 EAST 40th STREET, NEW YORK
Mid-West Point of View

Western Division of the World, Chicago, Ill., Nov. 10, 1921. Travelling men, from North, South, East and West, are united in proclaiming that the talking machine business is decidedly on the mend. Of course, it may as well be admitted that the talking machine business never did know the extreme straits of depression, the Slough of Despond, to which some other industries found themselves reduced during the Spring of this year. But the conditions at times looked bad enough, and now that the clouds are really so plainly lifting that all can see the sun for themselves we naturally feel very much better about everything. From all sides come reports of improvements, reports allowing for no exaggeration, are nevertheless far too definite to admit of any misunderstanding as to their substantial accuracy. And among all the other possibilities of this state of affairs, which we perceive with so much pleasure, there is one which, in our opinion, stands up above all others. It is that the manufacturing, jobbing and retailing concerns which have come through the storm in safety—and this means the very great majority of them all—were principally the old-established houses, composed of men who know the business, have been in it for years and neither hope to get rich quick nor think of putting forth a product without merit. These houses are stronger to-day than they have ever been, and their present condition is a complete demonstration of the truth that the talking machine industry is neither temporary nor unstable, but rests upon the firm basis of natural and normal human desire for the most compact and comprehensive of all means to music. The talking machine industry has triumphantly demonstrated its right to survive.

Sometimes one can give point to an argument by a single illustration better than by oceans of talk. When anyone wants an illustration of the power and prestige of the piano industry in the Middle West it is customary to refer to the Four Piano Corners of our city, to the four great buildings which guard the angles of the Jackson-Wabash crossing. The Cable Company, the W. W. Kimball Co., Lyon & Healy and the Steger & Sons Piano Mfg. Co., each housed in its own splendid temple, dominate this particular part of Chicago's Loop in a manner inescapably complete and impart to the music industry of the whole city a dignity which otherwise could never belong to it. And when we say "music industry" we wish to distinguish from merely the piano industry. For the great institutions which bear such witness to the commercial importance of music in Chicago and the mid-West owe so little of their power to the influence of the talking machine. The Victor business done in the retail stores of Lyon & Healy and the Cable Company alone would in itself be enough to satisfy the legitimate aspirations of many a jobber looking for a retail connection settled in reputation and steadily growing in turnover. And the other two great houses we have mentioned, which face each other on the opposite side of Wabash avenue from Lyon & Healy and the Cable Company, too have carved a niche for themselves in the talking machine industry, a place equally admirable. Each of them has gone forward and worked out an original product, bringing to bear upon the task the accumulated experiences of years of piano making, and each has made a talking machine which reflects the highest credit upon the art of sound reproduction. Now all these houses are increasing the amount and intensity of their interest in the talking machine business, which tells of its stability in the mid-West.

To these remarks may be added the further and equally pertinent remark that we have reached the end of the underfinanced phase of our industry. Those who undertake to-day to come into the manufacturing field must be equipped with ample capital resources and with ample experience. They must know the industry from every aspect. The time has gone past when amateurs could succeed. But this does not mean to say that newcomers are not to be welcomed.

On the contrary, they are always welcome, but they should know the nature of the game they propose to play. We want to see new manufacturing corporations devoting themselves to talking machines, records and accessories, but we do not want to see groups of men coming into the industry beaten before they start.

It is a curious and very suggestive fact that when an industry has been going through a period of disturbance it is sure to blossom out with a whole crop of new ideas, new inventions, suggested improvements and novel styles. The reason is, of course, not far to seek. When times are very easy, when sales are coming in faster than they can be cared for, there is neither time nor inclination for changes in factory methods. The one great need is to get out the goods as fast as possible, leaving changes for some time later, when they can be attended to in a proper way. The later time usually comes in due course and then we see a totally different state of affairs. The task of selling ceases to be play and becomes hard work. The old game no longer attracts and something must be done to bring the people in. It is then the ingenious ones get to work. New sales methods are devised and new publicity methods thought up by sales managers. Just as powerfully, also, the brains of the inventors find themselves stimulated and we have a crop of new technical and mechanical, musical and constructional ideas, some of which always are found to possess elements of permanence. To a large extent the principle here set forth is in operation to-day. We find that the amount of real fundamental brainwork being done throughout the industry vastly overshadowed anything thought of a short time ago. Not only are new ideas being put forth in salesmanship and merchandising, but there has come an evidence that factory methods are being quickened and new notions canvassed with a pertinacity worthy of the highest praise. We hear constantly of better ways of making this or that thing, of better material put into a tone arm or a tone chamber, of more careful assembling, of closer attention being paid to accuracy in workmanship, of finer reproduction effects attained by some record process recently devised. It is all to the good. It all shows that the industry is proving itself worthy of the faith of those who have believed in it. We for our part believe in it now more confidently than ever.

The general opinion of those record men who watch most carefully the signs of the times seems to be that the sentimental ballad is coming back and that the day of the inane words cannot much longer be carried to success through the sole agency of a catchy jazz tune. Of course, the catchy tunes are as much wanted as ever they were, which naturally leads to the thought that it would be a good idea to put less emphasis on the words and more on the music in most of these cases. So very often it happens that a tune is quite ideal for one of the popular dances and would be used in large quantities for this purpose if the tune itself were the prominent element in the reproduction. Now, most people like to buy a popular record for both the words and the music. They may laugh at the inane words because—well, because they like inane words, one supposes—but they want still more the tune. Now, when the accompaniment is killed to emphasize the words the record loses in value, and hence in popularity. Cannot some way be found of adjusting the balance?

Final note for November: There is every possibility of a definite shortage of machines and records before Christmas is many weeks nearer. Retail men may do worse than take note of this fact and act accordingly. They will oblige the manufacturers now and the manufacturers will then be able to oblige them later on. Which will make it mutual. This is a timely and important admonition which dealers should take to heart. If they fail to keep in touch with their jobbers, and through them with the manufacturers as to their needs, there is danger of their suffering later on.
Chicago, Ill., November 8—in making our rounds throughout the trade in Chicago during the past two months we have been told by many dealers, and have seen the proof of it ourselves, that business is on the up-grade. Possibly, it is nothing yet to get excited over. Nevertheless, the improvement is there. Toward the latter part of October and the first part of November more activity than heretofore was noticeable. The dealers are almost universal in their assertions that they are getting rid of more goods and that their collections are easing up considerably. These dealers claim that the cool weather has been the means of ushering in this activity because it makes people stick closer to home. This has always been true in the past and is simply a case of history repeating itself.

With the wholesaler the story runs the same. They are putting on more help, especially in the traveling forces, and the travelers are doing good work, as may be judged from the orders they are sending back to headquarters. There is every reason to believe that there will be more or less of a shortage of many of the well-known makes of talking machines this year and this will be brought about by reason of the forced idleness of manufacturers for months past. In the other years, when business slowed up during the Summer months, the manufacturers went on building machines and prepared for any demand that might arise in the trade during the Fall and Winter months. But this year things were different. It was necessary for the manufacturers to cut the expense in every way; then, again, the market for raw materials was so unsettled and prices were so topsy-turvy that the manufacturers were forced to sit back and wait. Hence, the positive possibility of a machine shortage this Fall.

For the above-stated reason, it would be well for the dealer to prepare for any emergency during the coming holidays by anticipating his wants early. In turn, the encouragement exhibited by the dealers at present should stimulate the manufacturer, who, in turn, must increase his output. It seems that the better qualities of goods are selling here nowadays. The price question seems to be wasting, insofar as the public is concerned, as there are very few purchasers who question whether there is a possibility or not of prices being lowered. The public seems to have taken it for granted that the bottom has been reached, and this is particularly true, with the exception of such items as certain foodstuffs, not forgetting rents. Clothing and furniture have found their levels. Buyers are satisfied and will, therefore, not wrangle over prices as they did at the beginning of the year.

The greatest demand has been for console types and portable machines, but the cabinet styles seem to be coming back. For a while there was practically no demand for cabinet styles. In the record business, the center of the stage is held by dance and popular song music, and this is also true with regard to sheet music and player-piano rolls which many of the dealers are now handling. The accessory business is still holding its own and, lately, more or less activity was added to the trade by the introduction of various mechanical novelties which are operated by being placed upon the record while the machine is played.

The Futility of Statistics

A young man came into The World office the other day in search of information regarding talking machines—about the numbers produced, the relation of cost to selling price, the character of distribution, the number of instruments made and sold, and all that. He was a very fine chap. He took a real interest in his work. He knew what he wanted. The World office was only too glad to aid him. Now, there is seldom a vacancy in the Chicago World office. It is a matter of actual demonstration that it is hard to kill us off, but if any one of us should be suddenly transported to the blue some day this young chap, provided he is not engaged at the time, can get a job here.

But the very pleasant time we spent with him brought to our minds the futility of statistics. They represent so little. For instance, we have one very high-grade machine in mind whose influence in the trade cannot be gauged in any way by its actual sales. Lots of people have bought other machines because of the presence of this one machine in the market. They would prefer it, but cannot buy it because of its price, yet they have been educated to a desire for a talking machine by this very high-grade musical instrument. On the other hand, the reverse is also true. There have been any number of old-established machines sold because of the presence of new machines on the market. Before the business desire came twenty salesmen, representing different retail concerns and different machines, would visit the people in a comparatively small city to talk machines, where formerly there were only three or four to do that. Consequently, people became educated to the talking machine proposition, but when they got ready to buy machines would revert to

(Continued on page 117)
Record Cases
At New, Low Prices

Specifications
Strong but light in weight; nickel-plated corner protectors, lock and catches; covered with black leatherette cloth; equipped with card filing system and index; easily carried; handsome appearing.

We advertised these cases in one of the trade papers, and within two weeks every case was sold.

Because of this great volume of business, we have been able to secure a lower price on our new supply. We are passing this reduction on to the trade.

A Big Help to Merchants
Every talking machine dealer needs these cases to carry on his own business. The up-to-the-minute dealer no longer waits for customers to come to the store; he goes out to their homes—with his latest records. Carry them in one of these strong, light-weight cases. Get one for each of your outside salesmen; it prevents breakage of records. It is easy to carry, and it impresses the customer as business-like, because it is efficient.

Sell Them, Too
A great number of people must have the Record Carrying Case. Sell them to every owner of a portable talking machine. Just the thing for motorists, campers and picnickers. It is excellent, too, for school and recital work.

Two Sizes
Record Carrying Case No. 25 is a very handy size. It holds twenty-five records, the average number released each month.

Suggested list price . . . $2.50
Merchant’s price . . . 1.50

Record Carrying Case No. 50—A larger case, with room for fifty records. Best for concerts and recital work.

Suggested list price . . . $4.00
Merchant’s price . . . 2.40

LYON & HEALY
Victrola Distributors
CHICAGO
the old machines, whose names had become household words.

The location of this store is in that part of the South Shore district which a few years ago was nothing but prairie. To-day it has grown into one of the most thriving little business sections in the outskirts of Chicago. The South Shore Music Shop handles the Brunswick line exclusively.

Deckert Succeeds Williams

The Cable Piano Co. made the announcement this week that C. E. Williams, who has had charge of its Aurora, Ill., branch, has resigned. This position will be temporarily filled by H. K. Deckert, who goes to Aurora from the Chicago headquarters.

New Incorporation

A new concern which will manufacture and deal in talking machines and pianos in this city has just been incorporated. The news was given out by Peter Tapper, who with his sons, E. F. R. and H. C., conducts a retail establishment at 2164 Lincoln avenue. According to Mr. Tapper, Sr., the new concern will make talking machines and pianos under his personal supervision. The amount stated in the incorporation papers was for $50,000. Mr. Tapper, Sr., is well known in the piano world. For years he held a responsible factory executive position with one of the largest concerns in the West.

Enlarge and Decorate Store

Messrs. Nathan & Tobia, who conduct the University Brunswick Shop at 1203 East Fifty-fifth street, have recently enlarged their store and redecorated it throughout. They have installed six new sound-proof demonstration booths, which are treated in imitation ivory, and the old classroom, which the writer never could enter, has been made up into a beautiful music room. The care with which the store has been redecorated and the attention that has been given to the appointments, both in the music rooms and sales rooms, is a credit to the proprietors and shows that the business of selling pianos is a serious matter.

The location of this store is in that part of the South Shore district which a few years ago was nothing but prairie. To-day it has grown into one of the most thriving little business sections in the outskirts of Chicago. The South Shore Music Shop handles the Brunswick line exclusively.

Deckert Succeeds Williams

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are comfortably fitted up with furniture suggestive of home life. The lighting effects are so arranged that the customers may listen to records either by subdued indirect or bright direct lights, as they desire.

Wilson Broadway Music Shop Moves

The Wilson Broadway Music Shop recently moved from 1140 to 1142 Wilson avenue. This is one of the oldest concerns on the North Side of Chicago, and is located at the Wilson avenue terminal branch of the elevated railroad. The location is an extremely busy one, both night and day. The change of location gives this company about 65.2-3 per cent additional space and permits an increase in the number of demonstration booths. This concern handles various lines of talking machines and records in both a wholesale and retail way.

Business Increases

The retail business of the Central Music Co., at 608 West Chicago avenue, has grown to such an extent that, according to J. Fagerson, the proprietor, it has become necessary for him to take on more space. He accordingly set about to increase the effective size of his establishment and has added six new booths, each of which measures eight by nine feet. He has also redecorated the interior throughout. The color scheme is carried out in cream and old rose, with French paneling on the walls.

Mr. Fagerson has been conducting a talking machine business for the past four years and also conducts a retail shop at Forest Park, Ill., which is known as the Forest Park Brunswick Shop.Boy.

Join Brunswick Sales Force

Arthur L. Fram, formerly connected with the talking machine department of Marshall Field & Co., is now associated with the general sales department at the Brunswick-Balke-Collender headquarters in Chicago.

Artistic Victor Calendar

The Reiche-Ellis Co. has just announced a 1922 calendar for Victor dealers that is meeting with considerable favor. In this calendar the picture (which may be chosen from several illustrations) is a house scene showing Victor products in use and combining human interest with intensive publicity value. The picture is reproduced by a new rotogravure process, giving an artistic sepia effect that makes the 1922 calendar especially attractive.

Attend House Warming

The Victor wholesale sales force of Lyon & Healy recently attended a housewarming, given in honor of Mr. and Mrs. L. C. Wiswell, Mr. Wiswell, who is manager of Lyon & Healy's Victor department, was recently married and the housewarming was a surprise by the sales staff.

New Brunswick Shop

The McKinley Park Music Shop is the name of the new exclusive Brunswick shop that was recently opened at 2856 West Thirty-fifth street, this city. A. O. Schaller, the proprietor, believes in preparedness and when laying out his shop made provisions for future enlargements. The new shop has six demonstration booths, which are handsomely fitted and decorated.

Cherington Pressed Steel Turn-Table

No matter how excellent the sound reproduction of a phonograph may be, or how smoothly the motor may run, or how artistically the cabinet may be finished, the machine is not perfect unless the turn-table runs true. A wobbly turn-table not only detracts from the appearance of a phonograph, but also appreciately affects the music and causes uneven wear of records.

Cherington Turn-Tables run absolutely true. They are made from cold rolled, dead soft steel, stamped out on a 200-ton double-acting press, which insures accurate shaping.

Manufacturers can add the final perfection touch to their machines by buying motors without turn-tables, and equipping them with Cherington Pressed Steel Turn-Tables. Furnished with any covering desired and finished either in gold or nickel plating. Quotations on request.

CHERINGTON MFG. COMPANY
WAUGAN, ILLINOIS
Manufacturers of famous Cherington Enclosed Phonograph Motors

Columbia Out-of-town Travelers

Standing, Reading from Left to Right-Merrin, from Maine; Ruby, from Northfield, Illinois; Bliss, from Indiana; and Walley, from Illinois. Sitting, Reading from Left to Right—Marie Lang, from Illinois; McKenna, Mabel, from Iowa; and Westhurst, from Northern Wisconsin. Three lakes and exhausted all the supplies they took with them.

Allow the Travelers to Become Members

Originating in the West—where most good things come—is the move for enlarging the National Association of Piano Travelers to include everybody in the allied industries, including travelers for talking machine and record concerns.
Let's Go—
and get the business; we have waited long enough—that's a new slogan adopted by a few progressive manufacturers and dealers.

Cy Kology tells us—get a person interested and you have made a sale.

99% of the people who see a

**REPEAT-O-STOP or REPEAT-O-GRAPH**

are sold—There's large profit in it for you. Why not save your repair man's salary by selling one of these repeating devices? Put one in your window on a phonograph or in a conspicuous place on your show room floor and watch results.

AUTOMATICALLY REPEATS YOUR RECORD WHILE YOU DANCE OR DINE.

---

**THE NEW PRICES OF THE INSTRUMENTS**

Repeat-O-Stop, nickel $6.00; gold $8.50
Repeat-O-Graph, " 5.00; " 7.50

ALWAYS STATE NAME OF MACHINE YOU ARE USING.

We will furnish literature, advertising matter and guarantee to show you how these can be sold in a big way and make you some money between now and Christmas.

*Do not delay—send your order today*

**REPEATING DEVICES CORPORATION**

**CHICAGO**
408-10 Sullivan Street
Phone: 8010 Diversey

**PHILADELPHIA, PA.**
422 Lafayette Bldg.
Phone: Bell—Lambard 2553

**BOSTON, MASS.**
200 Devonshire Street
Phone: Main 8122

**DETROIT, MICH., 1604 David Whitney Bldg.**
Phone: Cadillac 6651

**NEW YORK**
Van Alst and 14th Sts., Long Island City, N. Y. C.
Phone: Hunters Pt. 6000

**PITTSBURGH, PA.**
609 Chamber of Commerce Bldg.
Phone: Grant 8741
SHARP REDUCTIONS ON Federal Consoles

These are the same high-quality consoles that sold last year at 100% greater prices.

FEDERAL PHONOGRAPH CORPORATION
1458-1464 W. Kinzie Street

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

small goods people, supply goods men, etc. The men behind this move are Gordon Langhead, M. J. Kennedy and Kenneth Curtis, all of Chicago. If the idea goes through there might be 2,000 members in the N. A. P. T., instead of 300. In an organization of this kind a lot of things could be done. The move for a 5,000-mile, 25½-cents-per-mile mileage ticket could be pushed. The impertinent or exorbitant hotel proprietor could be shown exactly where he gets off. All sorts of things could be done for the interest of the trade, and a spirit of camaraderie and co-operation built up which would be potent in case of emergencies. There will unquestionably be a motion to amend the by-laws in this sense at the next meeting of the N. A. P. T. This could be done and new members accepted at their meeting. The annual convention will take place in New York in June of next year. Anyone interested in seeing this thing go through might write to M. J. Kennedy or Gordon Langhead, both of whom are at 532 Republic Building, Chicago, or Kenneth Curtis, whose address is 25 East Jackson boulevard.

The Uptown Exhibit

The business men of the North Side have come together for the purpose of boosting that part of Chicago. During the first week of November they held what they called the "Uptown Exhibit" at the Broadway Armory, 3873 Broadway. This exhibit was composed of many interesting booths and practically every business on the North Side had a demonstration of some sort. The exhibit of Lyon & Healy attracted much attention at their booth, where they showed about everything known in the music line. Other Victor sections attracted many people by reason of the constant playing of popular Victor records, as well as several well-known artists who were on the bill. Small pocket mirrors were given away.

Change of Managers

A. T. Boland, of the Lyon & Healy wholesale Victor sales force, has been made manager of Lyon & Healy's Sheridan road branch. Mr. Boland succeeds Tom Chadwick, who looked after this branch for many months.

Congratulations!

The happiest kind of a smile now adorns the face of V. K. Tremblet, of the sales force of the Chicago Talking Machine Co., and he has every reason to smile. He was recently married to Miss Irene Esch, daughter of the Hon. J. J. Esch, a member of the Interstate Commerce Commission. The wedding took place at the Esch residence at LaCrosse, Wis.

Good repeater window

For the past week there has been a very clever little window display over at the Wade Talking Machine Shop, which has been the means of attracting scores of people. The little exhibit is none other than a method of showing or demonstrating how the Geer record repeater works. This repeater is manufactured by the Walbert Mfg. Co., of this city. There is, in the foreground of the window, a large vase of transparent glass, on which rests a turntable and tone arm and sound box. The motor sits down in the vase and the turntable and tone arm support are of the regular Columbia graphophone type. There is a record on the turntable, which is kept going continuously, and the music of the record is picked up from the sound box by means of two very thin and cleverly concealed wires, which, in turn, lead to a Magnavox, situated under the window. The record is repeated continuously by the Geer repeater. The simplicity of the contrivance causes the people to wonder how they can hear the music through only the tone arm. They, of course, are not aware of the concealment of the Magnavox. The repeater works in the following manner: The adjusting arm is set for the size of the record and is held in place by the needle, which traverses the grooves in the record. When the needle travels out to the end of the adjusting arm of the repeater it slips from under the needle and the entire repeating device makes one-half revolution, scoops up the needle and, by means of a trough-like arrangement in the repeater, causes the sound box holding the needle to travel back to the starting point. The simplicity of the whole arrangement has proved exceptionally attractive to the passers-by, and this little stunt has been the means of bringing about a great number of sales of the Geer repeater in the Wade establishment.

Death of Joseph J. Walsh

The sales force of the Chicago Talking Machine Co. was recently stunned by the sad death of one of their members, Joseph J. Walsh. Mr. Walsh for eight months had been in charge of the city desk at the headquarters of the Chicago
Talking Machine Co. He had stayed downtown one evening with a friend and on his return home was waylaid and stabbed by some unknown things. He was picked up unconscious in a section of the city far removed from his home and was removed to the Cook County Hospital, where he died without regaining consciousness. Mr. Walsh is survived by a widow and boy four years old, who, with many friends, mourn his passing.

Piano Club Entertains Geo. P. Bent
On the evening of November 7, at the Drake Hotel, the Piano Club of Chicago put on an exceedingly elaborate testimonial in honor of George P. Bent, father of Chas. Bent, of the Bent Musical Co. Mr. Bent has just returned from a trip around the world, which lasted many months. It proved to be one of the biggest turnouts in the history of the local trade.

Western Condition
C. C. Slack, of the Melody National Sales Co., has just returned from a trip throughout the Central West and reports that the dealers in that section are very optimistic and encouraged by the present trend of the trade. "One of the things that is noticeable is that many of these dealers are now getting closer to their trade by means of daily conferences which they are holding with their salespeople," he remarked. "The owners and managers of these places are paying more attention to trade conditions than ever before. They are making a keener study of conditions and at these conferences they tell their salespeople exactly what they have found out pertaining to business in general. For the past few years it was necessary to do much salesman- ship. A clever salesperson was not appreciated. All that was necessary was an order taker, but order takers and window displays originated by the real salesman is again being appreciated."

Wins Vocalion Prize
Manager H. B. Levy, of the Chicago division of the Aeolian Co., has just made the announcement that Carl Staufenbel, an Aeolian dealer at

The Artistic Vocalion Window
Duluth, Minn., has won first prize in the tri-State contest recently put on by the Aeolian Co. in Iowa, Illinois and Wisconsin for the best-dressed show window in which the Vocalion display was featured. The prize was $50. The idea for the window was originated by two Staufenbel employees, the Misses Aurelia Scott and Martha Wagner, who themselves superintended the work of carrying out the window display.

New Fullerton Avenue Columbia Store
A new and exclusive Columbia shop has just been opened at 3572 Fullerton avenue, and is being conducted by H. M. Hendricksen, who for several years has had a drug store in the same building. Although a newcomer in the talking machine business, Mr. Hendricksen gives every evidence of becoming a live wire. His new shop has only been open for a little more than a week, but he has already organized a canvassing force, which is out after all the business in that section. Mr. Hendricksen himself devotes his time in the morning towards the personal supervision of his canvassers, who have already succeeded in closing quite a number of new accounts.

Prepare for Concert
The Chicago retail Victor dealers met at a luncheon October 19 at the Illinois Athletic Club, and formulated plans for the coming concert of the Eight Famous Victor Artists. This concert will be given at Orchestral Hall, on November 28 and 29.

Welcome Back, Old Top
G. P. Ellis, secretary of the Chicago Talking Machine Co., has again returned from a visit to the University Hospital at Philadelphia, Pa., where he has been receiving treatment for a frontal nerve affection. Mr. Ellis is looking in the prime of health and it is understood that the skill of the doctors who are treating him is fast clearing up his trouble.

Bristol Tells of Rockford’s Pageant
One of the recent visitors to the Chicago trade was E. S. Bristol, proprietor of Bristol’s Bruns-\n\vix Shop at Rockford, Ill. He said that during October the tradesmen of Rockford got together and had a Pageant of Progress which lasted for several days. The whole town was rigged up in gala attire and the event brought more visitors to Rockford during the three days than anything that ever happened there before. "Chicago gave the idea of a Pageant of Progres-\ns to the world," said Mr. Bristol, "and I hear that the Pageant of Progress will be held in Rockford in the spring."

Repair Parts
For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated
Talking Machine Co.
Manufacturers of
High Grade Talking Machines, Disc Records.
Twin horn, and Cylinder Machines, Disc and Cylinder Records, No. 1 and 2, as well as an immense assortment of Repair Parts.

H. M. B. Hendricksen, Manager.
227-229 W. Washington St., Chicago, Ill.
Branch: 2957 Grand Ave., Detroit, Mich.

Mica Mixtures

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 use this motor. It comes to you silent and smooth running. It reaches your customers in the same condition. Ask about various models and prices.

Price Reductions on Enclosed Motors

United Manufacturing and Distributing Company
536 Lake Shore Drive
CHICAGO

Edison Diamond
Amberolas-Plus Service
You know the quality of Edi-\n\vix... and have placed a trial order with us, you are unfamiliar with SERVICE .

A TRIAL CONVINCES
Our Service Covers the Country
William H. Lyons
Formerly Jnos. J. Lyons
17 W. Lake St.
Chicago

The Talking Machine World
November 15, 1921
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)
from trade friends of mine throughout the country that towns and cities everywhere now have the idea and have either pulled off a pageant or are contemplating one. I know that in our town the merchants profited greatly. In my own particular case the business the pageant brought me was phenomenal and the publicity I derived through it has brought me hosts of new customers. Every merchant had his stunt to attract the people.

"My attraction was Bert Ibberson, who is known throughout the country as 'the man who never smiles.' He proved himself a good drawing card and I made the announcement that he would be at my store at 8 o'clock every evening and that I would give a record to anyone one who made him smile. The crowd in and about my store at the specified time was tremendous and when one young lady finally made him smile by pulling his face down and kissing him I immediately gave her the prize—one Brunswick 'Ma' record. The young lady on receiving her prize gave the audience the benefit by playing it on a talking machine. After the record had been played I made the announcement that it was now on sale and my clerks were then in for a busy time until three hundred Brunswick records were disposed of." Mr. Bristol was formerly Illinois wholesale traveler for the Brunswick-Balke-Collender Co.

Dr. Lund's Tribute to the Steger Phonograph

Dr. Anthony C. Lund, conductor of the great Tabernacle Choir in Salt Lake City, is a great admirer of the Steger phonograph, made by the Steger & Sons Piano Mfg. Co., of this city. In a recent statement regarding this phonograph he says, among other things:

"Careful study and investigation have convinced me that the Steger is unquestionably the finest reproducing phonograph. In selecting it for my home I have been guided by the highest artistic and musical ideals. There are many reasons why the Steger ranks supreme, but I consider the following of greatest importance:

1. Perfect reproduction. When you hear the voice of a singer or the music of an instrument reproduced by the Steger it is so natural and lifelike that you actually forget the presence of the phonograph and imagine that the artist is present in person. This distinctive fidelity of reproduction gives you the music in all its purity and beauty.

2. All artists, all music, like the magic carpet of the Arabian nights, the Steger phonograph unfolds a world of beauty by bringing to the home all the best music as played and sung by the world's foremost artists. The Steger phonograph plays all makes of records correctly.

3. The balanced tone arm. Every make of record requires a different pressure of the tone arm to insure perfect tone reproduction. The Steger plays all records correctly, because it is equipped with an adjustable tone arm, a feature I have seen on no other phonograph.

4. The all-wood sound chamber produces a great volume of music without metallic sounds.

Quality vs. Business

Jobbers realize more than ever the value of a Quality Phonograph.

Hiawatha business in the past year has demonstrated that Quality will prevail.

Cabinet Construction guaranteed.

Piano Finish.

Equipment the very best Quality.

Hiawatha Tone a perfect reproduction.

Jobbers and Dealers can verify Hiawatha Quality.

Seven Models to select from.

HIAWATHA PHONOGRAPH CO.
209 South State Street
Chicago, Ill.

Mr. Hall brought back with him from Japan solely for exhibition purposes. Says Mr. Hall: "The ideal bamboo for making fibre needles is called ivory bamboo. Its surface resembles ivory in its smoothness. There are no ridges or imperfect streaks running through the wood which might make a soft point if the needle were cut along them. This particular kind of bamboo is very difficult to obtain." Mr. Hall went on to explain that the purpose of his recent trip to Japan was to make arrangements whereby the Chicago factory should be assured of steady shipments of the best bamboo obtainable. He brought back with him one of the finest works of Japanese art that it has ever been the privilege of the writer to view. It is a picture embroidered in silk showing a bamboo forest which Mr. Hall himself has seen in real life. It portrays some of the perfect bamboo of which we have spoken. Never did a painting in oil show more faithfully or vividly the lighting effects of an Oriental scene.

Rodeheaver Record Co. Activities

The Rodeheaver Record Co. has moved its Chicago headquarters from 440 South Dearborn street to the sixth floor of the McClurg Building at 218 South Wabash avenue. The new location gives the company practically the entire sixth floor of this well-known building, which has been fitted with new offices, stock rooms and one large recting and recording room, which measures about fifty by seventy-five feet. The manager of this branch is E. H. Forzel.

This concern was the scene of much activity for the past two weeks, during which time Thos. P. Ratcliff, general manager of the company, was here supervising the recording of several numbers by Homer Rodeheaver. Mr. Ratcliff, as is well known, is a song leader for Billy Sunday, the famous baseball evangelist, who is now touring the Central West. Mr. Rodeheaver recorded fifty new numbers, which will be placed on the market by the first of the year, besides the recording that was done for Mr. Rodeheaver. Mr. Ratcliff supervised the recording of fifty-six numbers for private individuals who wanted these records for Christmas gift purposes. Many of the friends of the Rodeheaver Co. were given a recital managed by Mr. Ratcliff. The recital consisted of some vocal numbers by Mr. Rodeheaver and a lecture by Mr. Ratcliff on the making of records. He showed the audience how a number was recorded and then let them hear the reproduction from the original wax record. He also illustrated the various processes of record making from start to finish.

One recording of vast importance which was supervised by Mr. Ratcliff while he was here was a number of marches played by the Chicago Daily Newsboy’s Band. This band is perhaps the oldest of Chicago’s industrial bands. It was
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

originally started in this city many years ago and is composed of newsboys only. The band to date is made up of sixty pieces. In the old days the Chicago Daily News organized this band for the purpose of encouraging music. Its organization stimulated music throughout the industrial field here and many of the old-timers in Chicago concede that this band was really the nucleus of industrial music here.

In commenting upon the music and its possibilities in Chicago Mr. Ratcliff stated that the musicians as a whole that he ran across during his short stay in Chicago showed a spirit of co-operation greater than he had ever seen in any other city. For example, he pointed out that in other cities there were some mighty clever musicians, but he had never found, in getting up a temporary orchestra for accompaniment purposes, any group of musicians, strangers to each other, that could co-operate in such short order.

A Live Secretary
It looks as if the new secretary of the Chicago Piano Club were a highly charged live wire. We suspected this when we elected John McKenna to the position. Now that we have received two or three weekly notices from his pen we are convinced of the fact. Let it be understood by those who do not know that talking machine men in the Chicago Piano Club make up one of its livest elements, and John McKenna is their leader.

NEW "JEWEL" EXECUTIVES ELECTED
T. E. Davidson Elected President and A. B. Cornell Treasurer of Jewel Phono Parts Co—Well Known in Trade and Familiar With Industry—Business Is Increasing Rapidly

CHICAGO, I11., November 7—The Jewel Phono Parts Co., of this city, manufacturer of Jewel tone-arms and Jewel attachments, has made important promotions in its executive personnel which reflect the signal success of this company and emphasize its progressiveness. At a recent meeting of the stockholders and directors, T. E. Davidson was elected president and production manager, Fred Schroeder was re-elected vice-president and A. B. Cornell was elected treasurer and sales director. Judge A. A. Rolf, who is the company's counsel, was elected secretary of the company. Practically all of the holdings controlled by the smaller stockholders were bought out, and the stock is now controlled by Messrs. Davidson, Schroeder and Cornell, who, with Judge Rolf, constitute the directorate of the company.

This important move was made so that the executive personnel of the Jewel Phono Parts Co., which has been instrumental and responsible for this company's success, will be in direct charge of the business in the future. On January 1 of this year Messrs. Davidson and Cornell took active hold of the Jewel business, and during this year they spent considerable time in developing new merchandise and perfecting the various products that comprise the Jewel line. The results of their efforts have been recognized by their recent election as officers of the company. Mr. Schroeder is a retired capitalist who gives the greater part of his time to various business interests, leaving the Jewel activities to his associate executives. Mr. Davidson is a practical mechanical engineer who has held important executive posts in some of the country's greatest industrial concerns, and who has been identified with the talking machine industry for many years in executive and advisory capacities. During the war Mr. Davidson was the inventor and general engineer in charge of an altitude and speed machine of the most complex construction that is now used as a standard in the United States Government airplane service. Mr. Cornell has been connected with the talking machine industry for a great many years in various capacities. He is thoroughly familiar with the machinery and apparatus, and with the mechanics and construction of the tone-arm. The tone-arm and the needle are the two principal factors in the phonograph, and the LIDSEEN Fibre Needle Cutter is the only cutter adapted to the work.
Prestige

Just as the far-sighted talking machine merchant selects his lines of phonographs and records with an eye to the sort of quality and reputation best calculated to maintain prestige in his locality—

So does the fore-sighted talking machine merchant select the HALL FIBRE NEEDLE as the one best calculated to attract a quality trade to his store.

HALL MANUFACTURING CO.
Successor to the B & H Fibre Needle Co.
33-35 W. Kinzie St., Chicago, Ill.
with every phase of the trade, and as sales director of the Jewel Phonos Parts Co. has won the esteem and friendship of the jobbers and dealers throughout the country. In addition to his sales experience, Mr. Cornell has devoted considerable time to the technical and experimental phases of the industry, and his knowledge has proven invaluable in the development of Jewel products.

It is interesting to note that in spite of the general business depression during the past year, the Jewel Phonos Parts Co. has shown a profit month after month. For the past two months its sales have been at high-water mark, with every indication that its activities will increase steadily during 1922.

Three New Windsor Models

The Windsor Furniture Co., through its president, J. W. Lyons, makes the announcement to

No. 31, Windsor Phonograph

the trade this month that it has placed on the market three new models of the artistic console type, which are known as the No. 28, Queen Anne, No. 31, Italian Renaissance, and No. 32 Chippendale. These instruments are furnished in solid mahogany with finishes ranging from old ivory to ebony, as well as a variety of polychrome enamels. The solid oak machines put

out by this company range from silver gray to fumed and cathedral. The figure work and festooning on Nos. 31 and 32 are in solid mahogany and hand-carved, and there is absolutely no compo on any part of these machines. The sizes of these instruments are as follows: The No. 28 is thirty-four inches wide, thirty-six inches high and 21 inches in depth. The Nos. 31 and 32 approximate forty inches high, thirty-two inches wide and twenty-one inches deep.

The Windsor Furniture Co. is now showing these new models in both its new downtown salesroom, at 1411 South Michigan avenue, Chicago, and in the waterooms of its Eastern distributors, Hyman Bros. & Co., 47 West Thirty-fourth street, New York City. These new instruments, together with the balance of its new line, will be on exhibit during the January and July furniture exhibitions in the Blodgett Building, Grand Rapids, Mich.

A Splendid Record

The Hiawatha Phonograph Co., with factory at Geneva, III, and offices in the Republic Building, this city, has run continuously since 1916, closing down its plant only a week to ten days each year for the purpose of taking inventory. During the most trying period of this year the Hiawatha business proceeded along its usual way, and General Manager Moynihan says that it has been clearly demonstrated that a quality article will overcome the most adverse conditions. Right now Hiawatha business is increasing and Mr. Moynihan and his associates feel that at the close of the present year they will be able to point to a great record of achievement.

Productive Mailing Lists

Compiled by the Man Who Knows How

You want your trade mailing list to be the best it can be—of course. A poor list—inefficient, inaccurate and badly arranged—means constant trouble, loss of business and heavy expense.

It has been my observation, after years of experience and exhaustive study, that a large majority of mailing lists in use are less than 60 per cent efficient—which means enormous waste.

I HAVE NOTHING "CANNED" OR "READY MADE" TO SELL. BUT I SPECIALIZE IN CONSOLIDATING AND ARRANGING TRADE MAILING LISTS AS NEARLY 100 PER CENT EFFICIENT AS SUCH LISTS CAN BE MADE.

Let me know what territory you wish to cover and I will build you a real business-getting, time-saving, waste-preventing list adapted to your particular business that will add an invaluable asset to your selling equipment.

Get my proposition before making another mailing—it will surprise you.

DORCHESTER MAPES

10314 So. Hamilton Avenue, Chicago
BENSON ORCHESTRA PLAYING AT MARIGOLD GARDENS

Famous Chicago Organization Winning Success at Popular Resort—What Edgar A. Benson Has Accomplished in Orchestra Work During a Quarter of a Century

CHICAGO, ILL., November 9.—The Benson Orchestra, which is recording exclusively for the Victor record library, has been achieving phenomenal success at Chicago's popular amusement place, "Marigold Gardens." This orchestra is recognized as one of the foremost musical organizations of its kind in the country, and Victor deal-

ers everywhere, particularly in the Middle West, are featuring to excellent advantage the fact that Benson's Orchestra records for the Victor library exclusively.

Twenty-five years ago Edward A. Benson began organizing orchestras and other musical combinations for the entertainment of Chicagoans. Now, with hundreds of musicians at his command, it is not difficult to understand why the Benson Orchestra of Chicago, which is selected from the many Benson dance orchestras, is pleasing not only the people of Chicago but also music and dance lovers of the whole country through the medium of Victor records.

The recording orchestra was formed some time ago from members of various Benson musical organizations, among them being nine organized brass bands, five symphony orchestras, thirty organized dance orchestras, six jazz bands and ten novelty orchestras. Each man is the best Mr. Benson could procure—a man of originality, individuality and exceptional ability.

In selecting Roy Bargy, pianist, as director, Mr. Benson has injected the touch of real talent which makes the orchestra perfectly balanced.

Among the members of this orchestra are found such experienced musicians as Arthur Layfield, drums, who has been with the Symphony Orchestra of the Chicago Grand Opera Co. for the past four seasons; Rick Addkiss, cornet, and Guy Cary, trombone, for many years in the highest class vaudeville; Albert Walthall, violin, who wrote the music of the "Sultan of Solu," to which George Ade wrote the lyrics; Mathew Amaturow, saxophone, for many years one of Chicago's most brilliant saxophone players and for two years with the Six Brown Brothers; and Joseph Baun, violin, Marvin Thatchter, saxophone, Joe Mueller, banjo and William Foeste, bass and bass saxophone, who have been with various Benson entertainers for from five to fifteen years.

Benson dance orchestras are playing regularly at the following Chicago hotels: Drake, Sherman, Sisson, Chicago Beach, Edgewater Beach, Blackstone, Morrison, Del Prado, Sheridan Plaza, Sovereign, La Salle, Auditorium, Cooper Carlton, Royalton, Great Northern, Congress, Ambassador, Stratford, Hyde Park and Virginia.


Miscellaneous: Senate Theatre, Rainbow Gardens, Marigold Gardens, Stevens Restaurant, LaSalle Hotel Roof Gardens, boats of the Goodrich Steamship Co., Detroit Athletic Club, Detroit, Mich.; Cleveland Yacht Club and Carlton Terrace, Cleveland, O., and Brandels Café, Omaha, Neb.

The Melodia Phonograph Co., of Chicago, has increased its capital stock from $20,000 to $40,000.

Just as the Proof of the Pudding Is in the Eating so the Proof of the Sterling Is in the Playing

The Sterling plays all records.

It is operated and entirely controlled by the lever same as the Edison.

The Sterling looks as though it were a part of the machine and not an attachment.

The Sterling Reproducer never needs to be touched except to change the needle or to adjust from lateral to hill and dale and vice versa.

The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon the completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.

The Sterling is the only reproducer that absolutely synchronizes when playing both hill and dale and lateral records.
BUSINESS IN MILWAUKEE SHOWS INCREASING ACTIVITY

Demand for Machines and Records Steadily Expanding—Dealers Placing Larger Orders and Tendency Now Is for a Shortage of Machines Around the Holidays—The Situation Reviewed

MILWAUKEE, Wis., November 5.—Business in musical instruments generally, and talking machines particularly, has made such good progress since the middle of October that earlier hopes for an active and profitable holiday season are now more substantially grounded than a month ago. In November, so far, the call for instruments has been especially good, compared with the last six or eight months, while the demand for records is exceeding expectations. Record trade has been good right along so its present active state is no surprise, but the manner in which machines have been selling in the last few weeks is notable. Ordinarily this is not the most active season for instrument merchandising, so the surprise is even greater.

The wholesale and manufacturing trade here finds a good deal of satisfaction in the attitude of the retail trade throughout Wisconsin and upper Michigan, which usually is the territorial unit under their jurisdiction. Merchants have begun to anticipate their holiday needs in a broader way than a year ago and a fair movement of stocks from jobbers' floors is already under way. Dealers apparently have been waiting for signs of holiday activity before committing themselves and, now that it seems pretty well established that November and December trade is going to be active, they are coming into the market.

Dealers Stopping Hand-to-mouth Policy

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, said that, while Victor dealers in the State and upper peninsular territory have been placing some good orders for the last three or four months, it is only in recent weeks that the real demand for the holiday trade has opened up actively. The demand is much better than a year ago and promises to be well sustained until early January. Stocks in the hands of retailers are unusually light, but the trade is rapidly getting away from the hand-to-mouth buying policy of the past and is more inclined to order ahead because dealers see good business ahead and do not want to get caught short when the holiday call becomes lively.

"Business in Brunswick records has kept up so well and is increasing so rapidly that we no longer regard this as a feature," said Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Haile-Collender Co. "It is the way Brunswick phonographs are selling that makes us feel better every day. The console, as well as cabinet, styles are moving well and we are accumulating holiday orders faster than we can make deliveries. I am inclined to believe that we are going to have the best holiday season since the Brunswick line first was placed on the market in this territory."

Two New Period Models Added to Player-Tone Line

QUEEN ANNE MODEL
No. 300
Retail Price, $150.00
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.
HEIGHT 36" WIDTH 38" DEPTH 22"

SHERATON MODEL
No. 250
Retail Price, $150.00
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.
HEIGHT 36" WIDTH 38" DEPTH 22"

Five Wonders of the Age

1st. Unusually low retail selling price!
2nd. Big profits to the dealer!
3rd. Perfect cabinet work and finish!
4th. Exclusive design of latest type!
5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES BACK TO PRICES BEFORE THE WAR.

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.
967 LIBERTY AVENUE, PITTSBURGH, PA.
ports an excellent business on an early holiday season basis and looks for one of the best December sales months in its history.

**Increase Dalion Production**

The Milwaukee Talking Machine Mfg. Co., manufacturing the Dalion, has made further enlargement of its production program for the last quarter in order to meet the demands from its trade in all sections of the country. The AutoFile, a distinct feature of the Dalion, has come to be appreciated by such an extent by owners that a great many sales are attributable to word-of-mouth commendation, due to the unusual convenience of this method of keeping records in good shape and at hand.

**Displays at Local Exposition**

The Yale & Lange Drug Co., exclusive distributor of the Sonora, earned much favorable comment in the dealer trade, as well as among the people, for its various promotion work at the third annual Food, Household and Electrical Exposition at the Milwaukee Auditorium, October 25 to 31. Co-operating with local dealers, the Yale & Co. staged numerous exhibits of great beauty and charm. It also co-operated with the General Phonograph Corp., of New York, in pushing the Okeh record, for which the Yale & Lange musical merchandise division is the territorial distributor.

**Larger Bradford Business**

The J. B. Bradford Piano Co. is meeting with excellent success in merchandising the American Vocalion instruments and Vocalion records. It also handles the Sonora and Victor lines and both stores have exceeded all past records for volume in the talking machine departments in recent months.

**Pushing the Kimball and Okeeh Lines**

The Lyric Music Co., 88 Wisconsin street, is pushing the Kimball phonograph and the Okeeh record and its unusual window displays, featuring the two lines, continue to arouse a great deal of interest and are building up a sales volume of surprising proportions.

**Install New Demonstrating Booths**

Charles J. Orth, Inc., 504 Grand avenue, has recently installed several new demonstrating booths, in order to take care of its growing patronage. The Orth house is now featuring the Brunswick in a retail way locally. In selling Brunswick records Orth’s has gained an enviable reputation. Every record comes to the customer in a sealed package with the legend that this insures its never having been played, and this feature is making a distinct hit in the consumer trade. An unusually artistic showing of Brunswick console styles was made recently at the Hotel Astor during the annual Fall Fashion Show.

**Handling the Pathé in Green Bay**

The Green Bay Hardware Co., Green Bay, Wis., has recently been appointed district representative of the Pathé line and announced the new connection in large advertisements which featured its well-known slogan, "We can't sell all lines, so we handle only the best." The actual feature of the Pathé is being stressed in all literature.

**Wind Up Affairs of J. H. Ellis**

The affairs of J. H. Ellis, formerly manufacturing the Ellis reproducer in this city, were wound up recently. Mr. Ellis filed a voluntary petition in July, scheduling liabilities at $19,936.63 and claiming assets of $241.85, with exemptions of $110. Most of the creditors are noteholders. Oscar Schwemer, trustee, in his final report, showed receipts of $111.47, all of which was disbursed in expenses, attorney’s fees and other costs, so that creditors receive nothing from the proceeds of the sale.

**Columbia Activities**

Columbia records continue to make new high-water marks for volume of business, according to Robert H. Walley, representing the Chicago branch of the Columbia in Milwaukee and eastern Wisconsin. The Grafonola, likewise, is making excellent headway, due to the good work which has been done in educating the retail sales organization in this territory and the stimulation given the dealers.

**Branch Factory for Lampagraph**

The American National Mfg. Co., of St. Louis, a large maker of combination parlor lamps and phonographs, has recently purchased the foundry and machine shops of Slater & Tuck, at Beloit, Wis., for $60,000 and will use it for a branch plant. The "Lampagraph" will be featured in a bigger and broader campaign than heretofore since a much greater production has thus been effected. Martin Wiegand is manager of the new Beloit plant.

**After Fake Sales and Advertising**

The Better Business Bureau of the Milwaukee Association of Commerce, which is under the vigorous direction of Oscar H. Morris, member of the State Senate of Wisconsin, reported, in a special bulletin, a few days ago: "Strenuous efforts are being made to prohibit ‘fake’ talking machine advertisements. Stores and manufacturers are complaining that ‘gyp’ artists are using private homes and downtown offices to get rid of instruments, some of which are misrepresented in the advertising. The police and the newspapers are cooperating with this Bureau to prevent such practices."

**Helping to Boost Mitchell Street**

Mitchell street: the "Grand avenue" of Milwaukee’s south side district, is to be given a new and higher dignity and its business houses protected prominently into view through a campaign inaugurated by the Mitchell Street Business Men’s Association, which includes a great many dealers in talking machines and other musical instruments. Among others are the J. B. Bradford Piano Co., Kunzelman-Esser Co., Edward Schuster & Co.’s south side department store, Grant & Others.

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**Superior Universal Reproductor on the Edison**

("Copyright 1921 All-Rights Reproduction for the Edison Disc Corporation")

Superior Reproductor with 31-3 Connection for Edison—Sample Prepared to dealers, $4.50 nickel—$6.50 Gold.

Retail Prices, $7.50 nickel-$10.00 Gold.

*Quantity Prices on Application*

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**NEW CABINET COMPANY CHARTERED**

United Cabinet Co., Chicago, to Make and Deal in Phonographs, Talking Machines and Cabinets

Chicago, Ill., November 8.—The United Cabinet Co. has been incorporated here with capital stock of $50,000, to engage in manufacturing and dealing in phonographs, talking machines and cabinets. The incorporators are Nicholas Keasinger, John Lay and Carl Knittle. The factory of the company will be at 780 Milwaukee avenue. Carl Knittle, one of the incorporators, is a high-grade cabinet man and woodworker, and was for years with the Knittle Co. in Quincy. The others are also skilled mechanics prominent in this city.
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
The bluest blues Marion Harris ever put over are “The Memphis Blues” and “Beale Street Blues.” Your customers will play them last and frequent—and their friends won’t rest till they get the record, too. A-3474.

JObbers’ association committees

President Buehn Announces Personnel of Committee to Act During Current Year

Louis Buehn, president of the National Association of Talking Machine Jobbers, has just announced his appointments of committees to serve that organization during the coming year, the appointments being as follows:

Arrangement committee: Thomas F. Green, chairman; Floyd Spencer, Fred P. Oliver, Albert Weymann and Victor Mody.

Legislative committee: J. N. Blackman, chairman; L. C. Wiswell and E. H. Droop.

Thos. F. Green, Chairman, Arrangement Committee.

Membership committee: W. F. Davison, chairman; John Elliott Clark and E. W. Rewbridge.

Press Committee: Dan Creed, chairman; Fred P. Oliver and T. W. Barnhill.

Resolution and referendum committee: French Nestor, chairman; W. P. Dierks and Fred Putnam.


Golf committee: J. C. Roush, chairman.

Chamberlain books many orders

Boston, Mass., November 7—A. W. Chamberlain, factory representative for New England, with headquarters at 26 Broad street, is finding an increasingcall for his line of specialties, which include record albums as manufactured by the New York Album & Card Co., delivery record envelopes as made by the Record Envelope Factory of Rumford, Me.; also record cabinets as made by Schloss Bros., of New York. Mr. Chamberlain is spending considerable time in the New England territory just now and orders for a good Fall business are accumulating fast, he says.

Victorites honor whiteman

Nearly 200 New York wholesalers and dealers make up theatre party at the Palace as tribute to Paul Whiteman and his orchestra

Nearly 200 Victor wholesalers and dealers of New York and vicinity, with members of their staffs, attended the performance at the Palace Theatre on Friday evening, October 27, in honor of Paul Whiteman and his Palais Royal Orchestra, who are just completing their fourth consecutive week at that leading vaudeville playhouse.

Through the efforts of Hugh C. Ernst, sales manager of the New York Talking Machine Co., several of the boxes and a number of front orchestra chairs were filled with Victor enthusiasts, who thoroughly enjoyed the preliminary show, but saved a big welcome and applause for White man and his men when they appeared, at about 10:10.

The orchestra rendered its regular program, typically Whiteman, and after an encore or so the curtain was dropped. The audience would not accept the finish, however, and finally forced the raising of the curtain and still another encore from the orchestra. As a last desperate effort, to enable the show to proceed, Whiteman himself stepped out before the drop and thanked his friends, and particularly the “Victor people,” for their enthusiastic reception. He called it a spoof and thus made good on a promise he had made to Mr. Ernst early in the week. Whiteman also took occasion to announce that he had been looking for the following week, making the fifth week of his engagement at the Palace—a most unusual record.

After the show a goodly number of the talking machine men and their ladies, who still hungered for the Whiteman melodies, adjourned to the Palais Royal and spent several hours in enjoyment of the entertainment provided at that Broadway resort. It was a big night from every point of view.

Cardinal phonograph co. moves

General sales headquarters moved from Zanesville to Cincinnati—F. F. Dawson, of the Sterling Roll & Record Co., in Charge

Cincinnati, O., November 3—The Cardinal Phonograph Co., of Newark and Zanesville, O., has transferred its general sales headquarters from Zanesville, O., to this city, where offices have been opened at 137 West Fourth street. These offices are under the excellent supervision of F. F. Dawson, president of the Sterling Roll & Record Co., who was formerly branch manager of the Columbia Graphophone Co. It is announced that Mr. Dawson will continue his direction of the Sterling Roll & Record Co., of this city and Pittsburgh. Mr. Dawson is well known and liked throughout the trade in his territory. The arrangements were concluded between F. F. Dawson and George Hayden, president, and George Hayden, Jr., secretary and treasurer, of the Cardinal Phonograph Co.
It’s not too late—

Last minute orders on Bubble Books get express service!

Dealers whose stocks have run low—dealers who haven’t a Bubble Book in the house—can order now and have a complete selling display for the buying weeks.

**Bubble Books**

“that Sing”

nationally advertised—will made—a new low price. 3 big features, colored pictures, fairy stories and 3 phonograph records which sing the songs in the books.

Your order today means a big Christmas sale that will continue throughout the year.

“When You Sell One You Sell A Habit.”

Order now.

**Harper & Brothers**

**Bubble Book Division**

130 West 42nd Street

New York

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**BIG HOLIDAY TRADE EXPECTED BY DEALERS IN BUFFALO**

Every Indication Points to This Conclusion—Talking Machine Men Attend Festival at Sharon

—Association Banquet November 16—New Stores and Changes—Trade Situation Analyzed

BUFFALO, N. Y., November 9.—A good holiday business is anticipated by Buffalo talking machine men. All signs point toward it, they say. The way trade has picked up recently fills them with optimism over the future. Throughout the fall business conditions in Buffalo have been steadily improving. The volume of sales has constantly been on the up-grade. The employment situation here is very much improved, and the chances are that it will be still better as Christmas draws near. Big plants are increasing their forces in large numbers. Dealers report that collections are better and that the demand for records has picked up. C. N. Andrews reported large advance orders for Victor records of various popular numbers, including “Ma,” “Wabash Blues,” “My Sunny Tennessee,” “Tuck Me to Sleep in My Old ‘Tucky Home” and “Second-hand Rose.” The Columbia branch here tells of big sales of “Sunny Tennessee,” “Ma,” “Say It With Music” and “All by Myself.” Ted Lewis’ rendering of the last-named making an especial hit. The Brunswick dealers state that there is a strong demand for “Wabash Blues” and “Ma.” Victor dealers here report a big demand for the new “300” type of machine. They state that they are not able to supply this style fast enough, so strong is this demand.

The manager of the local Brunswick branch informs The World that the three new console types are proving very popular in Buffalo. An interesting music festival was held the week of November 7 at the store of W. C. De Forest & Sons, Sharon, Pa. This is the third festival of this kind, an annual affair, which has been held at the store. There were special days for various nearby cities in which the concern has stores—Warren, Sharon and Greenville, Pa., and Niles, O. Managers of the stores in these towns brought large delegations to the festival on these days. Some splendid Victrola concerts were among the features of the week. Mr. and Mrs. C. N. Andrews and C. M. Logan, traveling representative of the Victor Co., were visitors at this festival. The Kuttmann music store on the corner of Main and Goodell streets, will be moved into the Pierce Building as soon as that structure, now being erected, is completed. The new store will be devoted to making it one of the finest talking machine departments in the city. This move gives the store a location further downtown. The Pierce Building is located in Main street, near Chippewa street, in a rapidly developing section.

The Buffalo Talking Machine Dealers’ Association will hold a banquet November 16 at the Grand Central Hotel. Feriala one and all are expected to have the dinner a memorial success and a large attendance is expected. At this dinner the name of the organization will be changed to the New York Talking Machine Dealers’ Association of Western New York.

Another of the Landau music stores has been opened at Pittston, Pa. This is one of the finest stores in that section of the country. It is an exclusive Victor store. There are a large number of record booths.

Charles Heneke, manager of the Victrola department of Denton, Cotter & Daniels, has been passing out cigars and receiving congratulations from his many friends. He is the proud father of a fine young son, his second.

George F. Crossmire, of the Kane Furniture Co., Kane, Pa., well known also as a talking machine dealer, died recently. He had been ill for about two years. He had many friends in the trade.

The Straburg Music House, at Jamestown, is being remodeled and enlarged. Elwin Glantz, formerly of Danielson’s Music House, at Jamestown, will have charge of the Victrola department.

Robert Porter, field sales manager of the Columbia Graphophone Co., was the principal speaker at an interesting sales conference, which was held at the Columbia branch in this city on November 1.

When Mary Garden and Geraldine Farrar visited Buffalo recently many of the dealers found and new business by featuring their records. A Columbia artist, Cyrena Van Gordon, was among those here during the week of the American Music Festival, which was held October 31. Fritz Zimmerman, Swiss yodler, another Columbia artist, has been giving a number of concerts in the Buffalo territory recently.

With the assistance of one of the company’s educational representatives and Assistant Manager Peace, a Buffalo Columbia dealer was successful in securing a contract to place a good-sized number of Pushmobiles and Grafonolas in the Buffalo public schools for educational purposes.

William Spalding & Co., Columbia dealers at Syracuse, have just completed the remodeling of their store, which includes a complete and up-to-the-minute Van Veen installation of hearing rooms and equipment.

**AT AMERICAN LEGION CONVENTION**

PHILADELPHIA, Pa., November 3—L. Hammond Crabtree, assistant sales manager of the dispatch department of the International Mica Co., of this city, attended the convention of the American Legion at Kansas City, Mo., held during the early part of this month. At the close of the convention Mr. Crabtree went to Chicago and worked his way back to headquarters in this city, calling upon the Middle Western talking machine manufacturers, and others, en route. Mr. Crabtree is taking up the various manufacturers their requirements for 1922, in order that his company may know exactly how to approximate next year’s possibilities in advance on account of the importation from India.

If your nose is on the grindstone of your own business it isn’t in other folks’, anyhow.
TRADE OPTIMISTIC IN CANTON, O.

Opening of Steel Plants Helps Sales Campaign
—Rhinos Edison Shop Opens—Need of Association Activity—Some Interesting Reports

CANTON, O., November 4.—With the steel industry decidedly on the up grade, there is a better tone in business and more confidence among music dealers of this and nearby towns. Steel plants in the Canton-Massillon district, with but few exceptions, are humming again and hundreds of the unemployed are being absorbed. Money is becoming freer and merchants in downtown Canton say business as a whole looks brighter. Music dealers, like merchants of other lines, believe normalcy is near and that the depression is gone for good.

Right at this time few dealers can definitely say just how they will be fixed for Spring, but the majority of the leading stores are planning to purchase more liberally than a year ago, claiming that the business is in sight and that they were perfectly willing now to tie up capital, since there is a change to realize from it.

Invasion of the Cleveland avenue Northwest retailing center this week by the Rhinos Edison Shop is one of the most important developments in the music industry locally. This shop, while small, is one of the most attractive in the city. It is the first in Cleveland avenue, but according to information available at this writing there will be others soon, as the North Market street rentals, where several of the old stores are located, are not being lowered as store proprietors have requested, and several are contemplating moving to Cleveland avenue as soon as store quarters are available.

C. M. Alford, head of the Alford-Fryar Piano Co., which firm sells perhaps more talking machines than any other piano shop in the city, reports that he is unable to get a sufficient number of Cheney talking machines. His books show at least a score of sales that have been made, but the machines to date have not been forthcoming. Mr. Alford says the talking machine business is spirited and that record sales are holding up well. Collections are slow in many instances, but with industrial conditions gradually improving he looks for betterment in this respect in months to come.

The revival of the Canton Music Trade Association is looked for in the near future. S. S. VanFossen, of the VanFossen-Smiley Piano Co., says that there has never been a time when the co-operation of the music dealer was more needed than at present. He says if some of the other dealers do not soon start something he will take the initiative in reorganizing the association of music men in Canton. Mr. VanFossen was prominently identified with the Akron Music Trade Association prior to his coming to Canton from Akron. "It is the only way to keep in touch with the music trade situation locally, and the exchange of ideas and the good fellowship obtained from the meetings will do more toward making the music trades fraternity progressive than any other one thing of which I know," said Mr. VanFossen.

The D. W. Lerch Piano Co. is now featuring Brunswick records, a line which formerly was carried by the Canton Phonograph Shop, in Market avenue South, which was owned by George C. Wille. The Lerch Co., which also specializes in Columbia and Vokalmon records, reports sales very good for October and that indications point to better sales in this department in November, as there are more real hits among November record lists.

"The dealer who does a satisfactory talking machine business at this season of the year must have a hustling sales organization," says George C. Wille, head of the George C. Wille Co. "What business is available must be gotten through the efforts of the salesmen and this means that a live organization is essential if the house is to benefit." Collections are better this month. Mr. Wille says, and, while he believes there will be a decided change in the trend of business later in the Winter he feels that Novem-

A RECORD RACK
Particularly for DEALERS IN WARM CLIMATES

Vertical racks cause warped records.
Warped records are a dead loss.
This handsome horizontal rack holds 400 twelve inch, and 800 ten inch records, in addition to drawer space, occupies an area only 1 foot by 3 feet. 8 feet high, solid dustproof back, enamel or mahogany finish; ready for shipment; write for price.

VAN VEEN & COMPANY
Hearing Rooms, Record Racks and Counters
47 West 34th Street, New York City
1711 Chestnut St., Philadelphia, Pa.

A Quality Record—Made for Quick Sales

- Popular hits mean sales—continued sales where the record is one of quality. Clarion gives you the latest songs at once—you cash in regularly with every release because it is a record giving your customers satisfaction.

Build up a steady record trade by arranging now for a Clarion agency. We will be pleased to show you how.

Clarion Offers Immediate Deliveries. Jobbers and Dealers, Write.

CLARION RECORD COMPANY
56 BLEECKER STREET NEW YORK CITY
COLUMBIA ADVERTISING CONTEST

Columbia Graphophone Co. Announces Unique Contest for Columbia Dealers—Prizes Will Be Awarded for Most Effective Advertisements

The Columbia Graphophone Co. has just announced a dealers' advertising contest that is one of the most unique and interesting contests introduced in the talking machine trade for some time past. The contest, which started on November 1 and will run until December 1, is open to every Columbia dealer in the United States. The provisions of the plan state that all advertisements entered in the contest must be exclusively Columbia and must carry the Columbia trademark. In order to enter this advertising contest a dealer must place in his local paper at least four advertisements during the month of November 1 to December 1.

Every advertisement of any size which any Columbia dealer places in any paper in the United States as part of such a four-or-more advertising campaigns between November 1 and December 1 is eligible for one of the prizes. In order to enter his advertising in this contest a dealer must tear out the complete pages containing each advertisement in the month's campaign and mail them all to the advertising committee of the Columbia Graphophone Co. at the Gotham National Bank Building, New York.

These advertisements must be received on or before Wednesday, December 7, and the advertisements should not be torn or clipped from the newspaper page, as only complete pages showing the advertisements will be accepted as entries. The advertisements entered in the contest will be judged by one point only and that is "selling punch." The judges of the contest will be Frank E. Fehlman, president of the Advertising Club of New York; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, and V. Burnett, associate editor of Advertising and Selling.

The prizes to be awarded in this contest are as follows: First prize, free advertising space in the winning Columbia dealers' local newspapers totaling six times the space of the winning advertisement. This space must be used between December 14 and December 25, 1921. Second prize: free advertising space totaling five times the space of the winning advertisement; third prize: free advertising space totaling four times the space of the winning advertisement; fourth prize: free advertising space totaling three times the space of the winning advertisement; fifth prize: free advertising space totaling twice the space of the winning advertisement; sixth prize: free advertising space totaling the same size as the winning advertisement.

The names of the winning dealers and the newspapers in which the winning advertisements appeared will be announced on Friday, December 9. Notification will immediately be sent to all prize-winners so as to give them ample opportunity to use the free advertising space they have won between December 14 and December 25.

The Columbia Graphophone reserves the right to use the prize-winning advertisement, with proper credit to the winners, in its monthly portfolio of advertising for Columbia dealers and its house organ, Columbia Record.

REORGANIZE EBERHARDT-HAYS CO.

Frank D. Hays Retires From Old Wichita Music House—Three Former Employees Buy Interest and Assume Executive Positions

WICHITA, KAN., November 1.—The interest of Frank D. Hays, of the Eberhardt-Hays Music Co., 132 North Main street, this city, the oldest concern in this vicinity, will be taken over in the near future by Carl Miltner, W. A. Forgey and W. W. Cunningham, all of whom have been with the company for a number of years.

Mr. Hays, who has been in the music business here for the past eighteen years as a member of the Eberhardt-Hays Music Co., is forced to give up the business on account of ill health, which makes it necessary for him to enter some enterprise where the greater part of his time will be spent outdoors. Immediately following the retirement of Mr. Hays the business will be entirely reorganized. The name of the company will remain unchanged. Under the reorganization plan Mr. Eberhardt will continue as general manager. Mr. Cunningham, who is now in charge of the company's store in Winfield, Kan., will act in the capacity of assistant manager; Mr. Forgey will assume management of the Winfield store and Mr. Miltner will have charge of the sales and tuning and repair departments.

E. C. HOWARD IN OAKLAND

OAKLAND, CAL., November 18.—E. C. Howard, formerly with the Grisby Phonograph Corp., of Norfolk, Va., arrived in this city to-day, where he plans to sojourn for a period with Mrs. Howard and daughter, Janet. Mr. Howard's future plans are as yet unsettled, but, after a brief visit in his native State, it is expected Mr. Howard will again place his remarkable organizing ability at the disposal of the industry.

Your mailing list is worthless until you sow the seeds of sales and cultivate follow-up.

BE PREPARED for the HOLIDAY RUSH

A good, serviceable table machine at a moderate price is the greatest value on the market today.
Our "Palton" Model 35 Phonograph is just what you have been looking for.

Lower Than Pre-War Prices

Samples now $13.50, Three or more $12.50

Highest grade domestic steel needles at 30c per M. Discount in large quantities.

Phonograph record accessories, and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn

Send in your order today and make sure of immediate deliveries before the big Christmas rush starts.

Terms: Cash or deposit with order, balance C. O. D.

FULTON TALKING MACHINE CO.

253 Third Avenue, New York

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new jobbing proposition

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N. Y.
DISTRIBUTORS' SERVICE FOR TALKING MACHINE DEALERS

Simplified Plans Arranged to Aid Talking Machine Dealers Operating or Intending to Operate Sheet Music Departments—Kronberg Offers Numerous Suggestions of Distinct Value

Various sheet music distributors in the country have recently arranged plans to give particular service to talking machine dealers operating or intending to operate sheet music departments. These are simplified plans which help to induce dealers to stock such goods which prove most inviting.

Several hundred dealers in the New York district, within the last eighteen months have equipped their stores with music racks for the display and sale of sheet music and in practically every instance they have found such goods a profitable adjunct to their business.

At the October meeting of the Talking Machine Men, Inc., the well-known organization of talking machine dealers of the metropolitan district, Mr. Kronberg, of the Plaza Music Co., outlined a plan for opening such departments in a most simplified form and involving an investment of as low as $100.

In his address Mr. Kronberg offered many reasons to show that the average talking machine store was the logical place for the sale of sheet music, which in no wise detracted from the exclusiveness of the establishment.

He made it very clear that with the present wholesale and retail prices there is a 25 to 30 per cent net profit on such goods—averaging 50 per cent on cost. This is, indeed, a substantial revenue when it is considered that such departments in no wise interfere with the sale of other goods—require little or no attention—and with up-to-date music racks practically act as silent salesmen.

Among other things, he impressed the dealers with the advertising value which accrues to the store operating such racks, his argument being that sheet music is, after all, a magnet and, irrespective of the profits, which are quite substantial, has value to the dealer that can not be lightly overlooked. Mr. Kronberg further pointed out that the dealers conducting popular music departments in talking machine stores were doing so without increasing their overhead; for the music makes for larger business, requires little or no space and, being a cash business and a rapid turnover proposition with hits released at frequent periods, creates activity in any store.

One point of particular interest brought out in the discussion was the advisability of dealers who are located near theatres watching the current programs at the playhouses. This enables the dealer to arrange window displays of records and sheet music of selections that are being featured at the theatre each week, and thus encourage direct sales to members of the audience. By this method, too, it is possible frequently to move records and music that might otherwise remain on the shelves indefinitely.

There is some question regarding just how much the orchestra and vaudeville people contribute to the popularity and salability of records, but it is the general opinion that the exploitation of the sheet music itself has a strong effect on record sales. Thus it seems logical for the talking machine dealer to turn to sheet music in his efforts to increase business.

Practically all dealers and distributors of sheet music, in encouraging talking machine dealers to open popular sheet music departments, make it a point to suggest the purchasing of such goods through a central source. Thus purchases from some thirty music publishers can be made by a single order and depleted stocks can be replenished, generally over night.


SONG HITS IN “UP IN THE CLOUDS”

New Musical Comedy Soon to Complete Tour and Make Broadway Debut

“Up in the Clouds” is the title of a new musical comedy produced by the Shuberts, which has played successful engagements in Chicago, Cincinnati, Indianapolis and Detroit. It is also to play engagements in Cleveland and Pittsburgh, shortly after which it will have its Broadway premiere. The leading songs of the show are “Up in the Clouds,” “Happiness” and “I See Your Face in Every Nook and Corner.” The Crown Music Co. is the sole selling agent for the music.

The Most Talked-About Song since “MISSOURI WALTZ”

“MISSISSIPPI CRADLE”

Rock me in my Mis-sis-sip-pi Cra-dle.

Let me look in to my mam-my’s eyes;

Published by the publisher of “MISSOURI WALTZ,” “NAUGHTY WALTZ,” “SWEET AND LOW,” “KISS A MISS”
TRUST FUND FROM RECORD SALES

Ethel Lee Buxton, Soprano, Evolves New and Clever Method for Raising Money for Benefit of the Veterans of the World War

KANSAS CITY, Mo., November 4—A trust fund of $100,000 for the benefit of disabled soldiers and the survivors of those who have died has been created by Ethel Lee Buxton, well-known soprano of this city. The fund, it is said, will be made up of the proceeds of the sale of Columbia phonograph records made in New York recently by Miss Buxton, the selections being “Leave It With Him,” “Let’s Have a Moment’s Silence for the Boys Who Died for You” and “Can’t You Hear Me Calling, Caroline?”

Miss Buxton sang and assisted in hospitals in France for over eighteen months and is said to have been the first woman to sing “The Star Spangled Banner” on the Rhine. She is a member of the William T. Fitzsimons Post of the American Legion, which has been made trustee of the fund, with Hugh F. Belsky, a local attorney, as chairman of the trustee committee. The records are to be sold for $2, of which $1.50 goes to the fund.

Paul Althouse, who is considered by some to be the foremost American tenor, is singing with success the Sam Fox Publishing Co.’s song, “I Love You More,” the work of Dorothy Lee, composer of “One Fleeting Hour,” and other ballads of the better class.

ORCHESTRA WINS CONTEST

Charles de Hart Orchestra Wins Atlantic City Contest, Using “Frankie”

Herewith is reproduced a photograph of the Charles de Hart orchestra which won this sea-

The Charles de Hart Orchestra son’s contest held at Strickland’s Million Dollar Pier, Atlantic City, N. J., in competition with a large number of orchestras. The prize cup shown in the photograph was won by playing the successful fox-trot “Frankie,” published by the Jack Snyder Music Co., New York City.

The Charles de Hart orchestra is composed of nine young men who have not as yet gained a national reputation, but with the success the organization has met with during the past season it bids fair to become quite prominent.

“SHIP O’ DREAMS”

Concert Artists Using New Song From the Sam Fox Catalog With Success

“Ship o’ Dreams,” from the catalog of the Sam Fox Publishing Co., New York and Cleveland, O., has been received so well by concert artists everywhere that the publisher, in addition to the publicity already issued in behalf of the song, will inaugurate a special campaign during the coming months. This number, which appeared in the November releases of the Victor Talking Machine Co., a record by Merle Alcock, seems to be most favorable material for the better class artists.

People buy where they get courteous service.

THE COUNTRY’S QUICKEST “BLUES” HIT
EVERYWHERE IS HEARD THE

DANGEROUS BLUES

Ta De Da Da De Dum

Already obtainable for player-piano and any talking machine

Publishers J. W. JENKINS SONS MUSIC CO., Kansas City, Mo.

Also Publishers of “12th Street Rag,” “Sweet Love,” “Colleen O’Mine”
TON RECORD SALE PROVES SUCCESS

Columbia Dealer in Florida Features “Nobody’s Baby” to Advantage—Window Display Produces Results—A Successful Campaign

Jacksonville, Fla., November 7.—The Forsythe Graphophone Hall, of this city, a successful retail establishment handling Columbia products, recently introduced a ton record sale, featuring “Nobody’s Baby,” which was a tremendous success. Through a fortunate coincidence a representative of Leo Feist, Inc., the well-known music publisher, was in Jacksonville during the sale, co-operating with Manager Fiske, of the Forsythe Hall, in making the sale a success. A piano player hired by the publisher’s representative played the song day and night and a Magnavox placed on top of the piano added to the volume of the playing.

The window display was appropriate to a degree, as in one part of the window a beautiful doll was seated on a large chair with a card announcing that she was “Nobody’s Baby.” At the right of the window was a baby carriage.

How Public Was Interested

with another doll gazing at the public, and a large tag identified this doll as “Nobody’s Baby.”

The owners of the Forsythe Graphophone Hall were highly pleased with the results of the sale and heartily endorsed the idea as an advertising plan and effective business producer.

AD FEATURES “DANGEROUS BLUES”

The J. W. Jenkins’ Sons Music Co., Kansas City, Mo., inserted early this month an advertisement in the New York Times, the copy of which featured the song and instrumental success, “Dangerous Blues.” The Victor record of this song, made by the original Dixieland Jazz Band, was given special prominence and the Brunswick, Columbia, Okeh and Arto records, with descriptive material, were mentioned.

When in doubt, let the other fellow talk. He may tell the truth, y’ know!

THE ROSE GIRL” OPENS IN BOSTON

Musical Numbers Published by M. Witmark & Sons Prove Popular With Audiences

“The Rose Girl,” the musical play which was quite a success at the Ambassador Theatre, New York; last season, recently had its first opening of the second season at the Wilbur Theatre, Boston, Mass., where it is scheduled for an extended run. This is the work of William Cary Duncan and Anselm Goetzl and has some musical numbers that are making a marked impression. These include “There Comes a Sometime Day,” “Dear Little Rose Girl,” “Down Where the Mortgages Grow” and “In the Heart of My Crimson Rose.” This latter is from the pen of Shep Camp. The music of “The Rose Girl” is published by M. Witmark & Sons.

WRITES A NEW IRISH SONG

“Kitty O’Hare” is the title of a new Irish melody by Werner Janssen set to a characteristic lyric by Francis DeWitt. Mr. Janssen is very much in the limelight at the present time through his tuneful music in “Love Dreams,” a Morosco production now running at the Apollo Theatre, New York. “Kitty O’Hare” is described as a musical Irish gem by Tom Burke, one of the foremost Irish singers, who is to program the number at his next Hippodrome concert. He has also recorded it for the Columbia Graphophone Co., which, it is understood, is going to release it as a special record. It is published by the Edward B. Marks Music Co., of New York.
FEIST PRODUCTION NUMBERS
Leo Feist, Inc., Publishing the Scores of Many of the Season's Theatrical Successes

Among the musical shows of which Leo Feist, Inc., publishes the music, and which would seem to demonstrate that that firm is becoming one of the most active publishers of music for such shows, are: "Tangerine," now playing an indefinite engagement in New York, the principal songs of which are "Sweet Lady," "Isle of Tangerine," "Listen to Me" and "In Our Mountain Bower"; the "Broadway Whirl," which is now on the road, of which "Oh, Dearie," "Caring," and "Black-eyed Susans" are published by Feist; "Love Dreams," which recently opened up at the Times Square Theatre, New York, the song numbers of which are "Love Dreams," "Lonesome Boy" and "The World Owes You This"; "Blossom Time," now playing a New York engagement, the feature numbers of which are "Song of Love," "Serenade" and "Only One Love Ever Fills the Heart"; "Lily Dale," which will shortly play a New York engagement, the principal songs being "Mother's Wedding Dress," "The Little White House" and "Saw Mill River Road." Feist also publishes the songs "Snow Flake," "When Dreams Come True" and "Three o'Clock in the Morning," from this season's "Greenwich Village Follies," as well as the songs "Why Don't You?" "I Want Love" and "Julie," from "Alfie," now on the road, and, of course, the music for the four road shows of "Irene," the songs of which include "Alice Blue Gown," "Irene" and "Castle of Dreams."

MARKS NUMBER WINS SONG CONTEST

The Edward B. Marks Music Co.'s new number, "Down at the Old Swimming Hole," recently won a song test in competition with songs from the catalogs of a number of publishing houses. The contest was held at the Prospect Theatre, Brooklyn, N. Y.

AMERICAN MUSIC IN CHINA
Earl Curren's Orchestra Meeting With Great Success in Shanghai, China

It isn't generally known that American popular publications are played persistently and received wide publicity in China. Offhand one would labor under the impression that American publications had little or no place in that country. The playing of a typical American song on a typical Chinese instrument would hardly be successful, but the World frequently receives programs showing that, despite all thoughts to the contrary, American publications are being played in China regularly.

This situation comes about by the fact that Shanghai, China, is, in many respects, quite Occidental, and it remains for the Astor House Hotel, that Chinese city, to care for the musical taste of such people.

At the present time Earl Curren, who was formerly a piano player in the San Francisco house of Leo Feist, Inc., is the director of Earl Curren's Famous Dance Orchestra in the above hotel. We herewith reproduce a photograph of the music missionaries, showing Earl Curren at the piano, and we are informed that they are rendering, or about to render, the Feist song success "Wabash Blues," having received one of the original manuscripts. Of course, they play other popular American publications and it would seem timely for those publishers who

ETHEL WATERS' Latest Record Is Now On Sale

THE Black Swan Troubadours, with Ethel Waters and her Jazz Masters, are now on tour through the East, South and Middle West. Her personal appearance in all the cities means an increased sale of Black Swan Records for the Dealer who is prepared to meet this demand. Ethel Waters will sing the above songs as well as Number 2010—Down Home Blues, the only hit of the season.

Place Your Order NOW and anticipate the demand. Immediate Delivery Assured.

PACE PHONOGRAPH CORPORATION
2289 Seventh Avenue
New York, N. Y.
“SAY IT WITH MUSIC” BIGGEST HIT OF MANY YEARS

New Irving Berlin Number From the “Music Box Revue” to Be Released Simultaneously by Every Player Roll and Talking Machine Record Concern in the Country—Big Campaign Planned

The fact that every talking machine record and player roll manufacturing company has made mechanical reproductions of Irving Berlin’s song, “Say It With Music,” from the “Music Box Revue,” and made a simultaneous release of this number on November 1, probably marks the first time in the history of the music business when a song was so universally released at a precise period.

Of course, at the same time the sales and band and orchestra departments of the publisher will also make a campaign on the number and the unusual publicity that it will receive in a short space of time will, without doubt, make it one of the most successful numbers of many seasons. The bands and orchestras are already assuring the publishers of their support.

In order to give the trade its best co-operation

NEW SHERMAN, CLAY OFFICES

Richard Powers in Charge of New Headquarters in New York City

Sherman, Clay & Co. have just acquired a suite of studio rooms on the seventh floor of 56 West Forty-fifth street, New York, which, after some elaborate alterations, were opened as the New York offices of the company on November first.

Richard Powers, the Eastern representative of the above organization, will manage the new quarters and will have on his staff several assistants. Sherman, Clay & Co. for several months have been trying to locate Eastern offices, but the high-class space which they desired, seemingly, was not available. The closing by Mr. Powers of a long lease at the above address marks the permanent entry of the organization into the New York field in both a professional and sales way.

The company is at present carrying on a campaign on the song “Have You Forgotten?,” which is fast becoming a national hit. In addition, the number “Smiles,” as well as “Tis San” and “Tomorrow Land,” is showing up actively.

Maurice Rosen, who for a number of years was manager of the Pittsburgh office of Jerome H. Remick & Co., is now Eastern sales manager of the concern and is also in charge of the mechanical reproduction department.

Irving Berlin, Inc., has issued much advertising material in the way of show cards, hangers, pamphlets and a thirty-six-by-twelve window strip, a reproduction of which appears herewith.

“Say It With Music” is already recognized as one of the most active sellers of the present season and under the present plans and arrangements this most meritorious number, with the slogan of exceptional value to the music trade in general, will long continue in popularity.

The sales drive in behalf of the number will cover all the usual channels of publicity and in addition there have been inaugurated some unique sales methods which will add to the song’s popularity. The trade is giving most unusual co-operation and well it should, as “Say It With Music” carries a message which will benefit the trade in ways other than the mere sale of the goods.

“TAKE HOME A RECORD”

Chicago Music Publisher Hooks Up That Slogan With Publicity Matter for the Talking Machine Dealers—Value of Direct Appeal

With a view to co-operating with talking machine dealers and stimulating the demand for records of various numbers, the Francis Clifford Music Co., Chicago, has introduced the slogan in its publicity matter, “Take Home a Record.” The company has issued a number of slips for window display purposes upon which the slogan is prominently featured over the titles of the various numbers.

The new idea has met with favor from talking machine record dealers who have come in touch with it. The idea of featuring the descriptive matter issued by the publisher in talking machine stores to promote record sales is not new in any sense, but the idea of connecting with such matter the direct appeal to “take home a record” has an element of originality that should make it effective.

The Belwin, Inc., number, “I Want My Mammy,” has been frequently used as the musical theme in the showing of the motion picture, “The Old Nest.” The number is particularly adapted for the music to accompany the picture and, in many cases it has been sung in conjunction with the showing, this has given the song some unusual publicity.

Business Is Good

There must be a special significance in the fact that throughout the Summer and Fall, and today, the lithograph plant of Einson Litho, has been running to capacity, with space and working force almost doubled over last year.

Why?

The reasons undoubtedly are many, but we find that in these times of intensive selling effort the manufacturer considering window display and dealer helps insists on ideas that will sell his goods.

Dignity, prestige, goad-will are for days of an easier time. Today it is the Ideas that sell that make good.

So they come to the organization that has through years of experience learnt to catch the vital point about a piece of merchandise and embody it in a display or other dealer help that has a selling idea.

Call us in for ideas on your display material and dealer helps.

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 39th Street

New York City
IN MAYTIME
I LEARNED TO LOVE
JACK SNYDER

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.

BAND OR ORCHESTRA 25¢

VICTOR HERBERT POPULAR
Composer Appearing at Leading Picture Houses
-Uses Witmark Selections

Victor Herbert, the well-known composer, is appearing in a novel role this season—that of "Guest Conductor" at some of the leading motion picture houses. He is generally scheduled for a week's appearance and his programs are, of course, selected from his own repertoire of operatic and orchestral successes. He is proving a tremendous drawing card, which is substantiated by his recent appearance in Washington, which was the signal for a record-breaking attendance. Recently he appeared at the Strand Theatre.

New York. Among his selections are some from "Mile. Modiste," "Eileen," "Babes in Toyland," "The Red Mill" and other Herbert light opera successes, the beautiful songs "Kiss Me Again," "Gypsy Love Song," etc., also such typical bits of Herbert melody and scoring as are to be found in "Panamericana," "Al Fresco," "Whispering Willows," etc., of which M. Witmark & Sons are the publishers.

GETS GOOD PUBLICITY
New Richmond Hit Featured Through Collaboration With Newspaper

Harry Engel, Chicago manager of Maurice Richmond, Inc., recently made a trip to Milwaukee. While, where, in collaboration with "Mr. X." of the Milwaukee Journal, he was successful in getting some unusual publicity for the firm's song, "Yoo Hoo." Previously "Mr. X." has been a collaborator of the Chicago Evening Post. Through the assistance of Harry Singer, who is Chicago manager of the Orpheum Circuit, carried out a publicity stunt in favor of the same song, with the aid and assistance of a number of acts playing at the State Lake Theatre. A series of photographs and a large-size story on the unusual "stunt" appeared in both papers.

"STOP! REST AWHILE!"
Novel Publicity Being Used by L. Wolfe Gilbert Corp. to Feature This Number

From indications it would seem that "Stop! Rest Awhile!" described as a blues novelty fox-trot song, and published by the L. Wolfe Gilbert Music Corp., will be among the biggest successes of that type of number before many months. The professional and sales departments of this publishing house think so well of its value that they have made a special advertising appropriation in order to exploit it.

Some particularly novel and attractive material has been issued in order to give the number publicity. This includes the reproduction of a "traffic cop" with appropriate copy which most readily carries the message of "Stop! Rest Awhile!" This special idea is being used in many forms. Among these is a life-sized cut-out in wood, which has been placed in the front of the publisher's offices.

From the present plans this particular "traffic cop" promises to become well known in the musical world.

SECURES NOTED ENGLISH BALLAD
Chappell-Harms, Inc., has secured the American rights of the successful English ballad, "There's Silver in Your Hair." The lyric of the number is by Warton David and the music is by Lawrence Wright and was originally published by the Lawrence Wright Music Co., of London. The American publishers will exploit the number in a large way.

A SOLID, SMASHING, SURE-FIRE HIT!

STOP! REST AWHILE
Blues Novelty Fox-Trot-Song

L. WOLFE GILBERT MUSIC CORP., 165 West 47th St., N.Y.
"Birds of a Feather"

There is an old and true saying that "Birds of a feather flock together." Have you ever applied this, Mr. Victor Dealer, to the Talking Machine Business? If not, you should do so. It can and should be applied profitably in business.

The Victor Talking Machine Company, with courage of forethought and persistency in practice, reached a standard commonly referred to as "Victor Supremacy." Victor Supremacy, however, could not have been accomplished without high-class wholesalers and retailers.

The World War has upset pre-war standards, broken up business organizations, disrupted policies, shaken loyalty and even created disloyalty. During the present reconstruction period, however, it is inevitable that "Birds of a feather flock together."

We believe that we represent to-day the best manufacturer of talking machines, and we are striving to be the best Victor distributor. Likewise, we seek the business and support of the best Victor dealers. The Victor Policy and Blackman Policy were established to stand the test of time and conserve "good-will."

We are refusing thousands of dollars' worth of business because it would not square with the "Blackman Policy." We have refused many accounts who wanted to become Victor dealers and who were later on established by others. The same applies to our refusal to do business with some Victor dealers already established.

It is not the Blackman Policy to take all the business we can get, and we do not say that our Policy is perfect or the only one that should be supported. We want to know frankly, Mr. Victor Dealer, what you think of the Blackman Policy. If you do not know it, let's get acquainted. If it is wrong, we want to change it—if right, we want the support of many more Victor dealers of the better type, for "Birds of a feather flock together."

There is going to be nothing reasonable left undone to take care of the requirements of Blackman-Victor dealers for the coming holiday season, but we will be obliged to give support in proportion to our obligations through support received.

Think it over, Mr. Victor Dealer, and let us hear from you.

J. NEWCOMB BLACKMAN.
NEW OKEH RECORD ARTISTS
Virginia Female Jubilee Singers Added to Okeh Library—Sing Negro Spirituals in True Spirit

The General Phonograph Corp. has just announced a series of Okeh records by a new combination of singers known as the Virginia Female Jubilee Singers. For months the company's representatives had been touring the South in search of artists who were capable of interpreting realistically the old-fashioned negro spirituals and they recently discovered this quartet of singers in the country regions of Virginia and engaged them for the Okeh library. These four young girls are so filled with the true religious spirit that they have an extensive knowledge of all the spirituals which have attained any degree of popularity, and which have been handed down in folk-song fashion from one generation to another. They sing without any accompaniment and their first Okeh records have been praised enthusiastically.

The company is releasing these records as standard numbers, and not as novelty selections. A permanent demand for these Okeh spirituals is anticipated, and considerable care and attention were devoted to the recordings.

INAUGURATES SELLING CAMPAIGN
Jones-Motrola, Inc., Expands Line of Distributors and Representation for Well-known Motrola—Latest Product Wins Praise

Jones-Motrola, Inc., New York City, manufacturer of the "Motrola," an electric phonograph winding device, has put an extensive selling campaign behind the "New Motrola" with Universal Motor. The sales organization of the company has been materially expanded within the last few months and a representative list of prominent distributors has been secured for this well-known device throughout the country. The price of the new Motrola, $19.50, in comparison with the former price, has proved very popular, and at the present time the factory of the company is working at full capacity to take care of the large volume of orders being received. This considerable reduction in price has been made possible through the lower cost of production and the reduction in price of raw materials. Also the estimated increased volume of business at the lower price was taken into consideration.

The "New Motrola" has a universal motor operating on electric currents from 105 to 125 volts, and special types are produced for the 32-volt farm lighting currents and localities where 200 to 250 volts are used. All the distributors who have taken on the Jones-Motrola line are enthusiastic over the product and are featuring it in their respective territories in an energetic way.

TONE-MODIFYING DEVICE POPULAR

A. P. Frangpane, of the Mutual Phono Parts Co., New York City, reports that the new tone-modifying device, which was announced in the trade last month, has proved popular and that orders are being received in a satisfactory volume for this newest phonopart produced by the company.

THE MUTUAL TONE MODIFIER

Does not muffle but decreases the sound, leaving all the original shading. By the simple process of controlling this new device upon the sound-box will shade the tone produced to any desired degree.

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

Manufacturers, Jobbers, Dealers, write for our proposition TODAY

The Mutual Phono Parts Mfg. Co.
Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street

NEW YORK
EMANUEL BLOUT’S WINDOW DISPLAY OF VICTOR RELEASES

"Shuffle Along," the lively musical show, with a cast made up entirely of colored people, continues to draw capacity audiences at the Sixty-third Street Theatre, New York, from the fact that it is distinctly different from the average run of Broadway musical shows and is full of the sort of melodies that appeal.

The talking machine records of the various numbers in "Shuffle Along" have been in great demand and have been strongly featured by dealers. The accompanying illustration shows one of the show windows in the store of Emanuel Blout, Victor wholesaler and dealer on upper Broadway, New York. The window was decorated by H. Gold, and was devoted entirely to the Victor dance releases from "Shuffle Along," namely, "Bandanna Days," introducing "Wild About Harry," and "Baltimore Buzz," introducing "In Honeyuckle Time." The score of the piece is published by M. Witmark & Sons, the prominent New York publishers.

REGISTERED IN NEW YORK STATE

The Olympic Disc Record Corp., New York City, which is a Maryland corporation, was recently registered to do business in New York State. The designation gave 2,500 shares of preferred stock at $100 each and 250 shares of common stock at no par value.

THE BRUNSWICK RECORD DIGEST

Attractive Little Booklet Issued Monthly for Distribution to the Public

For distribution among prospects and owners of Brunswick phonographs the Brunswick-Balke-Collender Co. is issuing a timely little monthly illustrated booklet containing general musical news of interest and value, together with pertinent comments regarding new Brunswick records, particularly the growing list of noted artists who are making them. The Record Digest is of medium size and is sufficiently interesting to make the recipient stop and read it.

NEW VICTOR STORE IN LAFAYETTE

LAFAYETTE, Ind., November 7.—A deal has just been consummated between the Claypool & Miller Music Co., of this city, and the wholesale Victor division of Lyon & Healy, whereby the former company becomes an exclusive Victor representative. The Claypool & Miller Music Co., which is one of the oldest music establishments in Lafayette, for many years has been representing several well-known piano manufacturing houses.

BURNS & MORELAND OPEN STORE

CAMERON, Mo., November 4.—Burns & Moreland, well-known music dealers of Kansas City, have opened a fine music business on South Chestnut street, this city. A full line of pianos, musical instruments, supplies, talking machines and records is handled.

ESCAPED WITH SMALL FIRE DAMAGE

In attempting to extinguish a fire in the basement beneath the establishment of the Columbia Music Shop, Amsterdam, N. Y., the stock of talking machines and records was damaged by water to the extent of $600.

Order NOW for Xmas Trade

The Lundstrom Converto Cabinet is ideally adapted to conditions existing today. The fact that a person can have—by purchasing a small Victrola or Columbia and a Converto Cabinet—a reliable cabinet or console type machine AT A LOW PRICE will make sales possible for many dealers this Xmas that they would otherwise lose.

Be sure you have enough stock. Push its sale this season and you attract trade that otherwise wouldn’t come.

Run some local advertising for the combination and mention price, as many large stores are doing.

We’ll send cuts and circulars free to any Converto dealer.

Order cabinets from your regular distributor.

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

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.
Where Would You Buy?

*With product and price the same, you would unquestionably select the attractive store—so would your customers.*

Why not follow the profitable example set by leading dealers throughout the world and have attractive Unico Equipment increase your profits?

There is a definite trend upward in the talking machine industry.

Now is the time to take full advantage of Unico Service.

*A rush order today will still give you Unico Equipment in time for "peak" business.*

**Speed Does Not Interfere With Unico Quality.**

Our factory has been steadily at work preparing equipment to meet the demand of business revival. You get the benefit of increased quality and lowered costs possible only through standardization of product and the unit principle.

CUSTOM BUILT EQUIPMENT and STANDARDIZED QUALITY—that is the unique accomplishment of the Unico System.

Mr. Krause is proud of his Unico Equipment—a glance at the illustration will show why. He says, "I want to thank you for giving me what I believe to be the finest Victor store in Chicago."

You, too, can have a distinctive Unico-equipped store. Complete departments, room, racks and counter from $450.00 upwards. Terms if desired.

*We'd like to demonstrate what Unico Equipment can do for your store. A rough floor plan with dimensions is all we need.*

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President

CHICAGO
30 N. Michigan Boulevard

58th Street and Grays Avenue

PHILADELPHIA
Three New Opportunities

Unico Sale Stimulator

Have You Profited by This Opportunity?

**Retail Price, $15.00**

**Dealers' Price, $9.00**

**Solid Mahogany and Quartered Oak**

Dealers who secured even a sample of the first production know it is a business getter.

Their customers appreciate the cabinet stand because of its obvious quality—such a fitting companion for the portable Victrola with which it is used.

Quality counts—your trade, too, will appreciate Unico excellence of quality and you will benefit by the profit and good will of your customers.

**Speed Up Each Sale Make More of Them**

The Unico Sales Stimulator accomplishes that mission—it is an invaluable aid to your salesman in record selling.

**A Few of Its Important Points**

Placed on wall of demonstrating room; does not occupy floor space needed for table; affords convenient shelf for records to be demonstrated.

Displays two records in each demonstrating room.

Space under each record for descriptive card.

Two labeled pockets (see illustration) urge the customer to select upon hearing each record.

Order today—it will increase holiday record sales.

**Dealers' Price $12.00.**

**You Will Need This Stand**

**Retail Price, $8.00**

**Dealers' Price, $4.50**

Just the right thing for the Victrola 4 and 6 because it has been especially designed to meet the need of a moderate-priced product of real dependability.

Sectional construction, 6 parts, assembled in five minutes.

Accommodates, with perfect fit, Victrola 4 or 6; harmonizes with them in design and exactly matches in finish.

Constructed of selected oak or birch.

Same high quality as Unico No. 50 Cabinet Stand. At its moderate price the four-six stand promises to be the big seller of the year.

Order thru your jobber.

**THESE DISTRIBUTORS CAN SUPPLY YOU**

Order from distributor or direct from us. We will supply you and bill thru your distributor.

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**New distributors are being added daily. If you are not listed send your order direct to us. Do not miss this opportunity.**

**UNIOT CONSTRUCTION COMPANY**

**NEW YORK**

299 Madison Ave.

Cor. 41st St.

Rayburn Clark Smith, President

58th Street and Grays Avenue

PHILADELPHIA

CHICAGO

30 N. Michigan Boulevard
Happenings in the Dominion of Canada

Canadian Manufacturers Hold Meeting in Toronto

Discuss Accommodation for Phonograph Exhibitors at Canadian National Exhibition—Other Subjects Discussed—Death of Samuel J. Cox, General Manager of the Brooklyn Interests in Canada

Toronto, Ont., November 8—At a luncheon meeting of phonograph manufacturers held at the Ontario Club recently a committee was appointed to consider the possibilities of an Exhibition re accommodation for the phonograph exhibitors at the fair. A large number were present at this gathering, including Messrs. W. H. Scott, president Canadian Phonograph Association, Musical Mfgs. Sales Co., Brunswick distributor; A. E. Landon, manager Columbia Graphophone Co.; J. C. Cook, McLagan Phonograph Corp.; I. Montanges and Gordon Bender, of I. Montanges & Co., Sonana and Magnavox representatives; R. H. Murray, Berlin Gramo-phone Co., Ltd.; F. A. Trestrell, Musical Mfgs., Sitten-lee Sales Co.; E. S. Bleyth, Sylvania-Vocational Co., Ltd.; J. D. Ford and John Fullerton, acting secretary in the absence of Mr. Merrick. The chair was occupied by President W. B. Furtet, who asked the secretary to keep the minutes of the last meeting of the Association.

Before proceeding with the business of the meeting Mr. Trestrell referred to the finances of the Canadian Phonograph Institute, stressing the necessity of raising a fund of $25,000 to enable the Institute to pay for the display at the Montreal, Quebec, London, and Toronto Centenary meetings. The list of subscriptions he considered a reflection on the phonograph division of the music industries and that in comparison with the piano division it had not nearly done its part. He urged a more generous support of the valuable work of the Bureau. A discussion ensued on the projected "Music Temple" at the Canadian National Exhibition, and Mr. Landon opposed the notion that the phonograph trade go on record as being favorable to its erection.

Increasing Demand for Caruso Records in Toronto

Montreal, Can., November 9.—Dealers in this city report increased sales of Caruso records. "The sadness of his taking off when still a youth and his great popularity, turned people's thoughts to him," is the way one dealer accounted for the increase. "The impetus comes because people know that the records will be very rare when he comes, and they should care for them," said another local dealer.

Many stationers are beginning to discover the profit possibilities inherent in a good stock of phonographs and records. Especially is this true where the dealer is situated in a residential district.

Previous to the appearance in this city of the Scotti Opera Co., Solomon's, "His Master's Voice," dealers in a recent advertisement drew attention to and recommended the purchase of certain selections from the various operas to be produced by this operatic company.

During McGill University Centenary week, Layton Bros. had one of their show windows appropriately decorated in University colors (red and white) together with trophies won by McGill. In the center of the space conspicuously arranged was an Edison machine. The window attracted considerable attention and the publicity gained was not lost on the Edison phonograph so prominently displayed. This concern, by the way, is advertising that it will pay the fare of all Eastern Townships customers to Montreal who purchase from them a new phonograph, either Edison, Brunswick or Columbia Gramophone.

The home of Gilbert Layton, of Layton Bros., was favored the past week by a visit from the stock, who left a miniature edition of the head of the house. "A sure enough phonograph man," "agreed" Gilbert on being introduced to his son, but he thought the young man's voice sufficient in itself for some time to come without the necessity of undergoing re-creation.

H. Y. Morgan Co., Cornwall, Ont., have added additional demonstration booths to take care of increased business in "His Master's Voice" products.

The parlor coach of a Canadian National Railway train has been equipped with a New Edison phonograph by R. S. Williams & Sons Co., Ltd., Toronto.

The Star Co. of Canada, London, Ont., announces the reduction of the price of Starr (Genet) ten-inch records from $1 to 65 cents retail. During Music Week in Montreal various "His Master's Voice" dealers united in using a full page in the leading local English and French dailies featuring "His Master's Voice" records and machines.

The Columbia Graphophone Co. used large-sized copy in cities where the Scotti Opera Co. is appearing, announcing that "Stracciari and Rother, both members of this operatic organization, are exclusive Canadian artists." A full list of their recordings followed, together with the names of the various dealers handling Columbia records and phonographs.

Trade Happenings in Winnipeg

Winnipeg, Man., November 4.—In Robinson's department store the showrooms have been placed in the dining room, and an adjustment between the two departments allows diners to hear all the latest music as they dine. The management reports a large increase in sales since Mr. Moore has taken charge.

Alex Sanderson, for the past three years Edison record salesman at the Winnipeg Piano Co., has resigned to take up his permanent residence in Los Angeles. Before leaving the staff of the Winnipeg Piano Co. gave him a farewell party and presented him with a beautiful tie pin.

M. Frankland, manager of the phonograph department of the Winnipeg Piano Co., is back at work after an illness that confined him to the house for some time.

The recent death of the great Victor artist Caruso has augmented the demand for Caruso records very considerably. Edward Johnson, the Canadian tenor, also a Victor artist, is likewise a great favorite with buyers. Florence Macbeth, Clara Butt, Kathleen Parlow and Percy Grainger are all booked for Winnipeg this Fall and Winter and should swell the record receipts of the local dealers.

The talking machine department of James Ramsey's department store has been enlarged. Mrs. Vance is in charge and is satisfied that the added demonstrating rooms will insure an increased volume of business.

The Edison dealers and salesmen of the Province of Manitoba recently held a conference in the Royal Alexander Hotel, this city. Mr. Wagendri, of Toronto, James Arthur, George Paul and Mr. Burns, of Winnipeg, gave a series of talks on selling and general points for increasing business.

The past week, at the Third Avenue Methodist Church, in Saskatoon, Sask., before a large audience, the New Edison scored a convincing triumph. Helen Newitt, soprano, sang in direct comparison with the recreation of her voice. Virginia Powell made the same test of comparison with the re-creations of her readings and as a result Collard & Collard, local representatives, stated that this re-creation recital will result in many sales during the next few weeks.

Talking Machine Supplies and Repair Parts

The superiority of RENE 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 RENE Manufacturing Co.

Montvale, New Jersey
In the design of a phonograph motor, there must be strength where strength is necessary; and a proper co-ordination of all moving parts. For unnecessary strength makes awkward design, and lack of co-ordination, unnecessary wear. The one piece casting of the Stephenson Movement* is rugged and strong and of compact design; and the moving parts—the interchangeable spring-drum, the triple thread worm, the turn-table shaft and the intermediate gears—are designed with proper relation one to another and to their proper place in the casting. The Stephenson Movement* is sturdy and Precision-Made.
Changes in Cardinal Executives

F. F. Dawson, General Sales Manager; I. F. Manning in Charge in New York, With R. E. Kubie, Office Manager; Robt. Clifford Manager of Recording and Production

Following a visit of George Hayden, Jr., general manager, secretary and treasurer of the Cardinal Phonograph Co., of Newark and Zanesville, O., to the New York offices of the company, a reorganization of the policies in several of the executive offices of the company was announced.

F. F. Dawson has been appointed general sales manager of the company and the sales offices have been moved to Cincinnati, O., under his jurisdiction.

Ira F. Manning, vice-president of the company, has been placed in charge of the New York offices and Robert E. Kubie has been made office manager of these same offices.

Robert Clifford has been appointed manager of recording and production. The record department of the Cardinal Phonograph Co., although only one year old, has had rapid growth. It was recently announced that the Cardinal Phonograph Co., had made new recording and pressing arrangements which are now visualized in the quality of the Cardinal record. Mr. Clifford has given much of his attention to this particular phase of the work and even larger growth is expected as he devotes his entire time to the recording and production of records. It is his plan to build up a catalog of wide variety and such succeeding month will contain a list of records that will show material progress toward this end.

Two new distributing agencies have been appointed. In Cleveland, O., the Tiffany Phonograph Sales Co. will distribute Cardinal records in northern Ohio, and the Sterling Roll & Record Co., in Cincinnati will distribute Cardinal machines in that same State.

George Hayden, Jr., general manager of the company, reports that the new line of Cardinal machines is now ready for delivery. The new line includes many improvements and refinements and the samples which have been shown within the last few months have developed many orders from dealers.

Steadman Opens Branch Store

The Steadman Music House, Warburton Avenue, Yonkers, N. Y., has opened a branch store in the southern section of that city, at 440 South Broadway, for the convenience of purchasers in that section of the city. The new establishment will carry a complete stock of Edison phonographs and Re-creations.

Incorporated

A charter of incorporation was recently granted to the Recording Mechanics Corp., under the laws of the State of Delaware, with a capital of $300,000.

Okeh Fair Exhibit a Success

Progressive Okeh Dealer Maintains Attractive Exhibit at Suffolk County Fair—Closes Profitable Record and Machine Business

At the Suffolk County Fair held recently at Riverhead, L. I., Okeh records were exhibited by Sylvester L. Cavanaro, a progressive Okeh to Okeh records attentively, examined the various phonograph lines handled by Mr. Cavanaro and took away books, catalogs, circulars, etc. Out of this number of visitors this live-wire dealer secured some excellent prospects which were immediately followed up by canvassers. Mr. Cavanaro has a canvassing truck and as a result of his energy twelve phonographs, with good-sized libraries of Okeh records, were sold to visitors to the fair before the exhibit closed.

It has been generally believed by retailers that an exhibit at a county fair should be charged off to publicity, with no possible chance of making expenses. Mr. Cavanaro, however, not only made up all his expenses incidental to the exhibit, but showed a handsome profit, and in addition secured a great many new prospects for Okeh records and phonographs that he handles.

Visitors at Pearsall Offices

Among the recent visitors at the offices of the Silas E. Pearsall Co., 40 East Thirty-eighth Street, New York, Victor wholesaler, were Wm. F. Lar- kin, manager of the music department of Forbes & Wallace, Springfield, Mass., and Max Lichtner, of the Loomis Temple of Music, New Haven, Conn. Both of these visitors were optimistic and predicted a healthy and active holiday trade.

The Fenton Mfg. Co., of Detroit, Mich., has been granted a charter of incorporation, under the laws of that State, with a capital of $10,000.

Are You Sure You’re Getting All the Business Possible in Your Neighborhood? If You Don’t Sell Okeh Records You Are Not

Everhart & Brown :: 1705 E. Broad St., Richmond, Va.
Public realizes that talking machine is a necessity—trade growing in volume—F. F. Dawson plans Cardinal sales campaign—sales force being educated—Chubb-Steinberg publicity stunt

Cincinnati, O., November 9.—Recent campaigns waged in the city by the music shops have not only been effective but they have instilled in the minds of the public that the talking machine is as much a necessity to each and every home as a stove or table. In anticipation of a record holiday trade, the various shops throughout the city are beginning to stock up to their utmost capacity. Spirits of the dealers have risen sky-high with the closing of a very satisfactory month and the promising outlook of a banner holiday trade.

Dealers have watched with much satisfaction the increasing return of the office trade, commonly called the "white collar" brigade. This trade, which includes bank clerks, office help and moderate salaried men, is, during normal times, considered the very backbone of the purchasing public. Due to the comparatively small increase in their salaries as compared with the high prices of the past few years they have been unable to purchase anything but necessities. The gap was readily filled by the laborer and mechanic for a time, but since the laborers have been unemployed and have ceased to have money the absence of the office trade has been felt more keenly. Their return to the trade is an assurance that normal times are in sight, according to men in the music world, and has had an immediate effect, for they are the cash customers.

F. F. Dawson in Charge

F. F. Dawson, general sales manager of the Cardinal Phonograph Co., is planning an extensive sales campaign which he is rapidly whipping into shape. Mr. Dawson, who is president of the Sterling Roll & Record Co., recently assumed the responsibilities of his new venture. George Schultz, formerly with the Columbia Co. at Indianapolis, has been placed in charge of the Pittsburgh office of the Sterling Co. Fred Reid, of the Pittsburgh office, is now city sales manager. A new addition to the local Sterling office is Miss Virginia Kirkpatrick, who has been made secretary to Mr. Dawson.

School for Sales Force

E. M. Abbott, proprietor of three stores in Cincinnati, opened a school under his personal direction for his sales force. Each morning before they begin their regular work they assemble in the office of Mr. Abbott and talk over the prospective sales for the day. Ideas are exchanged and experiences are related. Suggestions are offered and each man outlines his plans for the day. The meeting covers one hour and closes with a talk on "pop" by Mr. Abbott. As a result each salesman starts the day fresh. In the evening the men are again assembled and they discuss their success and failures. In this way each salesman gets the benefit of the other's mistakes. The results have been astonishing, according to Mr. Abbott. He has ten outside men and expects to take on five more shortly. "Business is plentiful, but it is twice as hard to get as it was a few years ago," he says. "Our men are following an entirely new course. We try to educate people to the necessity of music first and then we take a chance on giving them the best proposition." Mr. Abbott added the Brunswick line to his stock last month.

Iowa Columbia Sales Force

Widener's Columbia shop has added Harry Folger and Henry Brookbank to its sales force. Business for the past month has been good, reports Morris Fante, manager. Robert C. Clark, who handles the Granby line, continues to meet with success.

The Alma & Doepke Co. has adopted a catchy slogan in connection with its phonograph department, which reads: "Give a dance at our expense. If you are planning a dance we will loan you a Pathé phonograph and the assortment of records entirely without charge or obligation. When the dance is over we call for the phonograph and the records." The company is now the sole distributor in the State of Ohio for Pathè and Actuelle lines.

Bubble Book Party

The "Bubble Book Party," being arranged by F. X. Donovan, manager of the Victrola department of the John Shillito Co. for November 23, promises to be a great success. The party is to be staged in the large music department of the store and an especially arranged children's playlet is to be staged with a number of story-book characters, all played to the strains of appropriate music from children's records. Business for the past month has been fair, reports Mr. Donovan, with the prospects getting brighter each week.

Great Publicity Stunt

The Chubb-Steinberg Music Shop put over one of the neatest publicity stunts of the season during the recent Health Exposition at Music Hall, during which it carried on a competition, the winner of which was given a talking machine. On the last night of the performance it arranged with the directors of the show to hold a drawing for the machine on the stage in Music Hall. Therefore, following the regular show and entertainment and before the audience, which numbered over 5,500 persons, had time to leave the auditorium, Chubb-Steinberg workers with a
THE TALKING MACHINE WORLD

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1921

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INSTANTLY POPULAR IN VAUDEVILLE and

GOOD WORK OF CINCINNATI DEALERS
(Continued from page 149)

trumpets and headed b.y a man carrying a large Victor dog paraded down the center
flourish of

and marched up on the stage, where was
spread a streamer announcing what the ChubbOther firms with
Steinberg people planned.
booths at the exposition who had given thousands of dollars' worth of goods looked on and
gasped, but it was too late to follow suit, for it
was the last night and the show was over. Mr.
Chubb stated that 23,000 coupons were given out
aisle

during the contest.
he says.

Business could not be bet-

ter,

Columbia Gives Music Course

A

five-day course in "Music Appreciation" and

"Measures of Musical Talent" was recently conducted by Nell I. Sharpe, educational representative of the Columbia Graphophone Co., in the
The course
Cincinnati Conservatory of Music.
was intended primarily for public school teachbut dealers, salesmen and. representatives of
Columbia branch attended most of the
sessions. The course is expected to be of value
in promoting the sale of Grafonolas.
ers,

singers.
This has developed and advanced
America's musical taste by leaps and bounds,"
she says.
"A few years back it would have
been folly to attempt to present in vaudeville an
operatic act.
To-day opera in vaudeville not
only is appreciated but is genuinely liked.
In
short, Americans have discovered that there is
nothing in opera to terrify them and that opera
is good music and enjoyable."
Oelman Pleased With Outlook
P. H. Oelman, manager of the New Edison
Co., reports a good month.
The settlement of
the railroad strike opened up the West Virginia
and Columbus territory which had been quiet
for some time, he said. Joe McKee, Charleston,
W. Va., is leading in the sweepstakes contest
being carried on by the Edison Co. among its
salesmen.
Other contestants are close on his

The

heels,
says Mr. Oelman.
worked wonders among the

contest

Winners

force.

for

DANCING

NEW EDISON CHRISTMAS WINDOW
Arranged for Use of Edison Dealers
Most Elaborate in Every Particular

Display

The window
mas to Edison

display set going out this Christdealers

is

the

most elaborate

dis-

play ever issued hy the Dealer Service depart-

ment of Thomas A. Edison, Inc.
The display illustrates a charming home scene
on Christmas morn with the kiddies dancing for
joy at the Christmas gift of a

New

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schools to be opened in the future by the Edison
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Mme. Doree,

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directress of her miniature opera

troupe at Keith's.
"The advent of the phonograph placed in
thousands of .American homes records by good

NEW STORE

—

Du

Lac, Wis., November 1. Roy Dupies,
in local business circles, is planning
to open a music store in the Koepnick Building

Fond

Gives Credit to the Talking Machine

Nothing

DUPIES TO OPEN
well

known

on Harrison street, this city. The store, which
is being remodeled to house the new business,
will soon be opened to the public with a complete line of pianos, musical instruments, accessories, Victrolas and records.

The

SHELTON MOTOR

Window

Attractively Arranged Edison

ered by Santa Claus, seen looking in at the window. The display consists of seven units, the

centerpiece of which
display,

done

all

in

is

the

an elaborate two-plane
ten-color photo litho-

graphic process, and makes a blaze of refined
is seldom seen in a talking machine
shop window. The display is being shipped to
Edison dealers in ample time for advance holidav showing.

color such as

MUSIC STORE REMODELED
Sterling Music

ations

—

House Much Improved by

Alter-

Carries Complete Line of Talkers

—

ELECTRIFIES

Paterson, N. J., November 7. The Sterling
Music House, 133 Ellison street, this city, has
completely remodeled its establishment, greatly
enhancing its attractiveness and adding many
comforts and conveniences for patrons. The
store, which is operated by Thomas J. Corkrey,
now contains five demonstration booths and in
addition to a complete line of James & Holmstrom, Jacob Bros, and other well-known makes
of pianos, music rolls, sheet music, talking ma-

Victor, Edison or Columbia in one minute

There are 20,000 Satisfied Owners of
Shelton Motors in the United States

chines arid records are handled.

NEW POST FOR RICHARD H. LEE
Richard H. Lee, for

Write for Descriptive Literature and Dealer's Prices

figure

The Shelton Sales Company
EDW.

BOYKIN, General Manager
Eastern Distributors
C.

299 Madison Avenue
See Advertisement on page 78,

City

five

years the outstanding

truth-in-advertising

movement

of

the Associated Advertising Clubs of the World,
will, on December 1, become chairman of the

National
tion,

New York

the

in

Committee of the Associafrom the active direction of the
become vice-president of the Lord

Vigilance

retiring

movement
& Thomas

to

advertising agency. In his new conwith the truth movement he will, of
course, continue to supervise the activities of
the committee.

nection


COOLER WEATHER BOOSTS SALES IN DETROIT TERRITORY


Detroit, Mich., November 9.—The combination of outside solicitations, from door to door, and a concerted advertising campaign with more display space and novelties than ever before, are being used by Detroit talking machine and record dealers as the two chief means of getting business during the Fall months.

The coming of cooler weather has materially boosted sales in both talking machines and records, but it is a case of hustle at all times, and no dealer can sit down and wait for the trade to come in. In practically every instance salesmen are being organized to call personally at each house in certain districts to solicit business and demonstrate machines and records. A good many of the dealers find that this has been an excellent method, in the face of the backward times, to keep business somewhat near normal for them. Special Christmas campaigns are already being talked of by most of the dealers and efforts are being made in every direction to have the year 1921 go down as a real "talking machine and record Christmas."

Columbia Dealers Reduce Stock

Big Columbia advertisements announcing reduced prices have stimulated sales in great shape, according to reports. Most Columbia dealers report that in the last few months they have materially reduced their stocks in both machines and records. The dealers are very hopeful of a good Fall and holiday trade and, like other dealers in these wares, are preparing to go out and hustle for this business by personal solicitations.

Goldberg Opens Branch

The opening of a new branch talking machine agency at 2813 Hastings street is announced by the Goldberg Phonograph Store, 331 Gratiot avenue. It will carry a full line of Victrolas and Victor records. In the Hastings street branch it is planned to carry a full line of Jewish records that are familiar and dear to all lovers of Jewish music. A full line of Cantor Rosenblatt's records has been added.

New Victor Agents

There are several new Victor dealers in Detroit, the first time in more than five years that a new Victor agency has been granted in the automobile city. Among the new agencies for Victor machines and records are the Noble Piano Co. and the Sidney J. Guest Music Co.

Music Week Echoes

Music Week echoes are still being heard in and about Detroit and wherever dealers gather nowadays the success of the week and the prospects for another one soon seem to be the main topics of discussion. There is no question in the minds of everyone connected with the industry in this section that the week will eventually prove to be the greatest thing of its kind ever attempted.

"It may take months and it may take years and years," said one dealer in discussing the broadcast of the week, "but the benefits of Music Week are assured. We may not be able to put our fingers on just how much business it will bring into the stores, but for the general good of everyone concerned nothing better could have been attempted. It will act as a general stimulant, with no one line of musical equipment getting a better share of the new business than the next."

High-class Records Favored

Detroit dealers say they are enjoying an excellent sale of high-class records by famous artists, which is an indication, they say, of the people taking a greater interest in the higher class of music. Detroit is experiencing the finest season of rentals in the history of the city, with many of the most noted artists in the country scheduled for recitals. Farrar and Galli-Curci, who have already been here, have played to capacity audiences and their records are in great demand at practically every store.

Detroit Piano Co. to Remove

The Detroit Piano Co., in seeking better quarters, will move from its present location to one block further north on Woodward avenue. The move will be made on November 15. The new quarters will furnish better facilities for display and sales.

New Quarters for Dupraw Music Store

The Dupraw Music Store, 1448 Broadway, will move November 15 to 1510 Broadway, where new quarters have been provided which will add to rooms and display purposes. Rou Dupraw is planning to go after business in special campaigns from the new store. The Dupraws handle the Manophon, manufactured by Clough and Warren at Adrian, Mich. Rou Dupraw has been connected with the piano and talking machine business for fifteen years.

Prosperous Times With Jewett Phonograph Co.

A. A. Fair, sales manager of the Jewett Phonograph Co., reports the addition of many new dealers throughout the United States from day to day. The factory at the present time is over-sold on product, but increasing facilities for more production are expected to take care of the orders within a few months. Mr. Fair and the entire organization are delighted with the reception accorded the Jewett all over the United States and the number of recorders that have been coming in from the dealers. It is quite evident from the demand that the Jewett will be a big favorite during the holidays.

Gennett Record Prices Reduced

A reduction in the price of Gennett records, manufactured by the Starr Piano Co., has been announced by R. C. Mayer, manager of the recording laboratories of that concern on East Thirty-seventh street, New York City. Popular and dance records which formerly were priced at 85 cents have been reduced to 75 cents; standard selections have been reduced from $1.00 to 90 cents, and recordings of classics have been reduced from $1.25 to $1.15.

Mere long power is not selling ability.

Don't Let the Christmas Demand For Victrolas and Records Find You Unprepared

—No reason why it should. You've but to avail yourself of our stock; our service; our transportation facilities NOW—and you will be ready to profit to the utmost through the big Christmas business we can absolutely depend upon this year. It is already commencing.

Ample stock of Victrolas and Records, at this season particularly, will go far toward greatly increasing your year's business. Be prepared!

We make it a rule to fill all orders same day received.

Grinnell Bros.

Wholesale Distributors of Victrolas and Records

First and State Streets, Detroit
JAS. A. HEARN TO HANDLE TALKERS
Van Veen & Co., Inc., Equip Handsome Talking Machine Department in That Establishment—Some Other Concerns Recently Furnished

Jas. A. Hearn & Son, Inc., large New York department store, will shortly open a new and entirely complete talking machine department situated in the new building now being constructed as an addition to the large group now being used. It is predicted that the new department will contain the newest developments in equipment and will consist of nine hearing rooms, a sheet music and a record department. The department is being designed and constructed by Van Veen & Co., Inc., of New York City.

This same company also installed the equipment in the handsome new headquarters of Ormes, Inc., Victor wholesaler of New York City.

Considerable work outside of the metropolis has also been contracted for and completed. In Philadelphia a complete interior with rooms was installed in the headquarters of Starr & Moss, Arthur L. Van Veen, president of the company, received a highly commendatory letter from Starr & Moss regarding the work. Another letter of which Mr. Van Veen is very proud was received from Frank Steadman, prominent talking machine dealer of Yonkers, N. Y., who stated in glowing terms that the installation was finished to his entire satisfaction.

NEW PORTABLE IS POPULAR
Outing Portable Meeting With Success—Cabinet and Accessories Co. Appointed Jobbers

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machine, is meeting with considerable success in the introduction of this new portable. This machine is now being handled by a large number of dealers in different sections, and the Cabinet & Accessories Co., New York, were recently appointed Outing jobbers.

The Outing portable has a number of distinctive features which have won the hearty approval of the trade, and among these features are a twelve-pocket album, a twelve-inch turntable, a Universal tone arm and a double-spring motor. The company is endeavoring to cooperate with its dealers in every possible way, and the Cabinet & Accessories Co. report an active demand for this instrument.

NEU IN CHARGE OF EMERSON SALES
Manager of Emerson City Department Now in Charge of General Sales—Well Qualified for New Post, Which Is an Important One

Harry G. Neu, who some time ago was appointed manager of the city department of the Emerson Phonograph Co., New York, has also been placed in charge of the company's general sales, taking over this capacity from Harvey Morrison. Mr. Neu, who is well known in the wholesale trade, is formulating important plans which will undoubtedly interest Emerson jobbers and dealers.

In a chat with The World, Mr. Neu stated that Emerson jobbers generally were most optimistic in their comments regarding business conditions. The new Emerson lists are meeting with a hearty reception from the dealers, and every possible form of co-operation is being utilized to advantage.

FOUR SPECIAL BRUNSWICK RECORDS
Eight Popular Dance Hits Included in Special Brunswick Releases for November

The Brunswick-ralke-Collender Co. has just announced four interesting special releases of dance records for November made up of the recognized hits of the day. The first record is of "You-Hoo!" and "Second Hand Rose," both fox-trots played by Carl Fenton's Orchestra. Then comes "Ilo," and "Sweet Man 0' Mine," also fox-trots, by the Windsor Orchestra; "Say It With Music" and "South Sea Isles," by Walthour's Californians, and "Sweet Lady" and "Bimini Bay," by Carl Fenton's Orchestra.

It is stated that the announcement of the special releases has been received with enthusiasm by Brunswick dealers.

AN AGGRESSIVE MANAGERESS
Miss Ethel Walthour Largely Responsible for Up-to-date Establishment of Drake & Moninger Co. in Alliance, O.

Alliance, O., November 7.—The aggressiveness and initiative of Miss Ethel Walthour, head of the talking machine department of the store of Drake & Moninger Co., is responsible for this concern having the best equipped and equipped talking machine section in the city of Alliance.

Since the company moved into its new store in East Main street this department has been given much consideration and now occupies a large space to the rear of the main floor. The record files are handily and within easy access of the salesmen. She has a system for the record rack which makes it possible to find numbers without any delay. The store is now an exclusive Victor shop.

It is also announced that the Weaver line of pianos has been added and this department will be maintained to a high standard. Another new acquisition to the big store is the Q R S line of player rolls, which was added two weeks ago.

Miss Walthour for the past two weeks has been in charge of the company's new Victor store which was opened recently in Shelby, O. 

NEW MUSIC STORE FOR ALTON, ILL.
Alton, Ill., November 4.—An attractive new music store was formally opened on East Broadway, this city, recently by Berg W. Plummer. Musical instruments and accessories of all kinds are handled. Mr. Plummer intends to make a specialty of repair work of all kinds.
One Dealer's Sales of Walter Camp's Health Building Records—in Only 6 Days!

Reports from all over the country indicate the enormous popularity of Walter Camp's famous daily dozen exercises for keeping fit, set to music on phonograph records. One of New York's leading dealers ordered 100 sets and 1,000 miniature sample records on October 22nd. Just six days later we received the following letter which speaks for itself as regards his quick turnover:

October 29, 1921

Health Builders
334 Fifth Avenue
New York City

Gentlemen:

Confirming telephone conversation, please rush to us immediately one hundred additional complete Health Builder sets of Walter Camp's "Daily Dozen" exercises, and also one thousand additional twenty-five cent sample outfits, on same terms as original order.

Also please loan us one of the sets you have used in your national advertising, as we wish to use it for a newspaper "all".

Yours truly,
S.H. Davega Co.

Harry J. Davega
Treasurer

Cash In On This Popular Movement

Walter Camp's famous Daily Dozen Exercises, set to music on phonograph records, are making sensational sales everywhere. National advertising has created a phenomenal demand in all sections for these "Health Builder" records which keep one fit to music. Each set contains five 10-inch double disc records, 12 charts containing 60 real photographs, and a booklet of instructions written in Mr. Camp's own vivid style. Every command is given in a clear voice and is absolutely true to time. The exercises used have all been developed by Mr. Camp during his long, successful career with Yale University and were adopted by the United States Army and Navy during the war.

Quick Profits Assured—Exclusive Territory

You can make big and easy profits, as others are doing, through this new "Health Builder" system and the big boost it is being given by nation-wide advertising. One of our ads brought over 2,500 inquiries and $5,000 direct sales in New York City alone. Mail the coupon today for sample 10-inch record with literature describing the profitable connection offered as "Health Builder" dealer for your locality. We will co-operate with you to the limit in building business by giving you the full benefit of strong sales propaganda.

Sample Outfit on Request

HEALTH BUILDERS
Dept. F.
334 Fifth Ave., New York

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

Name

Address
THE SECRET OF DETAIL

Life consists of the details of life, and to live successfully it is to know how the details should be looked after, and then to look after them.

Business success is like the art of living, for it is based on knowing the details and then successfully looking after them.

In the talking machine business, at least in its retail aspect, success consists in taking the greatest care of the small details. The man was wise who once said, "Give me the luxuries of life and I will let the necessities take care of themselves."

A retail merchant in the talking machine business may rightly counter by saying: "Show me how to take care of the sale, often unnoticed, things and I will show you the secret of success." For they are one and the same.

The talking machine is a musical instrument. On that we are all agreed. Like all works of mortal man the talking machine has its own defects and inconveniences. It is not entirely perfect. But the practical difference between practical perfection—that is to say, perfection to all intents and purposes—and complete imperfection is a difference extremely small and extremely easily bridged. Yet, it is a difference often not bridged at all.

In a word, the success, at retail, of the talking machine rests ultimately upon its ability to transmit in practical perfection to the ears of the hearer all kinds of fine music. There is, of course, along with the fine in music, much that is not fine at all, but this does not matter for our purposes. It does not matter, that is to say, whether we do or do not take care of the little details when we are dealing with music of the frankly lowest type. But the sale of machines based on such music does not constitute the backbone of any retail business, nor does the sale of this type of records. In other words, one could do without the very cheapest and yet get along very nicely; but one cannot do without the high class, whether one may happen to like it personally or not.

Now, it is precisely in respect of all high-class selling, whether of machines or of records, that the attention to details, of which I speak, produces the desired results.

Mental Conditions and Detail

Last month a good deal was said about the influence of color in the decoration of demonstration rooms and in respect of its influence upon the attention and the general mental state of prospective purchasers who are listening to music. It is now time to talk about another item in the same department of thought. Let us consider, just for a moment, the influence of detail upon the mental state of the prospective buyer of machines or records.

The man or woman who goes into a talking machine store for the purpose of looking at a machine—that is to say, who is not an old customer calling to buy records, but a new customer just entering the talking machine game, as it were—is sure to have certain more or less incorrect preliminary ideas of the whole matter. The usual condition of the talking machines in use in the home of his friends is not sufficiently good, as a general thing, to enable anyone to gain a true idea of what the machine will do. In the home the records become dusty, the motor squeals and the sound box is perhaps loose in its bearing. Needles are used more than once, records are scratched by careless handling and a multitude of little annoyances are constantly being translated into inferior sound. Consequently, the very first consideration in a successful retail talking machine business should be regular inspection and maintenance of each and every demonstration machine.

What Regular Inspection Does

That means just what it says. Regular inspection means that each demonstrating machine should be looked over every morning. The motor should be tested for speed and oiled, if necessary, or otherwise adjusted. The sound box and tone arm should be inspected and adjusted. The old needles should be taken away and a supply of new needles put in, of all tone strengths. Dust should be wiped off the parts and the whole machine put into perfect condition. The job will take but a few minutes and the expense is negligible. Yet the result will be noticeable from the start. Let this thought be impressed upon every person who works in a retail talking machine store:

"Each machine and each record used for demonstration or sale in this institution must at all times be in perfect condition. It is a crime against the business of this institution to use, or permit the use of, equipment which is not in perfect condition."

On Record Maintenance

What has been said about machines in detail is also true as regards the stock of records. We have often been impressed with the difficulty of
maintaining a large stock of records in perfect condition, nor is anyone likely to minimize that difficulty who has had practical acquaintance with the conditions of most retail stores. Yet it is essential that all records, at all times, should be in perfect condition, unscratched and clean, ready to do their work of reproduction perfectly at any moment without notice. This means that the stock of records needs to be handled with great care by persons who understand the importance of care. It also means that special precautions must be taken against damage in handling. Now, the best experience of the best stores shows plainly that if each record is kept always in its envelope and is never allowed outside that envelope, save when it is actually being demonstrated, the chances of its being damaged will be very small indeed.

Records used for demonstration purposes should be handled only by the salesman who is demonstrating, and there should be in each and every demonstration booth a soft feather brush, whereby each record may be dusted off carefully before and after it is used. Personally, we believe that the little record brush is a very useful accessory to every talking machine.

This consideration leads us to remember that, in the usual way of arranging demonstration booths, the record racks are arranged in a passageway which runs the length of the line of booths, each of which has a door opening into the passageway. With this arrangement the salesman can at once procure from those who are attending to the record stock any record needed, and can give good and rapid service to the customer.

Eliminating Noise

Another little detail that is often neglected, but which is very important, is the detail of noise behind the demonstrating rooms. It does not cost much to lay a thick carpet along the passageway on which about the record shelves. It does not cost much, but the detail is often neglected. Yet, to neglect that detail is to make a very serious mistake. Noise must be eliminated to the very utmost of practical possibility. For this very reason doors leading into demonstration booths ought not to be loose, banging affairs as, unfortunately, they often become. What is the use of spending all kinds of money on nice furnishings, appropriate color schemes, thick carpets, etc., etc., if the doors will either not stay shut or else are constantly banging and squeaking whenever they are moved? Again, let it be noted that noiseless operation is the essential of successful retail merchandising of talking machines and records.

Now, all these details have a definite relation to the musical possibilities of the talking machine, which form the text or subject matter of these articles. The essence of good retailing of talking machines is found in the knowledge that it is music which we are selling and not machinery. When we realize this, when we think always of the music first and of the machinery only later, when we think always of what the machinery and the material are doing, instead of how they are made and what they cost, then we— from the salesman’s point of view—are doing the right thing in salesmanship. That is why we need to be so very fussy over the little details of service. The selling of music is in every essential the selling of a very delicate service to a very delicate art. It cannot be trifled with. If it is handled roughly it dies. The musical possibilities of the talking machines are infinite, but they cannot be exploited by careless, indifferent or ignorant methods.

Care for details is the secret of success in music selling. Talking machine selling and record selling constitute one of the most important branches of music selling. Wherefore this article.

MAGNAVOX SOLD TO NAVY YARD

Will Be Used to Assist in Moving Vessels in Drydock—N. Z. Bishop Joins Magnavox Sales Staff—Located in New York Office

Among the recent sales made by the New York office of the Magnavox Co. was one to the Navy Yard at Brooklyn. E. A. Davis, Eastern sales manager for the Magnavox, installed the equipment, which will be used by Navy officials in the mooring of vessels in drydock. By the use of the Magnavox an officer placed at some vantage point away from the vessel will be able to direct the work of docking at a great saving of time, and also much more easily and efficiently.

N. Z. Bishop, who has been connected with the radio and wireless branch of the Naval Aviation Service for the past three years, recently joined the sales force of the Magnavox. Mr. Bishop will be located in the New York office and will center his activities in metropolitan New York and New Jersey, calling on the trade in the interests of the various Magnavox amplifiers. As Mr. Bishop’s work in the Navy was particularly pertinent to the Magnavox, his experience will assist him materially in his new position.

“Stands for Quality.”

The appealing lines of the Tiffany phonograph, together with its wonderful tonal qualities and cabinet construction, are the reasons for the noticeable increase in Tiffany Dealers. Write for our attractive proposition. Distributors for Jones-Motrolas and Cardinal Records.

Tiffany Phonograph Sales Co.
Executive and Sales Offices
1404 East Ninth St.
Cleveland, Ohio

CHENYE FOR JAPANESE PRINCE

Makes Selection of Style 110 During Visit to New York Last Week

A Chenye phonograph will shortly grace one of the palaces of Japan. G. D. Shewell, president of the Chenye Sales Corp., of New York and Philadelphia, told how the New York offices of the company were recently honored by a visit from Prince Asakura of the Japanese battleship "Izumo." This battleship, together with a sister ship, was anchored in the Hudson River for a week or so during the early part of the month. Prince Asakura had heard the Chenye phonograph in Japan and upon his arrival in New York visited the offices of the Chenye Sales Corp., distributor of the Chenye phonograph, attended by a suite of fifteen officers. The prince was enthusiastic over the tone of the Chenye and purchased Style 110, one of the handsome models in the line. Style 110 is a console model and is an excellent piece of cabinet work. The machine was immediately delivered to the flagship "Izumo" and carried thence to Japan.
TRADE ASSOCIATION OF LOS ANGELES ELECTS OFFICERS

J. W. Boothe Elected President—Appreciation of Work of Evening Express—Noted Orchestra Heard—Victrola for the Movies—Talking Machine Men Go After Fish—and the Results

Los Angeles, Cal., November 3.—The annual meeting of the Music Trades Association of Southern California for the election of officers took place last month with the following results: J. W. Boothe, general manager of the music department of Barker Bros., was elected president; George H. Barnes, president of the Barnes Music Co., first vice-president; Alfred C. Dace, of the Crescent Music House, second vice-president; Harold Jackson, treasurer, and A. G. Farquharson as secretary. A rising vote of thanks was given to E. A. Geisel, retiring president. A number of important matters were discussed during the evening by the members, who attended in large force.

Letter of Thanks Sent to Newspaper

The daily talking machine record concerts which are being given by the Los Angeles Evening Express, which consists of the playing of ten records of one make at each concert—eight makes being represented and given on separate days so that eight concerts of each make of record are given, a total of sixty-four concerts are progressing with marked success. At the annual meeting of the Music Trades Association of Southern California a vote of thanks to the Los Angeles Evening Express was taken and the following letter addressed to Frederick W. Kellogg, manager and owner of the Express: "The members of the Music Trades Association of Southern California wish to express their appreciation of the plan put forward by the Los Angeles Evening Express for the advancement of music through the phonograph record, and by means of sixty-four concerts being held by the Express Auditorium.

"They appreciate the wonderful value to music which is being given through editorial and news publicity by the Los Angeles Evening Express and recognize the generality shown in the giving of cash prizes for encouragement to those of the public who interest themselves in these concerts."

"At the same time they wish to pledge their unanimous support and co-operation in this excellent and altogether novel idea."

Irving C. Franklin Gives Interesting Talk

Irving C. Franklin, president of the Burnham Phonograph Corp, gave a very interesting talk to the members of the Music Trades Association of Southern California at its annual meeting. He gave a brief history of the Burnham Co. and outlined the policies adopted, which were in strict accordance with the rules of the Association.

Portable Victrola for Movies

The adaptability of the new portable Victrola has been quickly recognized by the motion picture people and Cecil B. de Mille, film producer, purchased one of these little instruments from Richardson's, Inc., last week. Motion picture actors and actresses, particularly the latter, find that music, as an inspiration, is a necessity, and music is seldom missing during the "shooting" of a scene for a picture; therefore, when on "location"—away from the studio or lot—what could be more convenient than the portable?

Max Fisher Plays at Alexandria

Max Fisher and his orchestra, direct from the Ziegfeld 'Midnight Follies' and Ritz Carlton, New York, are playing regularly at the Hotel Alexandria. They have recorded several dance selections for Vocalion records and Vocalion dealers have been quick to take advantage of this local publicity. The Max Fisher Orchestra, recording nationally known records, constitutes the third orchestra of this kind to make its home in Los Angeles; the Art Hickman Orchestra, known everywhere through Columbia records, has taken permanent quarters at the Ambassador Hotel, Los Angeles, while the Rudy Wiedoeft Orchestra, of Brunswick record fame, is heard daily at the Cinderella Roof Garden.

Ralph Paulin in Los Angeles

Ralph Paulin, president and general manager of the Paulin Music Co., Santa Barbara, was in Los Angeles last week for a couple of days. He reports good business conditions in Santa Barbara. The old adobe house immediately adjacent to the Paulin store, which is one of the oldest buildings in Santa Barbara, and has solid walls of three feet in thickness, is wonderfully attractive as a recital hall and period models—Victrolas and Brunswicks—can be demonstrated under ideal conditions.

Music by Radio

Hamburger's wireless on the roof of their great eight-story building is being utilized to transmit Brunswick records far and wide. Every day at 3 p.m. and 8 p.m. anyone within two thousand miles of Los Angeles can "listen in" and hear the six latest Brunswick records.

Three Fishers Write

Irvine C. Andrews, of the Andrews Talking Machine Co., and Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., hungered for a last frying pan or two of trout before the close of the season. Conditions looked good—two days before the thermomter had registered somewhere around 90 degrees in Los Angeles shade; pine trees and cool trout pools a mile or so above seemed tempting. However, a possibility of bad weather existed and it was desirable to take along a mascot, and so they selected the secretary of the Music Trades Association of Southern California. They waxed eloquent and with fishy word pictures easily secured the mascot and the dawn of a Sunday saw the three spinning over the road toward San Bernardino and the rim of the world beyond. There was a fine rain descending, described as fog by the two optimists. Five hours later they pitched camp at Camp Altens, 6,150 feet up; an ancient Irishman in charge predicted snow—"and if it sh-tarts ye had better move while ye can." Nothing daunted, lunch was
THERE HANDSOME NEW VICTROLAS IN PERIOD DESIGNS

Victor Talking Machine Co. Announces New Upright Victrolas in Jacobean, William and Mary and Chippendale—All Period Designs Which Should Make a Wide Appeal to Dealers and Public

The Victor Talking Machine Co. has announced three new Victrola models in period designs, the announcement being of unusual interest in that all three models are uprights and

Period Victrola—Jacobean, No. 2

Period Victrola—William and Mary, No. 0

Period Victrola—Chippendale, No. 2

TRADING NEWS FROM LOS ANGELES

(Continued from page 136)

eaten amid the strain of McCormack's "Foggy Dew," and then a start was made on the trail to Deep Creek, two and a half miles away downhill. It commenced to rain soon afterwards and by the time Deep Creek was reached it was pouring. Ten minutes' fishing under these conditions was so dampering that the last spark of enthusiasm was extinguished and the long climb back to camp was made, the rain turning to snow as the top was reached. Mindful of the old Irishman's warning, camp was soon broken and a sudden load of tent and fishermen drove down the tortuous steep grade to San Bernardino and then home. The fish was fried in the Jackson kitchen next morning—it was remarkable for its size. poor little thing.

PROTEST "NO PARKING" ORDNANCE

Washington Music Merchants Declare Rule Would Drive Away Much of Their Trade

WASHINGTON, D. C., November 4—Local music dealers are much wrought up over the proposed order of the Commissioners of the District of Columbia to prohibit the parking of automobiles in the business section.

Music dealers point out that the proposed order would drive away the out-of-town trade that the business men of Washington have tried so hard to persuade to come to the city and would materially hamper them in building up trade in residential sections, where there are neighborhood music stores. It is pointed out that if a person is compelled to park a half mile or more from the downtown stores the neighborhood establishments are likely to profit materially from the fact that customers can drive right up to their doors and park for an indefinite period.

Protests against the proposed regulations are descending upon the Commissioners in a flood and it is probable that the action actually taken will be considerably less severe than was originally suggested.

CREMONA PHONOGRAPH CO. AFFAIRS

PORTLAND, ORE., November 4—The total amount of debts of the Cremona Phonograph Co., which recently went into bankruptcy, was $107,782.01, while the assets amounted to only $31,666.39, according to the account filed in the Federal Court by the secretary of the company, H. F. Witham. The secured claims amounted to $62,075.37 and $40,640.25 were unsecured claims. The real estate was listed at $60,000 and bills, notes, etc., were to the amount of $23,845.08.

and are listed at $575, $600 and $700 respectively. All three models have the regular Victor four-spring motor and standard reproducing equipment. The Chippendale is in mahogany, the Jacobean in scrub oak and the William and Mary in American walnut.

It is stated that a limited number of the new

Charles Feldman, manager of the United Talking Machine Co., of Brockton, Mass., married last week to Miss Cecily Terr, of Dorchester, Mass. The couple are spending their honeymoon in Bermuda.

Mr. Dealer

Please let us explain why we sold six hundred Robinola Talking Machines from our office at retail within a short time. Let us send you a list of the purchasers. We will send you a sample at a price that will startle you. Then, after you test the Robi- noila, you will say that it is the first talking machine you ever heard absolutely free from needle scratch and metallic sound. Write now before you forget it.

ROBINOLA TALKING MACHINE CO., Inc.

119 East 5th Street
CINCINNATI, OHIO
ST. LOUIS TRADE LOOKS FOR ACTIVE HOLIDAY BUSINESS

With Railroad Strike Removed Dealers Are Ordering Heavily and Distributors Are Optimistic Regarding Outlook—Announcements of New Dealers and Departments—Activities in Sales Fields

St. Louis, Mo., November 5.—The talking machine business, depressed during October by the threatened railroad strike, rebounded promptly when that menace was removed. The beneficial effect was particularly noticeable in the wholesale end of the business. Dealers were wary of ordering while the strike cloud was hovering. Immediately after the announcement that there was to be no strike, orders that had been withheld began coming into the wholesale departments of all the distributors. With no industrial disturbance in prospect distributors and dealers anticipate very good business from now until the holidays.

In St. Louis the highest grade machines are holding their own pretty well against the rising demand for the medium grades, but in the smaller places the call is mostly for cheaper machines. This is reflected in the orders from dealers in the country. Distributors are accommodating themselves to this development, looking upon it as a healthy tendency toward a better balanced movement. The Silverstone Music Co., Edison distributor, has not only been adapting itself to the development, but has been encouraging it by a campaign in favor of the Hepplewhite Model, which sells for $167.50. The dealers have been taking kindly to it and the indications are that outside of St. Louis the Hepplewhite will be the leader in Edison sales for Christmas delivery.

Tone-Test Attracts Crowds

The tone-test given by the Silverstone Co. at Moolah Temple on Saturday, October 30, was one of the most successful ever given in St. Louis. The auditorium was crowded, the attendance being estimated at 2,800. Miss Amy Ellerman, contralto, and Miss Vera Barstow, violinist, assisted by Calvin Cox, tenor, were the artists.

November is the anniversary month of the Scruggs, Vandeventor & Barney store, and all departments make special efforts. The talking machine department is offering unusual inducements.

Take on the Brunswick Line

The Lehman Piano Co., which recently moved to the northwest corner of Eleventh and Olive streets, has added the Brunswick to its lineup of talking machines. The contract was closed late in October and a full line of machines was delivered. C. F. Shaw, city salesman, handled the deal. The Lehman Co. has been handling the Vocalion and the Columbia. Miss Dorothy Jordon, Brunswick artist, was at the Orpheum the first week in November. Brunswick dealers rose to the occasion by making special window exhibits and by co-operative advertising.

C. F. Shaw, city salesman of the Brunswick Co., was called to Jackson, Tenn., early in November by the critical illness of a relative.

Has New Victrola Department

Hellrung & Grimm, Ninth street and Washington avenue, have a new Victrola department on the main floor. There are a number of sound-proof rooms, restful in garb of old ivory, enlivened with touches of cretonne. There is a convenient record counter.

Col. F. B. T. Holland, president of the Hollenberg Music Co., Little Rock, Ark., was in St. Louis recently.

Mrs. E. G. Holston is continuing the business at Sessor, Ill., of her husband, who died recently, and will continue to handle the Brunswick machines.

New Home of Wellston Talking Machine Co.

The police had to be called out to keep the crowd whose pressure at one time threatened the glass of the beautiful show windows at the new home of the Wellston Talking Machine Co. F. Coleman has been a dealer solely in Victorolas and Victor records for many years, and recently opened a handsome new store. The booths and woodwork are finished in ivory and old ivory with silver-lighting fixtures. Three thousand Penn dogs were given as souvenirs. Mr. Coleman's neighboring dealers showed the highest esteem in which he is held by filling the house with flowers. This shop has the unique distinction of employing no outsider, the work being entirely done by Mr. and Mrs. Coleman, with their daughter and son-in-law, Mr. and Mrs. C. A. Dieke.

Changes in Selling Staffs

Many changes in the selling staffs of various St. Louis Victor houses are taking place. At Stix, Baer & Fuller, the new ones are Miss Lacey McGee, Miss Katherine Walsh, Mrs. Billie Hamill, Miss Evelyn Manhattan, Miss Geraldine Kissin, Miss Marion's are Miss Laura Haggie and Mrs. K. Holland, formerly with Sanger Bros., Dallas, Tex. At Glaser's Music Shop is Miss Betty Zalonik.

Latest Brunswick Dealers

The following Brunswick franchises have been placed recently: King Jewelry Co., Coletville, Ill.; Harrisburg Music Co., Harrisburg, Ill.; H. C. McClure, Versailles, Mo.; Vassal & Voss, Centralla, Ill.; Arthur A. Schulz, Washington, Mo.; A. J. Hampton, Herrin, Ill. The Harrisburg Music Co. is a new co-operative company, composed of J. F. Wilson and J. E. Smith.

Briefs of Interest

Miss Grace Haddick, formerly with the Koerber-Brenner Co., has taken a position with the Zerweck Music Co., Brunswick dealer at East St. Louis, Ill.

D. A. Robnett, of the Parker Furniture Co., Edison dealer at Columbus, Mo., died recently. The Edison slogan, "The Thing Beyond the Thing Beyond," was recently made the subject of a sermon by the Rev. W. H. Whitlock at the First M. E. Church, Belleville, Ill., after it had been brought to his attention at a demonstration there.

D. G. Garrison, of the G.-W.-B. Music Co., Marion, Ill., is now deceased. Silverstone Makes Complaint

The Globe-Democrat is giving away "Phon-Ola" for subscriptions. There is no objection to that, but the talking machine dealers are protesting against the impression given in the advertising that the "Phon-Ola" is a regular talking machine. Mark Silverstone, president of the Silverstone Music Co., has made a complaint in the name of the Music Merchants' Association of St. Louis. Letters of protest are said to have been sent in by several. It is desired to have the dimensions of the machine published, so that the public will know what it is and not be misled into the presumption that it is grown up.

Completes Salesmanship Class

The Koerber-Brenner Co. has just completed a salesmanship class which, in spite of the lateness of the season, had nine people enrolled. In addition to the usual work covered, E. C. Rauth, who has just returned from a week's stay at the Victor factory, gave two very instructive lectures. M. de C. Freeman also talked to the class. On Monday the Eight Victor Artists were in evidence, and the class occupied a box at their concert that night.

Increases Capacity of Victor Department

The Ollin-Vick Drug Co., has just completed a salesmanship class which, in spite of the lateness of the season, had nine people enrolled. In addition to the usual work covered, E. C. Rauth, who has just returned from a week's stay at the Victor factory, gave two very instructive lectures. M. de C. Freeman also talked to the class. On Monday the Eight Victor Artists were in evidence, and the class occupied a box at their concert that night.

Size of this Model 23" wide, 24" deep, 50" high in Genuine Mahogany and American Walnut

Perfection Phonograph Co.

Factory and Showroom: 203 LEWIS ST., Cor. 6th St. NEW YORK

Telephone Dry Dock 6835

"PERFECTO"

Unexcelled in Tone and Beauty

BEING experts in this line for years, formerly connected with the largest phonograph manufacturing concerns in the world, we are now manufacturing a High Grade Phonograph Unexcelled in Beauty and Tone, with the newest improvements of any other kind on the market, possessing the best in material and workmanship.

Save the middleman's profit and deal direct with the manufacturer. We invite the trade to our factory.

Red Seal "Derby"

Stix, Baer & Fuller, St. Louis, are conducting a Red Seal "Derby" in their Victrola department. To the winner each month is given a pair of tickets to any show or concert in the city. The question in the department at the end of the day now is, "How many Red Seals have you sold?" not as formerly, "What is your summation?" Miss Mae Kennedy was the winner for September and is leading the race for October.

The Silverstone Music Co. took advantage of the recent celebration of the 100th anniversary of Missouri's statehood by preparing a specially arranged window calling attention to some of the things the store never enjoyed 100 years ago. Gay Lafayette, in animated figure, was pressed
Records Played in San Francisco in Armistice Day Test Heard by Crowds in Arlington Cemetery, Where Unknown Soldier Will Lie

Washington, D.C., November 4—The call of a bugle, the chiming of bells and the voice of a man speaking across the continent from San Francisco yesterday to be magnified over a wide area about the Arlington National Cemetery, with every note, every bell and every spoken syllable as distinct as though produced a hundred feet from the listeners' ears.

The speaker stood on the roof of the great Carillo Auditorium in San Francisco and the music came from talking machine records played in the building on which he stood. It was the formal rehearsal of the mechanism by which President Harding will voice, as he speaks to the Nation's hommage on Armistice Day over the coffin of America's unknown dead from France, will be carried to an audience waiting before the amplifiers in New York and to another gathering in San Francisco to share in America's great day of tribute.

There was a long reading of speeches from the sides of the amphitheatre here to be carried over the wires to San Francisco. Then the voice announced that the next words to be heard would be spoken in San Francisco. The faint whirring of the mechanism rose to a higher hum and a new, deeper-toned voice announced that chimes, played on a talking machine record in San Francisco, would come next. As clearly as if it were not a dozen feet away there came the clink as the needle dropped on the face of the whirring record disc 3,000 miles away; the familiar introductory statement; then the bells boomed out, waking echoes in the cemetery and pealing over the thousands of graves.

The deep voice took up the task again, reading the words of the speaker Harding's inaugural address. Then it announced the bugle record, and the clear note of a trumpet in stirring army calls sounded over the field, more distinctly than the notes of the bugles at Fort Myer across the road, where the garrison was at retreat parade.

OPENING OF DALES' NEW TEMPLE

Enjoyable Musical Program Entertains Crowds Who Visit New Temple Opened by Geo. S. Dales in Akron

Akron, O., November 8—Dales' New Temple of Business, which sobriquet has been given the new basement talking machine parlor just completed, at a cost of approximately $5,000, by G. S. Dales, was opened yesterday for the Thursday evening.

The temple is something entirely new to the talking machine store life of Akron and the innovation made a decided hit with several hundred of the trade who accepted the invitation of Mr. Dales to inspect the new department and enjoy the concert and dancing.

For those who are musically inclined the store arranged a pleasing concert, offering Mrs. Chandler and John Stein in vocal numbers and an opera lecture by Prof. Hanleman. On the main Victrola floor dancing was the entertaining feature during the evening. There was no admission charge and, according to Mr. Dales, the store will continue these Thursday night concerts throughout the winter.

"Business in the talking machine trade, as I view it, is about 15 per cent better than it has been," said George S. Dales in an interview with a representative of The Talking Machine World, "I have much confidence in the future and predict a satisfactory volume of business for the next two months to come, with a decided improvement along about December 1. The new store and report trade should be a big improvement over last year." Mr. Dales says his record business has been very satisfactory the past several weeks.

Patent Dealers

Dealers should not overlook the value of local advertising in calling attention to the line of holiday products which they are handling.
WASHINGTON DEALERS ARE ACTIVE

Several New Establishments Opened and Others
Enlarged to Handle the Business

Washington, D. C., November 7.—The talking machine trade in the National Capital during the next few months will be the largest in the history of the trade, according to even the most conservative of dealers.

The Fall season has been marked by the opening of a new exclusively Victor retail house, a new Victor wholesale house, an extensive enlargement of the talking machine departments of two establishments, and the announcement of the opening of a new music store by the United Phonograph Stores, Inc. The new chain music store will be located in the beautiful new building being erected by the City Club on G street between Thirteenth and Fourteenth streets Northwest.

During the month the three-story Victor wholesale house erected by Rogers & Fisher, at 1219 I street Northwest, was completed and opened for business.

Louis & Co. completed the interior of their large new Victor retail house at Seventh and G streets Northwest, and have closed an unexpectedly successful month.

The Columbia and Brunswick department of J. Edgar Robinson was greatly enlarged, two additional booths and almost double the amount of shelf space being installed. In addition a large room is being prepared on the second floor of the building for the exhibiting of talking machines. This room will be furnished as closely as possible like the average home parlor so that customers may secure an accurate estimation of the effect of the instrument in their own homes. Comfortable chairs and sofas, curtained windows and an open fireplace are some of the attractive features of the demonstration room.

The Gibson Co. during the month opened for business an enlarged phonograph shop at 917-919 G street Northwest. The New Edison and Brunswick phonographs and records are handled here.

Hugo Worch, handling the Victor and Columbia lines, reports a good market for instruments, though the usual seasonal increase in demand for records is a bit tardy.

The Sonora and Silvertone instruments are selling well at the Arthur Jorden Piano Co., Homer L. Klitt, secretary-treasurer, reports.

OPENS AN EXCLUSIVE VICTOR SHOP

Philadelphia, Pa., November 7.—On Saturday last Morris C. Ruth opened an exclusive Victor machine and record shop at 628 Market street, Upper Darby, in a rapidly growing section of the city. He has installed a number of hearing booths and will no doubt do a very good business in his line, as there are no competitors in the immediate vicinity.

In business the greatest and rarest quality is plain horse-sense.

The Columbians, our newest dance organization, play "Say It With Music" from Irving Berlin's Music Box Revue and "Just Like a Rainbow," both novel and full of color, both sure-fire hits. A-3472.

Columbia Graphophone Co.
NEW YORK

MAKING "SAX-O-PHONEY BLUES"

Mamie Smith Visits Okeh Laboratory to Make Popular "Blues" Record—Number Being Used on Her Concert Tour—A Big Favorite

The accompanying photograph was taken recently at the Okeh laboratory in New York when Mamie Smith, the famous "Blues" singer and exclusive Okeh record artist, visited the laboratory for the purpose of making a record of "Sax-O-Phoney Blues." This new number by Milo Rega is creating a sensation, and Miss Smith is using it at every concert on her present tour.

Miss Smith is keenly enthusiastic regarding "Sax-O-Phoney Blues," as she states that it is a perfect example of the type of "Blues" song that embodies melody and syncopation. Whenever Miss Smith sings this song at any of her concerts it is accorded an ovation that is responsible for many encore.

DEPARTMENT TO BE ENLARGED

Piano and Talking Machine Department of Spring Holzwarth Co., Alliance, O., to Be Moved to New Building Now Being Erected

Alliance, O., November 5.—Enlargement of the talking machine and piano department of the Spring Holzwarth Co.'s store to twice its present size is announced by J. S. Spring, head of the big department store. A fine line of instruments will be installed.

This concern is now in the midst of a huge building campaign, which embraces the erection of a two-story building to the rear of its present store, which will be devoted to the activities of the store and which will be opened to the public early next Summer.

According to Mr. Spring this department, which now is located on the fourth floor, will be moved into the new building, where better facilities will be available. Additional lines will be taken on. This store handles the Vocalion machine and records, together with a varied line of pianos.
Dealers! Here Is the New, Quick-Selling Guaranteed Tonepen

The TONEPEN does what no other needle can.

The TONEPEN, unlike ordinary needles, is scientifically constructed. It is tubular, like most band instruments, because tubular instruments alone are resonant.

The TONEPEN plays all records. Because it is tubular and light, it quickly responds to sound vibration and does not wear away the record. The TONEPEN gives loud, soft and medium effects. Simply turn the TONEPEN so as to bring more or less of the point to bear— that is all. No other needle can do these things.

The TONEPEN reduces scratching to practically nothing. Therefore, it brings out of the record all the quality that is in it.

The TONEPEN is good for 80 to 100 records. No other needle lasts so long.

TONEPENS greatly prolong the life of the record.

TONEPENS sell at sight— 15 cents for three is the retail price.

Money-Back Guarantee

TONEPENS are guaranteed. This means that we will refund the purchase price of a set of TONEPENS if actual use fails to prove our claims.

Write today for our special dealer offer.

Liberal discounts are made to reputable dealers. Stock up now for the Christmas trade.

Send for Free Sample

TONEPEN COMPANY

219 Center Street New York City
VELVET COVERED TURNTABLES
ADD TO THE QUALITY OF MACHINES

A.W.B.

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

velvet covered turntables

add to the quality of machines

A.W.B.

Velve

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

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Velve
Two Thousand Members of Edison Distributing System to Take Course Which Starts January—Many Invitations for Wm. Maxwell

According to present reports, not less than two thousand members of the Edison distributing system will take the School of Salesmanship course which is to be conducted by Thomas A. Edison, Inc., in some twenty of the largest cities throughout the United States and Canada.

The school is scheduled to start the latter part of January and in the meantime is provoking much interest from other fields. Inquiries are coming in almost daily to the Edison Co. and its officials for data, advice and suggestions regarding how a similar School of Salesmanship can be introduced into other fields. William Maxwell, first vice-president of Thos. A. Edison, Inc., who is looked upon as the founder of the School of Salesmanship idea, as well as a national leader in the art of salesmanship, is being virtually besieged with invitations to speak on the subject of salesmanship before universities, industrial gatherings, chambers of commerce, business men’s clubs, advertising clubs, manufacturers’ associations, etc.

DEATH OF RICHARD PARR

Former Head of Parr Mfg. Corp. Passes Away in New Jersey

Richard Parr, formerly head of the Parr Mfg. Corp., manufacturer of the “magnetic sound box,” died late last week at the home of his brother in New York City. Mr. Parr, besides his line activities in the talking machine industry, was well known in Government circles. For many years he was a member of the staff of the Custom House, New York City, and his activities in behalf of the Treasury Department in unearthing frauds achieved national prominence, particularly in 1907, when he was responsible for the exposure of the sugar trust frauds.

AN EFFECTIVE PUBLICITY STUNT

Wireless Concerts in Crowell-Gifford Store Result in Sales and Free Publicity

Parr Arthur, Tex., November 3—Several clever business-getting schemes which have been put in effect by G. S. Moody, manager of the Victrola department of the Crowell-Gifford store, have resulted in a great deal of free publicity as well as a substantial increase in business. One plan consisted of locating a wireless apparatus and aerial about four blocks from the store and a receiving apparatus in the establishment. A concert was staged every evening in the store, the records, of course, being played where the sending apparatus was located. The store was filled to capacity at each of these concerts and newspapers in surrounding towns within a radius of 200 miles commented on the event.

CUSHMAN WITH REGAL RECORD CO.

Arthur H. Cushman, who is one of the best known record sales executives in the country, has joined the sales division of the Regal Record Co., New York, and is doing splendid work in his new position.

MUSIC TRADE LISTS

238 Piano, Phonograph and Music Merchandise Dealers List shows Piano Dealers, exclusive Phonograph and Musical Salesmen and Furniture Stores that handle Musical Goods.

285 Piano and Player-piano Manufacturers.

56 Piano, Accordion and Organ Manufacturers.

177 Phonograph Cabinet Manufacturers.

446 Phonograph, Parts and Supplies (Wholesale and jobbers).

1,651 Sheet Music Dealers (Wholesale and Retail), large firms only.

Write for prices, R. L. Polk & Co., Room 900, 569 South Clark St., Chicago, Ill.

TAX RELIEF PLEAS PITTSGBURGH


PITTSBURGH, PA., November 7.—Keen satisfaction was expressed by Pittsburgh talking machine dealers over the action of the United States Senate in repealing the tax of 5 per cent on talking machines and other musical instruments. The Standard Talking Machine Co. did effective work in arousing the Pittsburghers as well as the other clients of the Standard Co. in having them write to their Senators asking them to vote in favor of the tax repeal.

George Schuetz has been assigned to the management of the Pittsburgh offices of the Sterling Roll & Record Co. by F. R. Dawson, president of the company, in a circular issued to the trade. Mr. Schuetz, who is well known in talking machine circles, having been connected with the Indianapolis office of the Columbia Graphophone Co., takes the place here of Ben L. Brown, who is now local manager at the Cincinnati offices of the Sterling Co. The company handles the Okeh records and Cardinal phonographs.

A. A. Boehm, treasurer of the Buehn Phonograph Co., Edison distributor, attended an Edison tone test recital at Washington, Pa., under the auspices of the G. W. F. Jones Music Co. The Fleming Sisters and Hardy Williamson were the performers and did effective work; and came in for a generous share of the applause from the large and interested audience.

Mr. Boehm stated that all indications pointed to a very satisfactory Fall and Winter season in the Edison line. In the sales contest that is being promoted by the company, which will close on December 31, D. D. Lyon, a salesman in the Edison Shop of W. F. Rossman at Franklin, Pa., is in the lead at present. The winners in each of the districts will be awarded a free scholarship with all expenses paid at the Edison School of Salesmanship.

NEW JERSEY RETAILERS ELECT

S. Semels Elected to Head Victor Dealers’ Association for the Year

The Victor Retailers of New Jersey, an organization which has been quite active in recent months, announces that, owing to the resignation of R. H. Vele, its president, and F. M. Palmatier, its treasurer, the following new officers were elected at the last meeting: S. Semels, president; James McGarry, treasurer; Albert Collubie, vice-president; Clark M. Price, financial secretary; H. A. Glasser, secretary.

If You Sell Musical Instruments You Need This Book

DON’T think of it as just a catalog. Think of it rather as a vast stock of Musical Instruments and Accessories, condensed within the covers of one handy book, a trade-buying Guide to Musical Merchandising.

It opens up to you a safe, sure buying source, bringing the markets of the world within your easy reach. It backs you up with all the resources of our comprehensive stocks and ready service—helps you offer your customers a greater selection than ever, without increasing your inventory one cent. That means turn-over. Turn-overs mean profit!

And more than that, it will sell goods for you!

Leave it on the counter for your customers to look over. Perfectly safe! There isn’t a wholesale price in the book—retail prices only. And with your name and address in the shield on the back, it’s YOUR catalog and YOUR merchandising that the customer sees.

Write today on your own letter head for these two books. We are glad to send them (FREE, of course!) to any Music Dealer.

THE FRED GRETCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.
DEALERS PUSH "DAILY DOZEN"

New York and Brooklyn Talking Machine Dealers Feature "Health Builder" Records—Noted Dealers Making Extensive Campaigns

Talking machine dealers in New York and Brooklyn are featuring Walter Camp's "Health Builder" records, prepared and distributed by the Health Builders, with headquarters at 354 Fifth avenue, New York. Mr. Camp's exercises, known as the "Daily Dozen," which have been set to specially selected music on five large double-disc records, are finding favor with dealers and the public alike. The records are contained in an album, together with twelve charts, showing the movement to make at each command. The charts contain more than sixty photographs, illustrating each movement, and a booklet of instruction.

Robert B. Wheelan, president of the company, announces that in the metropolitan district alone some of the best-known retailers are finding this course very popular with their customers, among them being the five stores operated by the S. B. Davega Co., Wanamaker's and Bamberger's of Newark, N. J.

In Wanamaker's the various employees of the talking machine department have gone through the exercises described in the course each morning before the opening of the store and it has been found that practically the entire department is there promptly at 8:45 in order to secure for themselves the benefits and pleasures derived from these exercises.

A similar condition was experienced recently in the large department store of Lord & Taylor, where a representative of Health Builders, Inc., presented the exercises to 100 employees of that large organization. The exercises were given to classes of 100 at a time.

All five stores of the S. B. Davega Co. have featured the Health Builders' course in an admirable way. Advertising space in the metropolitan dailies has been devoted to this subject and window displays and store demonstrations have done much to bring the course to the attention of the large number of people served by these stores. In the various window displays, one of which is depicted herewith, large cut-outs of men going through the exercises have been used which are almost lifelike. The S. B. Davega Co. has also sent out, through the mailing list, thousands of circulars on the subject and has offered free sample records.

W. H. Bishop, manager of the talking machine department of Frederick Loeser & Co.'s store in Brooklyn, is enthusiastic over the "Daily Dozen" and is preparing to institute a campaign of advertising and circulating to bring them to the attention of Loeser customers.

R. B. Wheelan reports that this course is now being sold in every part of the country and also that large numbers of school teachers have bought this course not only for their personal use, but for use in the classroom as well.

REPAIRS

We have a specially equipped repair shop and efficient mechanics to make all kinds of repairs on talking machines of every type. When sending repair work parcel post it is most important that a label be attached with full instructions concerning the same, and, unless special work is required, it will be returned within 48 hours after receipt of same.

"WE GUARANTEE SATISFACTION."

Send us your repair work by parcel post or express and get results.

Yours for service, THE PERIOD PHONOGRAPH SHOP

201 WEST 12TH STREET
NEW YORK CITY

P.S.—We also have on hand Parts and Supplies for All Makes of Machines.

MME. GALLI-CURCI SCORES

Mme. Galli-Curci, the well-known prima donna, who is a member of both the Chicago and Metropolitan Opera Co., and who makes records exclusively for the Victor Talking Machine Co., made her first appearance of the present concert season at Chicago on Sunday afternoon, October 24, at the Auditorium. This event is of special interest when one recalls that it was on this same stage, five years ago, that Galli-Curci made her famous debut, receiving, one of the most spontaneous, sensational ovations of musical history.

The great diva has since made from twelve to fifteen appearances in Chicago each year, to houses sold out in advance. This year, like in previous years, the advance sale consumed the entire tickets on sale and packed the house to such a capacity that even the huge stage was entirely occupied, six hundred people being seated on it. Mme. Galli-Curci's concert appearances are under the management of Evans & Salter, Fifth avenue, New York City.

POLYPHON
Imported

These German Records in Greatest Demand!

Extensively Advertised in Leading German Newspapers

Dealers--Supply This Demand!

Grasp this opportunity NOW—for greater Profits—Certain exclusive territories still available.

These records comprise the Catalogs of Germany's leading phonograph factories—also, complete catalogs of Turk, Greek, Arab, Syrian and Spanish records.

ARION RECORD IMPORT
1501 GERMANTOWN AVENUE
PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Akt. Ges., Berlin
November 15, 1921

THE TALKING MACHINE WORLD

THE TALKING MACHINE WORLD

ELECTRIC DISPLAY SERVICE

THIS SERVICE WAS STARTED SEPTEMBER FIRST WITH THE CO-OPERATION OF THE WHOLESALE VICTOR DISTRIBUTORS

A LARGE NUMBER OF DEALERS HAVE ALREADY PROFITED BY ITS USE IN AN INCREASED SALE OF RECORDS. THE REASON IT SELLS RECORDS IS SIMPLE AND LOGICAL:—There is a wave of colored light passing over the face of the display. The MOTION ATTRACTS the EYE. The appeal of the novel, artistic front is sufficient to register on the mind the suggestion to purchase, and it does this at the opportune time when the records are immediately available, for the display is intended for use in the daytime and attracts just as much attention during business hours as at night. Many records are purchased on the impulse of the moment; for this reason you make DIRECT SALES that you would not otherwise obtain.

The display is only 13½ x 19½, but attracts more attention than an ordinary sign twice its size. It does not occupy any window space, as its proper place is in the rear of the window on a pedestal above the goods on display. It can be kept in constant use, as there are four new fronts each month. It does not grow monotonous; on the contrary, your customers get in the habit of glancing at it to find out WHAT'S NEW IN RECORDS.

WE FURNISH YOU THE ELECTRIC DISPLAY WITHOUT CHARGE

THE SERVICE CONSISTS OF FOUR ARTISTIC, HAND-COLORED PANELS EACH MONTH AT THE VERY LOW PRICE OF $6.00 FOR THE SET. THE TOTAL COST FOR BOTH THE SERVICE AND ELECTRICITY (using the display 12 hours a day) IS 30 CENTS OR LESS THAN THE PROFIT ON ONE 85-CENT RECORD.

THE DISPLAY MUST BE SEEN TO BE APPRECIATED, AND WE SUGGEST THAT YOU ORDER NOW FOR SERVICE STARTING DECEMBER FIRST AND HAVE THE DISPLAY FOR USE DURING THE HOLIDAY SEASON.

SEND YOUR ORDER THROUGH YOUR VICTOR JOBBER AND WE WILL FORWARD THE OUTFIT AT ONCE, AND IF IT IS NOT ENTIRELY UP TO YOUR EXPECTATIONS YOU CAN RETURN BY EXPRESS AT OUR EXPENSE.

"DA-LITE" ELECTRIC DISPLAY COMPANY

114 NORTH ERIE STREET

TOLEDO, OHIO
TONEPEN NEEDLES FOR RADIO WORK
Tonepen Co. Pleased With Reception Accrued
This Product—Arranges Attractive Window
and Counter Display Cards.—Output Is In-
creasing and Company Is Enthusiastic

The Tonepen Co., New York manufacturer of
the new Tonepen needle, has now been
distributed to the trade for some time, reports
that talking machine dealers are meeting with
much success in retailing this needle and that
phonograph owners are much pleased with the
results obtained.

The officials of the company are very much
pleased with the reception the needle has been
accorded so far from dealers everywhere.

Recently the company received a very flattering
letter from the American Radio League, Inc.,
which, after experiments, states that "the Tone-
pen needle produced a clearer and better tone than
many others which were tried out." As the send-
ing of photograph music by radio requires a
very clear and more intensive tone, the officials
of the Tonepen Co. are very much pleased at the
result the Tonepen has achieved in these experi-
ments. The Radio League is enthusiastic to the
extent that it is recommending the use of the
Tonepen to its several thousand members in all
parts of the country.

Dealers who handle the Tonepen needles are
being furnished with very attractive counter and
window display cards by the company that make
striking sales appeal to the talking ma-
chine owner. One of these is in the form of a
counter display stand done in black and red,
showing a cut of the needle in playing position
on the record with a rearview and a
constructed compartment where a stock of
needles can be kept. This compartment is so
made that it can be opened and closed by the
salesperson and still be out of reach and sight
of the customer.

Sales of Tonepen needles are every day show-
ing a gratifying increase and officials of the com-
pany are very enthusiastic about its future, as
all indications point to a country-wide distribu-
tion.

In last month's World it was incorrectly stated
that the Tonepen needle was originally invented
by William Dubilier instead of one of his asso-
ciates, William S. Mountford, who holds the
patents for same. Mr. Mountford conducted his
experiments at the Center street factory and Mr.
Dubilier became interested through the fact
that this new needle was the product of engineer-
ing and scientific principles of sound-producing
and high frequency oscillations and vibrations,
and, with Mr. Mountford, perfected the needle to
its present form.

FRED GRETSCH GOES TO EUROPE
Will Visit Musical Instrument Centers on the
Continent During Six Weeks' Stay

Fred Gretsch, president of the Fred Gretsch
Mfg. Co., manufacturer and wholesaler of
musical merchandise, 90 Broadway, Brooklyn,
N. Y., sailed last month on the S. S. "Aquitania"
for London. He will be gone six weeks and
expects to visit the principal musical instrument
centers of Europe in the interests of his firm.
Mr. Gretsch, who is also president of the Na-
tional Musical Merchandise Association, will
make a careful study of the European situation,
especially in its bearing to the proposed Ameri-
can Valuation Clause of the tariff bill now be-
fore Congress.

EDISON SLOGAN CONTESTANTS

Orange, N. J., November 9—It has been im-
possible as yet to announce the prize-winners of
the national contest which has been carried on by
Thomas A. Edison, Inc., for a slogan for the New
Edison. In all, about three-quarters of a
million suggestions were entered in this contest,
and this number is so large that in order to do
justice to each individual entry it has been neces-
sary to take a longer time than was expected
before the slogan can be selected.

ANALYZING THE RETAIL FIELD

Ernst & Ernst, the well-known specialists in
organization and systematization work, are now
sending out a large number of detailed question-
naires to retailers in various fields, and upon
the results of these questionnaires this company
will base a report upon the expenses of con-
ducting a retail store along such lines as the
correct number of sales people to employ,
proper salaries for selling and non-selling mem-
bers of the organization, the ratio between the
number of selling employees and non-selling em-
ployees, the percentage of costs, the credit de-
partment, and the volumes of departments as
compared with the whole volume.

Story & Clark have purchased the Victor stock
of the Musical Record Co., of Los Angeles, Cal.,
and are now Victor dealers in their new build-
ing on Broadway, between Eightieth and Ninth
streets.
Service Tables and Display Stands

Every Booth needs a Table as a Service Convenience for the Sale and Selection of Records and Displaying Catalogues, etc., etc.

Display Stands Sell with the Small Machine at a profit to the Dealer and Satisfaction to the Customer. They "Boost" your Record Sales because they create new customers.

Packed 3 in a Mailion Case (Knock Down), delivered by P.P. or E.C. at wholesale cost. Order samples direct and we will charge to your account.

Knock Down Display Stands

<table>
<thead>
<tr>
<th>SERVICE TABLES</th>
<th>DISPLAY STANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enamels, Oak &amp; Mahogany Finishes</td>
<td>Solid Quar. Oak Net $3.60 Retail $5.00 or $6.00</td>
</tr>
<tr>
<td>Solid Mahogany Finish Net $3.85 Retail $6.00 or $7.00</td>
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</tr>
<tr>
<td>Solid Mahogany Net $4.25 Retail $7.00 or $8.00</td>
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<tr>
<td>Utility Detachable Top .90</td>
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</table>

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

OGDEN'S ORIGINAL "STANDS"

Announcing New Model No. 50 K.D.

For New Model Victrola No. 50 Portable which makes this "Vacation" Model an All-Year-Round Proposition and a Big Holiday Seller.

Dealer's Price $6.50 Retail Price . 10.00

TO MATCH

Finishes

Mahogany (2 Finishes)

Ogden's You-Nit Stands Display the No. 50 so it "Sells" and makes a Home Outfit for Victrola and Records. It is also a K.D. Portable Stand and Record Carrier for the Camp. Correctly Designed in Harmony with, and matches, the High Quality Victrola in Material and Finish. Genuine Select Mahogany and Quar. Oak and is Unconditionally Guaranteed to each Purchaser.

Ships K. D.—Weight, 12 lbs. each individual Carton. Delivered Freight Paid in 1-Dozen Lots.

Ogdens You-Nit Stands Display the No. 50 so it "Sells" and makes a Home Outfit for Victrola and Records. It is also a K.D. Portable Stand and Record Carrier for the Camp. Correctly Designed in Harmony with, and matches, the High Quality Victrola in Material and Finish. Genuine Select Mahogany and Quar. Oak and is Unconditionally Guaranteed to each Purchaser.

Prices Reduced

To Pre-war Basis

(Effective November 20)

Patented Record Cabinets designed for Efficiency and Service are Guaranteed to fit your requirements.

Visible Tab Indexes extend in front of the Record with all numbers Visible and is an immediate Reference to every Record in Stock. They are adapted to Reference Labels or hand lettering.

10" and 12" Sizes, $14.00 per M.

Ogden Sectional Cabinet Co.

INCORPORATED

LYNCHBURG, VA.
Frank Crumit, now playing in Tangerine, simply "stops the show" when he sings "Sweet Lady," which he wrote. It's this exclusive Columbia star's newest hit. "You're Just the Type for a Bungalow" is the other sure-selling song on A-3475.

Columbia Graphophone Co.

THE BUSINESS PENDULUM SWINGS UPWARD IN PORTLAND

Dealers Ordering Their Requirements Confident of a Good Volume of Holiday Business—Trade as a Whole in Optimistic Mood—Review of the Situation Shows Much Activity

PORTLAND, Ore., November 4—There is no doubt that general financial conditions are improving and a better feeling prevails that the business pendulum has now started to swing upward and Portland music dealers feel that they are definitely headed toward a healthy revival of business.

With this better feeling prevailing merchants are ordering their actual requirements with more confidence and the hand-to-mouth system of buying has ceased.

"Five Days of Free Music," as advertised extensively in the Portland newspapers by the Columbia Graphophone Co., is a huge success and all the dealers co-operating with the company report a big increase in their sales since the beginning of the extensive advertising campaign. Wm. H. Lawton, Northwest general manager, spent some time in Portland working up the interest of the various Columbia dealers, and Robert Porter, assistant sales manager, of New York, spent a week with him. Mr. Porter says all dealers in Oregon, Washington, Idaho, Montana and California that he visited were most enthusiastic over the drive and dealers all over the country are reporting increased sales.

E. B. Hyatt, of the Hyatt Machine Co., reports business exceptionally good for October, with all of the fifteen demonstration rooms kept busy most of the time.

Mr. Hyatt entertained his whole force at the recent dinner given by the Oregon Music Dealers' Association. A shipment of thirty-four Victorolas of the cabinet type has just been received by the company and these machines are being sold almost as fast as they can be unpacked.

W. A. Burlell, of the Hyatt Co., says he sold two Edison Chippendales the day after the Edison tone-test concert, which was under the auspices of the Reed-French Piano Co.

The monthly meeting of the Oregon Music Dealers' Association was held October 18 at the Hotel Imperial. Fifty-eight members were present and after dinner a most interesting and instructive talk was given on "Sales and Service" by George Wessells. Mr. Wessells is widely known for his practical talks along trade lines and was for several years instructor in the sales department of the Los Angeles public schools.

Clyde Freeman, manager of the Remick Song and Gift Shop, which is also exclusive Columbia dealer, reports the sale of more machines during October than for the past four previous months combined.

Paul B. Norris, manager of the Willey B. Allen talking machine department, reports business better the past month than for many previous months. A Victrola was purchased out of the nurses' fund by the sisters of the Vancouver Hospital, and a big order of records accompanied the instruments to the hospital. The sisters declare music the very best remedy for both patients and nurses and told Mr. Norris that the Victrola will fill a long-felt want.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., reports a big increase of business all over his district. At the present time he is busy engaging arranging his stock in his commodious new quarters on Glisan street.

The Foley-Maegly Music Co. is retiring from business and is having a removal sale, reducing all goods with the exception of Victrolas and Victor records. Mr. Foley has been in business since 1918. An extension of the lease of this building occupied by the Foley-Maegly Co. was refused, as the building is to be wrecked. Suitable locations are hard to find, so Mr. Foley decided to retire and will go into the wholesale piano business with M. C. Koster, Western representative of the Smith, Barnes & Strubber Piano Co.

Carl Jones, of the Columbia Co., reports the installation of three new agencies—the Sabin Drug Co., of Grants Pass, Ore., the East Side Pharmacy, of Ashland, Ore., and the Washougal Pharmacy, of Washougal, Wash.

The appearance of Theo Karle, American tenor, in concert at the public auditorium in October occasioned a great deal of advertising by Brunswick record dealers, for which Mr. Karle sings exclusively. Mr. Davis, of the wholesale department of the Brunswick-Balke-Collender Co., called with Mr. Karle on several of the dealers during the latter's stay in Portland. "Ah! Moon of My Delight" was delightfully sung by Mr. Karle at the concert and many calls for this and other records have been requested by admirers of Mr. Karle's voice.

Cyrus Van Gordon, exclusive Columbia artist, who appeared in a concert at the Municipal Auditorium October 24, proved very popular and the large audience which heard her demanded many encores. All Columbia record shops report a good demand for her records since her appearance.

A. M. Wrayton, sales manager of the phonograph department of the Bush & Lane Piano Co., welcomed with open arms the loadout of Bush & Lane phonographs which arrived the first of the month.

Increased business in the Columbia Graphonola department of the McDougall Music Co.'s store has necessitated additional help and Miss Vivian Dunkle has been added to the staff to assist C. H. Williams, the manager. Victrolas for ocean voyages are gaining in favor and no ship that leaves the port of Portland considers itself complete without a Victrola and all the latest records. F. D. Addie, manager of the Victrola department of the Sherman, Clay & Co. store, installed a Victrola IX on the Dutch steamer "Fijlkerbume," with Victor records ranging from Red Seal to the jazziest of jazz. C. L. Nealon, who recently joined force with Sherman, Clay & Co., has installed
WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose.

Send for rates.

Phonograph Recording Co.
260 West 42nd Street
New York City
Phone: Bryant 6389

TOURS IMPORTANT APPOINTMENTS

ORANGE, N. J., November 5—John Stapleton, a man with considerable experience in the retail end of the phonograph industry, has recently been made manager of the Edison Shop in Fifth Avenue, New York City.

Samuel Halsey, who has had an extensive experience in various divisions of the Edison industry, has been placed in charge of the wholesale business conducted by the Phonograph Corporation of Manhattan. The latter is at present making his headquarters in Orange, N. J.

MAX WILLINGER IN CHICAGO

Max Willinger, president of the New York Album & Card Co., New York City and Chicago, manufacturers of "Nyaxo" record albums, left for a six weeks' stay at the Chicago offices of the company. Both the Chicago and New York offices are vying with each other in the volume of orders they are securing and it is keeping Mr. Willinger busy dividing his time between the two offices.

ORCHESTRAS RECORD FOR EDISON

Two of the dance orchestras to recently record for Thos. A. Edison, Inc., are the Cleveland Orchestra and Conrad's Orchestra. The former is well known to New Yorkers and has won great popularity both with those who attend the Club de Vinat and the Hotel Vanderbilt. Conrad's Orchestra enjoys a similar popularity with the fashionable Newport set at the Casino in that city. Several new records have recently been released by both of these orchestras.

CHANGES AT THE AEOLIAN PLANT

Hugh L. Thompson, who has been in charge of the Aeolian Co.'s record plant at Meriden, Conn., has been promoted to the position of research expert in connection with records. Ed- win W. Carruth, superintendent of the local factory, will also supervise the record plant.

Persistence and the gift of gab may sell some goods, but courtesy makes steady customers.

Model 8. Mahogany or Walnut
Top 35" x 21". Height, 34 1/2".

List Price $125
Costs the Dealer Ask us!

This is Model 8—the first of the Strand line to be announced. It is the product of the third largest phonograph cabinet plant in the United States, with twelve years of high-grade phonograph designing and building behind it. Let us send you phonographs and an outline of just what we offer the dealer in quality of product, low list, fat discount, and trouble-proof packing and shipping.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a real profit.

"Better merchandise, lower list, and fatter discounts."

MANUFACTURERS PHONOGRAPH COMPANY, Inc.
GEORGE W. LYLE, PRESIDENT

95 MADISON AVE., NEW YORK
EXEMPLARY NEW BOOK ON SELLING

"The Science and Art of Selling," by James S. Knox, Analyzes the Basic Principles of Salesmanship in a Manner That Is Practical and Interesting—A Worth-while Treatise

One of the best books published this year on salesmanship is "The Science and Art of Selling," by James Samuel Knox, A.M., LL.D. It is published by the Knox Business Book Co., Cleveland, O.

This book, in a most conscientious manner, covers most completely the subject of its title. Divided into five parts, it discusses: (1) Fundamental Factors in Business; (2) The Basic Principles of Salesmanship; (3) Retail Salesmanship; (4) Efficient and Inefficient Selling Methods, and (5) Specialty Salesmanship.

In the preface the author touches the keynote of his most estimable work. Quoting from the introduction, "Every bit of unnecessary waste must be eliminated from the handling of goods. This cannot be done through ignorance, which means waste and expense that must be paid by the customer. It must be accomplished by a careful technical training of every individual who has anything to do with the handling of the merchandise—traveling salesmen, clerks and merchants alike. Every untrained salesman, merchant or clerk adds to the high cost of living, which must be paid by the public."

Through the volume the author explains, with extreme simplicity, the science of selling, and thereby points the way to eliminating unnecessary waste in the handling of merchandise and thereby reducing the cost to the ultimate consumer.

In the first part, called "The Fundamental Factors in Business," the economics of distribution, trade channels, store management, bookkeeping, psychology of business, human instinct and theives are discussed.

The second division, "Basic Principles of Salesmanship," to which the greater part of the book is devoted, covers every angle of the salesman's individual problem from the approach to the closing of a deal.

The third part, dealing with retail salesmanship, gives valuable information and suggestions to salespeople, cites several model selling talks, and discusses retail selling methods, store training and managerial problems.

Then comes a discussion on efficient and inefficient selling methods, which is carried out in a most illuminating way and which proves its points with several well-known examples and finally a treatise on the specialty salesman.

Throughout the work there appear a great number of charts and illustrations which help the reader to more quickly and accurately visualize the procedure of development, which the author explains.

The book throughout is arranged most conveniently. Divided into parts, as it is, and then into chapters, and with bold-faced captions used throughout the pages, the work is admirably suited for a reference book on selling. The pleasing style of writing which the author employs, together with the many interesting examples which he cites, takes the work out of the cut-and-dried text-book class and makes it both instructive and entertaining to read.

The volume should be most valuable to sales managers and salesmen in the music industry, as its contents pertain so closely to the problems of the sales force of the music store.

RHINES SHOP OPENS IN CANTON

CANTON, O., November 3.—A branch store of the Massillon, O., Rhines Shop, exclusive Edison dealer, was opened here last week at Third street and Cleveland avenue. The new establishment contains five sound-proof demonstration booths. H. M. Ruffedge, formerly of the Massillon store, has been made manager of the local branch. A complete line of Edison phonographs and records is handled and an Edison turntable has been installed.

JOBBERS—ATTENTION!

Announcing to the trade that we are now making arrangements to allot exclusive territories in all sections of the country to responsible houses for an internationally known foreign record, for which there already exists a great demand in this country.

The catalog is a complete one and comprises all languages, including German, Polish, Bohemian, Yiddish, Hebrew, Scandinavian, Irish, French and many others.

Concerns interested in the handling of the leading foreign records are invited to communicate with us immediately for further particulars.

Hegeman-Stewart Corporation
338 Washington Street
New York, N. Y.
ABRAM DAVEGA ELECTED PRESIDENT

New Officers of the Knickerbocker Talking Machine Co. Elected—Joseph Schwartz Becomes Vice-president of Company—Other Officers

A meeting of the board of directors of the Knickerbocker Talking Machine Co., Victor Wholesaler, New York City, was held at the headquarters of the company on October 31. At this meeting officers were elected for the ensuing year. Abram Davega, who conducted this business for many years as vice-president, was elected president, filling the office made vacant by the death of his beloved father. Joseph Schwartz was re-elected vice-president and Louise Davega, widow of the deceased former president, secretary and treasurer. The directors are Abram Davega, Louise Davega and Henry Moses.

Joseph Schwartz, who was made a member of the firm and elected vice-president, has earned this honor through many years of conscientious work and exceptional ability. Mr. Schwartz joined the organization some nineteen years ago, which was then operated under the name of I. Davega, Jr., Inc., and for many years has been right-hand man to Mr. Davega in the conduct of the business. Although a young man, Mr. Schwartz's experience in the talking machine field even antedates his connection with the Davega firm. He has seen it grow from its infancy and reach its present large proportions. It was fitting and just that his allegiance and faithfulness be thus recognized.

INTRODUCE NEW CONSOLE MODEL

Cole & Dunas Introduce "The Olympian" in Three Styles—Small Goods Activity Grows

CHICAGO, ILL., November 10.—The firm of Cole & Dunas has just brought out a new console model which will be known to the trade as the "Olympian" apartment model. This new instrument comes only in mahogany and retails at $85. In size it is 33 1/2 inches long, 36 inches high and 21 inches deep. It is of the period model type in three styles—Hepplewhite, Italian Renaissance and Queen Anne. In the past few weeks the small goods business of this house has grown to a considerable extent. This concern was one of the first to introduce a complete line of jazz instruments and drums to the talking machine dealer. The retail dealer was quick to see the possibilities of these instruments and other small goods as quick turnovers. In many instances this proved the salvation of numerous dealers throughout the country when the buying public let up on the purchase of talking machines. The shipping department of Cole & Dunas for the past three weeks has been working overtime until one o'clock on Monday, Wednesday and Saturday nights in order to catch up with the shipping demands of dealers who are putting in complete lines of jazz stringed instruments.

BOSTON FIRM OBTAINS CHARTER

Boston, Mass., November 9.—A new corporation formed lately is that of the Federal Talking Machine Co., to handle talking machines, with a capital of $25,000. The incorporators are Ralph Silverman, of Winthrop, David H. Bloom, of Boston, and George Rosen, of Malden, Masses. Silverman and Rosen are both well known in the talking machine business and have been associated under the name of the Phonograph Supply Co. of New England.

EARL MURDOCK OPENS VICTOR SHOP

In contrast, O., November 7.—A formal reception marked the opening here of one of the finest Victrola establishments in this section of the Middle West. The store, which is located at 205 South Third street, is beautifully decorated and a complete line of Victrola and Victor records has been installed. Soundproof booths and other conveniences make the establishment complete in every detail.

JOINS WURLITZER SALES FORCE

Herbert A. Brennan, manager of the Victrola department of the R. Wurlitzer Co. store on Forty-second street, New York, has just recently added to his staff Terence F. Moran, who comes in the capacity of assistant. His experience covers a period of more than twelve years, all of which were spent in the Victor field. He was at one time manager of Landay's Forty-second street store, and later was employed by the Gram-o-Phone Co. of Canada as manager of its retail store.

GUS NUNNSTIEHL HAS NEW POST

LOUISVILLE, Ky., November 7.—Gus Nunstiehl, formerly manager of the Columbia and Brunswick departments of Herman Strauss & Sons Co. of this city, is now associated with the talking machine sales staff of the Stewart Dry Goods Co. Mr. Nunstiehl is an experienced salesman, having been connected at various times with the Wurlitzer Co., the L'Harmonie Co. and others and he comes to his new connection well equipped to make a success of his new enterprise.

Delivery Envelopes

Art Series
New Designs

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

NEW LIST OF RECORDS

Write for Revised Prices

Every 60 Days

A Selected List of Victor Records

We Will Be Pleased to Play Any of Them for You

Very attractive proposition to Jobbers

Order Now for the Holidays

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA
**A VISITOR FROM NEW ZEALAND**

E. J. Hyams, of Wellington, Visits a Number of Prominent Centers in the United States and Canada—Plays Non-Musical Instruments and Other American Products

Among the prominent visitors to the United States during the past six weeks was E. J. Hyams, of E. J. Hyams, Ltd., of Wellington, New Zealand. Mr. Hyams is the wholesale representative of the Gramophone Co. Ltd., London, and distributes “His Master’s Voice” products to about eighty dealers in that thriving section of the British Empire. He also handles American player-pianos, which are very popular in his country, and during his visit he placed a number of orders for these instruments to be shipped to a large number of dealers in New Zealand.

During his stay in the metropolis Mr. Hyams was a caller at The World office and discussed conditions in New Zealand most interestingly and informatively. In addition to talking machines and pianos Mr. Hyams represents a great number of other lines—in fact, he has divided his trading allegiance practically on a fifty-fifty basis between the United States and Great Britain. From New York Mr. Hyams went to Chicago and Canada, and on his return to this city he left for London, England, from which point he will journey homeward.

Mr. Hyams is a splendid type of business man—progressive, alert, and very new idea. He has the happy knack of being able to analyze conditions quickly, and recognizes and describes the conclusions that are beneficial to his business and to those with whom he has intercourse in a commercial way.

Previous to his leaving for London Mr. Hyams was interviewed by a reporter of the New York World. This is what he said:

“While you New Yorkers are figuring out your Winter country, and are getting ready for Spring. The first Tuesday in November is celebrated by the great Melbourne Cup race, which will be attended by about 150,000 people. At Christmas time in New Zealand, the people, and New Zealand Cup will run on the same date before 50,000 racing enthusiasts. It has been said that Australasia should be named ‘Horsetraulia,’ because of the love of the inhabitants for the races.

“It is a great part of the world to live in.” Mr. Hyams went on. The most expensive hotels, which compare favorably with the best anywhere, make a rate of $6 a day for a good room with meals, and everything else included, and living conditions are equal or superior.”

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**REYNALDS CHRISTMAS CLUB SALES**

Plan Stimulates Immediate Sales and Adds Live Prospects to List—E. W. Gunternacher, Manager, Joins the Artophone Corp.

Mobile, Ala., November 8.—The Reynolds Music House, Victor distributor for this territory, is conducting a successful campaign for sales during the Christmas season through the medium of Christmas Clubs. The plan, though new, is proving extremely successful and possesses a twofold value. In the first place, customers who have never before purchased records are thus induced to purchase them. In Victoria as a Christmas gift are eagerly taken advantage of the opportunity, and, secondly, many inquiries concerning these machines are being received by the customer, and which is then enabled to add real live prospects to its list for future consideration. E. W. Gunternacher, for the past six years manager of the company, has resigned and is now connected with another concern.

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**NEW STORE OPENED IN NEW YORK**

The Morganside Music Shop opened very attractive quarters this week at the corner of Eighth avenue and 120th street, New York. It announces that Victor, Columbia, Sonora and Brunswick machines and records will be handled.

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**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 the 12th month of the year 1912. Ownership—E. J. Hyams, 373 Fourth avenue, New York, N.Y. Manager—E. W. Gunternacher, 373 Fourth avenue New York, N.Y. Managing Editor—J. B. Spillane, 373 Fourth avenue, New York, N.Y. Secretary—None. J. B. Spillane, 373 Fourth avenue, New York, N.Y. Editors—J. B. Spillane, 373 Fourth avenue, New York, N.Y. The $2.00 a year subscription price includes the monthly circular, which contains addresses of dealers, manufacturers, &c., and business information. The address of the publisher is 373 Fourth Avenue, New York City; of the editor, New York City; of the manager, None.

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**NEW LONDON MUSIC SHOP OPENS**

New London, Wis., November 9.—The Music Shop, an exclusive Edison shop, which opened here on North Water street last week, is one of the finest music establishments in this vicinity. The building which houses the new business was completely remodeled and redecorated, sound-proof demonstration booths were installed, and many other features were added for the convenience of patrons.

**VICTOR ARTIST FLIES TO CHICAGO**

Reinald Wernerrath, well-known Victor artist and baritone of the Metropolitan Opera Co., traveled from New York to Chicago by airplane on Monday of this week, and will appear in the opera there in that city. The first landing was made in Cleveland, where Mr. Wernerrath remained for the night. The journey was completed Saturday afternoon. A Curtiss plane, piloted by the assistant chief pilot of the Curtiss Co., was used for the trip.

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**CABINETS**

**MODERATE PRICES IMMEDIATE DELIVERY**

Cut our New 45" E Model.

Send for circular of our line.

Everett Hunter Mfg. Co.

McHENRY, ILL.
"PROCRASTINATING OPTIMISM" IS AN UNWISE POLICY

Some Pertinent Deductions Based Upon Observations on Conditions as a Result of a Recent Tour of Western Territory—A Time for Action and Not Theorizing

On a recent trip through the West the writer came upon a phrase that most aptly describes the frame of mind of a great many business men of the country, including some of those in the talking machine industry, regarding the present trade situation and the outlook. In referring to a number of retailers, a wholesaler remarked that too many of them were suffering from what he termed "procrastinating optimism," and were losing valuable time waiting for their optimistic prophecies to be fulfilled rather than making efforts right now to fill them.

"I have been in close contact with a great number of dealers," said this wholesaler, "and have found that the pessimistic, down-in-the-mouth type is a rather rare bird. Business is poorer in some sections than in others, but the average merchant believes that it is only a temporary condition and is of the opinion that the early Winter months will certainly see a reawakening of the buying spirit and a gradual but general return of good business.

"The trouble, however, is that too many merchants feel rather content to move along according to normal impulses, and to wait for the turn of the tide, rather than to do their share individually to stimulate sales by increased effort. They are at heart optimistic, but are simply procrastinating and waiting for the expected good business to drop out of the sky, as it were."

"The old adage to the effect that the Lord helps those who help themselves is to be applied most successfully to the business situation to-day. The fellow who is simply an optimist and waits for good times to come is bound to lose ground. What we want is the optimist who has enough faith in the future to get out and hustle now so that he can have a first-class running start when the break in business comes."

The wholesaler happened to be in a line connected in some respects with the music business, and his sermon might be taken to heart by a number of members of the music industry in all its branches. It is a self-evident fact that the methods that brought business a year or two ago are not producing results now, nor can it be expected of them. The change in the industrial situation has made it necessary to look out for, and cater to, new classes of buyers. The "white collar" man, for instance, is again coming into his own slowly but surely, and will soon be worthy of consideration as a prospect for musical instrument purchases. Then, again, new selling methods must be given consideration—selling methods that are not only calculated to appeal to the new buying classes, but which may be expected to have a proper effect upon the public as a whole.

Just simply waiting for the break to come, whining and complaining a little, perhaps, but doing practically nothing outside of the regular routine to stimulate sales, is not going to get the average merchant anywhere. If he gives the matter any real consideration he must realize that the competitor who is increasing and gingering up his sales staff, spending more money for advertising and using more energetic methods right along the line, is not only capturing all the business that might be expected to come to his store in the ordinary course of events, but is also getting business that might properly be expected to go to the other fellow—in this instance the neighboring merchant who is marking time.

It is all very well to make plans for the bright future that is to come, for it is good generalship to make plans, but it is the immediate carrying out of those same plans before the opposition takes similar steps that wins battles, whether it be in war or in business.

The time is now ripe for action and not for mere conversation.

F. K. PENNINGTON’S NEW POST

Popular Talking Machine Man Now General Sales Manager of A. B. Dick Co.—Well Known and Esteemed in Merchandising Circles

Frank K. Pennington, formerly assistant general sales manager of the Columbia Graphophone Co., has been appointed general sales manager of the A. B. Dick Co., Chicago, manufacturer of the Edison-Dick micrograph. Mr. Pennington will make his headquarters at the company’s executive offices, 720 West Jackson Boulevard, Chicago.

Although he was connected with the talking machine industry only four years, F. K. Pennington too won the esteem of talking machine dealers from one end of the country to the other. Thoroughly conversant with every phase of merchandising and possessing a most pleasing personality, he was accorded an enthusiastic reception wherever he visited, and his many friends in the trade will be delighted to learn that he has become associated with one of the greatest industrial concerns in the country. His success is assured judging from his notable achievements in the past.

Receiver’s Sale

The Cirola
Phonograph Corp. Plant
At 393 High Street, Newark, N. J.

Modern four-story brick building containing over 20,000 square feet of floor space—Complete wood-working shop capable of turning 150 one hundred and fifty CIROLA cabinets a day—Varnish room with latest type Air-brush equipment—Complete machine shop for machining all metal parts—2000 CIROLAS in various stages of completion—Hardware—Supplies—Dies—Patterns—Jigs—Special tools—Good-will, Patents, Patents pending.

Registered Trade-mark "CIROLA"—Motor Truck—Office Equipment—Etc.

The CIROLA has been sold all over the WORLD—This plant kept together and operated should be developed into a wonderful concern.

To be sold according to the order of The Chancery Court. Terms and conditions of sale and detail description of plant and equipment furnished on application

Sale 10 o’clock, Friday, December 9th, 1921
at 393 High Street, Newark, New Jersey

MERRITT LANE, Attorney for Receiver
No. 196 Market Street, NEWARK, N. J.

HARRY A. AUGENBLICK, Receiver
No. 810 Broad Street, NEWARK, N. J.
ANNOUNCING—
THE OPENING OF OUR NEW EASTERN FACTORY FOR THE
Manufacture of Record Envelopes

Eleven years' experience—Specializing in such manufacture. For many years supplying record envelopes to all the largest manufacturers.

SEND FOR SAMPLES and QUOTATIONS on our latest style envelope—with highest grade printing. Immediate deliveries

Western Envelope Corporation
55-67 Hope Street
Brooklyn, New York

AN ARTISTIC TALKER DEPARTMENT
The City Furniture Co., of Chicago, Arranges Very Complete Talking Machine Department

CHICAGO, ILL., November 10—The City Furniture Co., of this city, one of the largest furniture stores on the South Side, has just taken on a large store next to its main headquarters at Sixty-second and Halsted streets, and has placed it entirely at the disposal of musical instruments. The new music department is one of the most sumptuous in Chicago, and the largest part of this new addition is devoted exclusively to Brunswick talking machines. The demonstration booths, eight in number, are all nine by twelve feet, and the walls are of triple plate glass. These glass walls are erected in two layers with a vacuum space between each. This method of construction causes the walls to be positively sound-proof. Each booth is handsomely decorated with the costliest kind of furniture, and an idea of the expense that was gone to may be arrived at when the cost of the carpeting alone is considered. This carpet is of a dark blue color and is made in one piece, and the walls of the demonstration booths are laid upon it. The cost of this carpet alone directly from the mills at wholesale price was a little over $1,200. Besides Brunswick talking machines and records this company is also handling the well-known line of Kimball pianos and players and Q R S music rolls.

WM. PHILIPS TELLS OF ACTIVITY

William Philips, president of the William Philips Phonograph Parts Co., New York City, reports that the demand for tone arms and reproducers is continuing in the good volume reached last month and further expects that this good condition will prevail throughout the coming year.

UNICO TABLES FOR VICTROLAS
Unit Construction Co. Announces Addition to Line of Tables of the Unit Type

PHILADELPHIA, PA., November 12—The newest development in the line of Unico tables for Victrolas produced by the Unit Construction Co., of this city, is the Unico Four-Six A. Last month the Unico table No. 50 for the Victrola portable was placed on the market. Following that the Unico table Four-Six for Victrolas 4 and 6 was announced. Unico Four-Six A differs from the Four-Six in that it is equipped with a special shelf above the record shelf. This allows the convenience of using this shelf for records

Children Rule Your Holiday Trade

And you can delight them with a BABY PHONOGRAPH and a set of BOBOLINK BOOKS.

Wire or Write for Dealers' Proposition

SYMPHONY MUSIC COMPANY
1020 Wilson Avenue
Chicago, Illinois

UNICO TABLES FOUR-SIX A
Unico Table Four-Six A that have been picked out to be played. The Unico table No. 1 is similar to the Four-Six A in construction, except that the top is perfectly flat and although a machine can be placed upon it its primary use is for table purposes. The top, however, is removable, which converts it instantaneously into a regular Four-Six cabinet stand. All these tables are of the Unit type and are easily disassembled or assembled. Delivery on the Four-Six tables is expected about November 15.

MODERNOLA SALES INCREASING

George Seiffert, president of the Modernola Sales Co., New York City, has the entire line of Modernola phonographs, made by the Modernola Co., Johnstown, Pa., on display at his headquarters. Mr. Seiffert, who is the Eastern distributor for these machines, reports that orders are coming in in excellent volume and are now being received for future delivery.

D. R. Doctorow, talking machine manufacturers' agent at East Forty-second street, New York, reports an increasing demand for the various talking machine parts and supplies which he handles.

SENATE PASSES NEW TAX BILL

Measure Now Goes Before Conference Committee of House and Senate (or Final Adjustment—Expected to Be Ready in December

WASHINGTON, D. C., November 9.—The Senate on Monday night finally passed the revised Revenue Bill, which now goes to the Conference Committee representing the Senate and the House for adjustment with the House Bill which was passed on August 24. It is probable that the differences between the Senate and House bills will cause some sharp contests, and it is not expected that the final draft of the measure will be adopted until December.

The Senate Bill as finally passed not only eliminates the excise taxes on musical instruments as a result of the special amendment introduced by Senator Frelinghuysen, but repeals the excess profits tax, all transportation taxes, and grants relief in other directions.

As soon as the Senate had acted to eliminate excise taxes on musical instruments of all kinds the Music Industries Chamber of Commerce immediately started a campaign among members of the trade and others in all States represented by Senators or Representatives in the Conference Committee of the Senate and House which will finally iron out the differences between the Senate and House bills and prepare the final draft of the tax measure. The Chamber urged that those interested write immediately to the members of the Conference Committee to prevent any attempt that may be made to replace the taxes on musical instruments in the final bill.

SAMUEL BUEGELISEN IN EUROPE

Samuel Buegelsen, head of Buegelsen & Jacobson, importers and wholesalers of musical merchandise, New York City, is at present in Europe visiting the various musical merchandise markets in that continent in search of additional merchandise for this house.

INSTALLS "TALKER" DEPARTMENT

The Tepper Bros. department store, of Fort Wayne, Ind., recently installed a talking machine department, with Arthur G. Fedewa and C. Sauter in charge. Mr. Tepper was formerly associated with Wolf & Dessauer as manager of the talking machine department of that well-known institution. The new department is modernly equipped throughout and a complete stock of machines and records has been installed.
The Most Unusual Dollar Value in the World Today

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

Retails for $1.00 Each

The entire outfit, which is packed in a folding cardboard container, beautifully printed in four colors with space for name and address can be mailed without further wrapping—retails at $1.00.

Once you see this wonderful value you will absorb some of our enthusiasm for it.

Send for Catalogs and Price List

The A. C. Gilbert Company
460 Blatchley Ave. New Haven, Conn.

General Sales Office
200 FIFTH AVENUE, NEW YORK CITY
San Francisco    Chicago    Toronto    London

There are four Bobolink Books—2 song books with piano scores and records, 2 reading books with records. Each book is 18x11 inches and opens flat.

Bobolink Books are packed in folding mailing wrapper with 2 double-faced, 7-inch records.
A splendid Gift

There are hundreds of idle machines right in your district—they only need something novel and different to again become active buyers of records

Canvass your entire territory—with records, and the

One dealer in each territory can dominate all others by selling the Operatone. Every owner is a potential buyer, regardless of the make of machine. Hundreds of idle phonographs are being restored to a renewed activity and record buying.

You know in advance many lovers of good music who will appreciate the wonderful tone-quality, the increased volume and definition. You can sell these people without delay—they will spread the good news.

You take no risk—because the Operatone is guaranteed "to improve tone-quality and volume of your instrument to your satisfaction or return in 10 days for Money Back."

Our distributors are well equip and aggressive in pushing the sales and advertising campaign—in real cooperation with their dealers. They are making money for themselves and for their connections and increasing the sale of records and supplies. Every detail of practical cooperation is at your command.

The situation at a glance:—Dealers make $60.00 per dozen profit—plus record sales!

From the Grafonola Company of New England, 174 Tremont St., Boston, Mass.

... You are doing business 100% and I certainly like the spirit and cooperative interest you have shown so far. It is the one thing that makes a concern want to work successfully as a distributor of your merchandise. This cooperation and your thoughtfulness look awfully good to Erisman and for your information, let me advise that we will need a couple more gross of those Operatones and we will need them just as fast as you can get them here...

From the Cabinet and Accessories Co., Inc., 145 E. 34th St., New York.

... Just a word to let you know how pleased we are with the good word we hear from everyone about the Operatone. We certainly appreciate the cooperation you give our customers in advertising. Many of our dealers have reached customers whom they have not heard from in months and have sold quantities of records through this medium...

Delays bring neither customers nor profits, without which business is poor. Get busy with the Operatone as a means to an end—your record sales will jump, new customers will come in—and—you will find that IT PAYS!

Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach their district—schedule those deliveries as a personal favor. This is being done by others.

Our production will permit of a few more connections

5 West 39th Street, New York
Tel. Longacre 6857
THE TALKING MACHINE WORLD

ALL READY FOR THE BIG BALL

Grand Ball of Talking Machine Men, Inc., at Hotel Pennsylvania Promises to Be Great Success—Several Orchestras to Provide Music

As The World goes to press all preparations have been completed for the grand ball of the Talking Machine Men, Inc., to be held at the Hotel Pennsylvania, New York, on Thursday evening, November 17. Not only have the prepara-tions been completed, but there have already been sold a sufficient number of tickets sold to assure the entire success of the venture. The general public has responded most satisfactorily to the opportunity for dancing to the music of those who are generally considered to be the popular orchestras whose music has become familiar through the medium of talking machine records of various makes.

There have been made for a continuous flow of music from 8.30 p.m., at which time the ball starts, until the wee small hours of the following morning. There will be an orchestra and, in addition, such organizations as the All Star Trio, The Happy Six, Columbia artists; the Pennsylvania Hotel Orchestra, which has made a number of Victor records; the Paul Belse Trio, and others. The Renick Band; Prince's Orchestra, and very probably Isham Jones and his noted orchestra, Brunswick, who are in New York to do some recording. Paul Whiteman and his Royal Palais Royal Orchestra, whose Victor records have proven a sensation, is also expected to be present and offer some entrancing melodies for the active feet, and there will be several others. In short, it promises to be a real musical evening.

The profits that accrue from the affair will be devoted by the Talking Machine Men, Inc., to the financing of various trade betterments, including joint advertising campaigns and other movements of like character calculated to benefit the local trade as a whole.

A. H. MAYER'S MOVES

A. H. Mayer's, for several years engaged in the talking machine business on Broadway, between Sixty-eighth and Sixty-ninth streets, New York, has vacated this establishment and moved into a more spacious store at 1925 Broadway. Mr. Mayer's will occupy both the first and second floors at this new location. The establishment is being thoroughly remodeled. Columbia and Victor machines are handled by Mr. Mayer's.

NEW VICTOR GERMAN CATALOG

The Victor Talking Machine Co., of Camden, N. J., announces that the new German catalog, containing twenty-seven records, is expected to be ready for distribution during the latter part of this month. Twelve new records in German have been added; three are new combinations of old popular numbers and twelve have been reproduced from 1920 cut-out list. These will also appear in the 1922 general record catalog of the Victor Co.

BANKRUPTCY PETITION FILED

CHICAGO, I11., November 9.—A petition in bank-rruptcy was filed to-day against the Phonograph Motors Corp., of this city, by the Echting Co. of America and Bowen D. Chace. This company formerly manufactured the Johnson electric motor.

HONOR BRUNSWICK ARTIST

Hollywood, Calif., November 7.—The Reed & Dady exclusive Brunswick shop, 6211 Hollywood boulevard, recently announced that Miss Margaret McKee, the well-known singer and Brunswick's whisk-er, Margaret McKee, in celebration of her first Brunswick records, which were recently placed on sale. In their display window was a beautiful wood-and-scene artistically done, centered around Miss McKee's photograph. It was in the bird songs that Miss McKee first won her place among America's foremost whistlers.

ISAAC DAVEGA'S WILL IS FILED

Will of the Former President of the Knickerbocker Talking Machine Co. Places Bulk of Estate in Trust—Business to Continue

According to the will of the late Isaac Davega, formerly president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, the bulk of the estate is placed in trust. Mrs. Louise Davega, widow, receives the income from one of the trust funds, while Abram Davega, son, and Mrs. Byron R. Forster, daughter, are recipients of the income from other trust funds established. It is directed in the will that it be the duty of the business of the Knickerbocker Talking Machine Co. as hereto-fure and it is stipulated that "the surplus which I have been accustomed to maintain in such cor-poration so that it may not be disturbed" be continued.

MAKING IRISH RECORDS

The Gaelic Phonograph Record Co., which is making a specialty of Irish records at its head-quarter, at 637 Madison avenue, New York, is under the personal supervision of Hugh P. Fay. At the present time records in Gaelic by Nora Powers are being featured with no small measure of success.

A new Victor establishment has been opened in Cedar Rapids, 1a., by F. C. Mitvasky. Melode Bros. Co., Victor distributor, supplied the stock.

FAVORITE MAIN SPRINGS

and Phonograph Repair Parts, Motors, Tone Arms Sound Boxes, Cabinet Hardware and Accessories

Main Springs

TEMPER AND LENGTH GUARANTEED

SAPPHIRES

Steel needles, extra loud, loud, medium and soft needles

STEEL NEEDLES

Kent attachments for Victor arm. Reed & Dady.

ATTACHMENTS

Kont attachments for Victor arm. Reed & Dady.

MOTORS

Kent attachments for Hunter arm. Reed & Dady.

FIND IT AT THE PARTS PLACE

Distributors for Holifeld and Melotimoth and Hunter arm. Reed & Dady. Wholesale deliveries.

TERMS: With satisfactory rating, 2% discount for cash, or 20% payment with order, balance C. O. D.

FAVORITE MFG. COMPANY

MAINE OFFICE:

105-107 East 12th Street, New York City

N. E. Corcoran of 4th Avenue

Telephone Story Avenue 1666

FAVORITE MAIN SPRINGS

OF HIGHEST QUALITY

Most favorite. 1.25" dia., soft, medium and loud. Reed & Dady.

and Phonograph Repair Parts, Motors, Tone Arms Sound Boxes, Cabinet Hardware and Accessories

Tone Arms

No. X. with sound box. Reed & Dady.

SOUND BOXES

No. 1. 8s sound box, 1/2 Victor. Reed & Dady.

No. B 6s sound box, 1/2 Victor. Reed & Dady.

No. C 6s. sound box, 1/2 Victor. Reed & Dady.

No. F Favorite, 1/2 Victor. Reed & Dady.

No. P Favorite, 1/2 Victor. Reed & Dady.

No. 6. cylinder, 1/2 Victor. Reed & Dady.

CABINET HARDWARE

Ltd. supports, automatic, akelet-plate, Reed & Dady.

CONTINUOUS HINGES

Nickle, 15% in. long. Reed & Dady.

NEEDLE CUPS

Highly nickel-plated. Reed & Dady.

Highly gold-plated. Reed & Dady.

Highly gold-plated. Reed & Dady.

REPAIR PARTS

Columbia driving shaft, No. 11878. Reed & Dady.

Columbia head gear, No. 8280. Reed & Dady.

Columbia head gear, No. 3926. Reed & Dady.

Columbia worm gear, No. 6190. Reed & Dady.

Columbia worm gear, No. 6200. Reed & Dady.

Columbia worm gear, No. 6210. Reed & Dady.

Columbia rack, Reed & Dady.

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GETS GOLD MEDAL FROM QUEBEC PROVINCIAL EXHIBITION

Montreal, Canada, November 5—The Montreal branch of the Columbia Graphophone Co. carried off the “gold medal with high distinction” at the Quebec Provincial Exhibition held in Quebec City recently. According to exhibition officials, 20,000 persons entered the grounds daily and on one afternoon the crowds were so dense around the Columbia booth that it was impossible to pass.

The Columbia booth was attractively decorated with advertising material, special artist posters and comfortable chairs and rockers. Gramophones of various types, including period and standard models, were displayed, and the Dealer Service exhibit carried a wide variety of accessories which were very popular. Manager Gerard, of the Montreal branch, is most enthusiastic regarding the results of the exhibition, especially as the Montreal branch is the “baby” of the Columbia organization.

A BUSY ALBUM PLANT

Visitors to the Boston Book Co. in Chicago Find Convincing Proofs of Activity

Chicago, Ill., November 10—There is no evidence of dull times at the plant of the Boston Book Co., in this city. A visitor entering this plant sees an automatic machine known as a “case maker” that in one hour turns out the same number of albums as it formerly took sixteen men working at top speed to do in one day. The machine is twenty-five feet long, and it glues, cuts corners and fits the lining and turns the four sides of the album and drops it out completed at the other end. It is only necessary for one man to operate this machine, and he can turn out the same number of albums as it formerly took sixteen men a week to do. This machine is kept going twenty-four hours per day in order to keep up with the sales ability of Mrs. L. Gelbspan, the proprietor of the Boston Book Co. But one man and one machine are not all that Mrs. Gelbspan keeps busy in the plant over at 301 to 309 Plymouth Court. There are a score of workers in the packing and shipping department alone, working on both the day and night shifts.

DOELHER MADE EXPOSITION OFFICER

President of the Doehler Die Casting Co. Is Selected as Vice-president of the Brooklyn Manufacturers’ Industrial Exposition

H. H. Doehler, president of the Doehler Die Casting Co., Brooklyn, N. Y., has been elected vice-president of the Brooklyn Manufacturers’ Industrial Exposition, which will be held in the Twenty-third Regiment Armory, that city, during the week commencing January 14. Mr. Doehler has been active in similar affairs for many years and is well qualified to contribute to the success of the undertaking.

Musical instruments of all kinds will have a prominent place at the exposition, having been allotted an entire section on the Armory floor. All the exhibits in one line of industry will be grouped, therefore visitors interested in the musical instrument section will find these exhibits in close proximity to each other.

Retail Experience

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

C. C. MELLOR CO.

Victor Wholesalers
1152 Penn Avenue
PITTSBURGH, PA.

MR. DEALER—at Last It’s Here

Let your customers make “Homograms” Records of their own—in their homes with THE “RECORDOLA”

The Perfect Recorder and Reproducer. May be attached to any Phonograph

Just what you have been waiting for
Simple to use—Positive in operation

Every phonograph owner a prospect

Complete “Recordola” outfit, handsomely nicklecd, including a double-faced “Homograms” recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE $26.00, usual trade discount

RECORDOPHONE CO., Inc., 220 Broadway, New York, N. Y.
A Dawn of Prosperity
for Every Prima Donna Dealer

DEALERS BONUS DISCOUNT

To prove to the trade that prices can come down without lowering the standard of the product, the manufacturer and distributor of Prima Donna have arranged a co-operative discount which all dealers will enjoy. This special additional discount has been called a DEALERS' BONUS DISCOUNT plan and will be in effect until further notice. Full details furnished on request.

For the information of dealers who may not know, we might state that the Prima Donna phonograph has led the market for the past five years, considered from a price and quality viewpoint. Prima Donna is now offered you at a further reduction by our DEALER BONUS DISCOUNT mentioned above. Dealers who know have proven this a reorder proposition.

Write for ADDITIONAL BONUS DISCOUNT NOW!

That's why the factory in back of the dealer can operate on such a small profit margin, as it has proven from the time it first introduced Prima Donna for public approval that the phonograph was made right and priced right, and the selling force had but to gain proper trade introduction and Prima Donna sold itself from the start wherever introduced.

The quality is unequaled and the price closes the sale

Made in Six Models

- Bungalow . . . . $95
- Stratford . . . 115
- Blackstone . . . 135
- Astoria . . . . . $160
- Majestic . . . . 200
- Parlor Grand . . . 225

Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all-wood amplifier.

Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

All panels are firmly and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish.

In tone and craftsmanship it is truly an inspiration realized.

Frederick P. Altschul

PRIMA DONNA Distributor

112 WEST 23rd STREET  NEW YORK
ANNOUNCES SALES PLANS OF "STRAND" PHONOGRAPHS

Manufacturers Phonograph Co. Appoints District Representatives in Important Points—All Well Known in Trade and Thoroughly Experienced—Geo. W. Lyle Discusses Company's Plans

George W. Lyle, president of the newly organized Manufacturers Phonograph Co., New York, manufacturer of the "Strand" phonograph, reports a most successful launching of the company's sales effort. Mr. Lyle advises arrangements have been concluded for high-class representation at several important points, these district representatives being men with records of exceptional selling success and all well known to the trade.

Referring to these important deals, Mr. Lyle said: "Every phonograph dealer in New England knows A. C. Erisman, who has signed as our New England distributor (and forwarded a remarkable bunch of initial orders). Mr. Erisman has seen twenty-three years of phonograph work, during which time he was employed successfully as Boston wholesale manager for the Columbia Graphophone Co. and was called from this position to the responsible one of New England district manager in direct charge of five branches or distributing points. He covered the entire New England territory personally and undoubtedly has a direct personal acquaintance with more dealers in this territory than any other one man. At the same time he has conducted one of the largest and most successful retail stores in New England, the Grafonola Shop at 374 Tremont street, Boston.

"In Detroit we will be represented by one of the largest and best-known wholesale furniture houses in the city—Ricken, Seeger & Wirts. The phonograph department will be under the direct will be the direct charge of Stephen M. Wirts, who is as well known as a designer as a business man, his designs having been used in the productions of some of the best American factories, including the Berkley & Gay Furniture Co., of Grand Rapids, Mich. His idea of celebrating his present connection with the Manufacturers Phonograph Co. was to forward a batch of orders for the No. 8 machine, which is his own design.

"W. O. Cardell, operating in Oklahoma territory, is better known throughout the West as 'Biff.' He has sold for one of the largest wholesale furniture houses in the country for twenty-one years; fourteen years in this same territory. He takes pride in having built his phonograph trade in just two years from nothing to the largest per capita producing territory in the United States. He actually began taking orders for Strand consoles inside of fifteen minutes from the time he landed in his territory, and his mail since then has been all orders and no conversation.

"New York City and adjacent territory will be looked after by R. H. Arnaut, for several years employed as a consulting engineer with the Columbia Co., and who joined the ranks of the Pathé three years ago as factory manager. During a holiday season he offered his services to the sales department and found that 'selling was really his forte,' He is very enthusiastic over the new company and promises to put the line over in New York in great shape. His headquarters for the present will be at the executive office, 93 Madison avenue.

"Dealers in Philadelphia and adjacent territory will be looked after by H. E. Morrison, who joined the ranks of phonograph men in 1914, starting with the Hallect & Crier Piano Co. In 1917 he decided to go West and became head of the talking machine department of the Wright & Wilhelmy Co., the Pathé distributors in Omaha. His work with this firm was so good that in the early part of 1920 he became associated with the executive office traveling force of the Pathé Co., where he remained until the last of the year, at which time he joined the Emerson forces. He has been in the field for the Manufacturers Co. but a week and has already made a record of establishing two dealers a day.

"San Francisco and its environments will be covered by Walter S. Gray, known all over the Pacific Coast as one of the most experienced men in the talking machine business. He was for years associated with the Columbia Co., first as representative in the Orient and afterwards as Pacific Coast district manager, which position he occupied for years. He is now head of the Walter S. Gray Co., dealing in phonograph accessories, and feels that the Strand line is the 'coming talking machine,' both as to quality and price. His wire orders have already started to come in, and he is looking for a substantial holiday business."

ISSUE INTERESTING NEW CATALOG

Cabinet & Accessories Co.'s New Loose-leaf Catalog Abounds in Valuable Information

An excellent idea of the large number of accessories distributed by the Cabinet & Accessories Co., New York City, is to be found in an entirely attractive loose-leaf catalog just issued by that firm. The catalog is handsomely bound in stiff covers and permits the adding of additional accessories or necessary corrections on those listed. The articles listed are too numerous to be mentioned in detail, but include portables, cabinets for Victrolas, record and music roll cabinets, covers, albums, record lights, cleaners, needles, needle cutters, needle envelopes, motors, tone arms and reproducers, carrying cases for records, repeating devices, talking machine toys, polishes and lubricants, decodometers, cabinet hardware and spring advertising novelties and children's record books. An up-to-date price list is also bound in at the back of the book. The catalog is not only attractive in appearance but will admirably serve as a guide to the well-known accessories in the talking machine field at the present date.

Can You Sell Foreign Records?

Now is the time to stock up on Fall and Holiday sure-fire sellers.

A. G. KUNDE

now has a complete stock of German selections and is ready to fill orders for samples in Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian languages.

Retail Price, 85c

Regular Discounts

Write Now for Our Interesting Catalog

A. G. Kunde

U. S. Importer and Distributor of Homokord Records

344 East Water Street

Milwaukee, Wis.

THE OUTING

The only Portable on the market embodying all the features of a large phonograph with:

1. A twelve-pocket album to protect the records.
2. A twelve-inch turntable to play 12-inch records.
3. A two-spring motor.
4. A universal tone arm which plays all records.
5. A tone chamber with which you can regulate the tone.
6. A piano finish and genuine mahogany top.

RETAIL PRICE $35

Desirable Jobbing Territory Open. Write Today.

OUTING TALKING MACHINE CO.

Mt. Kisco, N. Y.
Dealers—Attention!

By our direct selling campaign we are now enabled to offer you the wonderful Vitanola at greatly reduced cost to you.

The Vitanola product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitanolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

Send all orders and inquiries to

VITANOLA TALKING MACHINE CO.
1900 South 52nd Avenue Phone: Lawndale 460
CICERO, ILLINOIS
VICTOR-BRUNSWICK MANAGER desires new connection. At present am managing one of largest Victor-Brunswick propositions in Eastern city of nearly million people, in department store of sixty years’ prestige. Business volume in my department is averaging $175,000 yearly and going strong. If you desire alert, efficient and creative manager, one of whose motto is “Service Instructs,Skill Inspires,” you are going to engage me. If you are willing to place entire management and responsibility of your department or store in my hands, feel certain through my eight years’ talking machine experience and success, that you will enjoy realization of seeing your business on the Peak Place. My age is 32 years, possess academic education, and desire to hear from you in regard to the position. Address “Box 1051,” care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. E. T. Gilbert Mfg. Co., Rochester, N. Y.

EXPERT REPAIRMAN wishes steady position with large reliable house; six years’ experience in all makes of machines. Wishes position in New York City or Brooklyn, 29 years of age. Married. Morris E. Blumenthal, 228 Bushwick Ave., Brooklyn, N. Y.

POSITION WANTED—Recording Engineer, with wide experience in record making. Work is marked by its musical quality, long wear and good appearance. Best references. Address “Box 1045,” care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFITS. Men now selling phonographs or phonographs and bells will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, “Box 848,” care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRING

WANTED—Large Brooklyn retail store wants two high-class Victor record salesladies or salesmen. Must know the Victor catalog thoroughly. Salary $30 and upward, no commission. Address “Box 1055,” care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A thoroughly experienced Victor man, for eight years connected with the Victor line in every phase of the business. Factory and wholesale representative and active retail managerial experience. Will consider a sound and live proposition in any branch of the business. Highest references; 28 years of age, single and will go anywhere, but prefer the West. Address “Box 1065,” 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. Thorougly familiar with the latest advances in every branch of the art. Address “Box 1039,” care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
Paasche Air Compressor 6”x6”, Paasche Varnish Spray Outfit, Cutler-Curtain Dry Kiln 16x25 ft. for varnish work, especially suited for talking machine manufacture. Offered at less than cost. For write for full particulars to “N. O. 2,” care The Talking Machine World, 209 So. State St., Chicago, Ill.

FOR SALE, PHONOGRAPH EQUIPMENT
Consisting of motors, tone-arms, sound-boxes and general hardware for about one hundred machines. Offered at less than cost for cash. Write for full particulars to N. O. 4, care The Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED
Phonograph records and musical merchandise. My several outlets and connections enable me to give you quick action on job lots, overstock and complete lines of any kind of musical merchandise, mostly liquidated. All transactions confidential. Address J. K. Morgan, Leiter Bldg., Stores, State and Van Buren St., Chicago, Ill.

OPPORTUNITY
We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid propositions for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

PHONOGRAPH FACTORY FOR SALE
Phonograph factory, three-story brick, modern equipment, 25,000 square feet on 5 acres of land, adjoining factories, four miles from downtown city of Cleveland, Ohio city, 30,000. Compelled to sell; attractive price terms. Address “Box 1054,” care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
Modern old established music store in a town of three thousand population, in splendid farming community, within four miles of a railroad town of two thousand, without music store. Established trade on a standard phonograph and record. Situated on two main roads and one intersection. Will sell building and stock, or stock only with lease on building. Address “Box 1055,” care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED
Young man and wife desire charge of music store on salary and percentage basis. Will take complete charge of store and peddling. Thorough knowledge of machines and personnel. Must possess reference and a ‘permanent, dependable connection. Address “Box 1025,” care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Chemical engineer, graduate of Boston Institute of Technology, desires to connect with some manufacturer where his specialized training will be of the greatest value. Address “Box 1025,” care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY
WANTED—Salesmen to sell a line of metal paste machines to talking machine dealers and manufacturers. Big profits. No bulky samples. Compilation paid on receipt of order. Can be handled in connection with any line. Write for proposition today. Popity Manufacturing Co., Kingsly, O.

Sacrifice Sale of 25,000 Standard
16-inch DOUBLE DISC RECORDS
All designs different
In 100 box, 100 boxes, $25.00 each
In 200 box, 500 boxes, $55.00 each
In 300 box, 300 boxes, $60.00 each
In 400 box, 200 boxes, $65.00 each
In 500 box, 125 boxes, $65.00 each
In 600 box, 100 boxes, $75.00 each
In 700 box, 75 boxes, $75.00 each
In 800 box, 50 boxes, $80.00 each
In 900 box, 50 boxes, $85.00 each
In 1,000 box, 25 boxes, $95.00 each
In 1,200 box, 20 boxes, $100.00 each
In 1,400 box, 15 boxes, $105.00 each
In 1,600 box, 10 boxes, $110.00 each
For cash, 110-111 S. Dearborn St., Chicago, Ill.

POSITION WANTED—Young man, 24 years of age, technical education, specializing in acoustics and with five years’ experience in singing, dealing and research in the industry, wishes to connect with a high-grade talking machine concern; personal and business references. Address “A. W. S.,” care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Expert repairman, who can dispose all phonograph trouble and repair same skillfully. Address “Box 1020,” care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording Engineer, at present employed, will consider management or organization of laboratory. Fulfills all branches record business. Has complete up-to-date idea of all Talking Machine World, 373 Fourth Ave., New York City.

MONEY MONEY
If you are in Greater New York we will make immediate advances on your phonograph leases. Very moderate terms. Details on request. Address “Box X. Y. Z.” care The Talking Machine World, 373 Fourth Ave., New York City.
TO HAVE RECEPTION AND SHOWROOM

Brunswick New York Showrooms to Be Re-arranged—For Benefit of Visiting Dealers

The New York branch of the phonograph division of the Brunswick-Balke-Collender Co. is making extensive alterations in its present quarters at 33 West Thirty-second street which, when completed, will be most attractive and also better equipped to take care of the needs of Brunswick dealers. It is planned to devote the entire space near the entrance to a large and attractive reception and showroom where the new console models recently put out by the Brunswick Co. will be displayed. This room will adjoin the present one where Brunswick phonographs of every model are shown.
Despite Disturbed Economic Conditions a Decided Betterment Is Evident in the Gramophone and Record Trade—The Question of Overstock One of Great Concern—The Situation Analyzed—Gramophone Co.'s Trading Report—Innovation at Harrod's Stores—"Velvet-Face" Records to Be Introduced—Solving Packing Case Problem—St. Hilda Band Wins Test Piece—Stern Activities—Some News of the Federation of British Industries—"His Master's Voice" Record Prices—Other News

LONDON, E. C., November 1.—With men in their hundreds of thousands clamoring for work, it seems almost paradoxical to infer that musical instruments and other things that do not really come within the category of actual necessities are again in demand. But such is the case. Gramophone and record sales have shown a distinct improvement during the last few weeks. The amount of trade is not by any means what it should be at this period of year, and we have really experienced such a lean time for twelve months or more that, while in some respects a comparison is all to the good, we must not be lulled into any feeling of security when, as is the case to-day, a bigger effort than ever is necessary to maintain any definite standard of business.

On the other side of the picture there are men who believe that the present trade improvement is but spasmodic, a temporary jump that is not justified in accordance with the measure of social and commercial unsettlement throughout the world. This school of thought would have us believe, too, that despite all the strenuous efforts now being made to enable and maintain trade, it will not result in any lasting benefit so long as the country is burdened with the deadweight upkeep of a huge army of unemployed. That is a cause which the British Government is trying to mitigate and remove as quickly as may be.

We shall remove the effects of the cause of bad trade just as quickly as we can remove that canker of pessimism which permits a man to lose his spirit and will for work. It's easier to give in than to fight on. In the majority of cases the problems of finance, slackness of trade, manufacturing and other business difficulties rest for their solution almost entirely upon the good will and strength of man's determination. There is always a way out, and, as I have so often said in these columns, individual effort pushed to its utmost triumphs in the end. Our little gramophone industry has really stood the test well. Its history of difficulties during the last year has been tremendous. Yet few firms have gone under. Mutual co-operation has saved the day and there are better times ahead so long as we keep together and exercise that spirit not to give in.

The fact is that trade is on the move; there is, if gradual, an all-round improvement industrially and men are getting back to work in their thousands every week. Labor and the costs of materials are easier. Retail prices for machines and records must work along the same lines and in quite a number of cases big price cuts have already been announced by the chief firms. It is for the dealer, figuratively speaking, to get out and tell the public the good news. Publicity is the keynote of trade to-day as never before.

One difficulty dealers are bothering about just now is the question of overstock. This applies more particularly to records, of which, owing to the trade depression, retailers find their shelves somewhat too full. Much of this stock is fairly old—old in the sense that many of the titles are of that ephemeral order quickly out of demand. As records they are worth the cost of the material and that is all. What is to be done about it? The manufacturer is often pleased to think the question is answered by introducing an exchange scheme by which a new, up-to-date record is given free in exchange for an old record, provided the dealer orders against each such exchange either one or two other records—usually the latter number. By this scheme the dealer who is overloaded with, say, 100 unsalable records has to find room for an additional 200 and perhaps tie up new capital. There are arguments for and against, of course, but for the general run of dealers it is not a good scheme. And the more so at this post-war stage when non-salable stocks are bigger than is usual at normal. The Retail Gramophone Dealers' Association is known to be in negotiation with the record manufacturers on this very point. Admittedly, the problem is not easy of solution to the satisfaction of all parties concerned, but their good sense will surely find a happy way out. For the future a standard scheme is immediately necessary. Dead stock leads to all sorts of evils, not the least of which is price-cutting. Manufacturers must therefore, in their own interests, arrive at a business understanding to relieve dealers of the records which in a reasonable time prove unsaleable.

"His Master's Voice" trade-mark is recognized throughout the world as the HALL-MARK OF QUALITY

DENMARK: Skandiaflug Grammophon-Aktiebolag, Pibramen, Copenhagen.


SPAIN: Compania del Gramofono, 56-58 Balmes, Barcelona.


RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Podvedomstvena (Petersburg), No. 10, Solenya, Bolshoy Dvor, Moskow; Goltvasky, 2a, Pejkat, 8, Warsaw; N Michurinskaya Uitten, Bkhe.

INDIA: The Gramophone Co., Ltd., 130, Hollihalta Road, Cacutta; 7, Beli Lane, Port, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

'His Master's Voice' is copyrighted.

"His Master's Voice"
"His Master's Voice" Report on Year's Trade

No better (or worse) illustration of the great trade slump of the period than the Harrod's gramophone, just issued bearing on the Gramophone Co.'s busi-

ness for the year ended June 30 last. It shows a very heavy decline, which, in view of the gen-

eral depression and an investment, is perhaps not surprising. The trading profit amounts to

no more than £26,119, as against £130,962 for the preceding year. An analysis of this is: gross

sales, £158,484; cost of goods sold, £125,051; and general expenses, £33,377. The net profit is

£26,119, as against £130,962 for the previous year.

Brief Paragraphs of Trade Interest

The Kentucky song whistle is becoming some-

what of a vogue here. The fact that a great
good knowledge of music is necessary to play it means

perhaps a wider field of sales. In many new

orchestral records it has been used with good
effect.

The issue on records of the complete opera

"Patience," "His Master's Voice" Co. has

covered no less than five of the famous Gilbert

and Sullivan works. By the rush to book seats

at the Prince's Theatre, London, where the

Savoy opera season has just commenced, it

would seem that the public is as much in love

as ever with these delightful inspirations.

An Aeolian machine and electric "Motophon"

accompanies Sir Ernest Shackleton on the

"Quest" to the polar regions.

It is reported that an invention exists whereby

twelve records of the disc type can automatically

be played one after the other. There should be

a big demand for such a gramophone, though

I have heard it said by some folks that one rec-
tord at a time is quite enough.

The London Music Trades Review reports the

discovery of a new material called Ebonite for

gramophone horns. It can be cast to any size

or shape for exterior or interior sound chambers

and is spoken of as an improvement on metal

or wood.

A Complete Fiber Needle Outfit

To meet the expansion of trade in fiber

needles, and their use is certainly very popular

on this side, a new outfit has been marketed by

the Gramophone Exchange, of New Oxford

street, London. It consists of a very simple but

efficient cutter, a fiber needle adaptor for any

make of sound box, and a supply of fiber needles.

The complete outfit retails here at the nominal

price of 7/6. The "Astra," as it is called, repre-
sents a very useful combination, the best yet

introduced as a complete outfit on the market.

A Sixpenny Record

Woolworth's, with branches all over the

country, are selling a small-size record at the

nominal price of sixpence. It is the product of

a well-known firm and, though in no sense can

the record be regarded as in competition with

the quality of the standard makes, the fact re-

mains that it is in great demand as a novelty

entertainment stunt.

Dancing to the Gramaphone at Harrod's

At the great Harrod's Stores an innovation to

speed the sale of dance records is announced.

Every afternoon in the music salon the "His

Master's Voice" dance numbers are demon-

strated to the accompaniment of exhibitions of

the latest dances by Miss Peggy Carlisle and

her partner, Nigel Jessop. So popular has the

scheme proved that people are turned away

daily. From the sales viewpoint Messrs. Har-

rods are well pleased.

Gramophone Supersedes the Piano

The way to advertise is shown by Thos. Edens

Osborne, of Belfast, Ireland. One of his chatty

ads reads: "Evidently the piano is being rapidly

superseded by the gramophone and ladies are

purchasing records of popular songs, dances, etc., in order to introduce pleasant sur-

prises on their 'At Home' evenings." These ads

are typical of the general journal crop and, being

of the editorial style, make good reading.

Edison Bell and Winner News Items

An increase in record sales at this period of

the year is only to be expected. But to this

alone cannot be ascribed the big trade improve-

ment noted by J. E. Hough, Ltd. It is also due
to the reduction to 2/6 of the price of Winner

and equally so to the wide field covered in

the compilation of regular monthly programs

of new records of the popular type. Apart from

the home trade foreign business shows gradual

improvement, and I learn that the Peckham

plant is steadily busy at this time.

By the way, Percy Willis, sales manager, in-

forms me that his firm will shortly introduce a

new series of records under the label "Velvet-

Face" in ten- and twelve-inch sizes. The name

implies a velvet surface, obtained, I understand,

by a special process in the manufacturing. That

will dislocate itself in due course. As regards

titles and artists, the company's present inten-

tion is to run a somewhat exclusive standard

embracing music and song of the higher degree

recorded by appropriate artists. This is cer-

tainly a wise step—in conformity with the in-

creasing appreciation of the educational value

of the gramophone. It is progressive, uplifting to

(Continued on page 186)
the status of our trade, and as such merits the active support of all having interest in the development of gramaphonic art and industry.

An Effort to Solve the Packing Case Difficulty

The Gramophone Co. has inaugurated a new scheme with regard to the return of empties. In many instances, packing cases have been returned in such a bad condition as to be useless, and often they go astray in transit. This is a thorny question that bothers all our manufacturers. If it proves in practice a solution the new plan of the Gramophone Co. will doubtless be followed by other firms. And the plan is that the company will carry the bulk of the cost of all packing cases, merely charging dealers a very nominal figure, on the basis that all cases will in future not be returnable. At the prices charged dealers should be able to dispose of the cases at, if anything, a profit. On the face of it the new arrangement should prove acceptable.

The "His Master's Voice" Special News Items

An important announcement issued to dealers by the above company may now be made public. From October 17 the price of Plum label records are 4/½—ten-inch; 6/—twelve-inch; and for the Black label, ten-inch, 5/6; twelve-inch, 7/6. As will be noted, these price reductions apply to what may be termed the popular labels, which, in consequence, will certainly enjoy a wider demand than ever.

Early advice has been given to all "His Master's Voice" dealers, in order that they may clear stocks of no less than 490 records, which are to be deleted from the company's Spring (1922) edition catalog. With this advance notice dealers should have plenty of time to sell out on these numbers if they want to clear their shelves for up-to-date issues.

The great Chaliapine, who is now in America, made a number of records before his departure from London. These records are, of course, exclusively H. M. V. His two "Boris" records are being sold by the company for the benefit of the Russian Famine Relief Fund. That is, during the period October 1 to December 31 the whole profit on the sales of these two records will be handed over to the fund. It will be interesting to know the amount.

Effective Publicity Matter Issued by Pathé

Of late Pathé Frères have made notable advance in the quality and quantity of their trade publicity literature. This is very helpful to the dealer who is out to create sales by a wise distribution of record lists and the display of window streamers, etc. Recent issues include a new list of Hawaiian records, record catalog complete to date, leaflets re sound boxes, and much other useful sales literature.

The new Pathé needle-cut actual record has been very favorably received and good orders placed by the trade.

Another Grand Championship Test Piece

For the third time since 1912 the St. Hilda Colliery Band has carried off the Grand Championship for the best rendition of a set test piece. The contest was held at the Crystal Palace, S. E. London, and twenty-one bands competed. In turn they each played what is regarded as the most difficult test piece ever set in a national competition—"Life Divine," an exquisite tone poem by Cyril Jenkins. The judges were locked in a room, guarded by the police from all interference.

As was the case last year, the British Zonophone Co. again secured the exclusive services of the St. Hilda Colliery Band for recording the winning item under the personal conductorship of the composer. The record is No. 2168, and a fine one it is, too!

With the reduction in the price of Zonophone records to 5/- sales have increased enormously. Some fine selling titles figure in the current list. No. 2165, "Imagination Waltz" and "Amazon," two more tuneful items by the Black Diamond Band, "Amazon" also figures as a vocal by Horace Payne. It is of the pathetic strain and is rather a difficult song to sing. Mr. Payne gives a good rendition, though, as also of "The Lisp of a Baby's Prayer," on No. 2161. A good selling record should be 2160, "Silver Star," which is most naturally sung by Robert Woodville, and "Sweet and Low" by the same artist. Sydney Collingham contributes two of his ever-acceptable tenor songs on 2139—"Only You" and "Forever and Forever." A really magnificent piccolo rendering by Geo. Walker (with piano) is on 2166—"The Mocking Bird" and "Slump," a piccolo rag of striking effect. Jack Hylton's Jazz Band gives itself over to riotous behavior in its playing of "Billy" and "Wang Wang Blues," two goodly numbers deserving of the band's remarkable efforts.

The Phonogram Year Book, 1922

There are close upon twenty gramophone and phonogram societies active in the United Kingdom. That means a membership of approximately 1,000 real enthusiasts,—men, and ladies, too, who pay fitting homage to the study of mechanically produced music. It is a growing movement and one that should be encouraged still more than it is by manufacturers.

W. J. W. Hannill, one of the originators of the society movement, believes that it should now be represented by its own organ of intelligence and has made a start by the issue of "The Phonogram Year Book and Talking Machine Society Guide." It is an encyclopedic little book which should serve as a reliable reference upon all matters appertaining to the society movement in this country. Many who take a leading part in

---

**Grippa Portable Gramophone**

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.

1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Hence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

**H. J. CULLUM, Manager-Director**

PEROPHONE, Limited, 76-78 City Road, London, England
the official side of the society work have contributed articles and advice which the reader of the Phonogram Year Book will peruse with interest. Of special value, too, is the list of societies, their places and times of meeting, officials and other useful information, with a short history of each. The book is published at $1. I heartily congratulate Mr. Hamill upon its issue. Copies may be obtained from him, at 3 Curzon road, Higher Broughton, Manchester.

Some Good Salable Sterno Lines

Dealers abroad would do well to keep track of the new goods so frequently issued by the Sterno Mfg. Co., Gty Road, London. Previous reference has been made to the "Elektromophon," a fine piece of electric mechanism for high-class machines. When mounted in the cabinet this motor is really noiseless, and noticeable, too, is entire absence of vibration. Its equipment includes an automatic stop electrically controlled. The "Elektromophon," fully described in a recent report from this office, will run on any voltage. It has interested the trade here and evoked high praise.

Another line by this company is the "Homochord" record, ten-inch double side, of which a big first list has just been announced. A fine repertoire it is—many popular standard works by old masters, operatic and, of course, sentimental with a fair leavening of humorous records. The records are of good quality and will satisfy the most critical. Special mention should be made of the Homochord jazz issues. These are quite new numbers from the States, of real color—if anything, superior to the usual blatant of jazz music. The Sterno people are evidently out to offer the British trade a better phase of this type of music, and in the records played over to me I think they have secured something which will win our dealers' approval.

Federation of British Music Industries News

At a recent meeting of the Federation Louis Sterling was elected to the post of chairman, succeeding Alexander Dow, who was desirous of retiring from that position. R. W. Pentland and A. J. Mason were re-elected deputy chairman and William Rushworth honorary treasurer. Mr. Dow was elected honorary vice-president in recognition of his valuable services to the Federation. His address, as well as that of the new chairman, was listened to with great interest.

It was announced that eight Provincial papers were added to the list of journals accepting the Federation's weekly articles on music. A consultative committee of prominent musicians to advise the Federation on musical and educational matters is now being formed. Sir Henry Hadow, Sir Alexander Mackenzie, Lt. Col. Streeton, Frank Roscoe and Robert McLeod have consented to serve.

In connection with the British Industries Fair to be held next year, arrangements have been made for the housing of the music section in one of the buildings. In this connection efforts are being made to have space at the fair allotted only to genuine British goods. This is somewhat of a difficult task, inasmuch as many instruments are imported in whole or in part and assembled in England, thus masquerading under the title of "British made."

KIMBALL CONSOLES IN DEMAND

Console model talking machines are in greater demand each month, reports the W. W. Kimball Co., of Chicago. People with a knowledge of music and of refinement are choosing this model in preference to others, not only for its musical qualities but for its artistic appearance, which makes it a valuable addition to home ornament.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in

THE MUSIC TRADE REVIEW

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

Send your $2 now for a full year's subscription to

THE MUSIC TRADE REVIEW

373 FOURTH AVENUE

NEW YORK
The main objects of this invention are to provide a talking machine with a continuous wooden sound amplifier of relatively great efficiency; to provide an improved sound amplifier constructed entirely of wood, thereby transmitting the sound waves from the sound box through a continuous wooden passage to the atmosphere, thereby increasing the sonority, brilliancy and other good qualities in sounds; and entirely eliminating the "brassy" or metallic sound so prevalent in talking machines; and giving a wonderfully clear, brilliant, broad and mellow quality to the reproduction; to provide a wooden tone arm constructed as hereinbefore described, which will do away with the mechanical, harsh and metallic sounds produced in the operation of talking machines; and to produce a full, even and continuous volume of sound in which the articulation is clear, full and distinct; a further object being to provide a tone arm of the class specified which is made entirely of wood or other fibrous material, as hereinbefore described; to provide a horn of wood or other fibrous material, constructed as hereinbefore described, and to be so constructed that it shall have unsurpassed acoustic properties, and to increase the volume and purity of the tone produced.

In the drawings Figure 1 is a side elevation, partly in section, of a talking machine cabinet having a talking machine provided with a wooden sound amplifier, and other details constructed in accordance with this invention; Figure 2 is a perspective view of a wooden tone arm constructed in accordance with one embodiment of this invention; Figure 3 is a view of the tone arm, partly in section; Figure 4 is a perspective view of the improved cabinet; Figure 5 is a fragmentary sectional view showing the construction of the veneering of embodiment of Figure 4; Figure 6 is a modified form of the horn construction; Figure 7 is another modified form of the horn construction; Figures 8 and 9 illustrate perspective views of a tone arm constructed of a plurality of veneers or vened material; Figure 10 is a further modification of the horn construction; Figure 11 is a front view of the modification illustrated in Figure 10; Figure 12 is a perspective view of another modification of the improved tone arm; Figure 13 is a sectional view of a tone arm and sound box; Figure 14 is another modification of the combined tone arm and sound box construction; Figure 15 is a sectional view of the improved sound box; Figure 16 is a view showing the arrangement of the veneering in Figure 12.


The objects of this invention are to provide an improved phonograph wherein access to the interior of the cabinet and the motor may be readily obtained; also wherein the horn is supported independently of the motor, turntable and tone arm.

Figure 1 is an elevation of the phonograph structure showing parts in section; Figure 2 is a transverse section taken on line 2—2 of Figure 1; Figure 3 is a detail on line 3—3 of Figure 2; Figure 4 is a section taken on line 4—4 of Figure 1.


This invention relates to an improved sound box for phonographs which is termed an "articulator." The object of the invention is to provide an improved general construction of phonograph sound box having a resonator of novel construction whereby increased amplitude of vibration of the sound waves will be obtained and the absorption and consequent waste of sound-producing vibrations be eliminated. Other objects are an improved arrangement of needle arm and its bracket or support therefor in order to prevent damping of vibrations by absorption in the body of the sound box as well as to eliminate the production of metallic effects, and a novel amplifier so connected with the resonator that the produced vibrations will be collected and amplified.

Figure 1 is a front view of the improved reproducer; Figure 2 is a side view thereof; Figure 3 is a back view thereof; Figure 4 is an end view taken from the right-hand side of Figure 1; Figures 5 and 6 are a detail section of the line V—V of Figure 2; Figure 6 is a section on the line VI—VI of Figure 2; Figure 7 is a detail showing the perforated diaphragm removed from the box; Figure 8 is a detail section on the line VII—VII of Figure 2; Figure 9 is a detail section on the line IX—IX of Figure 8.


One object of this invention is to provide an improved sound conducting and amplifying means which can be easily and quickly placed in operative position on any supporting structure adjacent a record, thereby doing away with the necessity of employing complicated and expensive cabinets and amplifying means such as now commonly employed in connection with talking machines.

Another object is to so construct the device of the invention that it can be easily manipulated so as to transmit sounds, and when not desired...
It is the object of the present invention to overcome the objection previously held by equipping the swinging arm with two separate and distinct stylus holders of different levers, which are interchangeably brought into playing position by a rotation of the arm in the proper direction. The stylus holder now employed in the commercial Actuelle, is left unchanged in so far as its construction, arrangement and function are concerned, so that the installation of this invention may be readily and with but little alteration or modification of parts.

In the drawing Figure 1 is a side elevation of a Hopkins-type diaphragm and its carrier arm, the latter being equipped with the improved stylus holder; Figure 2 is an enlarged longitudinal sectional view of the front end of the carrier arm and attached parts, showing the playing position for Pathé or vertical-cut records; Figure 3 is a central sectional view of the same; Figure 4 is a view similar to that in Figure 2, but with certain parts removed; Figure 5 is a perspective view of a portion of the needle arm and its supporting diaphragm; Figure 6 is a perspective view of the threaded annulus composing a part of the clamping means for the supporting diaphragm; Figure 7 is a sectional view of the same; Figure 8 is a sectional view of the other member of the clamping means; Figure 9 is a view of one of the cross arms between which the supporting diaphragm is fastened; Figure 10 is an edge view of the supporting diaphragm showing the cross arms of the needle arm attached thereto; Figure 11 is a face view of the component parts of the sound box.

It has been found that when a commercial Actuelle is in its playing position, the stylus is supported by the stylus holder on the line 2—2 of Figure 1, and is thus located in a position directly between the front and rear parts of the annulus of the diaphragm, as shown in Figure 2. By providing a holder, such as that shown in Figure 5, it is possible to position the stylus in one of three positions, depending on whether the stylus is supported in a position to play vertical-cut records or Pathé records. The stylus holder is attached to the diaphragm by means of one or more screws or small bolts passing through appropriately sized holes in the diaphragm and the stylus holder. The stylus holder is provided with a lever or arm which can be adjusted to various positions, thereby changing the position of the stylus relative to the diaphragm. The stylus holder is also provided with a pivot or shaft which allows the stylus holder to pivot or rotate about its attachment to the diaphragm, thereby allowing the stylus to be moved from one position to another.

The present invention provides a stylus holder for use on commercial Actuelles which can be adjusted to a position in which the stylus is supported directly between the front and rear parts of the annulus of the diaphragm, thereby providing a more stable and consistent playing position for the stylus.

The stylus holder is provided with a lever or arm which can be adjusted to various positions, thereby changing the position of the stylus relative to the diaphragm. The stylus holder is also provided with a pivot or shaft which allows the stylus holder to pivot or rotate about its attachment to the diaphragm, thereby allowing the stylus to be moved from one position to another.

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ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 190)

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THE TALKING MACHINE WORLD

NOVEMBER 15, 1921

1. Your (Omar/Connie)—Fryday
2. Farmers and Factory Girls (Patty McEachern)
3. Bump it Up (Timberlake)
4. Little Orphan Annie (Jimmie Heselden)
5. Teardrop on My Shoulder (Lanin's Southern Serenaders)
6. P complimentary (P. C.)
7. Picture Me Looking (Andy Devine)
8. Waltz of the Flowers—We'll Have a Rainbow (The Master Band)
9. Salute to the Red Cross (Dorothy Long)
10. The Flying Cloud (The Sweeney Band)
11. Come on Out (Joe Shuman)
12. Sweet Georgia Brown (The American Symphony)
13. I've Got You Under My Skin (Harry Barris)
14. I'll Be Seeing You (Vienna Boys' Choir)
15. Don't Let It Go to Waste (The Fifth Avenue Orchestra)
16. It Ain't No Sin (Harry Barris)
17. I'll See You Again (Helen Mandel)
18. Oh! I've Got the Blues (Helen Mandel)
19. When I Get to Heaven (Helen Mandel)
20. The Little Man (Helen Mandel)

PATHE FRERE'S PHONOGRAPH CO.

CHRISTMAS RECORDS

A2243 Christmas, O Come All Ye Faithful (Soprano, Mezzo and Tenor Voices)
A2244 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2245 Christmas, O Come All Ye Faithful (Baritone, Tenor and Bass Voices)
A2246 Christmas, O Come All Ye Faithful (Bass and Baritone Voices)
A2247 Christmas, O Come All Ye Faithful (Soprano and Tenor Voices)
A2248 Christmas, O Come All Ye Faithful (Baritone and Tenor Voices)
A2249 Christmas, O Come All Ye Faithful (Soprano and Bass Voices)
A2250 Christmas, O Come All Ye Faithful (Baritone and Bass Voices)
A2251 Christmas, O Come All Ye Faithful (Soprano, Baritone and Bass Voices)
A2252 Christmas, O Come All Ye Faithful (Soprano, Tenor and Baritone Voices)
A2253 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2254 Christmas, O Come All Ye Faithful (Soprano, Baritone and Bass Voices)
A2255 Christmas, O Come All Ye Faithful (Soprano, Tenor and Baritone Voices)
A2256 Christmas, O Come All Ye Faithful (Soprano and Tenor Voices)
A2257 Christmas, O Come All Ye Faithful (Soprano, Baritone and Bass Voices)
A2258 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2259 Christmas, O Come All Ye Faithful (Soprano, Baritone and Bass Voices)
A2260 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2261 Christmas, O Come All Ye Faithful (Soprano, Baritone and Bass Voices)
A2262 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
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A2265 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2266 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2267 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2268 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
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A2285 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2286 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2287 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2288 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2289 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)
A2290 Christmas, O Come All Ye Faithful (Soprano, Tenor and Bass Voices)

BENNELL LATERAL RECORDS

4717 Talk Me to Sleep (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)—Roy. (Young Ladies—Roy)_
ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 191)

THE TALKING MACHINE WORLD
November 15, 1921

ADVANCE CONCORDIZED MUSIC CO.

1930 Flamingo Bay—Excels by Irving Kaufmann Who Was—Excels by Arthur Fields—Excels by Ray Miller's Boys

1931 Little Sweetie—Excels by Hartman's Niners

1932 Sweet Lassie (From "Tangerine")—Excels by John Crafts, Sons of Invention—Excels by Harry Frazee's Singing Boys, The—Excels by Ray Miller's Boys

Why The Happy Medium Is Best

There are some merchants who are optimist

no matter how bad conditions may be and there are others who are pessimists all the time. Comparatively few dealers, however, adopt the happy medium. It is all very well to be optimistic, but there must be a clear understand

of the seriousness of the problems which the merchant must face if he would place his business on a profitable basis. The busi

ness man endowed with a superabundance of optimism, who sits back and takes life easy, sure that things will right themselves without his co-operation and help, is due for an unpleasant awakening when it is too late. Optimism is good for a man up to a certain point, and a very necessary quality, but it must be mixed with sound common sense and energy to overcome unfavorable conditions. On the happy median side of the scale is just as bad as, if not worse. When a man is pessimistic he naturally becomes discouraged and he soon adopts the "what-is-the-use" attitude. He does not work so hard after business because he is sure in his own mind that there is no business to be had, and if he does not change his attitude and methods he will soon be classed among the failures. A happy medium of faith and hope, with its difficulties squarely and being actively on the job every minute. In short, it means a sane degree of optimism and confidence that business can be had if the proper steps are taken to secure it.

Advertising, properly conceived and placed, is the thing that builds reputation. Reputation is the force that influences a banker when it comes to extending credit.

ARMS RECORDS

1929 Yip Yip Monkey (From "Pollock")—Excels by John Crafts, Sons of Invention—Excels by Harry Frazee's Singing Boys, The—Excels by Ray Miller's Boys

Why Break Records? Just File Them!

This is just one feature of the wonderful Record Ring eye

through which is a feature of The Marvelous MAGNOLIA

MAGNOLIA TALKING MACHINE COMPANY

Southern Wholesalers Branch 711 Millicent Avenue Chicago, Illinois, U.S.A.

General Offices
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.
100 G. STREET, WASHINGTON, D.C.
Baltimore, Md., Columbia Graphophone Co., 15 South Howard St.
Boston, Columbia Graphophone Co., 100 Washington St.
Buffalo, N. Y., Columbia Graphophone Co., 217 Main St.
Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
Cincinnati, O., Columbia Graphophone Co., 317-319 East 3rd St.
Cleveland, O., Columbia Graphophone Co., 1812 East 3rd St.
Dallas, Tex., Columbia Graphophone Co., 316 North Pearl St.
Denver, Colo., Columbia Stores Co., 1008 Glenarm Ave.
Detroit, Mich., Columbia Graphophone Co., 310 State St.
Kansas City, Mo., Columbia Graphophone Co., 2000 Wyandotte St.
Los Angeles, Cal., Columbia Graphophone Co., 100 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 15 3rd St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 133 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eight and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 100 S. 9th St.
Pittsburgh, Columbia Graphophone Co., 692-694 Dupont Ave.
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 2nd St.
St. Louis, Mo., Columbia Graphophone Co., 1227 Pine St.
Tampa, Fla., Tampa Hardware Co.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Where the Talking Machine Does the Lecturing
What Are You Doing to Make the Holidays One of Your Greatest Selling Periods?
Music as an Aid to Workers
The Importance of Knowing Human Nature in the Selling of Talking Machines
Business Developments and Prospects
How the Wholesaler Helps the Dealer
Why the Musical Season Should Interest the Dealer
Maintenance of Sound Credit Policies
Concentrating on the Holiday Business
The Value of the Really Personal Letter in Meeting Selling Problems
Fundamentals of Salesmanship
An Idea for a Window Display
Reaching the Slow Customer
How a New Talking Machine Store Was Successfully Put Over in a Novel Way
Musical Interest Intensifies the Talking Machine
Planning an Special Appeal for Juvenile Record Trade During the Holidays
How to Transform the Thanksgiving Spirit Into Talking Machine Sales
Financing Plan for Dealers
Importance of Credits and Terms in Making a Talking Machine Store Pay

COLUMBIA PRODUCT
Ready, Full Stock, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors
Atlanta, Ga., Columbia Graphophone Co., 501-503 Walton St.
Baltimore, Md., Columbia Graphophone Co., 15 South Howard St.
Boston, Columbia Graphophone Co., 100 Washington St.
Buffalo, N. Y., Columbia Graphophone Co., 217 Main St.
Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
Cincinnati, O., Columbia Graphophone Co., 317-319 East 3rd St.
Cleveland, O., Columbia Graphophone Co., 1812 East 3rd St.
Dallas, Tex., Columbia Graphophone Co., 316 North Pearl St.
Denver, Colo., Columbia Stores Co., 1008 Glenarm Ave.
Detroit, Mich., Columbia Graphophone Co., 310 State St.
Kansas City, Mo., Columbia Graphophone Co., 2000 Wyandotte St.
Los Angeles, Cal., Columbia Graphophone Co., 100 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 15 3rd St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 133 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 100 S. 9th St.
Pittsburgh, Columbia Graphophone Co., 692-694 Dupont Ave.
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 2nd St.
St. Louis, Mo., Columbia Graphophone Co., 1227 Pine St.
Tampa, Fla., Tampa Hardware Co.

Wholesale Exclusively
EASTERN TALKING MACHINE CO.
85 Essex Street, Boston

The PERRY B. WHITSIT CO.
Distributors of VICTORs and Victor Records
COLUMBUS, OHIO

Mickel Bros. Co.
Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

Every talking machine jobber in this country should be remembered in the department, no matter what kind to handle or where he is located. The cost is slight and the advantage is great.
What Record Company Issues the New Hits First?

OLYMPIC

What Record Is the Best Quality?

OLYMPIC

What Record Gives Best Results?

OLYMPIC

What Is the Fastest Selling Line of Records, Considering the Time They Have Been on the Market?

WHY!

OLYMPIC Of Course!

OLYMPIC produced the best Wang-Wang Blues, Peggy O’Neil, When You and I Were Young, Maggie, Prelude in C-Sharp, Minor, and many other well known compositions

Have You Compared Them?

Write for Full Particulars

OLYMPIC DISC RECORD CORPORATION

1666 Broadway
New York

We Have A Jobber In Your Section

The Capital Stock of the Olympic Disc Record Corporation Is Controlled by Remington Phonograph Corporation.
Remember this—

When people buy phonographs they want music exactly as the artists, themselves, render it.

The New Edison, before more than 5 million people, over 5 thousand times, and in comparison with over 75 prominent artists, has proved that there is no difference between the artist's actual singing or playing and the Edison RE-CREATION of that performance. It is the only phonograph which dares this test of direct comparison.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROLA RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardoe-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Photograph Co., Wm. H. Leona (Amberola only).

INDIANA
Indianapolis—Klep Photograph Co.

IOWA
Des Moines—Huney & Bluh.
Siouxcity—Barger & Bluh.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardoe-Ellenberger Co., Inc.

MICHIGAN
Detroit—Photograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Luckey

MISSOURI
Kansas City—The Photograph Co. of Kansas City.

MONTANA
Helena—Montana Photograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Photograph Co.

NEW JERSEY
The New Edison, Edison Phonographs, Ltd.

OHIO
Cincinnati—The Photograph Co. of Cincinnati

OREGON
Portland—Edison Photograph Co.

PENNSYLVANIA
Philadelphia—Girard Photograph Co.

RHODE ISLAND
Prudence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Okahoma Photograph Co.

UTAH
Ogden—Pro舄id Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Hayes Co., Inc.

WISCONSIN
Milwaukee—The Photograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. Thomas & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Victoria—R. S. Williams & Sons Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Babson Bros. (Amberola only).
The best-known trademark in the world designating the products of the Victor Talking Machine Co.
Sonora is the choice of People with Purchasing Power!

The revival of business has increased this class of people and they offer a wide field for Sonora Sales.

Sonora—the quality instrument—is invariably selected by discriminating people with purchasing power and for whom the best is none too good. To sell to this class is not, and never has been, difficult.

On an equal chance Sonora will outsell any other make of phonograph. Sonora dealers make money.

You offer your customers their money’s worth in full measure when you present Sonora.

"The Highest Class Talking Machine in the World"

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

NEW YORK: 279 BROADWAY    FIFTH AVENUE AT 53rd STREET

Canadian Distributors: I. Montagnes & Co., Toronto
COLOR LIGHTING A FACTOR IN SHOW WINDOW DISPLAY

Talking Machine Dealers Who Are Keen as to the Value of Their Window as a Publicity Medium Will Find the Use of Color Lighting a Material Aid to Its Attractiveness

Dealers who are alive to the publicity value of their windows may be interested to know that the arrangement of the window display is no department of the business that pays a better profit than the well-displayed, well-lighted, open-chambered window, backed up by a store arrangement that is artistic, convenient, and effective in price results.

Anything that will enable the store window to stand out so as to deliver greater advertising service is of paramount interest and value, and all the methods that aid to present to public view the goods handled are worth consideration.

INDIANA SCHOOLS MUST HAVE MUSIC

All Elementary Schools Must Have Talking Machine and Records in All Rooms in Order To Be Eligible for Perfect Grade Score

To become eligible for a perfect grade score of 100, all elementary schools of the State of Indiana must equip every room with a talking machine and ten good records, according to a recent notice from the State Board of Education. In order to raise the educational standard of the elementary schools the board issued a score card designating the points under which the schools would have to qualify, including grounds, buildings and equipment, heating and lighting, supervision, janitor service, teacher, etc. Under the main heading of equipment it is stipulated that each room must have "a good talking machine with ten good records."

TRENTON FIRM STARTS OPERATIONS

Trenton, N. J., November 27—The Hughes Phonograph Co., which was recently incorporated and consolidated for $250,000, has located its plant at 302 North Broad street, this city. The machines, parts of which are manufactured by various concerns, are assembled and distributed from the local plant. The officers of the concern are: Albert Tiltou, president, and Charles L. Shea, secretary. Other stockholders are Albert Hughes, C. D. Fick, sales manager, and E. L. Kearns, treasurer.

The World's Long Fight Against the Price Cutting Evil

(Edited in The Talking Machine World, January 15, 1914)

Talking machines should not be handled as a baiting piece of business, and no store should be able to utilize this color scheme, for it is easy to install, and makes the window, no matter how modest it is, of new value to the store, and brings the display of talking machines, records and artistically printed matter to the attention of the public in an entirely original and striking way.

There is a large choice of colors, and the artistic sense of the window displayer can be manifested in using such hues as will suit the display, and make it harmonious through the use of dull grays, browns and greens, or unusually striking and warm by the use of red, violet and gold, and other colors that appeal to the lovers of bright-colored lights.

There is no excuse to-day for the poorly kept store, or the neglected window, for dealers can dispose of every department of the business that pays a better profit than the well-displayed, well-lighted, open-chambered window, backed up by a store arrangement that is artistic, convenient, and effective in price results.

An exclusive Victor shop was formally opened a fortnight ago at 113th street and Fifth avenue, New York City, by Saul Birns, well-known talking machine dealer and proprietor of several establishments in Greater New York. The store is one of the handsomest in the Harlem section of the city. Spacious double windows furnish the means for artistic and stylish display of the interior decorated in ivory and along both sides of the front of the store various models of Victrolas have been placed on display. A glass service counter and a record rack with a capacity of about 10,000 records are also part of the equipment.

A feature of the establishment, however, is the demonstration booths. These booths, eight in number, are finished in various colored tints, including old rose, pale green and blue. The colors are all harmonious and add to the effectiveness of record or machine demonstrations.

An exceedingly brisk business marked the opening day of the new Victor shop and many friends and acquaintances of Mr. Birns were present to extend in this manner congratulations. Floral offerings were received from many of the local Victor wholesalers, who were also present personally at the opening.
How to Build Up an Effective Mailing List and Make It Pay Dividends in Actual Sales

It goes without saying that every live talking machine dealer makes use of a mailing list in the conduct of his business, the list being made up first of those who have bought machines and records from him and may be, therefore, considered in the light of regular customers or possible regular customers, and, secondly, of names obtained from various sources and representing those who might be expected to develop into purchasers.

Simply having a list, however, without seeing that it is properly classified and arranged so as to make possible most efficient results may almost be said to represent a waste of time and effort in compilation. The list should carry information relative to the credit standing of the prospect, something of his social status, whether or not he owns a talking machine and, if so, what make, and other facts that indicate to the dealer whether he is worth following up and perhaps just how he should be followed up.

After one or two sales the prospect's card should carry positive information regarding the type of music preferred so that the salesman can work along the line of least resistance in putting over the sales that are to come. The list as a whole can only be kept up to date through the efforts of a competent salesman who knows what is wanted and is able to get that information. The list should also be carefully checked at regular intervals to see that the deadwood is eliminated, for this means useless expense that will pile up enormously unless checked frequently.

For the making up of general lists the telephone directory is regarded as a first-class medium from the fact that in most cases it not only gives the address of the telephone subscriber but also his business. It is generally held, too, that in the cities at least the telephone subscriber has a certain amount of money at his command.

Other good sources from which to build up prospect lists are the directories of club, society and association members, which may generally be obtained without any great difficulty. Those who belong to the larger and more important clubs or to leading societies are usually of the sort who may be considered as first-class prospects from a financial standpoint.

In practically every locality there are published separately, or in connection with the telephone directory, classified lists of business and professional men, in a great many cases with their home addresses, as well as business addresses, indicated. From such directories the dealer can select just the type of people with whom he desires to do business. The marriage license lists and the wedding announcements also provide many prospects, as do the various published lists of city, State and Federal employees who have steady incomes even though they are not always large.

The plans by which the dealer can secure names directly through the mail are many and varied. He can advertise free concerts, with invitations thereto sent upon request by mail or phone. This gives him the names and addresses of those interested in music. He can also use the return coupon method in various ways, and can also, by handling the matter diplomatically, build up a substantial list from names given him by satisfied customers.

It is not always sufficient simply to send out the monthly record supplements to those on the mailing lists, for after a few months these become more or less a matter of course, even though interested recipients may buy some records.

A flashy postcard issued now and then, a bit of special literature prepared by the dealer himself and sent under letter postage, and perhaps a formal engraved invitation to visit the store on an appointed evening and listen to a special recital or a demonstration of new records will get results that the ordinary supplement could not be expected to bring.

Care should be taken to see that no mail matter is sent out without the dealer's name and address appearing somewhere on it so that the letter or card may be returned if the addressee is not found. By this means it is possible to keep the mailing list in good shape so far as renewals are concerned.

A Merry Christmas and a Happy New Year

Strength and Durability

Low Prices and Special Features

New York Album & Card Co., Inc.

MAX WILLINGER, Pres., Treas. and Gen'l Mgr.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson St.
Victor Supremacy

is all the time and everywhere in evidence. Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola stands supreme.

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

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

Victor Wholesalers

Albany, N. Y.,...Gandy-Hair Co., Inc.
Atlanta, Ga.,...Eyes-Talking Machine Co.
Baltimore, Md.,...Phillips & Crew Piano Co.
Boston, Mass.,...Crosby & Hughes.
Brooklyn, N. Y.,...H. E. Robinson Sales Inc.
Buffalo, N. Y.,...M. & H. Lehnradt Sons, Inc.
Burlington, Vt.,...American Phonograph Co.
Butte, Mont.,...Owen Bros.
Chicago, 111.,...Lyon & Healy.
Cincinnati, O.,...Ohio Talking Machine Co.
Cleveland, O.,...The Cleveland Talking Machine Co.
Columbus, O.,...The Perry B. Whalen Co.
Dallas, Tex.,...Sanger Bros.
Denver, Colo.,...The Knight-Campbell Music Co.
Des Moines, Ia.,...Miedel Bros. Co.
Detroit, Mich.,...Griem & Bros.
Elk Grove, N. Y.,...Elk Grove Area Co.
El Paso, Tex.,...W. G. Wale Co.
Honolulu, T. H.,...Bergstrom Music Co., Ltd.
Houston, Tex.,...The Talking Machine Co. of Texas.
Indianapolis, Ind.,...Stearns Talking Machine Co.
Jacksonville, Fla.,...Florida Talking Machine Co.
Kansas City, Mo.,...J. W. Jenkins Sons Music Co.
Los Angeles, Cal.,...Sherman, Clay & Co.
Memphis, Tenn.,...O. K. Honck Piano Co.
Milwaukee, Wis.,...Badger Talking Machine Co.
Minneapolis, Minn.,...Stone, O'Neil Co.
Mobile, Ala.,...Wm. H. Reynolds.
Newark, N. J.,...Collings & Co.
New Haven, Conn.,...The Horton-Ballenger Co.
New Orleans, La.,...Phillip Werlein, Ltd.
Pittsburgh, Pa.,...H. E. Hoff & Son.
Portland, Me.,...W. F. Frederick Piano Co.
Portland, Ore.,...Cressey & Allen, Inc.
Richmond, Va.,...The Corby Co., Inc.
St. Louis, Mo.,...M. W. Koecher-Bremer Music Co.
San Francisco, Calif.,...Sherman, Clay & Co.
Seattle, Wash.,...W. D. Andrews Co.
St. Paul, Minn.,...W. J. Dyer & Bro.
Toledo, O.,...The Toledo Talking Machine Co.
Washington, D. C.,...Caban & Hayde.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
Making Business Sunshine on Stormy Days Through Systematic Use of the Telephone

As a talking machine dealer, are your rainy days days of rest or days of effort? Do you accept what appears to be the inevitable and after condemning the weather man settle down to make the best of it, or have you evolved some plan for making the rainy day itself pay dividends in sales?

A talking machine dealer in New York, where the public is supposed to be very wise and acquainted with the various means used to make sales, has found a rainy day to be a mighty fine thing for him because it gives him a chance to get in touch over the 'phone with customers who have not been in the store for some time for one reason or another or who might be interested in certain records that he has just received.

The telephone campaign, however, is not carried on at random. If it is rainy on Monday, for instance, there is no general telephoning done that day or on the following day. This policy was adopted because the dealer found from experience that a good many of his prospects like Monday as wash or cleaning day and the housewife is invariably in no frame of mind to be pleasant to salesmen.

When the rain is on Tuesday, however, the old telephone is kept busy all afternoon, for the average housewife has gotten her washing out of the way and usually finds herself kept indoors by the rain on an otherwise free afternoon. The demonstration of a few records over the 'phone or the offer to send some up on approval at once quite frequently meets with favorable response as providing a break in the monotony.

Wednesday when it rains is a good day for telephone selling, for a surprising number of women have developed the matinee habit and fix up things so they will be free on that afternoon. When the rain starts in the morning the theatre party is frequently canceled and the lady has another afternoon at home with little or nothing to do.

Thursday is the last good telephone day, for on Friday or Saturday there is the weekly house-cleaning and shopping to do, work that is generally carried on regardless of weather conditions. Under such conditions the housewife is not inclined to sit at the phone and listen to the dealer's talk. In fact, she is much more likely to come down to his store on one of those days to try out the records for herself.

It has been found that the best time to do the phoning is between two and five o'clock in the afternoon. The luncheon dishes have then been cleared away and there is no danger of interfering with the plans for the evening meal. Perhaps in other localities the 'phoning schedules may require a different arrangement, but in New York the plan as outlined has actually worked—so satisfactorily that it is well worth trying out elsewhere.

DALLAS CONCERN CHANGES HANDS

New Owners of the Edison Shop, Inc., Increase Capital to $60,000

DALLAS, Tex., December 3—Following the purchase of the Edison Shop, Inc., 1300 Elm street, by W. W. Dyer and S. H. Lynch, of Fort Worth, W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas, Tex., the capital stock of the company has been increased from $20,000 to $60,000, according to Mr. Dyer, president of the new organization.

The Phonograph Shop of Fort Worth, which had been owned by Mr. Dyer and Mr. Lynch, becomes the property of the new company and will be managed by Mr. Lynch, who is secretary-treasurer. Mr. Spann, vice-president, will manage the shop in Dallas. He has been connected with the Texas-Oklahoma Phonograph Co. for three years.

This company has announced the appointment of C. H. Mansfield, formerly president and manager of the Phonograph Shop of Dallas, as manager of advertising and sales promotion.

The greatest good that exceptional men do for their fellows is not always in actual accomplishments, but rather in the example they afford and the proof they give that human power is not so limited after all.

Good Will

More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—the best wishes for a banner year in 1922.

Peerless Album Company

636-638 Broadway
New York City

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

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

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

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

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

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

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.
THE TALKING MACHINE WORLD

DECEMBER 15, 1921

The approaching Christmas period finds the industry in a decidedly better condition than for some time past, although we are facing some big problems which will require close consideration from every branch of the trade. Without doubt the remaining days of the year will be used by talking machine men to excellent advantage, and already, judging from reports sent to us, the various dealers in large and small communities believe that the good volume of trade will be closed before the advent of the New Year.

THE PASSING OF THE EXCISE TAX

On November 23 the Revenue Act of 1921 was signed by President Harding, the measure as finally passed exempting entirely from excise taxation talking machines, records, pianos and other musical instruments. Thus marking the successful end of a long fight to bring relief to the industry and for that matter to the public. The victory itself was due in no small measure to the efforts of certain trade leaders who, believing in direct action, went to Washington and got results.

That Senators generally were inclined to favor the amendment to free musical instruments from excise taxes is a tribute to the effectiveness of the organized campaign that had been carried on in all branches of the industry for several months under the general direction of the Music Industries Chamber of Commerce, with talking machine interests, particularly manufacturers and jobbers, aiding in the distribution of the propaganda.

That the Senate agreed to a viva voce vote—only three or four of its members were inclined to register with noes—is a fact of special significance when it is considered that a roll-call vote was demanded on sporting goods which were exempted only by the narrow margin of 31 to 30.

While this lifting of the excise tax may not serve to overcome all the handicaps under which the music industry is laboring just now, it will at least serve to put it on the same plane with many other industries in the efforts made to bring about a readjustment. The music industry has never demanded special favors in the matter of taxation, but has fought fairly against tax discrimination such as was suffered by only a very few industries. It is to be hoped that the victory in the case of the war excise taxes will prove to be a genuine stimulus to business.

One of the most pleasing reflections regarding the action of Congress in eliminating the tax on musical instruments is the fact that music has become recognized as one of the prime necessities of our civilization. It emphasizes that the campaign, which really started with the war, to win a wider recognition for music as a civilizing and refining influence in the community has won out. The people at large have come to value music in a new light, and the action of the Senate and the House in taking the tax off talking machines and musical instruments of all kinds is a fitting climax to a movement which bodes well for the future of the industry.

The talking machine today is playing a foremost cultural part in the domain of music by bringing into the homes of the people the very finest compositions of the masters if they choose to have them. And, despite the criticisms of the talking machine as a disseminator of jazz, the fact remains that there are many thousands—yes, millions—who, in their homes and in the schools, are using the talking machine as an educational force for good.

PRICE MAINTENANCE VS. PRICE CUTTING

PRICE-CUTTING by retailers on what may be termed standard lines of talking machines has always been one of the evils of the trade, although up to a year or so ago it had been kept more or less in check and had been spasmodic as a rule. For the past year, particularly for the past three months, the practice of shaving prices has not been confined to the few, but has been brought into the open and become the business policy of many, with a consequent harmful effect upon the legitimate trade that sees and has seen in price-cutting the breaking down of that solid foundation upon which the wonderful success of the entire talking machine industry has been built.

The trade-mark law of the United States has been a great thing for the price-cutter, because without generally recognized trade-marked goods to sell he would face real difficulties. To offer unknown and nameless talking machines and records at even ridiculously low prices means little to that growing proportion of the public that demands quality as well as low prices. When a well-known, widely advertised and standard make of machine or record is offered by...
some unscrupulous dealer at a price that is lower than the usual price demanded for that particular product, then the public has a standard of comparison upon which to base judgment of values and is likely to be more or less interested.

For the manufacturer to reduce prices all along the line is not price-cutting in the accepted meaning of the word. It is when the retailer takes it upon himself to cut in below the accepted and recognized price of the article and, at a sacrifice of profit, seek to get more than an average share of business at the risk of disrupting the industry. The lengths to which the known price-cutters of the day will go in their efforts to secure machines and records of well-known makes through indirect channels indicate the importance of the trade-marked product in the carrying on of a successful price-cutting campaign.

It is a recognized fact that no amount of moral suasion or any number of resolutions passed by trade associations will stop price-cutting for the simple reason that in many of the assemblies subscribing so earnestly to price maintenance there are some who at that very time are among the offenders against whom the resolutions are directed.

Those members of the industry who have been firm for price maintenance, and have seen the industry develop tremendously under that principle, realize that there is a remedy for much of this price-cutting, but it is a remedy that is so drastic as to cause the average manufacturer or wholesaler to hesitate, even though it is held to be well within the law and has to do with the rights of the individual to do business with whom he pleases.

It is accepted that the wave of price-cutting is due chiefly to general market conditions and a surplus of stocks in certain lines, and it is a question as to how long such a campaign can exist provided it continues to distribute surplus stocks and brings the trade again to a point where there is only sufficient production to meet normal demands. It is very probable that such a solution cannot be arrived at for some months at least.

It may be that the majority of the dealers who ordinarily believe in clean business and fair prices, but have been led astray through panicky statements, will see the light and, having done a big volume of business without realizing any profit, change their methods for their own protection. That may be the final answer, but in any event the solution rests in action and not talk. Have the manufacturers and wholesalers who are suffering the required courage for direct action?

WISE TO KEEP IN TOUCH WITH THE BANKER

Take a banker's estimate of a business man and it can be accepted as a guide to just how that particular merchant stands in his community, both from a financial and moral point of view. To secure the endorsement of a real banker does not mean that the individual must be possessed of a great amount of money, or that he is riding on the wave of prosperity. It may be simply that he enjoys the reputation for being honest in his dealings and a good moral risk.

Comment has frequently been made in the talking machine trade on the fact that only a small percentage of retailers take full advantage of the facilities offered by local banks. They may be perfectly willing, of course, to go to the banker and demand credit, but are not always so willing to lay their cards on the table by placing their business affairs before the banker and at the same time build up a standing balance at the bank commensurate with the credit accommodations they expect to enjoy.

The banker is not in business for sentiment or for his health. When he loans money he is not interested in the customer's good intentions, but rather in the collateral that is offered. The fact that the talking machine dealer is selling musical instruments is not half so important to the banker as the fact that he carries a balance approximating 20 per cent of the amount of credit desired and that as collateral he can offer short-time paper or similar security that has some definite and material value. Even the dealer's exclusive franchise for a product in the local territory can be made a negotiable asset provided that franchise is backed up with evidences of sound selling methods and some tangible collateral.

There are no doubt many dealers who hesitate to go to their bankers for accommodation because they are in doubt as to just what is demanded of them in the development of bank credit connections. The retailer, however, who plays the game in the open, who keeps his banker acquainted with his business affairs, and profits by advice when given, is likely to benefit rather than suffer through such a course. The dealer who simply uses his bank as a temporary depositary for current funds for years at a time and then expects to rush in and borrow substantial sums of money without question is due for a setback. He should have realized on the opportunity when it was his.

THE OPERA SEASON AS A FACTOR IN SALES

This is the season of the opera and the best time to feature opera records, for interest in opera music is already aroused, and it only remains for the energetic talking machine dealer to capitalize it and turn it into record sales. Not that opera records are slow sellers the rest of the year, but outside of the musical season the buying interest must be aroused by the dealer as a rule through usual advertising and demonstration, but when operas are being presented the chief duty is to see that those who enjoy the music of their favorite operas in their homes can have their wishes gratified.

In this connection it is well for the dealer to keep an observing eye upon the programs presented at all concerts and recitals held in his territory, for in practically every program there will be found one or, more likely, several numbers which, although they may not be recorded by the artist giving the program, have nevertheless been put on the record by some artist of equal, or perhaps wider, reputation. An announcement in the concert program, or a card in the window, at the time of the concert, results in a merchandising tie-up of real value—it means hitting while the iron is hot.
The Pearsall Kid extends his heartiest wishes for a Merry Christmas and a Happy New Year.
THE FIVE-FOOT GIFT SHELF

A dealer in an Eastern town used a novel gift idea window display recently which would make an excellent window trim for the coming holidays. This dealer had a rather complete mailing list and knowing that many of his customers made gifts at the time of the year he used this display. He had a shelf, you must agree, long and about a foot-and-a-half wide. Then he cut a piece of plush to fit this shelf and give it a finished look. The shelf was then placed on some fixtures he had and put in the center of the window. On the shelf he put a small talking machine in the center, some records on either side and a few accessories around on the shelf to take up the rest of the space.

Very little else was used in the window, the idea being to emphasize the shelf. Over the shelf in the center of the window hung a large sign reading as follows: "Our Five-Foot Gift Shelf!"

The idea attracted considerable attention and recalled to the onlooker the now famous five-foot book shelf idea on which this gift shelf display was based.

MISFORTUNE HELPS ADVERTISE

Generally misfortune is considered a piece of bad luck, but a talking machine dealer in a Western city used such an event to advertise his store. An explosion in his neighborhood took off a part of his front and exposed the interior of his store to the public view from the street. While walking for workmen to come out and repair the damage, he put up a large sign reading as follows: "Nothing to Hide Here—Watch Us Do Business."

People were attracted to the section on account of the explosion and naturally this store came in for quite some attention because of the original sign and the enterprise of the dealer.

YOU CAN'T GAMBLE HERE

The now famous "put and take" top was recently used by a music dealer with quite some success. He secured a quantity of those little brass "put and take" tops and scattered them around his window. Then he had some small signs made, reading as follows: "IF YOU MUST GAMBLE, We Will Give You a "Put and Take" Top Because You Cannot Gamble When You Buy Anything Here—It Is Always Worth What It Costs.

Then as a central feature in the window he had a large wooden "put and take" top on which was the following slogan: "You Can't Gamble with What You Buy Here."

BUY 'EM BY THE LOAD

A talking machine dealer recently put himself in right with the small boys of the neighborhood and has them all rooting for him. He secured a quantity of those small wagons that little boys take such a delight in playing with and in which he put five new talking machine records when he trimmed his window with these wagons with the records. On each wagon he had a small sign reading as follows: "All the Latest Music in Vocalion Records. Buy 'Em for the Wagon Load—Big Gain and Contrasts."

Needless to say, he sold them all and could have sold more if he had had more wagons. Conspicuously the small cost of the idea, he feels it was more than worth it.

YOU'VE SEEN OUR PICTURES

Two men who recently entered the talking machine business did considerable newspaper advertising. And in all of their advertising they used their pictures. After several weeks of this sort of advertising their faces became known to everyone, so they decided a little change was in order. Instead of using their pictures they used a solid black silhouette of themselves, with this catch phrase at the top of the advertisements: "You've Seen Our Pictures, Now Come and See Us."

It proved to be a perfect link-up with their former advertisements, and carried the idea they had in mind of making their business a personal affair.

HEY, DAD, ASK MA, SHE KNOWS

"Hey, Dad, Ask Ma, She Knows," proved to be a good slogan for a talking machine dealer with a store on a street where considerable traffic consisted of men. The proprietor of this store noticed that many men passed his store and decided to try to build up his business among them to a greater degree than he enjoyed at the time.

The slogan, "Hey, Dad, Ask Ma, She Knows," he coined from the famous cigarette slogan, "Ask Dad, He Knows," believing that it would prove worth while because of the fact that his slogan would suggest the other.

Then from time to time he would trim his window with records, talking machines and other merchandise he carried that would be especially attractive to the women folk and in the center of the window he would use a large sign with his slogan on it. It seemed that the idea was psychologically effective, for it suggested buying a record or something to take home to "Ma" and resulted in quite some new business.

NEW VOCALION RECORD CATALOG

All Vocalion Records up to October Carefully Classified and Listed in New Volume

The Vocalion Co. has just issued a new, complete and carefully compiled catalog of Vocalion records for 1922, including all records issued up to and including October, 1921. The new volume is most substantial in size and its arrangement indicates much thought and care.

In the first section all the records in the Vocalion list are carefully listed alphabetically, as are the names of the recording artists and organizations. A practical system of cross-indexing simplifies the work of finding any desired record, and portraits of the more prominent recording artists scattered through the pages serve to break the monotony. In the back of the catalog a special section is given over to the list of exclusive Vocalion record artists, including Frank Faxon, the star of "Lightnin"; Giulio Crimi, Metropolitan Opera tenor; Sashu Colbergen, noted violonist; Marguerite D'Alvarez, contralto; Nellie and Sara Kouns, the popular sopranos; Colin O'More, Evelyn Scnney and Marie Sommer, Metropolitan Opera sopranos; John Charles Thomas, popular baritone, and Josef Shilsky, well-known cantor, who recorded several Jewish songs for the Vocalion.

As it is now constituted the Vocalion record list is most interesting in every particular and is well balanced, there being types of records to suit all musical tastes and all of them carefully classified in the new catalog, which, by the way, is admirably produced.

SEND FOR YOUR SAMPLE TO-DAY

Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.
138 West 124th St. New York City
The Widdicomb offers unusual sales possibilities

Merchants find that discriminating buyers enthusiastically endorse its twofold appeal

Phonograph merchants holding the Widdicomb franchise tell us they find unusual sales possibilities in the twofold appeal of the Widdicomb to discriminating buyers.

For the Widdicomb is not alone a musical reproducer of superior type. It is an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home.

Built in the popular period designs, its various styles are faithful interpretations of the best work of the old masters of the art of wood fashioning. Added to this is a touch of rare charm and artistry so distinctive of all Widdicomb fine furniture creations for three generations.

Tonal superiority is attained by the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb feature. This chamber extends and expands the sound waves as they pass through, at the same time eliminating all metallic harshness or "blasting."

Every note of the chromatic scale, high and clear or rich and deep, is given its proper emphasis, no more nor less. Every subtle individuality of the artist—vocal or instrumental—is faithfully reproduced.

To merchants who are interested in laying a strong foundation for increased patronage among the best class of trade, we have an excellent proposition to offer. Write today for complete catalog and full particulars concerning the Widdicomb franchise.

The Widdicomb Furniture Company
GRAND RAPIDS, MICH.
Fine furniture designers since 1865.

All Widdicomb models are now selling at pre-war prices
Intelligent Salesmanship Is Biggest Single Need of Talking Machine Industry Today

How many hours a day does the average outside salesman put in by way of actual work? This question was argued pro and con by a writer and a group of business paper publishers in Chicago the other day. And the general consensus of opinion was that the number of hours is extremely small during which actual selling work is being done by the average salesman outside, in the average town, on the average day, with the average line of goods.

One eminent trade paper man (not in the talking machine field, however) was perfectly certain that the average outside salesman works no more than three hours per day. The gentleman explained his crude words by saying that when he said "work" he was not referring to street-car riding or automobile trips from place to place. He was not even referring entirely to the number of calls made in the usual day by the usual salesman. He was referring to the actually productive work, to work in selling which either produced sales or showed that there was a prospect of producing sales later on.

It was said by these executives that salesmen have lost their pep during recent years, that times have been too easy and that far too much of the "take-it-easy" spirit has been engendered recently on account of peculiar conditions of the war-time period. It was said that a revival of business cannot be speeded unless and until there has been a revival of the art of salesmanship, and that the principal ingredient in this art is intelligently directed effort. Effort, that is to say, not necessarily exciting and noisy, but intelligent and directed effort, effort which is planned and organized, effort which is based on a system and directed to an intelligently conceived and understood end.

All of which is fine. But, does it apply to the talking machine business? And does it entirely depend on the salesman himself, whether in the talking machine business or in any other?

It does without doubt apply to the talking machine business, both wholesale and retail. From the wholesale standpoint intelligent salesmanship is the biggest single need our business has today.

That is to say, our business needs, and needs vitally, what may be called intelligent sales policy. Sales managers throughout the country are confronted with a fairly large problem in respect of selling the talking machine to the dealer in the wholesale way, for the dealer is still largely in a state of mental perturbation and is less than usually certain about prospects for the coming Winter. Sales managers have to inspire their salesmen, then, with an energy, and an intelligence, too, which will enable them to show to dealers the fullness of a hand-to-mouth policy in ordering. But sales managers can hardly do this unless they have the whole-hearted support of the heads of the manufacturing houses themselves. The problem is not merely a salesman's problem, not merely a question of the individual capacity of salesmen. It is a problem for the heads of the houses, an executive problem. And as such it ought to form a vital part of the work of each executive head of a manufacturing house during the next few months. It may be thus formulated: "How can we best resell the idea of talking machine trade prosperity to the dealer?"

Likewise, from the retail standpoint, intelligent salesmanship is not entirely a question for the individual salesman. Speaking of the canvassing policy which is now so much being taken up by dealers, one can plainly see that there is nothing to be done by the ordinary outside salesman save, in most cases, at any rate, to gain prospects. Talking machine selling is demonstrative selling. To get the people down to the store and show them the machine, optically and

A Settled Policy of Talk, Terms, Prices and Best Methods of Approach Should Be Adopted by Executive

ize that a regular settled policy of talk, terms, prices and methods of approach can best be worked out by the head of the house in consultation with all his men, and unfortunately such policies are not being generally worked out.

The eminent trade paper men were right about the need for intelligent direction. But they were still more right—or one of them, at least, was—in pointing out that this is an executive problem first and foremost. What is wanted is executive control and direction of salesmanship, whether wholesale or retail, based on conference between all elements in the business and directed toward the single end of reselling the talking machine into the affections of the people, so that there will never again be a moment when the permanency of that affection, and consequently of the talking machine, can be even remotely questioned.

NEW YORK CONCERN INCORPORATES

Lansman, Weinberg & Lansman, dealers in furniture and talking machines, Brooklyn, N. Y., have been granted a charter of incorporation under the laws of the State of New York, with a capital of $15,000. Incorporators are B. and L. H. Lansman and C. E. Weinberg.

BRUNSWICK SHOP AT TEPPER BROS.

Fort Wayne, Ind., December 2—Tepper Bros., importers and jobbers, of this city, have turned over part of their establishment to Arthur J. Fedewa and C. Samers, who have converted it into a talking machine department which will be known as the "Brunswick Shop at Tepper Bros." A complete stock of Brunswick photographs, records and accessories has been installed.

Business building is the art of securing permanent and profitable patrons. If the retailer secures a sufficient number of permanent and profitable patrons he builds up his business.
Greetings:

In extending our greetings to the VICTOR trade for a most joyous CHRISTMAS and a NEW YEAR of unbounded happiness and prosperity we do so with a sincere appreciation of the patronage and friendship accorded us the past year.

Although the year now closing provided more than its share of problems and difficulties, we believe that it has proven to be, at least from a prestige standpoint, the banner one in the VICTOR history, and that 1922 holds forth still greater possibilities for the loyal and progressive VICTOR Retailer.

Ormes, Inc.
15 West 37th Street, New York City
Telephone: Six Rep 3771-2-3
Victor Wholesale Exclusively
The Sales Formula of Advertising, Salesmanship and Hard Work Still Scores :: By D. G. Baird

There is an abundance of business to be had at present by the salesmen of talking machines. The reader who takes issue with this statement need only read on to find proof, for this is the story of one dealer who is at present doing nearly four times as much business as he did during the same season last year when business was almost at its height. He has not changed his location, his line of goods, nor his methods. He has merely intensified the latter. He is working harder than ever.

This shop has not sold less than $3,000 worth of records during any month of the present year, while it did not sell as many as $3,000 worth of records during any one month last year. And to cap it all, this firm did not have a regular record department—a counter and shelves, cabinets, and the like—up until the middle of August of this year. All it had was a kind of stock room, the door of which was kept closed, and two demonstration rooms for trying out records. Nor are the records the only part of this dealer's business that is growing. On the seventh of one of the recent Summer months, when business was supposed to be gone clear to the bow-wows, the total business done by this shop during the six working days of that month passed the mark reached on the fifteenth of the same month in 1920. During the month of April of this year a young man just out of high school, not yet twenty years old, sold $83,000 worth of talking machines for this shop by direct canvassing, with a few sales picked up in the shop.

It Pays to Advertise

The explanation? The old, old formula of advertising and salesmanship. The Brunswick Shop, of Detroit, which is setting this pace, believes in advertising and salesmanship combined with hard work.

"Persistent, intelligent, aggressive work is the solution of the present problem," declares J. Francis Quinn, president of the company that operates this shop. "There is an abundance of trade," he continues, "and there are many reasons why we should go after it. More than fifty per cent of the people are working, and many of these are in better circumstances than they have ever been before. Take office employees right here in the shop, for example. When prices begin to mount, we had to raise their salaries to enable them to meet the increased cost of living. We raised them time and again; so did other employers. Now prices have declined, however, while our employees' salaries remain at their highest point.

"Nearly all necessities are far cheaper than they were a short time ago, yet clerks, salespeople, clerical workers, professional people such as teachers, civic employees and many others are working steadily at the highest salaries they have ever enjoyed. They are in a better position right now to buy talking machines than ever before.

"These people have money and it is their duty to keep it in circulation. What is to become of the country if all those who have a little money run and invest it in bonds? We believe that it is every person's duty to buy all he can right now, because in so doing he is hastening the return to normal conditions and we don't hesitate to tell him so.

"In the interest of his organization, it pays the dealer to go after business. Let him ease up on his advertising and aggressiveness and trade immediately takes a slump. Few people enter his establishment and those who do so probably come in just to look around. His salesforce lose their initiative and make little effort to sell. The people forget his address and by the time conditions improve to the point where he feels justified in resuming his advertising and sales efforts he finds that he must build from the ground up again.

"By keeping up his advertising and his aggressive methods the dealer keeps his business before the people, holds his organization together and gets working on business that is to be had. Then, as soon as conditions begin to improve, he feels the effects immediately.

"We firmly believe that one gets out of a business just what he puts into it. We certainly can't expect to get trade without spending any effort or publicity. Therefore we are putting more than ever into our business, and we are getting more than ever out of it. At the same time we are keeping our business before the people all the time, giving them no opportunity to forget that we are here to serve them.

"Not only this, but we are not in business for the present only. We are in business for the future as well as for the present. The firm that operates this shop has always been a heavy advertiser, but we are doing fifty per cent more advertising at present than we have ever done before. We have always tried to use intensive sales methods, but we are using more intensive salesmanship right now than ever before.

"The result is that we are doing more business right now than ever before. Take our record business, for example. We are doing a record business of $60,000 a year—some four times what we did last year, and now that we have completed our remodeling and enlargement of the main shop here we are in a position to handle really worthwhile trade."

As examples of how the Brunswick Shops is (or are—there are four shops operated by the Wallace Brown Co. in Detroit, but three of these are merely branches of the main shop) advertising, it may be said that the usual newspaper space used is four columns by ten to twenty inches, the company has 300 billboards in the county and twenty-eight in the city proper, and street-car cards are displayed in all the cars of the city.

At the present time the company is having built a sixty-foot billboard, which is to be a replica of the shop and is to contain real phonographs and will be lighted up to represent an advertising man on one side and a retail dealer on the other. This billboard will be located on the Grand Boulevard of the city, where it will attract the attention of thousands of motorists daily.

Brings Orchestra to City

Another advertising feature that was recently used by this firm was that of bringing Isham Jones and his orchestra to Detroit and giving a dance at the Hotel Statler. Twelve hundred invitations were sent out to a selected list and then advertisements asking those who wished to secure reservations to come to the shop and secure their tickets were run in the daily papers. Tickets were $5 each, plus 50 cents war tax. About six hundred persons responded and a very enjoyable evening resulted. This was immediately followed up with newspaper publicity featuring Isham Jones records and brought a tremendous sale, of course.

This was a very expensive project, but it worked out well in this case and Mr. Quinn is persuaded that it brought excellent results. This firm has advertised so long and so heavily that its advertising pulls splendidly now. For four years it has been running all kinds of publicity, from full-page advertisements to little eye-catchers, and its slogan—"Just You Hear a Brunswick Play a Brunswick Record"—is so familiar to Detroiter just as are "His (Continued on page 18)"

Records Sell Best When They Are

Ask Records

We Are the Big Distributors in the South

Let Us Serve You

J. K. Polk Furniture Co.

294 Decatur Street, Atlanta, Ga.
Get your share of this

for Christmas

Give a Columbia Grafonola

$275 Model NOW $175 You Save $100
$225
$195
$150
$140
$75
$50
$32.50

These Dealers Give Easy Terms:

DEALERS' NAMES AND ADDRESSES to be inserted in this space by newspaper in as large and bold face type as space and dealers' names will permit.

Columbia
big Christmas business

When your customers think “Christmas” they’re sure to think “Columbia Grafonola” as a result of our powerful advertising in newspapers throughout the country.

Examples of this advertising are shown at the left.

Get your share of this big Christmas business by backing up this advertising in your windows and in your store.

Use the Salesroom and Booth Hangers, the Monthly Window Display Service and the Dealer Advertising Service to turn prospects into sales.

The business is there. You’ll get it if you go after it. Let’s go!

—and turn contracts into ready CASH

Under our new Dealer Financing Plan you can convert installment contracts into cash.

If you want immediate liquid capital, simply turn over as collateral your good installment contracts which have not yet matured, and get the credit you need to expand your business. Find out from the nearest Columbia Branch Manager, or from us direct, what the new Dealer Financing Plan means to you.

COLUMBIA GRAPHOPHONE COMPANY
New York

Grafonola
THE TALKING MACHINE WORLD

HERE IS YOUR CHANCE FOR A GOOD BARGAIN

Not seconds nor cripples, but NEW
Record Album stock, first-class in every
particular.

We are manufacturing a large stock of regular 10" and 12" Albums, each taking 12 records, to
give our employees as much work as possible, which stock we are offering for sale without profit.
Write for prices, stating quantity. This offer will expire January 15th, 1922.

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

THE PERFECT PLAN

SALES FORMULA THAT STILL SCORES

(Continued from page 13)

Master's Voice" or "Eventually, Why Not Now?"
A short time ago the shop ran an advertise-
ment of used machines, and on the following
day two salesmen sold twenty machines—most
of them new ones, by the way.

Enlarging Quarters

So rapidly has the business of this shop grown
that it has become necessary to find more room.
An adjoining store has been taken over and
the entire place has been enlarged and remodel-
ed. The enlarged shop has a fifty-foot front-
age on Grand River avenue and contains four-
teen demonstration rooms, a record department
and a mezzanine floor for offices. Several of the
demonstration rooms are unusually large and
are furnished to represent living-rooms. Mr.
Quinn is very optimistic. He says he doesn't
merely believe that they are going to continue
to grow; he knows it. Therefore, he is going
right ahead with his plans for expansion while
nearly all other dealers are seeking means of
curtailment.

How It Is Done

As has already been pointed out, this firm
advertises very heavily. But it doesn't stop
there. "The whole law and the prophets," de-
clares Mr. Quinn, "hinge on persistent, intel-
ligent work. Believing this he sends his sales-
men out into the homes of the people and they
sell phonographs and records. No better method
can be found, in his opinion. His canvassers go
out in search of information. They tell the
lady of the house that they desire her assist-
ance in compiling some statistical information—
they would like to know what kind of phono-
graph is in the home, what kind of records are
used, and the like. In case there is no instru-
ment in the home, the canvasser is, of course,
greatly surprised, and remarks that the house-
holder is one of very few who do not have talk-
ing machines of some kind these days. This
naturally leads right into a sales talk. In case
the party has a machine she is invited to stop in
at the shop and hear a Brunswick record.

Those canvassers are real sales persons. Mr.
Quinn doesn't believe in wasting time and an-
noying the people with merely finding out
whether a person has a talking machine, then
sending a follow-up salesman. Canvassers are
sales-persons themselves.

"The psychological approach is the most im-
portant feature of the sale," declares Mr. Quinn.
"Human sympathy and helpfulness are as nat-
ural as breathing. Get a person to help you in
some way and you have gone a long way toward
selling that person. That is why we ask for
assistance in the matter of gathering informa-
tion.

"In developing the sale I believe in adopting a
simple, cordial relationship with the prospect.
We all have many things in common and what
interests you is very likely to interest me also.
Very few sales are made on the strength of
mere technical, academic knowledge of sales-
manship.

"A typical example of what I have in mind is
afforded by one of our salesmen. He is an ex-
service man and bears injuries received in France
that disable him on wet days. At the time he
applied to us he was doing nothing and they could
devote only half a day at a time to can-
vassing. I took him into the shop for a couple
of days and gave him some pointers, got him
interested in our product and sent him out. He
became so thoroughly convinced of the excel-
ence of our machine that he bought a $200
machine and in three days' time sold three
others; all $250 models just like the one he
himself had bought.

"Those three machines were sold to good
risk. With the latest payment plan he con-
tract all signed up properly, and the machines
were delivered to the homes before the pur-
chasers had seen them. In other words, these
people were so thoroughly convinced by this
salesman that they bought these expensive ma-
chines without having seen them once, much
less heard them.''

Mr. Quinn cares little for the regular meeting
of salesmen kept up by many dealers. He has
had experience in such meetings, he says, and
has found that they usually result in depressing
the poorer or less fortunate salesman rather
than encouraging them to make new efforts.
Instead of the general meetings he encourages
each sales-person to come to him with his prob-
lems and to consider each case individually. He
takes a new salesman into the shop for a few
days, talks with him from time to time, and
lets him observe the methods of trained sales-
men in actual demonstrations.

No Machines on Approval

This company sends out no machines on ap-
proval. Prospects are invited to come to the
shop or are brought in by the salesman. In
case it becomes necessary to give a home dem-
stration a definite appointment is made and
at that time a machine and records are taken
out by the salesman and he gives the demon-
strations. When he leaves he takes the records
with him, so that there is no opportunity for the
people to keep the machine and give it them-
selves for several days. The sale is made at
the time the demonstration is given, or else the
instrument is returned to the shop on the fol-
lord's day.

Satisfaction is guaranteed in every case and
service men look after sold machines without
charge. Records that have been tried in the
shop before being purchased are not exchanged,
but others are, in case of complaint of imperfec-
tion, taken back and exchanged or money re-
unded. The latter expense is not necessarily
necessary, however. Bulletins are sent out to
a mailing list of some 12,000 names, while can-
vassers are instrumental in selling many recurcits
also.

BOSTON ALBUMS ARE MADE RIGHT

Patented 1914  Patented 1914

BOSTON ALBUMS are made TO SATISFY YOUR MOST EXACTING CU-
STOMERS. This means that Boston Albums are made right and have been since they
were patented and introduced to the trade in 1914. They have never been equaled.
We invite you to send for samples of our four new models—all made right.

BOSTON BOOK COMPANY
501-509 Plymouth Court
CHICAGO, ILL.
1922 and Normalcy

The Talking Machine Industry will witness a return to normal conditions during 1922.

Normal Buying—Not a Buyers' Strike.
Normal Competition—Not a Price Cutting Riot.
Normal Service—Not "Doubtful Service."

Prepare for this Normalcy by bringing your department to the highest state of sales efficiency. Secure your full share of this normal business.

What do you require in equipment? Quality? The Highest! Price? The Lowest! Service? The Best!

The answer is spelled in one word—of five letters:

UNICO

A Word from you will bring "Profit Building" service from us

UNIT CONSTRUCTION COMPANY
Rayburn Clark Smith, President
58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
209 Madison Ave., Cor. 41st St.

LOS ANGELES, CAL.
274 L. W. Hollman Bldg.

ATLANTA, GA.
49 Auburn Ave.

DENVER, COLO.
1741 Champa St.

DALLAS, TEXAS.
209 Dallas Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.

CHICAGO, ILL.
20 North Michigan Ave.

Address our nearest office TO-DAY
1921—New Unico Records Accomplished
At Home and Abroad

Unico Prices are Lowest

1922 Unico Prices—A New Low Level
Unico Demonstrating Rooms, Now ... $149.40 upwards
Unico Record Counters, Now ....... 80.00 upwards
Unico Record Racks, Now ........... 28.80 upwards
Complete Unico Departments, Now..... 334.00 upwards

Lower prices for Unico Quality are not possible.

Unico Prices are so guaranteed!

Our Clients Are Justifiably Proud

“‘We are told that we have the most complete and up-to-date Victrola department west of New York City.’—Hellrung & Grimm, St. Louis, Mo.

“I think we have the best-looking Victor shop in the Southwest, thanks to your company.”—Edgar Music Shoppe, Tulsa, Okla.

“There is no doubt we are going to like it plane.”—The Gramophone.

Unico Quality

in spite of lower prices, production.

Unico Quality—always in
The letters above quoted
Unico Quality from raw
be unfailingly maintaine i

Unico Quality

Resolve Now to Install The Unico System.

UNIT CONSTRUCTION
Rayburn Ctrk
58th Street and Grass
1922—New Unico Standards Established

For Price—Quality—Service

"I want to thank you for giving me what I believe to be the finest Victor store in Chicago."—Krause Furniture Co., Chicago, Ill.

"We are very proud of our department and are satisfied that we have the best-arranged department in New York City."—Weil Bros. Furn. Co., N. Y. City.

Unico Service is Unparalleled

We have amplified our service by establishing seven branches at strategic points throughout the country.

These branches are under expert management, each with complete organizations for instant real service which leaves nothing to be desired.

Unico Service is so guaranteed!

Means Increased Sales and Profits for You!

E. H. Krause, President


Los Angeles, Cal.
274 I. W. Hellman Bidg.

Chicago, Ill.
30 North Michigan Ave.

150 Main St.

4th St.

Salt Lake City, Utah
Unico Accessories

The Two Cabinet Stand Hits

Unico No. Fifty Portable Cabinet Stand for Victor Portable Model 50.

Unico 4-6 Combination Stand for either No. 4 or No. 6 Victrola.

Your Jobber Can Supply You All Products on This Page or Order Direct From Us.

Literature on Request.

Prepare Now for the Active Record Season

Better Sales Facilities—Better Appointments—will increase your sales and profits.

Get these Unico Sales Helps!

Unico Shelves for Victrola 80
Dealer Price, $3.00

Make it easy for your customer to find his records, you will sell more of them.

Unico Shelving Unit
Dealer Price, $9.60 each

Unico Lighting Unit
Dealer Price, $9.60 each

Unico Self-Service Record Display
Displays 24 records on four sides. Record capacity 1,000. Dealer price, $90.00. Display or rack units separate if desired. Other display units from $9.60 up.

Unico Sales Stimulator
Dealer Price, $12.00

Three distinct purposes; used in place of table, Record selection feature, Record display feature.

Good Repair Service Makes Satisfied Customers

The Unico Repair Bench for Victor Dealers
Price $120.00 each.

A convenient place for each part or tool. Complete chart for keeping parts furnished with each bench. Keeps down investment in parts, saves loss and speeds up service.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

PHILADELPHIA, PA.

BRANCH OFFICES

New York, N.Y.
Atlanta, Ga.
Dallas, Tex.
Denver, Cal.

Chicago, Ill.
Los Angeles, Cal.
Salt Lake City
**MICADIAFHRAGMS**

*Absolutely Guaranteed Perfect*

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St.

New York

**MERCHANDISING TOPICS DISCUSSED**

Knickerbocker Talking Machine Co.'s Dealers' Meeting Heats Plan of Moving Slow Records

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, held a very interesting and largely attended dealers' meeting at its attractive uptown quarters on Tuesday, November 18. The meeting was held in the company's auditorium and concert hall and more than fifty dealers were present. This meeting was one of others to be held during the coming months where dealers will meet and discuss local problems in Victor merchandising. Abram Davega, recently elected president of the company, was in charge of the proceedings and many subjects of interest to the dealer were discussed. One of these was a cleverly designed plan for moving slow-selling records. Mr. Davega is responsible for this idea, which consists of intelligently laid-out programs of Victor records that oftentimes become buried on the shelves due to the dealers' lack of interest or knowledge of the same. These programs can be mimeographed and sent out to the dealers' customers periodically and from them the new Victrola owner can make his purchases intelligently, so that his selection will be arranged in an interesting manner, thereby increasing his interest in Victor records. Any purchaser of records will in all probability not purchase all these records, ten in number, at one time, but he may purchase a part of these and later on, from time to time, fill out the rest of the program, thereby giving him an incentive to purchase more records. The dealers present received this idea very enthusiastically and it is expected that it will prove a success.

At 12:30 p.m. all the dealers present were entertained at luncheon at the Hotel Theresa by Mr. Davega and immediately afterwards returned to the auditorium for a further discussion of topics of interest. The meeting was adjourned at 3:00 p.m. and dealers went away with a feeling that much had been accomplished in real dealers' service help.

**MATHUSHEK STORE REFURNISHED**

Seven Talking Machine Demonstration Booths and Other Improvements Installed

NEW BRUNSWICK, N. J., December 1—The Mathushek Store, this city, has been entirely remodeled and redecorated and it is now one of the finest establishments in this vicinity. The improvements consist of seven new sound-proof demonstration booths, a service counter conveniently placed near the entrance to the store and racks for talking machine records and sheet music. The interior has been refurnished in mahogany and white. J. E. Harper manager, states that business has been remarkably good during the past month and indications point to a bright future. Talking machines, records, musical instruments and supplies are handled.

**DEVOTED TO WINDOW DISPLAYS**

To bring the latest and unusual ideas in window trimming to merchants and display managers is the object of The Window Display Reporter, to be published by Ernest A. Dench, the well-known trade paper writer of Sheephead Bay, N. Y. The first issue will be out early in January, 1922.

**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-J O NE COMPANY, INCORPORATED**

*Sole Manufacturers of De Luxe Needles*

ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

<table>
<thead>
<tr>
<th>Full Tone</th>
<th>Medium Tone</th>
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<tr>
<td>Perfect Reproduction of Tone</td>
<td>No Scratchy Surface Noise</td>
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<tr>
<td>PLAYS 100-200 RECORDS</td>
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Three for 30 cents (40 cents in Canada)

**DEMAND FOR THE PERIOD STYLES**

Los Angeles Examiner Devotes Interesting Illustrated Article to the Present Demand for Elaborate Music Room Equipment

Nearly a page in a recent issue of the Los Angeles, Cal., Examiner was given over to an illustrated article regarding modern music rooms and the period styles of talking machines and pianos now being manufactured to put into such rooms. After an introduction telling of the many decorative styles in which talking machines can now be obtained the article went on to give the history of several of the leading period styles, including the Chippenendale, William and Mary, Hepplewhite, Adam, etc. The whole article was most interesting and should have been put to good use by local talking machine retailers.

**FINDS IMPROVEMENT IN SOUTH**

Change in Cotton Situation Has Saved the Business in That Section, Declares Ray

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from an extended tour through the South and brought back some good reports from that section. The cotton situation has saved business in the South, declared Mr. Ray, but the business men of that section are not experiencing any boom. At the present time they are building business on a sound, conservative basis, and show a tendency to take on only such lines as promise solidity and permanency.

**VOCOGRAPH CO. INCORPORATED**

The Vocograph Co., of Manhattan, was incorporated at Albany recently with a capital stock of $20,000 for the purpose of manufacturing and selling phonographs. Those interested are J. B. Salwen, L. Levinson, I. N. Glaz; attorney, A. Schapiro, 2d, Broadway, New York.
LOUIS BUEHN'S TALK TO NEW JERSEY DEALERS

Important Meeting and Luncheon of the Victor Retailers of New Jersey Attended by Prominent Distributors and Dealers in Newark

NEWARK, N. J., December 6—The regular meeting and luncheon of the Victor Retailers of New Jersey was held on Tuesday, November 22, at the Robert Treat Hotel, this city. The meeting was well attended, dealers coming from all parts of the State, even from as far distant points as Woodbury, N. J., which is only eight miles out of Philadelphia.

After the luncheon had been served the speaker of the day was introduced, Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of Philadelphia, Pa. Mr. Buehn spoke forcefully and interestingly on the subject of soliciting business on the outside and emphasized the importance of this phase of doing business. The points brought out were practical rather than theoretical and were illustrated from actual experiences of various dealers. Mr. Buehn also stated that the subject as presented was based upon discussions taken up at numerous meetings of the sales staff of the Louis Buehn Co. It was the speaker's contention that while the developing of prospects might be safely entrusted to a professional canvasser, yet the actual closing of the sale ought to be consummated by a thoroughly experienced talking machine man. Many useful hints were given for the preparation of a prospect list. Mr. Buehn referred to an exchange of lists between non-competing houses, such as vacuum-cleaning firms, etc., and suggested that lists be compiled from daily newspapers, telephone directories, tax lists and particularly the published lists of marriage licenses. This latter class, he declared, would possibly prove the most likely prospects. The relative values of straight salary, straight commission and commission and salary for the canvasser and salesman were discussed. That outside solicitation pays was proved in an instance cited by Mr. Buehn, in which one dealer found that 43 per cent of his monthly business was developed through outside work. Mr. Buehn recommended that if a Victrola was placed in a home it should not be allowed to remain there more than forty-eight hours and gave as his reason the advantage of quick action and also as a minor reason the lesser wear entailed upon the instrument. In selling talking machines in rural districts the use of a large truck with a number of instruments and a supply of records was recommended as the best way. He stated that a number of their dealers in central Pennsylvania were doing considerable business in this manner.

Mr. Buehn also touched on the selling of records and on this subject recommended that in the Victorian distributor keeps in touch with his dealers and knows their preferences through meeting them face to face so should the dealer solicit his customers intimately through visiting their homes.

Mr. Buehn was given a rising vote of thanks and after his address the meeting was thrown open for general discussion. The entertainment of the day was furnished by the Broadway Music Corp., under the direction of S. Ross, and several of its artists present featured four of the popular hits entitled: "Dapper Dan," "Weep No More, My Mammy," "June Moon" and "If You Only Knew."

The meeting was well attended, not only by New Jersey dealers, but by representatives of the various neighboring Victor distributors. Among the distributors present were: Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa.; L. W. Ormes, and J. L. Spillane, of Collings & Co., Newark, N. J.; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City; Thomas F. Green, president of Sharron & Co., New York City; Clarence Price, vice-president and general manager of Ormes, Inc., New York City.

FUNERAL ADDRESS BY PHONOGRAPH

Music Supplied Also at Burial Service Conducted in Alaska—Requested by Deceased

ANCHORAGE, ALASKA, December 5.—A burial service with the music and sermon on a talking machine was conducted at a railroad camp 386 miles inland last week. Ellis Donley, a popular track layer, was fatally injured and leaving request that he be buried in the grade of the new Alaska railroad, and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunk-house was used.

The man's desire was complied with by his friends, and the services were uplifting and largely attended. The trading foreman took charge of the funeral and read some scripture, followed by sacred music by several of the world's greatest artists on the talking machine, then part of the famous lecture.

SOME EFFECTIVE ADVERTISING

Platt-Cadden Co., of Norwich and New London, Conn., features Victor Line in Big Way

The Platt-Cadden Co., which operates successful Victor departments in its two stores in Norwich and New London, Conn., has been carrying some particularly interesting and original advertising in the local newspapers of those cities featuring the Victrola and Victor records. One of the effective pieces of advertising couples up the Platt-Cadden name with the Victor trade-mark in the lid of the machine, while other effort to call attention to the new record hits in no uncertain manner. A special piece of top featuring the song "Ma" simply could not be ignored.

It does not so much matter what a man knows but rather what he does. The world measures a man by what he accomplishes, and sets its seal of approval upon those who succeed. The world does not inquire into the process, it notes the result; not the road he travels, but the goal he reaches.
The New MOTROLA

with Universal Motor $19.50 Retail Price

A saving of $10.50 from the former price, $30.00

The New Motrola does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.

Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

Distribution for State of Illinois
RUDOLPH WURLITZER CO.,
Chicago.

BRUNSWICK-BALKE-COLLENDER CO.,
Chicago.

COLE & DUNAS MUSIC CO.,
Chicago.

H. A. WETMANN & SON,
Exclusive distributor for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

SUKK PHONOGRAPH CO.,
Exclusive distributor for Western Pennsylvania, Eastern Ohio and Western Indiana in West Virginia.

MOTROLA SALES CO. OF NORTHERN OHIO,
1404 S. 10th St., Cleveland, Ohio.
Exclusive distributor for Northern Ohio.

Distribution for Greater New York
CHARLES H. DITSON & CO.,
New York City.

SILAS E. PEA SALL CO.,
New York City.

BLACKMAN TALKING MACHINE CO.,
New York City.

CARABIN & ACCESSORIES CO.,
New York City.

KNIGHT MOTROLA TALKING MACHINE CO.,
New York City.

GREATER CITY PHONOGRAPH CO.,
New York City.

INTERNATE SALES CO.,
Milwaukee, Wis.

BAGGER TALKING MACHINE CO.,
Milwaukee, Wis.

Distribution for Northern Ohio.

Distribution for Greater New York.

Distribution for Northern Ohio.

KRAFT, RATES & SPENCER,
Boston, Mass.
Exclusive distributors for New England States.

COHEN & HUGHES,
Philadelphia, Pa. and Washington, D. C.
Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Indiana and West Virginia.

BUFFALO TALKING MACHINE CO.,
Exclusive distributor for Western New York.

STEWART TALKING MACHINE CO.,
Columbus, Ohio.

Kraft, Rates & Spencer, Inc.,
Syracuse, N. Y.

Exclusive distributors for Indiana.

PEER B. WHITSET CO.,
Cleveland, Ohio.

JONES-MOTROLA, Inc.

29 West 35th Street
New York City

LOUIS A. SCHWARZ, exclusive factory representative for the
United States and Canada
"Shipmates o' Mine" and "Five and Twenty Sailor-men" are famous old deep-sea chanteys sung with splendid spirit by the famous baritone, Louis Graveur. Lovers of concert music will buy this record liberally. A-3492.

Columbia Graphophone Co.
NEW YORK

GRANBY QUAKER CITY DEALER
How S. Steinbrecher Has Developed a Very Successful Business in Philadelphia

PHILADELPHIA, PA., December 6.—S. Steinbrecher, 1850-52-54 Ridge avenue, of this city, a Granby dealer and in the furniture business, is a hustler. Some time ago Mr. Steinbrecher took on the deliveries now require the use of several trucks. The business to-day is crowding his store and he is already beginning to see the necessity for larger quarters.

OWEN PLANS ROCKRIDGE STORE
Second Garrett Owen Music Store Soon to Open—Singers to Entertain at Opening

ROCKRIDGE, CAL., December 3.—Plans are under way here for the opening of a new music store at 5000 College avenue by Garrett Owen. The new establishment, which will feature various makes of the best-known talking machines, will be the second store operated by Mr. Owen. Alterations at the new location will soon be completed and immediately following the installation of stock a formal opening will be held at which Helen Clark, well-known contralto; Joseph Phillips, baritone, and Thomas George, pianist, will entertain those present.

BACH CO. MADE BRUNSWICK AGENT

ROCHESTER, MINN., December 1.—The Bach Music Co. of this city, has been made agent for the Brunswick phonograph and will have the exclusive sale of these machines in Rochester and vicinity. The Bach concern possesses a fine modern establishment and the policy of the company is of an aggressive nature, insuring success with the new agency.

A $300,000 CAPITALIZATION

The Black Swan Phonograph Co. has been incorporated under the laws of the State of Delaware, with a capital of $300,000, for the purpose of manufacturing records.

It is the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour just because he wouldn’t let go.

The Needle of The Century
A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, natural tones; eliminates surface noise; brings out all subtle details of the music and preserves the records.

Needles can be repointed on sharpeners enclosed in package, so that each needle will play an indefinite number of records.

PHONOGRAPH AS A VOICE CRITIC

Miss Barbara Maurel, Exclusive Columbia Star, Emphasizes the Value of the Phonograph as an Aid to the Student of Singing

Miss Barbara Maurel, well-known mezzo soprano, who records exclusively for the Columbia
of the phonograph as a voice critic. Miss Murceli, who has attained exceptional success on the concert stage, is keenly enthusiastic as to the educational value of the phonograph, and her interest in it reads as follows: "Not only did I learn through listening to my own records what mistakes I was making in matters of diction and phrasing—details which are nearly impossible for the average singer to judge in his own work—but I also learned much about the quality and evenness of the tone I was producing. The instrument is almost terrifying to a singer, so inevitably does it record every deviation from the perfect and then hold these deviations."

"In some respects it is more useful than a teacher, for no matter how intelligent a teacher may be or how retentive his memory, he can not be depended upon to notice every mistake, nor, if he notices it, to hold the memory when the singer has completed the song in question. The teacher has only one recourse—to stop the student whenever he makes a mistake. It can be readily appreciated that in doing so he is bound to break the full interpretative line and sometimes even to reduce the singer's delivery of a song to a mere succession of technical phrases."

"But in the case of the phonograph the singer will sing an entire song, and then at his leisure can examine the effect, can take up the individual mistakes one by one and rectify them, retaining at the same time the satisfaction that comes from the interpretation of a complete musical unit."

A TALKING MACHINE DAVENPORT
Electrically Operated Instrument Provides Music and Comfort at One Sitting

One of the most interesting of the new wired pieces of furniture is a davenport, in the arm of which has been set a small compact electric talking machine. The davenport itself is massive and has huge wide arms. The felt arm is utilized to conceal the instrument, and a cabinet for storing records is set in the right one, so that it is possible to sit curled up in a corner of the couch and play the machine at will without once getting up.

The motor of the machine itself is said to operate noiselessly on either current, and it has an electrically operated automatic stop, as well as a small electric light to illumine the records for starting the machine. The arm of the davenport itself is also the lid, and this will remain stationary in any position the player wants, or close with a slight downward pressure, to suit the player's whim.

VOCALION CHRISTMAS BULLETIN
December Record Supplement Is Particularly Interesting—Special Lists of Christmas Music Featured in Folder and Hanger

The December Vocalion record bulletin, just issued by the Aeolian Co., is one of the most attractive and interesting so far gotten out by that company. In the bulletin are listed several records particularly suited to the Christmas season and in addition a well-balanced list of all classes of records, accompanied by unusual portraits of various Vocalion artists. The title page of the folder bears a typical old-time Yuletide scene that is most appropriate.

In addition to the regular bulletin there has been prepared for the holiday trade a special folder of Christmas and sacred selections, together with an attractive hanger featuring the same numbers.

In developing prospect-interest it should be borne in mind that there is a big difference between "attention" and "interest." Interest must be aroused before a sale can be closed. A writer in The Wanderer points out, "A salesman can build a prospect-interest only through prospect-attention secured by means of personal calls."

DISTINGUISHED FRENCH EXPERT TALKS ACROSS SIX HUNDRED MILES OF SEA—SHIP'S BAND HEARD TWO HUNDRED MILES AWAY—THE WORLD MOVES

Emile F. Giradeau, president of the French Wireless Telegraph & Telephone Companies, was in New York recently on his way to the Arms Conference in Washington, and stated that during his trip on the French liner "Paris" he had conducted experiments proving the practical utility of the wireless telephone.

"This means of communication has been known for years technically," Mr. Giradeau continued, "but it is only now that we have made practical tests. On this voyage from Havre we conversed with shore stations and with other steamships over a distance of 600 miles with power not exceeding that required to light an ordinary 25-candlepower electric lamp.

"Passengers on the American steamship 'Panhandle State' heard the orchestra playing 'La Tosca' on the 'Paris' 200 miles away while they were only twenty-five feet from the telephone. "The wireless telephone technically is good for all distances, but practically it cannot be used with success at sea beyond a radius of 500 miles. A storm would interfere with the conversation if it were some distance away, but if the vessel were in the center of it there would no doubt be some conversational difficulty."

I talked with the French Minister of Posts and Telegraphs in Paris when the liner was fully 650 miles from that city."

SALES HELPS FOR VICTOR DEALERS
A handsome lithographed folder, showing the various models of talking machines, is being sent out by the Victor Talking Machine Co. for distribution by dealers as an aid in the promotion of Christmas sales. The folder displays the machines in six colors on coated paper of fine quality.

Another Christmas sales help for distribution to Victrola owners consists of a list of specially selected records for the holiday season and emphasizes the value of records for gifts.

STANDARD ELECTRIC EQUIPMENT, TRU-TIME MOTORS

"The Instrument with the Human Throat"

OLD MAHOGANY! What thoughts that brings to the minds of persons of taste and refinement. One of America's largest furniture manufacturers told us that in his office he would not own a phonograph until someone had learned how not to build the cabinet, but if it were an office and now says he'll sell ours as furniture. Your customers will have satisfaction in owning an instrument which does not proclaim itself a talking-machine by its very appearance, the more so when it has other real utility, for instance, a desk and chest of drawers, in addition to a wonderful musical instrument, the one having a throat of carved wood instead of the "piece of pipe." The character of these phonographs in design and tone quality commands more sales. We guarantee more profits. Write us, we will prove this.

THE MANOPHONE CORPORATION

4 West 40th Street
New York

MAKERS
Adrian Michigan

THE TALKING MACHINE WORLD
What are your plans for Christmas?

THE holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.

This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a value leader. With as many exclusive features as any!

If you look further than the product in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.

Dalion Model 40 is a veritable jewel among phonographs. It offers you a leader which will change the preconceived notions of any prospect. Featured as gift model.


MILWAUKEE, WIS.
Some Sales Stunts of Prominent Dealers that Merit Special Commendation

By W. B. Stoddard

An excellent idea for calling attention to its talking machines and records has been devised by the Hong & Music Co., Cincinnati. Under the direction of Maurice Tennis, head of the Victrola department, it arranged a series of five Saturday morning concerts, from 10 to 11.30. At the first of these concerts four sets of records chosen from a wide range of composers, were played. The name of the composer and a brief analysis of the composition were given before each was played. At the second concert a week later fifteen more compositions were played, also with the composer's name and resume of the piece. On the following two Saturdays these thirty records were repeated, with only the name of the composer given. On the last Saturday morning the entire thirty were played, with no reference to the composer. On this occasion substantial prizes were given to the persons identifying the largest number of records. The contest was open to any pupil above the sixth grade and included all high school students. In order to become eligible the entrant had to register at the Victrola department two days before the first concert and attend all of the concerts, unless some valid excuse was given. The contest excited much interest, and the papers and the school board both gave it encouragement.

The Richmond Wurlitzer Co., Cincinnati, recently had a very effective window, which suggested to a number of parents the great saving that could be effected by buying a popular-priced talking machine for the children. The display showed a small boy placing a record on a machine, and beside him was a card:

LITTLE TOMMY, TELL ME SOMETHING

It is a treat to give them victors.

Give the hidden one their Victoria—save the big money.

A nursery song that grows up with the children—a nursery rhyme record.

A. No. 4 Victor, with 6 nursery rhyme records.

The wise music dealer takes advantage of every timely event to increase his sales, and one of the best plans along this line was recently adopted by a group of leading merchants of Helena, Mont., aided and abetted by an astute newspaper solicitor. A movie film—"The Old Nest"—which had attained considerable national popularity was selected to appear at one of the local theatres. As it dealt with a mother and children in the home it was deemed a good subject for exploitation, so a full page was taken in the newspaper. In the center in bold letters was placed "The Old Nest," together with a picture from the play and a brief resume of the story. Forming a border all around were ads of the different merchants, each of whom linked up his ad with the title of the play. E. A. Taylor & Co. in their ad said: "What can make the old nest more pleasant than a phonograph? It brings sunshine into the home."

How to Give a Concert in Your Own Home

During the Autumn an octet of male singers who record for one of the talking machine companies have been making a tour of the larger cities, singing in person the melodies that have made them famous in record land. It is not done as an ad, as the artists charge a good stiff price of admission to their concerts and distribute their programs all over the surrounding towns. The Parks Music House, of Louisiana, Mo., was quick to see the advertising possibilities in playing up this concert, so it had printed copies of this program and sent it to each of the names on its record list with a short letter:

Dear Sir (or Madam):

We have a program of concert given by Eight Famous Vocal Artists. It will be held in October and November, and you will have the privilege of bringing five friends. Would you like to hear this concert absolutely free? If so, come to our store on the evening of the 10th and this same group of young men will be heard in the Roses, duets, quartets and Selections, recorded on the talking machine. Come and bring your friends and enjoy an evening of entertaining music.

Linking Talking Machines With the Movies

The Columbia Grafonola Shop, of San Diego, Cal., has an excellent method of calling attention to the new records that are released each month. The air is so balmy in this Southwestern town that people stroll the streets in December as they do in May. As soon as the new records have arrived the Columbia Shop places a machine at the entrance of the store and promptly at eight o'clock it is set in motion and all of the records just released are played. The name of each record is placed in a double groove affixed to the side of the machine and remains there all the time that particular air is being rendered. Inside the store blanks are handed out to all who ask for them, and on these the concertist writes his name and address and his estimate of the three that will prove the most popular. For the one who estimates correctly all three of the records a prize of $25 is offered; to the one guessing two out of three, $10, and to the guesser of a single one, $5. If more than one person guesses all three the first prize is divided pro rata, and similarly with the others. The prizes are distributed at the end of the month, when it is found which records have had the largest sale. Crowds gather to hear the demonstration and in this way many hear the new records who would not do so otherwise, and being attracted by special numbers, make purchases there and there—and thus the sale of the new records is boosted to a considerable degree.

AN EFFECTIVE BONUS PLAN

Prize Money Plan Put Into Effect Among Edison Employees Is Described in Detail by Vice-President William D. In System

A bonus plan, complicated, perhaps, but very effective, is described in the December issue of System by William D. In, vice-president of Thomas A. Edison, Inc. The plan, which was put into effect in the sales and advertising divisions of the Edison phonograph industry, was designed primarily for the uplifting of the morale of the workers in these divisions and to fit them for promotion. It also enabled the executives of the company to keep in close touch with the work of employees.

Briefly, the plan described is as follows: Each salaried employee is provided with a score card on which is listed the basic mental and moral qualities deemed essential to success in these departments. Concentration, thoroughness, comprehensiveness of thought and action, ability of analysis, co-operation and other qualities of the employee are checked by means of a demerit system. The employee's rating for the prize award is based on the lack of demerits received. Every worker having less than fifty and seventy-five demerits at the expiration of a six-month period is entitled to prize money equaling 25 per cent and 15 per cent of his salary respectively.

VICTOR CO. SPEEDS PRODUCTION

Cassel, N. J., December 3.—The approaching holidays have been very keenly felt at the factory of the Victor Talking Machine Co. here. For the past five or six weeks the demand for Victor products has been stimulated to such a degree that the working force at the factory has been steadily increased to provide for more rapid production. More than 1,000 additional workers have been added to the Victor force, bringing the total number employed up to approximately 10,000.
“Traumerei” played by the greatest ‘cellist in the world, Pablo Casals! There’s a selling combination that’s irresistible. Order Columbia 49795 accordingly.

Columbia Graphophone Co.
NEW YORK

WOMEN’S REST ROOM A WINNER

Its Installation in Every Talking Machine Shop in U. S. Would Work Wonders for Trade—Its Success Already Fully Demonstrated

If a sign with these words thereon, “Women’s Rest Room—Come Again and Tell Your Friends,” were hung outside of every talking machine store, large or small, in the country and stamped on the cover of each magazine flyleaf of each book in the room itself, wonder would be achieved in gaining the approval of women folks for your store and making it more effective as a monetary proposition. So believes Addison M. Clark, sales promotion manager for Edison Phonographs, Ltd., of San Francisco.

Mr. Clark is a firm believer in rest rooms for women in talking machine shops and thinks that each proprietor of these should set aside some corner of his store, no matter how small; partition it off and furnish it as attractively and as comfortably as his means will permit. Money so invested, he says, will yield dividends as surely as money invested in gilt-edge bonds—and at a higher rate.

“A small dressing room,” he suggests, “with toilet facilities, opening off the rest room, will double your store’s value and make it more talked about—and that’s the finest sort of advertising there is. It beats printers’ ink a mile.” Continuing, he says:

“While it may seem superfluous to mention it, of course a phonograph should be a conspicuous feature of the scenery—of the proper period. design, if you have ‘gone in for’ a period room. Naturally, a few carefully chosen records should be ‘carefully’ laid out on a stand near the instrument—not in tattered envelopes, either.

“If the windows of the room look out on attractive surroundings, have them curtained and draped to disclose those surroundings. If on an alley or dingy backyard, apply imitation stained glass deccamoline, to the glass—the lower such at least—and choose drapes to suit the case.

“A few magazines on the stand will provide relaxation. Not too many, or your real end will be defeated. They should be current ones, though—not the ancient-history sort found in the ante-rooms of some doctors and dentists. At least one should be a musical periodical. A record catalog with the latest supplements inside can be unobtrusively included. Two or three books on operas, composers and artists will serve a good end also, by stimulating interest in high-class records.

“Have the toilet room done in white enamel, or in real or imitation white tile effect. A small dressing table with a triplicate mirror, and a bench or chair to match—such as Milady would use in her own boudoir—can be had at a reasonable price. A few accessories, such as a bottle of face talcum, comb and brush, clothes brush, and the like, will suggest themselves. So will other conveniences that will prove magnetic to Madame and impel her to call soon again.

“Having equipped your rest room—set your stage, as it were—your next move is to ‘tell the world!’ Advertise it attractively on the woman’s page of your local newspaper. Advertise it not once, but frequently. Advertise there on shopping days in your morning paper, or the night before shopping days in your evening paper. Publish a half-tone cut of a photograph of the room. Probably, on opening it to your local public, the news value of it will appeal to the city editors—particularly if they know you are planning to use display advertising space—and they will come across with some news-column publicity.

“The day you open your rest room to the ladies, give a phonograph concert—a sort of musical reception. Send out tasteful invitation cards, and get the society editors to carry an announcement (if you can!). On this occasion Mr. Man may be allowed to enter its sacred precincts; but thereafter never again.

“Does all this seem fantastic, Small Town Dealer? Something to be thought of only by the big corporations doing business in the metropolitan centers? A thing superfluous and not to be dreamed of in your scheme of things? The truth is quite the contrary. You are just the chap who can cash in most profitably on the plan—particularly if your town is a buying center for a farming region. In either case, farmers and their families flock to as Mecca on Saturdays, not to mention the other week days.

“If you add such a room to your plant, and make the women folks of every farmer in your tributary territory feel that your store is their headquarters whenever they come into town, and that your rest room is theirs, you surely do not belong in the phonograph business if you cannot coin their approval and use of it into dollars.”

CONCERT HELPS EDISON BUSINESS

WATERFORD, Mass., December 1—L. L. McMahan, local Edison dealer, through the medium of an Edison concert and comparison tests with Re-Creations and the artists, has stimulated interest in Edison machines and Re-Creations considerably. Invitations to the concert were sent out to more than a thousand residents of this community and a large crowd attended the concert, which was held in the town hall.

MISS C. FREES STUDIES AVIATION

READING, Pa., December 1—Miss Carrie Frees, of the Metropolitan Phonograph Co., this city, is probably the first woman connected with the talking machine industry who is taking up aviation seriously. Miss Frees has already taken several lessons in flying at the Reading Fair Ground and hopes, when the lessons are completed, to qualify for a pilot’s license.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.
We wish Victor Dealers a Merry Christmas and a New Year full of prosperity.

The Buffalo Talking Machine Company

Buffalo
New York

Victor Wholesale

See other side.
With Universal Motor $19.50
Retail Price
A saving of $10.50 from the former price, $30.00

The New Motrola does not replace the spring motor or change
any part of the talking machine or phonograph, except winding
arrangement, and is quickly and easily attached to any and every
make instrument where the old-style crank handle comes out.
It is a universal motor operating on all electric currents 105 to 125
volts. Special types are made for 32-volt farm lighting current and
200 to 250 volts.

Now Sold Exclusively by

The
BUFFALO TALKING MACHINE CO.
IN THE STATE OF NEW YORK (Except in the Metropolitan District) and
IN NORTHWESTERN PENNSYLVANIA

It is much easier to sell than $19.50 worth of
Records and makes it much easier to sell Records
and sells more records.

Telegraph an Order for Your Holiday Supply

BUFFALO TALKING MACHINE CO.
VICTOR DISTRIBUTORS
"Every Motrola sold by us is guaranteed by us"
BUFFALO, N. Y.
FILLING ALL WIRE ORDERS

Max Willinger Optimistic Over Conditions in Middle West—Discusses the Situation

Max Willinger, president, treasurer and general manager of the New York Album & Card Co., New York City, recently returned from a trip throughout the Middle West which disproved healthy conditions throughout the trade in general. The holiday business had opened in an auspicious manner and general optimism was expressed regarding the coming year. Mr. Willinger reports that dealers' stocks at the present time are at a very low point and that orders for "Nyaco" albums are invariably rush orders and sent by wire. Mr. Willinger anticipated this situation some time back and kept both the New York and Chicago plants busy accumulating stock. Therefore, at this present season of rush orders the company has been able to make immediate deliveries on all orders received.

No man can discredit his employer or his co-workers and escape the shadow himself.

MAY ABANDON VALUATION PLAN

American Valuation Plan May Be Discarded in Favor of Another Program of More Merit, Say Washington Officials—New Plan Ready Soon

WASHINGTON, D. C., December 6.—The storm of protest and criticism which has been in evidence for some time over the proposed American valuation plan has made itself felt here, with the result that indications now point to the abandonment of the plan. According to statements made by several officials the administration is convinced that the plan is not feasible, but preparations are under way for the formulation of a new program which is expected to satisfy the need for protection to business interests and at the same time will be clear of the defects in the original plan. As yet details of the substitute plan have not been made public, due to its incompleteness, but it is understood that the basis of the new program will prove satisfactory to business interests of the country, who are now in evidence both for and against the American valuation plan.

An Interesting Proposition for the JOBBER

Jobbers, who want a real talking machine proposition, should communicate with us immediately.

Our low manufacturing and distribution expenses permit us to make a jobber proposition that is a real money maker for the jobber.

We appreciate the services of jobbers who are organized to properly exploit a line, and we meet such jobbers more than half way.

The Harponola is the kind of machine to tie to. Its splendid merit backs up the efforts of both dealers and jobbers.

With the Harponola line there are never any "kickbacks" from constructional defects, for the Harponola has no constructional defects. Harponolas are right and are backed by a company that keeps them right. We suggest that you advise, at once, if you are in a position to handle a jobbing territory in an aggressive way.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

The Phonograph with the "Golden Voice"
The Brass Tacks Question

WHAT IS THERE IN IT FOR ME?

Boiled down, this is what interests the Phonograph Merchant. He wants to know exactly what benefits are his when he takes on a line.

GRANBY PHONOGRAPHS

"As Mellow as Southern Moonlight"

have special claims for your immediate consideration because:

Their exquisite Tone—their Classic Period Designs—staunch Construction—and technical features are backed by a genuine Granby merchandising policy.

It is a policy that builds up business and converts Prospects into Purchasers.

You profit by this active co-operation.

NOW is the time to get the benefits of the Granby selling franchise.

Ask us about it—TODAY

Use the coupon.

GRANBY PHONOGRAPHER CORPORATION

LEVY BUILDING

E N O R F O L K - V I R G I N I A

Tear off Coupon—Sign—Mail TODAY

I shall be glad to receive the Granby proposition.

Name.................................................................

Address..............................................................

City.................................................................

State...............................................................
HOW best to increase business is an everlasting study and one worthy of earnest consideration. Now, what is your main principle in conducting your business? You are operating in a legitimate way, making legitimate profits, trying to meet competition in a fair manner. Therefore, probably the most important business principle which you could have is that every owner of a Victrola should obtain the most pleasure out of the use of his instrument. It is your specific duty to see that they do, and the dealer who does see this important essential will find, as we do, that people who get constant pleasure out of their Victrolas will buy more records. This is the best way to meet competition and keep your trade.

Sending your customers a list of current records each month moves the new stock, but there are many excellent numbers now on your shelves that ought to be in the record library of your customers. The following plan which we outline herewith will, in our opinion, not only move a large proportion of your stock of standard numbers, but, more important still, will inspire greatly increased interest in building up a consistent record library on the part of your customers.

Have you ever gone to a vaudeville show and heard and saw too many acts of a similar nature, and got bored and probably said to yourself that you would not go to any more vaudeville shows for a long time? This sameness should be eliminated in playing Victor records.

Clues on the records of your customers in some diversified order. Owners of talking machines should do the same. We have thought up many ways to help both obtain more pleasure out of the Victrola with a better understanding of the records themselves and with a proper arrangement of the record playing. This plan embodies the selling of practically every record in the catalog in due time. For an experiment pick out ten different records which you have in stock and try to arrange the playing of them in an order which you think will properly diversify them to give you the most enjoyment. We are sure you will not find it so easy as you think. We had a record expert arrange a program of several Victor records and it took him quite a long time to select what he thought was a real entertaining arrangement. When you stop to think that a theatre manager spends all his time planning out a proper arrangement of acts, and then again when you stop to think of the five thousand and more Victor records in the library, it is a difficult task to properly select an assortment of records and play them in a proper arrangement so as to give you the right variety and the best enjoyment.

Looking at Victor records from this angle, don’t you see the enormous possibilities of selling larger assortments of records to owners of talking machines? We recommend the easiest selling records as a rule. It is our belief that only 25 cent per of the Victor record library receives an active sale for this reason. And don’t forget, also, that all records should receive their proper share of sales in order that the owners of talking machines get the proper assortment of musical enjoyment.

Before we can properly discuss an ideal plan for selling all of the records in the catalog we must first dwell upon the subject of properly classifying your Victor records. Some records appeal to more people than others, but every record has some particular appeal. Study each record and find the customer whom that record will appeal to and you’ve found the secret of selling more records. Bring it to the attention of the listener, and he will enjoy the record that much more. If you properly classify every record in your stock, you would have the real secret of selling more Victor records. This is an important subject to your customers interested in; the very best way to discover just what record playing’s must be observed by them to obtain more pleasure from their record libraries.

SUGGESTED HOME CONCERT—List No. 2

A WELL-ARRANGED EVENING'S HOME ENTERTAINMENT

1. Wagner—The Ride of the Valkyries
   No. 74665
   By the Original Victor Symphony Orchestra
   under Walter Damrosch
   Victor Record No. 74665

2. Chopin—Nocturne in E Major
   No. 73111
   By Mabel Garrison
   Victor Record No. 74612

3. Tchaikovsky—Maiden Melody
   No. 73222
   By Chet Baker & Melody Makers
   Victor Record No. 74665

4. Carmen, Habanera—Catcher Operatic Arias
   No. 74601
   By Mabel Garrison
   Victor Record No. 74663

5. "Elijah," Thine is the Kingdom of Heaven—Sacred Oratorio Arias
   by Edward Johnson.
   Victor Record No. 74544

6. Quartet in F Major—Wolfgang and Profusly Exhilarating String Quartet
   by the Original Victor Symphony Orchestra
   Victor Record No. 74654

7. Arias (Aprile, la ghirlanda)—Exhilarating Operatic Arias
   No. 73222
   By Chet Baker & Melody Makers
   Victor Record No. 74663

8. La Follia Le Quaif (duot of tempo Fantasios)—Novelty Orce.
   No. 74654
   By the Original Victor Symphony Orchestra
   Victor Record No. 74663

9. Bona Sera, Emily, Furbacchiusi Song
   by Giuseppe DeLucia.
   Victor Record No. 49214

and it took him quite a long time to select what he thought was a real entertaining arrangement. When you stop to think that a theatre manager spends all his time planning out a proper arrangement of acts, and then again when you stop to think of the five thousand and more Victor records in the library, it is a difficult task to properly select an assortment of records and play them in a proper arrangement so as to give you the right variety and the best enjoyment.

Promoting Record Sales Through the Dium of Suggested Home Programs

By Abram Davagea
President, Victor Talking Machine Co.

THE C. E. WARD CO.
(Well-Known Lodges Regalia House)
101 Willard Avenue, New London, Ohio
Also Manufacturers of Robustious Covers and Cloth Covers for the Warranted

Grade "D" Cover with No. 3 Strip

THE C. E. WARD CO.

Promoting Record Sales Through the Dium of Suggested Home Programs

By Abram Davagea
President, Victor Talking Machine Co.
BAGSHAW
The Oldest and Largest Manufacturers of Steel Talking Machine Needles in the World

NEEDLES

Best By Comparison

By actual comparison, BAGSHAW NEEDLES are the finest steel talking machine needles manufactured today. Each BAGSHAW needle is backed by the reputation of the pioneers in the talking machine needle industry. They are guaranteed by the manufacturer, the jobber and the dealer alike.

Whether you desire needles packed in cans, envelopes or in bulk—or under your own trade-mark—W. H. BAGSHAW CO. can best satisfy your requirements.

The famous BRILLIANTONE and genuine PETMECKY brands are manufactured by BAGSHAW. The world over, BAGSHAW steel talking machine needles are renowned for their uniform length, uniform points and uniform hardness.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.
SELLING AGENTS
BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

347 FIFTH AVENUE
NEW YORK SUITE 610

Samples and Prices Upon Request
On With The Dance!

LET SALES BE UNCONFINED

The Very Latest Dance Records of

Joham Jones
Paul Whiteman
Art Birkman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE
STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

347 FIFTH AVENUE, NEW YORK

AT 34TH STREET SUITE 610

Canadian Distributors: The Musical Mfg. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
Hulda Lashanska's sweet soprano will bring back old memories to your customers as you play "Long, Long Ago" to them. Each playing should mean a sale of Columbia 49963.

Columbia Graphophone Co.
NEW YORK

THE PROMOTION OF RECORD SALES
(Continued from page 29)

wanted? Isn't it a good stunt to get them sold on this new idea? Give them a program and play ten records in their regular order. If they already have some of the records they will try out the program idea in their homes and buy the records they need to complete the program. Don't you think it a good plan to go into the customer's home after you have sold them a Victrola, or if they already own one, and see them on this idea? Arrange their records in the album in an evening's entertainment order. This very same idea with the albums can be used in your stores. The main idea, however, is to do anything that will help your customer to get more pleasure out of the playing of his records.

Have you ever given careful thought to the educational features of the Victrola records? For children, giving them a musical education; for singers, helping them in their studies; for all kinds of musical instrument students. The Victrola, with its educational courses, is adopted in 10,000 cities and forty-two States. Educational records are staple, no cut-outs. Get children interested so that when they grow up they will be good music lovers—which means the permanent upbuilding of business.

The Weber Music Co., of Red Wing, Minn., is making an aggressive drive on Brunswick machines and records.

VELVET COVERED TURNTABLES
ADD TO THE QUALITY OF MACHINES

A.W.B.

VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS
GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES
A. WIMPFEIMER & BRO., Inc.
450-460 Fourth Avenue, New York
ESTABLISHED 1845

TALKING MACHINE MEN HOLD DANCE
Association of Local Talking Machine Dealers Holds Public Ball at Hotel Pennsylvania—Very Interesting Program of Music

For the first time in the history of the talking machine industry a public ball was held under the auspices of a talking machine dealers' association. This ball took place on Thursday night, November 17, at the Hotel Pennsylvania, and was sponsored by the Talking Machine Men, Inc., the dealer association, comprising dealers located in New York, New Jersey and Connecticut.

A most interesting program for this ball had been arranged by the entertainment committee of the Association, and over 500 attended the ball, all of whom voted it a huge success. There was continuous dancing from 8:30 p.m. till 2 a.m. and a diversity of dance music provided plenty of entertainment for the guests. Etzel's Elite Orchestra, a well-known and popular dance organization, was engaged as the resident orchestra for the evening, but the most important part of the program consisted of the appearance of a number of prominent orchestras which make records for the various companies and which are well known in the recording field.

Among the orchestras which accepted the committee's invitation to visit the ball and play for a half-hour or more were the following organizations: Paul Whiteman's Orchestra (exclusive Victor), Benny Krueger's Orchestra (exclusive Brunswick), Yerkes' Happy Six (exclusive Columbia) and the Vincent Loper Orchestra. These orchestras all played from thirty to forty-five minutes each and were accorded an ovation by the dancers. Between their visits Etzel's Orchestra supplied the music and occasionally some of the representatives of the leading music publishing houses appeared, rendering their latest hits.

The success of the ball makes it probable that similar events will be launched in the near future, as it enables the public to visualize the musical attainments of the dance orchestras which make records for the different companies. The dealers co-operated with the Association in every possible way and Irwin Kurtz, president of the Association, together with his brother executives, well deserved the congratulations that they received at the close of the evening.

NEW ARTO "BLUES" RECORDS
Recordings by the Well-known Colored Singer, Lucille Hegamin, Appear in the December List of Arto Co., Inc.—Proving Very Popular

Lucille Hegamin, the well-known colored singer of "blues" songs who makes frequent recordings for the Arto Co., Inc., and who recently returned from a very successful tour...
BEDTIME MUSIC FOR CHILDREN

The Talking Machine Is Proving a Big Factor in Supplying Delightful Music for Children

It is a fact that we have two minds—a conscious and a sub-conscious mind—and that this sub-conscious mind is busy all the time we are asleep, or when the other mind is busy with practical affairs. If this were not so we should never wake up, or suddenly think of something we ought to do, or originate one of those "bright ideas" which we say "occur" to us. It is because of the busy working of the sub-conscious mind that children should be sent happy to bed—with "Bedtime Stories," and other pleasant or cheerful experiences and evidences of love and of living in a beautiful world; for when the conscious mind is asleep, the sub-conscious mind is "listening over again" to the entrancing bedtime stories, and the inner spirit of the child is having "a great time" all by itself, and is as happy as can be; and so when the conscious mind awakes the child opens its eyes on a sunny world, and is, as we say, in a happy frame of mind, says the Halifax Herald.

For the same reasons there should be "Bedtime Music" for the little ones—and the parents will derive just as much benefit from it as will the children. For the fact is that even "Tom, Tom, the Piper's Son," played from one of the miniature records will pique the curiosity of the older folks as well as of the children, and all will laugh at Tom's funny experiences, while the pretty though simple tune will "stick" in the sub-conscious mind, sing itself there all night when parents and children are asleep—and, note this, will produce the same effect of happiness and good cheer on the spirit that the real music did when heard by the outer ear. We advise parents to give their children a half-hour of simple music—at any rate ten or fifteen minutes of it—before bedtime. Unfailingly it will, subconsciously during the night, refresh and rebuild the body and mind of the children, and prepare them to be happy—and "good"—children the next day. This is an established fact; not an opinion.

All that is needed in the way of music for this end is the singing of a sweet hymn, mother leading, or a cheerful song; or some simple brightening music from a phonograph or pianola. Or let there be a simple folk dance, or, still better, one of the many "musical games" now in vogue in the day schools. It will make all engaged the happier then and on the day following; and, above all, it will work a love of harmony into their hearts and conduct.

TUMULTY'S VIEWS ON MUSIC

Secretary to President Wilson Brings to Light Interesting Wartime Letters Classifying Musical Instruments as Non-essentials

Joseph P. Tumulty, who figured prominently in the affairs of the country during the late Wilson Administration as secretary to the President, has in his story of "Woodrow Wilson as I Know Him," which has appeared in the New York Times, revived many interesting episodes of the war period not generally known.

Of particular interest to members of the music industry, however, was the attitude shown by Tumulty during the war in connection with the classification of essential and non-essential industries. In a letter he sent to the President on January 17, 1918, and reproduced in full in his story, there appears the following significant paragraph: "It is a difficult thing, I know, to distinguish between essential and non-essential industries, but I am sure the country will understand if such a distinction is made, if, for instance, institutions that make pianos and talking machines and candy and articles that are not immediately necessary for our life were cut down altogether and things necessary to our sustenance kept."

The letter throws an interesting sidelight on the forces that were operating against the music industry during the war period and which were as successfully overcome.

“BLACK DIAMOND”

GRAPHITE

Spring Lubricant

The Lubricant Supreme

Guaranteed not to dry up or become sticky or mushy; remain its smooth, silky texture. Pre-
pared in just the right consistency in collapsible tubes; 36, 1, 5, 10, 25, 50, 100, cane.

Manufactured only by

HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.

120 Broadway, New York City

22 East Van Buren St., Chicago, Ill.

220 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING TOLLERS

VICSONIAS FOR SOUTH AFRICA

Export Orders a Notable Feature of Demand for the Vicsonia Reproducer

W. J. Sess, head of the Vicsonia Mfg. Co., makers of the Vicsonia reproducer for playing Edison records on other types of machines, reports that the demand for the Vicsonia is showing a steady and gratifying increase. A particularly noteworthy feature of the demand is the volume of orders that is being received from foreign countries. Only recently several orders have been received from Johannesburg, South Africa, and other distant points.

Polzin's Furniture Store, Rapid City, S. D., is featuring Victor fox-trot records made by the Paul Whiteman Orchestra and the Benson Orchestra of Chicago.

Sherman, 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.,
Seatick, Washington
427 West First Ave., Spokane, Washington
VOCALION DISTRIBUTORS IN OHIO

Vocalion Co. of Ohio Organized in Cleveland to Look After Wholesale Distribution of Vocalion Phonographs and Records in Ohio

Cleveland, O., December 3.—The Vocalion Co. of Ohio has just been organized here to act as distributors for Vocalion phonographs and records in the Ohio territory and has already made arrangements to enter the field in a big way. The new company has secured quarters at 228 West Superior street, this city, where a liberal amount of space is available for office and wareroom purposes, and has arranged to carry a complete stock of both machines and records for the purpose of rendering quick service to the trade. James Pentz, who formerly looked after the distribution of the Vocalion products in the Pittsburgh territory, is sales manager of the new company and is rapidly perfecting a strong sales organization. Oscar W. Bay, manager of the wholesale Vocalion record department of the Aeolian Co., was in Cleveland last week completing the new distributing arrangements.

PADDACK PRODUCTS ORGANIZED

Paddack Products, of New York, manufacturers of sound-reproducing instruments, have received a charter of incorporation in that State, at 73 Decatur street, this city, which is known as The Okeh Record Shop. Mr. Adams states that he intends to confine his efforts exclusively to the Okeh line, owing to the rapidly increasing demand for these records. The Okeh Record Shop is also handling the Steger phonograph and an extensive local campaign on this line is being planned.

WAXED PAPER PROTECTS SHIPMENTS

Shipments of Pianos and Talking Machines Can Be Protected From Atmospheric Changes by Lining Cases With Waxed Paper

The Music Industries Chamber of Commerce has received from the Waxed Paper Manufacturers' Association, 565 Fifth avenue, New York, the following communication of interest to exporters in the music industry who ship instruments to or through the tropics:

"I received a letter in this morning's mail from the Specialties Commodity Department of the Bureau of Foreign and Domestic Commerce, Washington, D. C., suggesting that piano and talking machine people have a good deal of difficulty with all transoceanic shipments on account of the damage sustained by the cases through the transportation across the warm and humid tropics. I am also told that there is much difficulty experienced even in shipping to Europe.

"The furniture manufacturers of Grand Rapids, Mich., have devised a scheme for meeting this situation, as far as office furniture is concerned, by lining the cases with a very rough waxed paper, sealed at the edges with hot paraffin spray. This adds but a few cents to the cost of the case and is a very complete protection for the product.

"Waxed paper is manufactured in all grades and weights. It is even manufactured in as heavy weights as building paper and with all degrees of toughness and durability, according to the quality of paper lot ordered.

"This paper is handled for such cases as follows: The sides, top and bottom of the packing case are made up separately and are completely lined with heavy waxed paper sheets. Then the portions of the packing case are put together and workmen with a hot paraffin atomizer simply seal the edges and all joints by spraying with a little hot paraffin. Then when the cover is put on the edges of that are sprayed. Consequently the article of furniture and metal parts reach their destination in exactly the same atmospheric condition as that in which they were manufactured. It has proved so satisfactory in the furniture business that the metal office people have made inquiry in regard to the possibilities of its use."

FOUR-RECORD TURNTABLE INVENTED

New Multiple-record Turntable Facilitates Demonstration of Records

A late model multiple-record talking machine which utilizes the motion of a turntable to effect record changes is now on the market, says the Popular Mechanics Magazine in an illustrated article. Four revolving record tables carry the records and pass in consecutive order under the tone arm for playing. Instead of the tone arm being guided across the records by the record grooves, a large revolving table, supporting the four spinning discs, slowly moves the groove under the tone arm. During the playing the larger table moves very slowly. When the piece has been finished the tone arm automatically rises and the larger table, after a short stop, suddenly makes a partial revolution by which the next record is brought into play.

BARTER & CO. DECLARED BANKRUPT

Involuntary petitions in bankruptcy have been filed against Barter & Co., of Watertown, dealers in talking machines, sporting goods, etc. Assets are about $20,000 and liabilities are expected to total $40,000. Harry A. Heik and Fred W. Emsall have been appointed receivers.

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

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

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:

8" and 9"

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

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

The WORLD'S BEST PHONOGRAPh NEEDLES

NONE BETTER MADE

DEAN

UNIFORM POINTS

UNIFORM LENGTHS

PERFECT REPRODUCTION

Write for Our 1922 Prices

 Territory Open for Live Distributors

Manufactured by

GENERAL PHONOGRAPh CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York
What better Christmas gift than the "Sex-tette" from Lucia by Barrientos, Hackett, Stracciari, Mardones, Noe and Meader? A year-round record, too, is Columbia 49768.

Columbia Graphophone Co.
NEW YORK

THE MAN WHO STRIVES WINS OUT

No salesman ever did his best without trying—pays to get the habit.

Only the man who thinks he has an opportunity has a chance in this world. The fellow who shackles himself with despair never gets there. He can't. His load is too heavy, and the wool he has pulled over his eyes hides opportunity. He can't see her when she comes.

Most of us must serve others—only a few can command. But the man who serves best eventually holds the wheel. And it’s the man who is striving to serve best that does serve best.

No man ever did his best without trying—and we all can try. The salesman can try to sell a customer who has come in to look around. He may or may not succeed—but he surely couldn’t have succeeded without trying.

His efforts, though fruitless for the present, may have made a sale for the future. And the salesman has made himself a better salesman—he has broadened his experience and developed his salesmanship.

Even more important—he has tried, and trying becomes a habit and it is continued trying that pushes a man ahead.

Getting down to cases, salesmanship is the big factor in present-day business. It’s the "open sesame" to big opportunity. But you’ve got to see the opportunity. You’ve got to believe in it and work for it.

Many of our greatest masters of industry were clerks in cross-road stores who thought they had an opportunity and set out to prove it.

Now the question is not, are opportunities equal to all, but, are you equal to your opportunities.

“GRANBY WEEK” IN ST. LOUIS

Great Newspaper Campaign Brings Good Results to Talking Machine Dealers.

St. Louis, Mo., December 1.—The week of October 16, which was inaugurated as “Granby Week,” was the beginning of a campaign which has been conducted straight through to the present date. Since that time Granby dealers have been running advertisements in the daily and Sunday papers and it is reported that the results from this campaign have been very gratifying to Granby dealers in this city. It is also reported that one Granby dealer who closed out his line of relatively unknown machines at reduced prices found that instead of cleaning up old stock the preference was decidedly for the Granby at regular prices. Elaborate window displays of particular note appeared recently at the headquarters of the St. Louis House Furnishing Co. and the Thuner Furniture Co.

The St. Louis headquarters of the Granby Phonograph Corp., of Norfolk, Va., reports that many of the dealers who have only recently taken on the Granby line have already sent orders. The Granby outlook is very promising.

Emerson records are being pushed by Chas. J. Gibson, music merchant, of Blair, Wis.

BREAKING SALES RECORDS ON COAST

John Breuner Co., of Sacramento, Gives Some Interesting Facts—Takes on Brunswick Line

SACRAMENTO, CAL., December 3—L. C. Schroeder, manager of the talking machine department of the John Breuner Co., reports closing a splendid November business, following the largest October trade in history. A big campaign was started the first of that month and during the first week fifty-one instruments were sold. This makes a new record for the city of Sacramento and, with the same enthusiasm, Mr. Schroeder and his selling staff expect a bigger increase in December.

The agency for the Brunswick line has just been taken over by the Breuner Co., which now handles a complete line of Victrolas, Brunswick and Sonora instruments, including Victor and Brunswick records.

NEW USE FOR TALKING MACHINE

Dreamy Waltzes on Talking Machines Keep the Hippodrome Elephants Good-natured

George Power, trainer of the New York Hippodrome elephants, has found a new use for a talking machine. Power plays a slow, dreamy waltz for his big pets before they make their appearance in "Get Together." Power finds that the music soothes the big beasts, which, like all trained animals, become restless at the time of the day when they usually do their tricks, and ensures their giving a better performance.

LANDAY SHOP GETS NEW MANAGER

Louis H. Jacobi Assumes Management of Newark Establishment—Piano Sales Methods Sell "Talkers"—Alterations Under Way

NEWARK, N. J., December 3—Louis H. Jacobi, formerly sales manager of the piano department of the L. Bamberger store and for several years connected with Kaufmann’s, “The Big Store,” in Pittsburgh, Pa., as buyer for the piano department, has assumed the management of the Landay Shop, Victor and Sonora dealer, succeeding Branton M. De Coa. Although Mr. Jacobi has been in charge of the local store but a short time he has had a decided success. He has applied the methods of selling pianos to the sale of talking machines and courtesy and instant attention to customers are two of the outstanding features of his merchandising principles.

The Landay Shop is one of the finest in Newark. It occupies two floors and a basement. The latter is given over to the piano and music roll department and the first floor is devoted to record demonstration booths and record racks. Business has increased to such an extent under Mr. Jacobi’s management that the demonstration booths were found insufficient to take care of customers. To overcome this difficulty several of the booths are being cut in two, thus increasing the number of hearing rooms to twenty-five. The second floor is devoted entirely to display rooms for various types of Victrolas and Sonoras and the business department of the store.

Your Problem Is Ours

Good Profits (to you) + Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

(Trade Mark)

Have we solved the above problem correctly?

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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.
ALWAYS The Cheney has been known for highest standards of quality at fair prices. Our recent price reduction on all models strikingly emphasizes the value in Cheney instruments. The public has been quick to recognize this value and Cheney dealers are reaping the benefit.

The Cheney
The Master Phonograph
VICTROLA SHOW WEEK A SUCCESS

Lion Dry Goods Co., Toledo, O., Closes Substantial Business as Result of Show—Public Keenly Interested in Details of the Event

TOLEDO, O., December 6—Victrola Show Week at the Lion Dry Goods Co., of this city, produced business. The advertising told people to come in to see the "toy Victrola," the forefather of the universal music instrument of to-day; to see a "glass" Victrola, to see Rubadams, Ginia and all the opera stars in their proper setting; to see a complete showing of Victrolas, prices ranging from $25 to $1,515. Crowds came, saw, and once more the Victor conquered. People went away talking of the care of cabinet construction, beauty of finish, variety of price and the unique ability to reproduce all kinds of music—bass, soprano, bario, piano, violin, quartet—superiorly well. Mr. Pete, the manager of the department which is Victor exclusively, feels the week's work the best he has ever done. Prospects and actual sales far exceeded expectations.

A unique feature of the Lion's Victrola Show Week was the hand-embroidered Victorian trademark. At first glance one takes it for an oil painting, so perfect are the stitches. The work was done by the mother of a salesman of the Toledo Talking Machine Co., and was most highly commended.

Mr. Pete, manager of the Lion Dry Goods Victrola department, has found the Red Derby Plan most successful. The girl who sells the most Red Seal records wins the "Derby"—and during a given time every girl works. Such a plan shows the actual Red Seal sales of every girl, no guesswork about it.

TO ERECT NEW VICTOR BUILDING

The Victor Talking Machine Co., of Camden, N. J., has been granted a building permit for the construction on Front street of an addition to its great manufacturing plant.

ARTISTS JOIN IN CARUSO TRIBUTE

Impressive Ceremonies Mark Presentation of Caruso's Bust to Metropolitan Opera Co.

The presentation of a bronze bust of Caruso, the great tenor and Victor artist, to the Metropolitan Opera Company, of New York, on November 27, was the occasion of a memorial tribute to the deceased singer. The opera house was filled to capacity by a silent audience throughout the ceremony. There was no applause for singers like Galli-Curci, Martinelli, Farrar and other members of the company, nor did they expect it. The artists wore black and sang on a stage black-draped about the bust of Caruso, which was presented by F. La Guardia, of the city government, in behalf of the singer's widow, who occupied one of the boxes.

The proceeds of the concert, swelled by individual contributions from the artists, reached $12,000, which, when converted into Italian money, amount to some 300,000 lire, and the entire sum will be given to the Verdi Home for Aged Musicians at Milan, Italy.

INTRODUCE NEW PHILLIPS TONE ARM

Wm. Phillips, president of the Wm. Phillips Phonos Parts Corp., New York City, has announced the appearance of a new Phillips tone arm on the market. This new tone arm is known as the special throw-back arm No. 5, and is also equipped with reproducer No. 5. Both tone arm and reproducer are octagon in shape and the combination is, as Mr. Phillips described it, "pleasing to the eye and pleasing to the ear. Mr. Phillips predicts a great future for this combination and reports that orders are coming in satisfactory volume for the entire line. He also predicts that 1922 will be a year of generally good business for all."

Pathé phonographs and records are being featured at Kuch's Palace, Robbinsdale, Minn.

CO-OPERATE WITH CENSUS BUREAU

Manufacturers in the Talking Machine Industry Should Promptly Fill Out Forms Covering Status of Manufacturers for the Year 1921

Shortly after January 1, 1922, manufacturers in all branches of the talking machine industry will receive from the Census Bureau at Washington, D. C., detailed forms covering the 1921 census of manufacturers. The schedules have been broadened out somewhat this year so as to make a more complete analysis of the various departments of the industry.

The Director of the Census makes a special appeal through The World to manufacturers, urging them to promptly fill out and return the schedules when they are received early in January. If manufacturers generally will do this it will make no mean saving of governmental expenditures, and inasmuch as the manufacturing industries pay about two-thirds of the Federal taxes, when they can save two-thirds of a dollar they ought to be interested in doing it.

In this connection the board of directors of the National Association of Manufacturers recently passed the following resolution.

"Resolved, That the National Association of Manufacturers recognizes the importance of the census of manufacturing industries in the United States, which is required to be taken by the Act of Congress approved March 3, 1919, and it recommends to manufacturers that they co-operate earnestly with the Director of the Census and furnish the information required to make the statistics full and accurate."

TRUMOPHONE CO. INCORPORATES

A charter of incorporation has been granted to the Trumophone Co. under the laws of the State of Delaware, with a capital of $1,500,000. Incorporators are: Henry Boyd, James Hetchinson and E. F. Callan. This concern will engage in the manufacture of talking machines.

Collings & Co. And You

Victor dealers in the territory to which we confine ourselves—Northern New Jersey and Northeastern Pennsylvania—know almost every trolley line stops within a block of Collings' headquarters.

So they drop in and discuss their problems cozily with us—instead of writing further away.

They bring their customers in, too, to look at various Victrola styles which Collings can always deliver in time to complete the sale.

"Buy Where You Sell."

"Collings Covers Your Wants."

COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.
SUCCESSFUL DEALERS

will tell you that there is a demand for Sonoras that results in steady sales.

Many dealers who have carried other makes of phonograph are now concentrating on Sonoras because they know that

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

has the confidence of the purchasing public and is EASY to sell.

Sonora owners enjoy the Pride of Possession which accounts to a large degree for the full measure of success that Sonora dealers enjoy.
NEW DEALERS ARE NOW BEING ADDED

A Sonora agency is increasingly valuable. Write for information to

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

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississipp.i.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andreesen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and eastern Massachusetts.

C. L. Marshall Co., Inc.,
514 Griswold St., Detroit, Mich.
Michigan and Ohio.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rocky Springs.

BESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora’s future and the future of Sonora’s dealers’ business are secure.

The Magnavox Co.,
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

Southern Drug Company,
Houston, Texas.
Southeastern part of Texas.

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

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

Sonora Distributing Co. of Pittsburgh
4310 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

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

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

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

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

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahir & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

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

Greater City Phonograph Co., Inc.
311 Sixth Avenue, New York
All of New York City except Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.
VICTOR DEALER ACTIVITY IN IOWA

Business Assumes Wonderful Strides, Owing to Holiday Demand—Baxter Co.'s Victrola Drive —Iowa Mercantile Co. After School Trade—H. L. Woodward's Views—Other News Items

Des Moines, Ia., December 6.—With the coming of the holiday season the talking machine business throughout the State has taken on wonderful strides. Not only are the dealers feeling more optimistic, but are actually worrying whether they will be able to secure enough merchandise with which to take care of their demands. This is especially true of the business along the Mississippi River and in the eastern part of the State, which contains the larger number of better towns.

In conversation with the officials of Mickel Bros. Co., Victor wholesalers, we learn that for some reason or other their sales took a wonderful jump during the month of October, and the month of November exceeded all previous months of the present year.

"Never before," said Geo. E. Mickel, president of Mickel Bros. Co., "have we felt the Christmas business as early as we have this year. Commencing around the latter part of September, our dealers placed large orders with us for delivery during October and November. Our travelers report that their estimates were entirely too low and that the stocks with which they had hoped to conduct their Christmas business are practically exhausted. This is verified by the orders which we are receiving."

The Baxter Piano Co., of Davenport, has just closed a very wonderful ten-day campaign on Victrolas. After the period was over it advertised in the local papers that it had twenty-five empty Victrola cases for sale. The Arnold Jewelry & Music Co., of Ottumwa, and the Des Moines Music Co., of Des Moines, have also conducted campaigns on the Model 80 and both report unusual success.

"Larry" Richards, the Iowa representative of the Victor Co., is making his headquarters in Des Moines and is doing some very effective work in assisting the dealers to market the Victrola. "Larry," as he is familiarly known, has already made a host of friends. He formerly had charge of the New England territory, having covered that section for two years for the Victor Co.

Harmony Hall, of Iowa City, reports wonderful success with the musical census. This work required the services of four people and took them two weeks to complete. During the next two weeks twelve Victrolas were sold, ranging in size from the No. 80 to the No. 130. Besides this Mr. Spencer, the manager, is holding over fifty good prospects which he has every reason to believe will be closed before Christmas.

H. W. Burnett, or "Burnie," as he is known to the trade, shly denies the reports of his engagement to Miss Eloise Burkheimer, of Des Moines. "Burnie" travels for Mickel Bros. Co., calling on the trade in southeastern Iowa.

The Iowa Mercantile Co., of Newton, is conducting a very successful campaign among the rural schools in an effort to equip them with small Victrolas. The plan consists of a letter, offering them co-operation in putting on an entertainment for the purpose of raising funds. The plan has been working but two weeks at this writing, and already four sales have been made. Two were for the Victrola VI and two for the Victrola XXV.

One of the very well-known talking machine men in the State is H. L. Woodward, owner of the Des Moines Music Co., of this city, an exclusive Victor store. "Woodie," as most folks know him, was at one time a traveler for the Chicago Talking Machine Co., and later manager of the Victor department of Gimbel Bros. of Milwaukee. For a few months he was out of the game and it was only a few months ago that he was able to secure the agency for Victrolas in Des Moines. "Our business," said Mr. Woodward, "has simply grown by leaps and bounds. Of course, with our location and organization we naturally expected some business, but it exceeded our greatest imagination."

Prof. C. A. Fullerton, of the Iowa State Teachers' College at Cedar Falls, is quite enthusiastic over the new Victrola 50. "It is just the thing for rural schools," said Prof. Fullerton. "With the addition of the leather carrying case, providing a space for records, it suits the rural needs exactly." There was never a more ardent supporter of the music in the rural schools than Mr. Fullerton. He is visiting them practically all of the time and much of the musical advancement among the schools in the country districts is directly traceable to him.

Among some recent visitors to the Mickel Bros. Co. were Jos. Brit, of the Crazy Hardware Co., Boone; John Vance, of the Vance Music Co., Mason City; L. A. Murray and L. A. Murray, Co., Davenport, and L. R. Spencer, of Harmony Hall, Iowa City.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit an important one, in the truly up-to-date equipment of the MAGNOLA. MAGNOLA "Built by Tone Specialists"

Sells "Daily Dozen" to Schools

Hahne & Co. Talking Machine Department Features "Health Builder" Records—Installs Three Sets in Perh Amboy Schools

Newark, N. J., December 6.— Walter Camp's "Health Builder" records, distributed by the Health Builders, with headquarters in New York, are being pushed with excellent results in the talking machine department of the Hahne & Co. store, Broad street, this city. These records have been prepared with a view to furnishing the rhythm for a selected list of exercises, known as the "Daily Dozen." Five double-disc records, twelve charts showing the various exercises, a booklet of instruction and an album complete the set.

J. A. Blasenick, manager of the department, is enthusiastic over the "Health Builder" records and the result of his advertising and energy thus far is the sale of three sets to the schools of Perth Amboy.

"Children's Hour" A Sales Help

A clever plan which was very successful in stimulating interest in the talking machine through children was recently tried out at the establishment of Emanuel Blount, of New York. This consisted of a Saturday morning "Children's Hour." Customers were invited to bring their children to the store at these periods and various programs were given on the Victrola. The plan was productive of fruitful results and might be put into effect by other dealers with profit.

EXHIBIT THAT ATTRACTS ATTENTION

Hunts Point, N. C., December 5.—The Grable exhibit at the Southern Furniture Market, in this city, has been attracting much attention from the many dealers who attended. F. D. W. Connolly, of the Granby Phonograph Corp., of Norfolk, Va., is in charge of the exhibit. He has had much success in opening new accounts in the Southern territory.

The Brunswick Music Shop is the latest addition to the talking machine stores of Muskegon, Mich. Attractive quarters have been opened at 91 West Western avenue, under the management of Harry Riddell.
The Stephenson Movement

Contains a
Unit Push Button Brake, Speed and Tempo Regulating Device

1 Push buttons to start and to stop motor.
2 Regulating screw to synchronize R. P. M. of turntable with normal reading of speed regulator. (Manufacturer's adjustment)
3 Tempo regulating device for user.

This new feature in table board equipment is a part of the Stephenson Movement* for Phonographs. Its operation is positive. Its handsome appearance and its unique operation will add a tangible sales value to your phonograph.

Send for special circular describing other novel features of the Stephenson Precision-made Movement for Phonographs.

STEPHENSON
DIVISION
DE CAM & ROAN INC
One Hundred and Seventy Pennington Street
Newark, New Jersey

*TRADE MARK
MEETING OF CENTRAL OHIO DEALERS

Important Subjects Discussed at Gathering in Columbus With President King Presiding—
Big Show of Talking Machines Interest—Lectures on the Opera—Other Happenings

COLUMBUS, O., December 5.—More aggressiveness and greater concentration in the talking machine trade by the dealers were the points impressed upon the delegates from thirteen cities in the central part of Ohio, who came to Columbus for the first meeting subsequent to the organization meeting of the Central Ohio Victor Talking Machine Retailers' Association, held in Columbus in November.

Leslie J. King, president of the Association and manager of the Victrola department of the Morehouse-Martens Co., presided over the meeting and introduced a novel plan of adopting the method of questions and answers in preference to general discussions. "To our surprise, many things were learned in this way that were not known before. In so doing we actually conducted an educational campaign and members felt benefited by this innovation," said Mr. King.

Already the organization has increased 120 per cent, which is phenomenal, indeed, for the short time it has been in existence and it is an augury of greater development.

Plans are now being formulated by the executive committee of this Association for a convention, to which all Victor dealers, whether members or not, will be invited. The convention is to be held in Columbus some time during the month of February, 1922.

These members were represented at the meeting held in November; R. D. Adair, Xenia; W. H. Bowron, Caldwell; M. G. Chandler, Chillicothe; F. G. Mards, Mt. Vernon; John's Music Store, Lima; Harry Ackerman Piano Co., Marion; Elite Music Co., Columbus; Gem Pharmacy, Nelsonville; Goldsmith Music Store, Columbus; Heaton's Music Store, Columbus; People's Store, Columbus; Phillips & Son, Mt. Gilead; Sell Bros., Delaware; Stewart Bros., Columbus; Spence's Music Store, Columbus; Spence Music Co., Zanesville, and Chas. M. Zitter, Mansfield.

The public is getting its disc music cheaper now than it did fifteen years ago is the contention of Leslie J. King. "The people do not realize that fact, but we intend to prove it to them in our 'Progress Victrola Show,' when we will demonstrate records that the public seldom hear, yet which contain the best volume and value of music to be had for the amount of money they sell for."

EDUCATIONAL RECORDS FOR SCHOOL

Manor, O., December 5.—The purchase of educational talking machine records for use in the public schools of Marion is announced by Miss Sarah Taylor, supervisor of music in the public schools. The Board of Education, at a recent meeting, appropriated money for the purchase of such records as she decided were appropriate for this work. Talking machines are to be found in all leading Marion school buildings.

The W. W. Mertz Co., Torrington, Conn., has organized a Victrola Club as a means of stimulating business.

Great interest was manifested in the opera "Il Trovatore" during the course of Prof. Lowden's lecture on this opera in the Winter Garden of the New Southern Hotel. This was the fourth lecture in a course of five.

"Il Trovatore" is considered by many as the greatest of opera stories," said Prof. Lowden. "It has been a great favorite with many of the present-day artists. Among those who have taken part in the beautiful arias, duets, trios and choruses are Martineleli, de Luca, Zerola, Jour- net, Amato, Tetrazzini, Gadiki, Destinn, Schumann-Heink, Homer and McCormack. Records by these artists were played on the Victrola by Prof. Lowden during his discourse of the opera.

The opera "Carmen" is the fifth and last opera in the series and the lecture on it will be given during the month of December.

NEW POSTS FOR COLUMBIA MEN

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co., announced recently the appointment of G. T. Harris as Dealer Service supervisor at the company's St. Louis branch, succeeding W. John- son, who has resigned. Mr. Tuers also announced the appointment of W. W. Schumacher as Dealer Service supervisor at the Detroit branch, succeeding J. F. Megirt, who has recently been appointed a member of the Cleveland staff.

Let One Man Deliver Your Talking Machine

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

Write for Circulars and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.

FINDLAY, OHIO

During the coming year

Okeh Records will be a profitable friend to you—if you start the year with an Okeh Record Agency.

EVEHART & BROWN

1705 E. BROAD ST. RICHMOND, VA.
Christmas Greetings

General Phonograph Corporation

President

25 West 45th Street, New York City
Why the Unrestricted Exchanging of Records Is a Reprehensible Practice

By Hayward Cleveland

In addition to the excellent suggestions made by Harry Drew on page 146 of the September Talking Machine World the following thoughts, born of many experiences, are presented:

The unrestricted exchanging of records is a reprehensible practice and every plan known to the trade for checking it should be published. The semi-perishable character of the records, particularly of their surfaces, imposes this as a duty upon all who value the continued patronage of the best class of clients.

The record salesmen of the country should act as a unit in their approach to this vital subject. They should educate the buying public into a better understanding of the problem. Enough is not said, placarded, stamped, printed, written, upon the question. By common inaction, call it consent, neglect, avoidance, what you will, it is passed up, when the better way is to meet the trouble more than half way. "Help us protect you from yourselves" should be the salesmen's slogan. They should preach the necessity of protecting their stocks by every conceivable method and make the public understand that their co-operation, to this end, is sought, for 99 per cent of the exchanged records must, and do, find their way back into the bins to be sold again.

In this process of educating the public the following additional means are available:

First as to booth signs. Neat little framed signs can be hung on the walls of the booths, worded in any one of the following ways:

"We take pride in the condition of our record stock. Help us maintain our high standard by not requesting that we exchange records you have heard and accepted."

Or—

"Please do not ask us to exchange records you have heard and accepted. We make this request for your protection."

Or more abruptly—

"Records that have been tested and accepted cannot be exchanged."

Then, on the packing bench, there can be placed two rubber stamps and a stamp pad. The first and most frequently used stamp should read: "These records have been tested and accepted and cannot be exchanged." The second stamp should read: "These records, bought without test, can be exchanged within days." The individual dealer must decide as to the number of days. Once the package is duly wrapped up the first or second stamp can be used, according to circumstances. This precaution would seem easy to evade, but it has acted as a positive deterrent in actual practice.

Coming down to the sales tickets, some such rule as this can be printed thereon: "Records that have been tested and accepted cannot be exchanged. This rule has been adopted in the best interests of our clients. The reason is obvious to anyone of average intelligence and dealers will be surprised to find out how large a percentage of their patrons take comfort in the protection this policy insures. Also, on the sales tickets two little squares can be placed. Over one can be printed "Tested," over the other "Not tested." Then the salesmen can put X's in one or the other of the two squares accordingly when making out sales tickets.

One more precaution would seem to be in order. Often a customer will attempt to exchange records other than those just bought, using a recent purchase as a shield. To guard against this the very simple expedient can be resorted to of entering the numbers of the records purchased on the left-hand margin of the ticket. It is a good practice, anyway.

Finally, by requiring, in all cases of dispute or exchange, that the duplicate sales ticket be also returned, the chances of imposition or fraud would seem to be minimized. This requirement is one common to retail merchandising everywhere.

Do you remember this Phonograph?

It was not so many years back that this was the only kind of talking machine you could get. Phonographs in those days were amusing novelties—bought and sold as such. If you tried to sell one of these machines today, people would laugh at you. The phonograph has been improved and perfected to such an extent that it has won a recognized place for itself in the American home.

The design of the phonograph has kept steady pace with mechanical improvements. It is but natural that an instrument bringing the world's finest music to the home should be beautifully designed.

And it is but natural that phonograph manufacturers should favor Genuine Mahogany, the "King of Woods"—the inspiration of master cabinet-makers from the time of Chippendale and Sheraton. No other wood can rival the beautiful color tones and rich grain found only in Genuine Mahogany. Always in style—even in good taste—Genuine Mahogany is perfectly at home in beautiful interiors.

The Mahogany Association is conducting a nationwide campaign to further the sale of Genuine Mahogany phonographs and furniture. It is felt that the staining of a less beautiful, less durable wood in imitation of Mahogany and the sale of it as Genuine Mahogany is poor business policy. It is evident that this campaign strikes a receptive note with those people who buy beautiful phonographs and beautiful furniture. Already they are beginning to ask: "Is it Genuine Mahogany?"

After all—there's nothing like

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
942 Market Street, San Francisco
Christmas Greetings

and may

O\textit{K}e\textit{h} Records

Bring

Prosperity and Cheer

To All

During the coming New Year, when in need of the best in Service, call upon

The Consolidated Talking Machine Co.

and remember that increased business depends upon your being an agency for

O\textit{K}e\textit{h} Records

CONSOLIDATED TALKING MACHINE CO.
227 W. WASHINGTON STREET  
CHICAGO, ILL.
Barriontos, the golden-voiced soprano, sings “Salut à toi soleil" from Le Coq d’Or; her flexible coloratura sweeps to new heights in this record, Columbia 49386.

Columbia Graphophone Co.
NEW YORK

EDISON SALESMANSHIP SCHOOLS

Plans Completed for Coast-to-Coast Itinerary of Salemsmanship Schools—First Schools Will Open During February in Boston and Philadelphia Simultaneously—William Maxwell in Charge of Important Far-reaching Sales Work Instituted by Thos. A. Edison, Inc.

ORANGE, N. J., December 5.—The program for the salesmanship schools to be conducted by the phonograph division of Thomas A. Edison, Inc., is progressing very rapidly and successfully. The total enrollment of dealers and their representatives now exceeds two thousand, and twenty-two classes have been definitely established in twenty-two leading business centers.

The first two schools will be conducted during February in Boston and Philadelphia. The dates on which these schools will be opened will be simultaneous and, in fact, most of the school program has been worked out so that two conventions will go on simultaneously.

William Maxwell, first vice-president of Thomas A. Edison, Inc., with a staff of assistants, will make a coast-to-coast trip, during which he will play, together with his staff, an important role in each salesmanship school.

As stated above, Boston and Philadelphia will be the first two cities; New York and Syracuse will come next, then Toronto and Cleveland, Detroit and Chicago, Indianapolis and Cincinnati, Atlanta and Richmond, New Orleans and Dallas, St. Louis and Kansas City, Des Moines and Minneapolis, Winnipeg and Seattle, San Francisco and Ogden, Utah. The whole series will involve a period of about three months.

The program in each city will embrace one day of dealer conference, one day of mechanical instruction and the rest of the week will be devoted to salesmanship instruction, including special features to be staged by William Maxwell, his associates and the special instructors who have been trained and developed for this salesmanship school idea.

The Edison conception of the salesmanship school, the actual material and features to be included in the school and the plan of literally putting the school on the road clear across the continent are the combined work of William Maxwell and Thomas Leonard, sales manager of the phonograph division.

THOS. F. GREEN AN ADMINISTRATOR

Popular Victor Wholesaler Elected a Trustee of Village Where He Resides—Returned a Winner by Substantial Majority

Thos. F. Green, vice-president and general manager of the Silas E. Pearsall Co., New York, Victor wholesaler, is now fulfilling civic duties, as he was recently elected a trustee of the incorporated village of Kensington. This village was only recently formed, having formerly been a part of Great Neck, L. I., and, upon its incorporation, an election was held, at which trustees were chosen for the coming year. Mr. Green was elected by a substantial majority and he is applying the same high-power energy to his new duty as he has given to Victor activities for so many years.

CLEVER CONTEST WINS PROSPECTS

Los Angeles Victor Dealer Offers Prizes for Oldest Victrolas and Gains Live Prospects—Numerous Replies Indicate Interest

LOS ANGELES, CAL., December 5.—A clever advertising stunt designed to build up the prospect list and also to get a line on owners of old Victrolas, with a view to selling later models to these owners, has been inaugurated by Richardson's, Inc., dealer in Victrolas, Graflexolas, records, etc., at 727 West Seventh street, this city.

In his advertising William H. Richardson, president of the concern, announces that a model 80 Victrola will be given to the owner of the oldest Victrola in the city in exchange for the old machine; the owner of the second oldest machine will win a $10 order for merchandise, and the third prize consists of a $5 order. Contestants are requested to fill out a blank form with name, address, model number, serial number and date on which the machine was purchased.

The success of the experiment is attested by the fact that over 400 replies have been received and more are coming in every day.

ACTIVITY AT OGDEN PLANT

LYNCHBURG, Va., December 1.—The Ogden Sectional Cabinet Co., Inc., of this city, is receiving very satisfactory orders for its line of knockdown stands for use in the demonstration room and for the portable and table models. J. B. Ogden, president of the company, reports that they are receiving a heavy press of business and are compelled to increase the production force to take care of it.

A number of small, apparently insignificant sales pay the overhead if you get enough of them. Don't neglect small sales.

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<tr>
<th>1922! Udell Leads Off!</th>
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<tr>
<td>IN the last moments of the old year we want to thank you for your fine appreciation of the quality and price-reasonableness of Udell Cabinets.</td>
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<tr>
<td>And now let's get started on a bigger and more profitable 1922.</td>
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<tr>
<td>Udell leads off with a real leader—a real money-maker for talking machine dealers—our No. 1402, here illustrated.</td>
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<tr>
<td>It's a Udell-dependable-quality cabinet through and through. And sensationally priced. Its patented hinged rim overcomes selling resistance to table-type Victrola IX's.</td>
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<td>Wire your order now, collect, and let this cabinet start making 1922 records for you.</td>
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<th>Here It Is—</th>
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<td>Made in either mahogany or quartered oak. Holds eight Victrola albums. The cut only suggests its superior appearance.</td>
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COLUMBIA CO. SECURES ELKINS

Eddie Elkins Orchestra to Record Exclusively for Columbia Co.

The Columbia Graphophone Co. announced last week that arrangements had been completed whereby the Eddie Elkins Orchestra would record for the Columbia record library exclusively. This organization is one of the most famous dance orchestras in the country and is known in musical circles from coast to coast. The orchestra is now playing at the Knickerbocker Grill, in New York, and its first Columbia records will be released to the dealers at the earliest possible moment.

If there is a place where tact, talent and ability can be displayed to advantage, it is in a retail store. It is the place where politeness, courtesy and intelligent service are necessary in the highest degree; it is art to smooth out the objections and complaints of the customers, and sell goods repeatedly at a reasonable profit.

BEE CROFT

Delivery Envelopes

Art Series
New Designs

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

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

We Will Be Pleased to Print Any of These For You

H. N. McMenimen

Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:
Scott Plains, N. J.
Tel. Fairwood 108

Offices:
2 Rector Street, New York
Tel. Rector 1468

TEACHERS FAVOR TALKING MACHINE

HUNTINGTON, W. Va., December 5—One of the outstanding features of the discussions at the recent convention of the West Virginia State Educational Association was the use of the talking machine as a teaching aid in the public schools. The point was emphasized that the talking machine was particularly valuable in teaching very small children.

WARTIME STATUE AT AEOHAN HALL

In the center of the main floor at Aeolian Hall there was recently on display a large bronze statue that recalled the days of the war. The piece, entitled "Backin' Em Up," showed a group of American doughboys in the act of repulsing an attack. Solim H. Borglum, the sculptor, and his work attracted much attention from the crowds of visitors to the hall.

Don't neglect the customer who says "I'm only looking." The chances are she's interested or she wouldn't look, and a little special interest shown on your part is likely to result in a substantial sale. Your attention in such instances will be appreciated, at least, and may make a friend for yourself and the store.

SOLIDIFYING THE BUSINESS

When a business shows the character that has been drawn from the personality of the strongest men in the organization; when every member of that working force knows and understands what the goal of the business is, then there need be no fear that with the passing of any one man the business will go to pieces.
The Outstanding Feature
In 1922

The Modernola for 1922 represents the "latest word" in phonographs. Its ensemble is perfect—absolutely different shape, beautiful finish, artistic appearance and what is most important—wonderful tone. It is built for Tone, Beauty and Utility. The same tender care that a violin maker puts into his instrument is put into the Modernola and makes it more than just a phonograph.

Our New Plant

Our new building and new and improved equipment give us wonderful facilities for taking care of all production demands. It means that we are able to take care of orders on the very shortest notice and thus increase the value of our Service. Don't overlook the fact that we guarantee our instruments.

Vigorous Advertising

Already we have begun a campaign for our Eastern Dealers, using New York Sunday papers directly in the interest of our dealers. It is part of a plan which we will extend over our entire territory and is sure to be beneficial to you. Advertising and Merchandising Helps and real sales-producing ideas are included in our plans for 1922. They are all every bit as unique as the Modernola.

Get Busy Now!

The Modernola should form a big part in your plans for 1922. It offers an absolutely new angle. Just write at once and address Dept. D.
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

What we say above about Furniture applies also to Phonographs.
LEARNING LESSONS FROM CARUSO'S AND OTHER RECORDS

Henry T. Finck, the Eminent New York Critic, Says deGogorza's Arg Models—His Tribute to Caruso as a Teacher in the Domain of Music—Praise for Elena Gerhardt

In his always delightfully written and interesting musical department in the New York Evening Post the veteran Henry T. Finck "took his pen in hand" the other day and paid tribute to the musical value of the high-class records of to-day, placing special emphasis on the Victor recordings of Caruso, De Gogorza and, incidentally, the great singing of Elena Gerhardt. Progressive dealers and salesmen should find this comment, which follows, worthy of their consideration:

"When Caruso was first asked to make talking machine records he wanted 200,000 francs ($40,000), for which sum he was willing to sing at any time whenever a new record was wanted. The Victor people tried to make him sing for them on a royalty basis, but for a time he stubbornly refused. At last he yielded—fortunately, for the very first year's royalties exceeded the lump sum he had asked. Then they doubled and tripled, and to-day, I have read somewhere, his heirs get $200,000 a year from the royalty on his records in place of the 200,000 francs for all time he wanted.

"The Caruso records have done a great deal not only to delight but to educate the American public. He sang the great operatic airs, and he sang them as few tenors have known how to sing them—not only with a voice of ravishing beauty, but with the superlative art of a great musician. Had he possessed nothing but a fine voice his records would still have given pleasure, but they would not have been educational. What makes them educational is that Caruso was a musician as well as a singer; that is, unlike most singers, he phrased melodies and shaded them with the same subtle art we admire in Kreisler or Paderewski. Teachers of singing who do not use the Caruso records to help them in their difficult task are not upon 40 date. I would not trust them round the corner."

"Last Sunday recitals were given here by two vocalists whose records also should be used everywhere for educational purposes as well as for the pleasure they give. They were by Elena Gerhardt and Emilio de Gogorza. It has been said that all singers, however great, are aided in their art by making records for the talking machine. Knowing that every little flaw in their singing for the machine will be perpetuated, maybe for all time, they do their very best, realizing vividly that trifles make perfection and perfection is no trifle.

"Now, Emilio de Gogorza has not only made many records, but he was for seven years artistic director of one of the talking machine com-

> SONORA PRODUCTION SPEEDS UP

Rush orders from Sonora dealers in preparation for the holiday business boom are keeping the Sonora factory at Saginaw, Mich., speeded up to capacity. Experienced workers are being added daily to the force at the plant and during the past six weeks the total number of workers has increased to 600 men. More men are receiving employment as rapidly as possible and production also has been given impetus.

BAKER BUYS VICTROLA STOCK

COLUMBUS, O., December 3—Announcement is made that C. C. Baker, music dealer, at 43 South High street, has purchased the stock of Victrolas, Victor records and sheet music in the Goldsmith Music Store, 69 South High street. The stock will be transferred to the Baker store. Goldsmith will continue to handle pianos.

It was Garfield who said, "If you are not too large for the place you occupy, you are too small for it," and it was the succinct expression of a truth older than Babylon.

FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper more natural quality of tone. Perfectly balanced in accordance with a carefully worked ratio and with regard to co-ordinate parts, this tone arm and reproducer a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS

No. 2 Round Tone Arm and Reproducer

JEWEL TONE ARM & REPRODUCER

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

Made only in 8½ inch length. Can be furnished with or without Mute Tone Modifier, with Mica or diaphragm.

THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Checked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago
The Season’s Greetings

The year that is ending has accomplished much in the stabilizing of conditions and the return towards normalcy in the Talking Machine Trade. The outlook for the year ahead is bright. At this important period we therefore extend our heartiest holiday greetings and our wishes for a prosperous New Year.

The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City
Let every Victor dealer rejoice, in this happy season, that it is his good fortune to co-operate in bringing the perfection of music enjoyment, and the world's greatest music makers, to the heart and hearthside of all mankind.

C. Bruno and Son, Inc.
Victor Wholesalers
351-353 Fourth Ave., New York
INAGURATES SALES SCHOOL
Sonora Jobber Meets Success With Salesmanship School—Discuss Practical Sales Problems

SALT LAKE CITY, Utah, December 3—Albert L. Kirk, who for several years was associated with several well-known talking machine concerns in this territory, recently joined the Sonora division of the Strevel-Paterson Hardware Co., of this city, Sonora jobber. Mr. Kirk is already making his presence felt among the Sonora dealers in this section, as he is giving them augmented service and co-operation.

One of Mr. Kirk’s first innovations was the organization of a class in Sonora salesmanship. Some of the subjects that have been discussed at this class are: “Securing Prospects for Upright and Period Models,” “House-to-House Canvassing,” “Competitive Demonstrations,” “Demonstrating Records,” “Contracts,” “Refurbishing Damaged Cabinets,” “Motor Repair Demonstrations,” “Advertising Your Store and Service.”

Speaking of this undertaking, Mr. Kirk said: “Every class will be full of good practical work. No fine-drawn theories, but the accumulated results of actual experience in selling Sonoras and collecting the money. Every important phase of the Sonora business will be discussed and explained by men who, by training and experience, are recognized experts in their line, and attendance at these classes cannot help but make a better salesman or saleswoman out of every person who attends the course.

“Dealers are privileged to send not more than two persons to each class, the men and women most capable of absorbing what we have to offer. For on their return we want every dealer to realize in dollars and cents the benefit they have derived from our co-operation at this end.”

Frederick T. Stone, proprietor of the Colonial Inn, Keene, N. H., has organized the Colonial Music Co. and is handling Puritan phonographs from his hotel. He plans to open a music store in the near future.

UNIVERSAL FIXTURE CORPORATION
133 WEST 23rd STREET
NEW YORK

Joining the Strand Organization
E. N. Burns Will Direct Strand Export Activities—Well Known in Export Field

George Washington in the President of the Manufacturers Phonograph Co., New York, announced recently that Edward N. Burns, formerly vice-president of the Columbia Graphophone Co., had joined his company’s organization and will be in charge of the export department, introducing Strand phonographs for export trade in connection with the line of Cameo records that Mr. Burns is now preparing for the market.

Mr. Burns is probably one of the best-known talking machine men in the export field, having traveled the world over, and numbering among his friends prominent talking machine dealers in all of the leading Latin-American trade centers. He is keenly enthusiastic regarding the sales possibilities for Strand phonographs in the export market, and it is interesting to note that Cameo records will be sold on the same basis as Strand phonographs, namely, direct to the dealer.

FORBES-HUNTONG MUSIC CO. FORMS

Cheyenne, Wyo., December 5—Warren A. Forbes, proprietor of a local drug store, and L. C. Huntong, formerly manager of the local Knight-Campbell Music Co.’s branch, have combined forces, forming the Forbes-Huntong Music Co. In addition to pianos and musical instruments, Victor and Brunswick phonographs and records are handled by the enterprising men who are back of this company.

NEW JERSEY INCORPORATION

A charter of incorporation has been granted to the Spratstone Phonograph Co., of Paterson, N. J., under the laws of that State, with a capital of $250,000. Incorporators are Robert B. Linden, of Ridgewood, N. J.; Walter Giffilan, of Hoboken, N. J.; and Garrett Van Cleve, Clifton, N. J.
Emerson Records

The most careful discrimination has been exercised in selecting an Emerson list for January that excludes records whose popularity must be limited, to give place for the best that the early new year has to offer.

It's a gratifying experience to start a new year auspiciously.

Insure your gratification thru Emerson Records.

**January Emerson Release**

**DANCES**

- **10467** MY SUNNY TENNESSEE (Kalmar-Ruby-Ruby). Fox-trot
- **10468** GYPSY BLUES (Sisley-Blake). Fox-trot
- **10469** WABASH BLUES (Fred Meinke). Fox-trot
- **10470** BLUE MOON (Burtnett-Maree). Fox-trot
- **10471** SAL-O-MAY (Robert Stolz). Fox-trot
- **10472** DREAM OF ME (Hickman-Black-Jerome). Fox-trot
- **10473** SUSQUEHANNA SHORE (Harry D. Squiers). Waltz
- **10474** GOOD-BYE, PRETTY BUTTERFLIES (Helen-Cooke-Olman). Fox-trot
- **10475** DAPPER DAN (Brown-Von Tilzer). Fox-trot
- **10476** THE MISSING LINK (Chris Smith). Fox-trot

**VOCAL NUMBERS**

- **10467** SONG OF LOVE. From Musical Production "Blossom Time" (Romberg-Donnelly). Tenor Solo, Orch. Accomp.
- **10468** WHEN FRANCIS DANCES WITH ME (Ryan-Viodinsky). Comedy Song, Orch. Accomp.
- **10469** I'VE GOT MY HABITS ON (Smith-Schafer-Durante). Character Song, Orch. Accomp.

**STANDARD AND SPECIAL SELECTIONS**

- **10470** OWL AND PUSSY CAT (R. de Koven). Male Quartet
- **10471** A COLLEGE MEDLEY. Male Quartet
- **10472** DIXIE MEDLEY. Banjo Solo, Orch. Accomp.
- **10474** AT DAWNING I LOVE YOU (Eberhart-Cadman). Tenor Solo, Orch. Accomp.
- **10475** ASTHORE (DARLING) (Bingham-Trotter). Tenor Solo, Orch. Accomp.
- **10476** DOAN YA CRY, MA HONEY (Noll-Smith). Male Quartet
- **10477** SWEET ADELINE (Gerard-Armstrong). Male Quartet

*Emerson foreign language catalogs are listings of the best recordings in Italian, Hebrew-Jewish, German and Polish*

The Emerson Phonograph Co.

317 So. Wabash Avenue, Chicago
206 Fifth Avenue, New York City
Value of the Approaching Inventory Season

By J. H. Tregoe, Secretary-Treasurer, National Association of Credit Men

We are approaching the close of the year and credit departments all over the land are beginning to consider the receipt of financial statements. The financial statement, when reflecting the exact condition of a business or a financial enterprise, is its best barometer, somehow or other the freedom indulged by many in the making of statements has reflected on their service, and with some types of enterprises the financial statement is not rated at all high as a channel of dependable information. In our judgment it is incumbent upon credit managers to instill into the minds and hearts of their customers the need and value of making accurate financial statements.

One of the great questions at this juncture is how merchandise shall be appraised. It takes real courage for a business, especially one of long standing, to offer a financial statement which shows a loss of ground from former years and due largely to a depreciation in merchandise.

Meanwhile, unless the statement reflects the liquidating value of a business it is of no advantage either to the maker or receiver. Even though the statement merely balances, when it is made in good faith and reflects the liquidating value of the business, the character and capacity of the makers to take into account will be accepted as a basis for further credit favors in a larger extent than if the statement were padded and did not show exactly the liquidating value of the business.

OPENING OYSTERS TO MUSIC

Oyster Packing Concern Increases Production by Means of a Grafonola

Cambridge, Mass., December 4—The Eastern Shore Music Co., of this city, Columbia dealer, recently sold an A-2 Grafonola to the Robbins Oyster Packers Co., which is being used in the shucking room. Referring to this purchase, Mr. Robbins recently said: "We can now get a surplus of shuckers who turn out half again as many oysters as the men formerly did before the Grafonola was installed. It is certainly an unusual sight to see the negro shuckers opening oysters to the tune of the 'Wang Wang Blues.'"
The Windsor Phonograph

is appreciated by the best trade.
All WINDSOR PHONOGRAPHS are carved in solid wood with distinctive effects in keeping with the highest skilled workmanship.

36 years of experience making Windsor quality in Windsor Furniture
We Can Make Immediate Delivery

This is important to dealers in view of the heavy holiday demand for good phonographs. Write or wire your order immediately to Windsor Furniture Co., 1420 Carroll Ave., Chicago,

or

EASTERN DISTRIBUTORS:
HYMAN BROS. & COMPANY,
47 West 34th Street,
New York City.

Exhibited January, 1922, and succeeding market seasons in

BLODGETT BUILDING,
Grand Rapids, Michigan,
and
continuously at
1411 Michigan Avenue,
Chicago.

The Windsor
Furniture Company
Chicago, U.S.A.
The Greatest Musical Hit of Ages
The Song of Love from "Blossom Time"

DETROIT'S STORES ASSOCIATION INSPIRING EMPLOYEES

C. A. Grinnell, of Grinnell Bros, Playing Prominent Part in Association Which Has Music as Its Central Theme—Attracts Attention of Merchants in All Lines—To Meet in January

Detroit, Mich., December 6—Following on the heels of the successful opening meeting of the Detroit Music Stores Association comes the announcement that in January there will be held in the Light Guard Armory in Detroit one of the biggest meetings of its kind ever held in this section with music as the central theme.

The Detroit Stores Association was formed several weeks ago with the main idea of inspiring employees of the various music stores in their work and arranging for various community sings, etc. The first meeting two weeks ago was attended by more than 3,000 employees of the eight stores now comprising the Association and its success is history.

When other merchants discovered just how enthusiastically the employees took to the first community sing of the Stores Association they attempted to fall in line with the movement and as a result the committee has literally been besieged with requests from merchants in other lines of trade asking if there is a possibility that they can enter their employees. Some came from banks, others from dry goods heads and so on down the line.

The first meeting was inaugurated with a four-minute talk by C. A. Grinnell, vice-president of the Grinnell Bros. stores, in which he told the employees of the benefits that were to be derived from such periodical meetings.

At the big singing meeting to be held in January prizes are to be awarded the different stores and the competition is already beginning to show signs of competition that spell success. It is believed that this meeting will be attended by 8,000 employees in eight different stores.

W. T. Lewis, manager of the mail order department of Grinnell Bros., is a member of the committee and the whole organization is wholeheartedly backing the idea to the limit.

An interesting angle of the music spread in Detroit stores is the idea introduced at the Grinnell stores of having a community sing for employees each morning before work is started. At five minutes after eight all of the employees gather on the lower floor of the main store and until eight-thirty they sing patriotic, operatic and popular songs. An orchestra on the mezzanine floor of eight pieces, and composed of employees, furnishes the accompaniment and every employee from the officials down takes part in the affair.

Vice-president Grinnell is firmly imbued with the idea that the community sing, whether it is in the individual store or in groups, is bound to create a better working spirit for the employe and he says that he will see the plan through to a rousing success.

URBAN SHOCKER BUYS SONORA

St. Louis, Mo., December 8—The Mengel Music Co. of this city, Sonora dealer, has reported the sale of an "Intermezzo" model to Urban Shocker, star pitcher of the St. Louis "Browns" and one of the greatest twirlers in the national game.

Mr. Shocker is delighted with the Sonova he purchased, having selected this instrument after an extended survey of the market.

A new music establishment has been opened in Lake City, Minn., by the firm of Schmidt & Thomas, which operates another store at Red Wing, Minn. Pianos, players, musical instruments and talking machines are handled.

Tenhoff's Pharmacy has secured the Victor agency in Balaton, Minn.

MARION HARRIS WELL RECEIVED

Popular Columbia Artist Entertained by Columbia Dealer at Syracuse, N. Y.—Handsome Painting Specially Prepared for Event

SYRACUSE, N. Y., December 3—With the aid of Markson Bros., Columbia dealers, the recent appearance of Marion Harris, exclusive Columbia artist at B. F. Keith's theatre in this city, was a signal success. Not only was Miss Harris

Marion Harris at Markson Bros. Store royalty entertained at the store, but this enterprising dealer installed a window display which was artistically arranged and listed all of Miss Harris' Columbia records.

The B. F. Keith theatre designed an unusual picture of Miss Harris, using as a background a large Columbia record measuring approximately five feet in diameter and in the front featuring Miss Harris.

This novel painting was the work of Robert M. Berman, a graduate of the College of Fine Arts and Syracuse University, who prepares the publicity in connection with all artists' appearances at that B. F. Keith theatre.

Those qualities which make for success in life deserve a better and more dignified name than the expression, "tricks of the trade," for trickiness really has no part in the right order of success.

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum 1/8 of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

To the trade: The Gloria Reproducer will be shipped in sample lots for $3.25. Tone Arm and Sound-box $6.00. Send for yours.

Remittance must accompany all orders for samples.
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 TENSOL 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.

SAMPLES WILL BE SUBMITTED ON APPROVAL

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Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets CHICAGO, ILLINOIS
The Importance of Instalment and Collection Methods in Making the Store Pay

There is an old saying among experienced instalment men that a sale is not a sale until the last payment is made. It is one thing to induce a customer to sign the contract and another to have him make the payments promptly as they fall due.

When a customer buys a phonograph from you and signs your instalment contract there is a definite understanding that he is to pay a stated amount each week or month. As long as he lives up to the letter of the agreement you are powerless to compel him to pay more. If he pays you $10 down on a $100 machine he owes you the entire balance no more than you owe the rent for the term of your store lease. He owes you nothing until a week or a month from date of purchase, according to the terms of the agreement, and then owes but the first instalment.

Merchants selling on the instalment plan are seldom so exacting about the credit and standing of the purchaser as those selling a bill of goods amounting to $100 or $200 without security for the reason that an instalment customer invariably gives the dealer a lien on the phonograph or other merchandise. A dealer with a goodly number of accounts usually maintains a loose-leaf ledger or card ledger system. When an instrument is sold on the instalment plan the account is opened. Information pertaining thereto is transferred to the ledger page or card and this usually includes the name and address of the purchaser, business or occupation, whether married or single, names of references, the name, number and style of the phonograph, the name of the salesman, date delivered and other vital information for checking or tracing in the event of contingencies. Some bookkeepers enter a charge for the entire string of payments at once. In other words, if a machine is sold for $100 and the customer is to pay $10 down and $10 a month, a debit of $90 will be entered for the first payment together with a credit of $10, showing that the first payment has been made. Then follow nine debits of $10 each and the date due. If partial payments are made, because of the customer's inability to pay the entire instalment, these are applied on the first payment to become due.

Other bookkeepers simply enter a debit for the entire balance and credit payments as paid, whether partial or in full, and then show the unpaid balance on the account. The former system, while entailing a little more work at the outset, is advantageous, as it always shows whether or not the customer has paid to date or is in arrears without the necessity of checking the account. If in the month of July, for instance, the bookkeeper sees that credits have only taken care of payments up to and including April it is known at once that the account is three months in arrears.

The customary manner of using a loose-leaf ledger is this: an alphabetical index consisting of blank pages is in the front of the book. The ledger pages are separated by thirty-one guide pages each of which is numbered for one day of the month. The page or account is placed in the ledger on top of the date on which the payments fall due and the name of the customer is then placed in the alphabetical index.

When John Jones calls to make a payment the cashier immediately finds the name in the index and notes that the account is in section No. 18, which means that his payments are due and payable on the 18th of each month. If there are many accounts each one is given a special number, so that 15-18 would mean that the account is the fifteenth page in the eighteenth section. The cashier notes what payment is due, marks it paid on the ledger and immediately in the cash book. These two entries are made at the same time, which saves posting later.

Experienced instalment houses invariably mail a notice of the payment to each customer about ten days before it is due and this is brought to the store with the payment. It gives the page and section numbers of the ledger, so that the cashier can refer to the account without any loss of time; the notice is then marked paid and returned to the customer as a receipt, thereby saving the cashier the extra work of writing one. If the card system is used instead of the loose-leaf ledger the same operation is followed.
The Dealer Will Use

**The Talking Machine World Trade Directory**

As His Standard Reference Book

The talking machine dealer has been handicapped in the past by not having at his disposal an up-to-date reference book that gives him accurate information on all matters pertaining to talking machine products.

**THE TALKING MACHINE WORLD TRADE DIRECTORY** solves the dealer's problem in this respect, for it will contain accurate and up-to-date lists of manufacturers and jobbers of all products relating to the talking machine industry. The dealer can use it with safety, for it will be authentic and authoritative, because it is published under the auspices of THE TALKING MACHINE WORLD.

When in the market for new or additional lines of machines, records, supplies, accessories, etc., the dealer will refer with full confidence to **THE TALKING MACHINE WORLD TRADE DIRECTORY** for information and guidance. The data he will find there will enable him to reach his merchandise markets readily and efficiently.

As an advertising medium, **THE TALKING MACHINE WORLD TRADE DIRECTORY** will have tremendous value. It will be the industry's only complete reference guide and the dealer's stand-by. The available advertising space will be limited, and reservations are being made daily. We would, therefore, suggest that you reserve your space without delay.

**EDITOR'S NOTE:**—If you have not yet returned the information data sheet that we sent you, please do so by return mail. It will be to your distinct advantage to be listed properly in **THE TALKING MACHINE WORLD TRADE DIRECTORY**.

**THE TALKING MACHINE WORLD TRADE DIRECTORY**

Compiled by

373 Fourth Avenue

New York City
Customers should not be permitted to fall behind in their regular payments without first assigning to them the greater number of large, experienced installment merchants use the most aggressive methods to enforce payments, and this fact would seem to indicate that this policy is the most effective and productive of results.

If you secure a loan from any bank and give your note payable on a certain date, you are paying that loan on or before the date due and making arrangements for a renewal. You will not expect the banker to call you up a few days or a month later to remind you that you have met it. There is no more reason why you should expect one of your customers to consider his obligations to you any differently or as something of no importance, and if the payments are not met promptly you should learn the reason at once, with a definite promise when they will be made.

Accounts cannot be watched properly unless it is done in a systematic manner. A good way is to refer to the ledger every Monday, see what payments were not made during the past week and write a letter to all delinquents, calling their attention. One week later it will be necessary to look again to see if all those having received letters responded or made the payment in question.

If no attention has been paid to the letters the accounts should then be placed in the hands of your collector, in many stores the manager or proprietor himself. It should be remembered, however, that your customers should be taught to call at the store with the money and not encouraged to wait for a collector or a salesman to call at their homes for it.

Houses employing one or more collectors and that these men seldom seem to grasp the fact that accounts are payable at the office and not at the homes, but collectors, with few exceptions, seem to like to return from the day’s work with a pocketful of money, probably to show that they have been on the job and, accordingly, encourage the customer to wait for them to call.

Large establishments catering to the poorer class are the exception, for the reason that people of this class must be seen as soon as they receive their pay, otherwise other houses will get it all, leaving nothing for the house that does not send collectors.

The use of printed forms notifying people that their payment is past due is not encouraged. A printed form immediately discloses the fact that there are many others who are in arrears.

Letters written individually to each one far more effective. The first letter to be sent when a payment is missed should be very fair, explaining the situation to them, appealing to their good intentions, giving them an opportunity to call and either make the payment or explain why this cannot be done at once. The second should be along the same lines, but expressing surprise that the first one was given no attention. The third should be much stronger.

If no attention has been paid to three letters you are justified in writing very politely and setting a definite time to make settlement “before you take steps to enforce collection which might prove embarrassing to them.” By send-

**NEW LIBROLA FOLDER**

Seaburg Mfg. Co. Issues Artistic Folder—Librola’s Distinctive Features Illustrated

**JAMESTOWN, N. Y., December 5—**The Seaburg Mfg. Co., of this city, manufacturer of the Librola phonograph, has just issued an artistic four-page folder which can be used to splendid advantage by Librola dealers. The front page is designed in several colors, featuring an illustration that combines a sales message with human interest. In the two center pages are illustrated various models in the Librola line, among which are the No. 125, retailing for $125; the Louis XVI, retailing for $150, and another model of the Louis XVI, retailing for $200. All of these models are designed as consoles, and, in addition, there is the No. 110 upright, Adam design, retailing for $85, and a cabinet design to accommodate the small table models of the standard machines.

On the fourth page of this interesting folder there is presented a brief sales message, calling attention to some of the distinctive merits of the Librola. One of the features of this instrument is the fact that two-thirds of the top is stationary, models, as has already been stated, and the other letters should follow about one week apart.

If you have good reason for doubting the ability or intentions of a new customer to make the payment it would be advisable to send a representative at once, but in ordinary cases a letter system works out in a satisfactory manner and teaches the new customer that payments are to be made at the office and all extensions of time must be granted by your office before the payment becomes due.

**DESIGNED to stand the shocks of hard usage.**

**BUILT** to run smoothly and noiselessly under varying conditions.

**OPERATED** with uniformity, and constant in speed.

Write for prices

**Sphinx Gramophone Motors Inc.**

21 East 40th St.

NEW YORK CITY

**Warbletone Record Renewer**

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

**Clean the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound groove therein.**

Improves the quality of the reproduction of both old and new records. Price 25 cents per box. Liberal discounts.

**Warbletone Music Co.**

225 Massachusetts Ave. INDIANAPOLIS, IND.
MAGNAVOX

TYPE MV-1
Music and Voice Telemegafone

MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH
MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS

Because it raises the usefulness of phonographs to a degree never before attained.

Consider it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Send for Full Particulars

THE MAGNAVOX COMPANY

General Offices and Factory
Oakland, California.

New York Office
370 7th Ave., Penn. Term. Bldg.
Helping the Talking Machine Retailer With His January House Cleaning

::: By Thornton Hall

Anything well begun is half done. Getting away to a good start is more than half the battle in the retail talking machine business, just as much as it is in the business of life. With the old year practically off the books and a year rich in possibilities knocking at the gates it is time for the dealer to consider his opportunity. The first 30 days of the new year is the month of January. For him it is a golden month of opportunity. This is his time to put his business house in order for another year.

Two things should be realized first. One of these is even more important than usual in this respect, because many a talking machine retailer has just weathered a lean year. When he turns over his New Year's business leaf he must make sure that his slate is just as clean as he can make it.

The way to clean the business slate is by eliminating the "deadwood" that has been clogging the works and impeding progress. Look into your business records and sales methods carefully, discover what is wrong, and get started in January without a handicap.

The competition for 1922 business will be keen. The dealer who is going to get the lion's share must dig his spikes in the dirt and not be left at the post.

The 1922 starting mark should be scratch. This January dusting off the wheels of merchandising machinery should be thorough. Too many dealers content themselves with a perfunctory stock-taking of the old-fashioned variety. With the new style retailer this matter of inventory becomes an exacting one, for he goes and keeps himself posted daily with a perpetual inventory system. He is ready to spend this time brushing up for the year's work.

There is a Passaic, N.J. dealer who extends his January overhauling to all his departments. All phases of his business are placed on a fresh, clean basis for the coming year. His window trimming plan for the year is determined in advance and the ideas for the various displays for each month are chronologically indexed. This plan is revised throughout the year and the result is an efficient system of keeping the windows fresh and bright with new ideas. His community observes from his windows that he is an up-to-date merchant. Of course this arrangement of detail in advance does not at all preclude the staging at any time of impromptu displays suggested by events of the day.

Similarly this modern music merchant stages his advertising campaign in advance. He studies conditions in the national and local markets and what its problems are likely to be during the year. He then works out a central idea on which to base the campaign calculated to sell his quota of machines and records. He then writes out all his copy and securing what illustrations he needs, after which he confers with the representatives of the local advertising media. He allot 5 per cent of the estimated sales total for the year for advertising and makes his plans to spend that sum in the most effective way.

In the same way he goes right down through the various departments and the problems connected with each—sales promotion, floor selling, canvassing, personnel, repair, stock and fixtures, bookkeeping and credits, delivery, mailing lists, service, etc. The various charge of each department is marked for suggestions which should build business during the new year. These suggestions are usually helpful and are talked over. If they are practical they are adopted.

Sales promotion, which, for the purpose of administration, should be distinguished from salesmanship, lends itself readily to this plan of getting ready for the year's work in advance. It covers the collection and follow-up of the prospect list, both by mail and by canvass from house to house. At the start of the year the merchant should go over his prospect list, weeding out the "deadwood" and adding as many new names as he can accumulate. Get the list ready for business, then proceed to work it just as throughly as it will stand. A good plan is to prepare a regular schedule of dates for sending out letters throughout the year, say the 14th and 26th of each month. Then prepare the letters to be used in the campaign and adhere strictly to the schedule. As fast as a prospect is converted into a customer he should be changed from the prospect list to the customer file and kept informed of the regular record releases, etc.

The matter of canvassing should be considered for its true worth. Because of the store location or other cause canvassing is the most important piece of sales machinery in many a store. Because your business is "all set" in this respect. Lay out the various routes that your canvasser will follow during the course of the year. At the end of each month have him report to you in detail and analyze and discuss this report. At this time add on the new names for each route that are continually coming up in the course of each day's business.

Selling on the floor is your ace of trumps. Right here is the make or break of the success of any talking machine retail establishment. The dealer who is going to make his 1922 ledger show a substantial profit will on January 1 say to himself: "What is my equipment for selling on the floor, and in what sort of shape is it?"

Look back over 1921. What was the record? Who made the sales and who did not? Better mine who of your salesman is keeping up with or is above his quota and who is not. It is the latter with whom you should most concern yourself. Find out why he is falling down. Have a talk with him. Is it his personal appearance or manner? These can be corrected. Does he lack faith and enthusiasm in the product or in you or your methods? Perhaps you can show him in a few well-chosen words how to convince himself and in like manner the customers. Is he a poor closer? Drill him in this important point. Remember that salesmen are not born, they are made!

Personnel is a closely allied subject. While you are giving this January analysis to your sales force, go over the other members of your staff. There must be no square pegs in round holes in 1922.

Your repair department should be overhauled. Did it pay in 1921? If not, why not? If it did, how can it pay more during the coming year? Is it functioning properly and giving the proper service to customers? Are you running it on a system of scientific economy—in other words, a strict record of costs?

Little need be said of the annual inventory of stock and fixtures, except that it should not be omitted. This is a good time for those dealers who have not a perpetual inventory system to install one. Only by means of this system do you know the state of your business at any time. If you are not acquainted with any system your manufacturer or jobber will probably be glad to help you. Or, better still, arrange to have a local bookkeeper or accountant help you install it.

Are your books in order? Don't say to yourself: "Of course they are; they balance." Rather, is he telling me all I want to know about my business?" It is easy for the merchant to deceive himself as to the actual amount of his profit. Sometimes he fails to charge himself a personnel-depreciation. Some dealers omit the item of rent when they own the building. All.

(Continued on page 62)
DEALERS’ JANUARY HOUSE CLEANING
(Continued from page 61)

these things mean a false profit and that the selling price of the merchandise is too high or too low.

If the talking machine dealer, large or small, will say to himself, "1922 offers me a big opportunity; how am I going to make the most of it?" and will think over the above suggestions, there is no reason why he cannot "make the most of it." Start 1922 with a clean slate, and plug hard six days a week for fifty-two weeks.

NEW KENT "SPECIAL" ATTACHMENT

Latest Addition to F. C. Kent Co.’s Line of Attachments, Designed for Use on Edison Disc Phonographs, Just Announced

The F. C. Kent Co., Irvington, N. J., manufacturer of bent pipe and tubing specialties, which is well known for its talking machine attachments particularly designed for Edison disc phonographs, has just announced its newest product, the Kent "Special," for playing lateral cut records on the New Edison phonograph, regarding which an attractive folder is now being forwarded to the trade.

The new attachment is made entirely of brass tubing and, it is said, insures the highest tonal qualities and is so fashioned as to preclude all possibilities of rattle or blast. It is lowered and raised on the machine in exact accordance with the method employed in using the regular reproducer. It is manufactured with either a mike or a composition diaphragm and is of the best workmanship consistent with the high standards established by the F. C. Kent Co.

In commenting upon this new device an official of the F. C. Kent Co. stated: "In offering the Kent ‘Special’ to the trade we feel that we are adding a most worthy member to our large family of special attachments for the Edison disc phonograph and one which will successfully meet the demand for the highest grade of attachment and at a modest price. Having made the first marketable attachment for the Edison disc phonograph and being particularly well qualified by experience, tradition and training to determine the requirements of the trade in this direction, we feel safe in recommending the Kent 'Special' as being without a peer in its particular class. With our Kent Attachment No. 1, our Kent Universal Attachment No. 1, our Kent Master Adapter and our Kent 'Special,' together with our Type B,' our Type S' and our Type N' sound boxes, permitting of a very large variety of combinations, it is fair to assume that we are now in a position to satisfactorily supply the wants of every taste and pocketbook. It has been our experience that no one attachment can satisfy everybody and we believe that, so far as our present vision can encompass, our line is now complete.

"As an exponent of the merits of advertising you may be interested to learn that we attribute a large measure of our success to the consistent use of advertising space in the trade papers. This statement, to our minds, is amply substantiated by the fact that our phonograph accessories are now sold not only to dealers and jobbers in every State of the Union, but also directly to dealers and jobbers in Alaska, Australia, British West Indies, Canada, Canal Zone, China, Cuba, Denmark, Ecuador, England, France, Germany, Greece, Holland, Honduras, Hawaii, Haiti, India, Ireland, Japan, Mexico, Newfoundland, New South Wales, New Zealand, Nicaragua, Nova Scotia, Philippine Islands, Porto Rico, Scotland, South Africa, Spain, Turkey and the Virgin Islands, although we have never employed traveling salesmen to market our line. Of course, we have endeavored to make good in service, utility, workmanship and material, but the initial impulse was always conveyed by our advertising copy. We say ‘it pays.’"

W. D. Wiley, of Anna, Ill., recently opened a Victrola department in his book store.

NORA BAYES WINDOW SCORES

Alhambra Music Co., of Cleveland, Features Vaudville Star in Window Display Which Created Considerable Interest and Sales

CLEVELAND, O., December 8.—The Alhambra Music Co., of this city, Columbia dealer, prepared recently an artistic window display featuring Nora Bayes, the famous vaudeville and musical comedy star. Miss Bayes, who is an exclusive

There is none better than

Okeh Records

Popular music so good they sell as fast as released

Standard music of such superior quality that they enjoy steady, satisfying sales

Independent Jobbing Company Okeh Record Distributors Goldsboro, North Carolina
Besides this Simplified Sheraton console, the Jewett line includes attractive upright and console models priced from $125 up.

A Finer Console Than You Ever Dreamed Possible at $145

In offering this exquisite new Sheraton console to the trade, we wish to make it clear that this is not "just another phonograph."

It is the greatest single achievement made in recent years in the building of fine phonographs.

Your first thought will probably be that it is impossible to build a really high-grade instrument to sell for $145. That is because you have in mind the range of prices of other makes of consoles.

The tone is absolutely superb. No "blasting"—no lost tones—no metallic vibration. Just pure music, amazingly lifelike with a fullness and richness that will delight the hearer who appreciates faithful reproduction.

Hear this new Jewett. Play orchestral or brass selections and hear instruments you have never been able to "pick out" before. Then see if you do not agree with us that this console is truly wonderful value—an unusual merchandising proposition at $145.

Write today for our dealer discounts and liberal advertising and financing plan.

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT
INDUSTRIAL CONDITIONS WEST OF THE ALLEGHENIES

Manufacturers and Supply Men Have Removed Their Indigo-dyed Glasses and See Bright Times Ahead for the Industry, Says L. H. Crabtree, of the International Mica Co.

In our travels we meet a number of gentlemen who are now convinced there is a hell, for they ask, "Where else could business have gone?" But these men are slowly removing their dark glasses.

The disastrous year of 1920, phonographically speaking, is quickly drawing to a close and the joys are quickly overcoming the glooms. Some of the manufacturers in their hustle and bustle feel as though the industry has shot its bolt, not realizing the tremendous number of talking machines which have been sold during the year, but which volume, on account of the very great number of machines of all descriptions which had been manufactured ahead in anticipation of the Fall rush of 1920, and which to our sorrow did not materialize, were thrown on the market, under the hammer, through forced liquidations, etc. Therefore, while the volume of business was there, the results were not felt by many of the operating manufacturers on account of replacements being taken care of through these other channels.

This condition, however, has been eliminated to a very marked degree, and those who have survived the ordeal are being rewarded by a continued increase of orders. The tremendous change of heart which occurred in Chicago, for instance, between the first week of November and the second week was very marked, and for practically the first time during the year there were evidences that prices had reached the bottom and that it was safe to order a little further ahead than for one's immediate requirements. The more efficient sales forces have succeeded during the past eleven months of this year in closing out their tremendous stocks of high-priced supplies and are ready to proceed with new stocks of raw materials, lower wages and minimum overhead, on a cost plus basis.

The quality manufacturers specializing on exclusive art models are busy and have been busy for quite some time. This specializing during depressions is particularly adapted to these times and conditions and is practiced by the larger industries— for instance, the wooden and worsted cloth industry—in dull periods as follows: The designers work their hardest to bring out a new style in desirable settings, and if successful their mills remain at maximum production while the others follow are running at reduced production on the staples. Where this applies to the wooden and worsted industry it also applies to cabinet manufacturers, received for parts going into the talking machines are telegraph and rush orders for immediate delivery.

These accounts also report the "hand-to-mouth" buying of the manufacturer, with deliveries requested immediately, and one account illustrated one of the more abnormal conditions as follows: A talking machine manufacturer—or, more accurately, assembler of talking machines—required some tone arms and proceeded to this tone arm manufacturers, were able to do the work for them and buy tone arms provided the manufacturer accepted cabinets in payment. This condition, however, is now eliminated and the tone arm manufacturers are feeling more optimistic, for they realize the previous surplus of tone arms has been practically eliminated and advise that once the "buying power" is turned on and confidence is restored so that at least a fair amount of stock can be safely carried we should be able to proceed on a much more substantial basis.

Further, with the manufacturers keeping all stocks at a minimum it is quite possible, should the reserve buying power which has been accumulated be turned on too quickly, that a scramble for parts would not be an impossibility.

The accessory and mail-order houses catering to mid-West and Western accounts report business quite satisfactory and state it is now worth while to send out literature. With the recent pick-up in business it has given the entire trade incentive to go after things, and those who have survived are right after business with satisfactory results for their efforts.

The "Imic" representatives in Cleveland, V. T. Shultz; in Kansas City, Steindol; in St. Louis, Artophone; in Davenport, Davenport Phonograph & Accessory Co.; in San Francisco, Walter S. Gray Co., and our factory branch in Chicago, find a very much better feeling among the various dealers and manufacturers in their respective cities. The continued pessimism in conjunction with the talking machine industry, one of the real large industries of this country, is certainly, in their opinion, without proper foundation, for all businesses have been affected, and seriously affected, during the past year. The talking machine industry, on account of its very rapid strides, possibly burned the bridges on the advance, not anticipating any such calamity, and we were possibly not so well entrenched as some of the older industries. The same cry was also made in reference to the automobile industry in its infancy. There will always be a demand for talking machines, for those who have not bought, for replacement of worn-out machines and for those who started with the smaller machines and replace them with larger machines.

The Japan office of the International Mica Co.

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**ORO-TONE FEATURES**

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/8 to 9 1/4 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

Ask for Illustrated and Descriptive Catalogue

1000 to 1010 GEORGE ST. CHICAGO, ILLINOIS
The Superior Lid Support

The Superior Lid Support is of such a design that it cannot be removed.

Sample Prepaid, $0.75 Nickel—$1.25 Gold
Quantity Prices on Application

A RECORD SUPPLEMENT FOLLOW-UP

Salt Lake City, Utah, December 3—The John Elliot Clark Co., Victor dealer, this city, is stimulating record sales by sending to customers a postcard announcing four or five records which are meeting with popular approval. These cards are sent out shortly after the monthly record supplement has been mailed to customers and the results have proved most satisfactory.

Mrs. B. M. Shanley Presents Knabe Grand With the Ampico, an Organ, a Talking Machine to the Value of $5,000 to the Villa Victoria

Trenton, N. J., December 4—Mrs. B. M. Shanley, of Newark, N. J., has presented a complete musical equipment to Villa Victoria, the normal training college for sisters of the Italian Catholic schools of the Trenton diocese. The equipment cost approximately $3,000 and consists of a Knabe grand piano with the Ampico, an organ, an upright piano for practicing purposes, a large-size Cheney talking machine, music cabinets, a fine complement of Ampico recordings by great artists, as well as an abundant supply of talking machine records. The equipment bears the name of the donor and was purchased from the E. A. Barlow's Son Co., of Trenton.
TWO NEW SONORA MODELS

"Imperial" and "Intermezzo" Models Well Received by Trade—Sonora Factories Working to Capacity to Meet Increasing Demand

The Sonora Phonograph Co. recently placed on the market two new models known as the "Imperial" and the "Intermezzo," the former retailing at $140 and the latter at $175. Both of these instruments are finished in golden and fumed oak, brown mahogany and mahogany, and contain all of the mechanical features which have made the Sonora one of the recognized leaders of the industry. The "Imperial" is 18 inches wide, 42\% inches high and 19\% inches deep. The "Inter-

nezzo" is 20\% inches wide, 46\% inches high and 19\% inches deep.

Referring to the reception accorded these new models by the trade, Joseph Wolff, secretary of the company, stated in a chat with The World that Sonora jobbers and dealers report an unexpectedly heavy demand for these two instruments. In fact, the Sonora factories have been working to capacity to take care of the dealers' requirements for these two models, as well as for all of the other models in the Sonora line, and there is every reason to believe that the month of December will be one of the greatest in the history of the Sonora Phonograph Co.

BUBBLE BOOK DEMAND BROADENS

Leading Stores Throughout the Country Report Big Holiday Sales, Thanks to Intelligent Presentation to the Buying Public

The Fall and Winter campaign of the Bubble Book division of Harper & Bros. New York, inaugurated in September, is now beginning to produce gratifying results for talking machine dealers who feature Bubble Books in their stores. In addition to the wide advertising campaign carried on in all the leading national magazines, daily newspapers in every large city are to carry every week, from now until after the holidays, timely and attractive advertising featuring Bubble Books as desirable gifts for children.

Many of the large stores are featuring Bubble Books during the holiday season by special displays and by the attendance of an expert woman demonstrator, especially trained in the art of child verse, who can present each book in an interesting manner to the parents visiting this department. Among the prominent stores in New York featuring this method of demonstrating Bubble Books are Lord & Taylor, James McCreery Co. and John Wanamaker, while Houghton & Dutton and the Jordan Marsh Co., of Boston, and many leading stores in other cities report an increasing public interest.

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.

B. M. GRUENEWALD A DOG-FANCIER

Well-known Piano Man of New Orleans Wins Five Prizes With His Latest Acquisition, a German Police Dog, "Joselle Rex"

NEW ORLEANS, LA., December 6—The trade friends of B. M. Grunewald, of the Louis Grunewald Co., Inc., are not generally acquainted with the fact that Mr. Grunewald shines as a dog-fancier, as well as a successful talker man. Mr. Grunewald's pet at this particular time is "Joselle Rex," a German police dog, thirteen months old, who made his debut recently in the Dog Show at the Jefferson Parish State Fair, and not only attracted much attention, but won five prizes. The mother and father are owned by P. A. B. Widener, of Philadelphia, and are both valuable prize-winners.

RECEIVABLES CO. INCORPORATES

A charter of incorporation has been granted to the Receivables Co. of North America under the laws of the State of Delaware, with a capital of $5,500,000. The concern will handle Victrolas and pianos.

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

There is a strong reason why—

YOU SHOULD SELL

\textbf{ÓKeh} Records

First Released on \textbf{ÓKeh} Records

The gay melodies that are a part of the luxurious life of popular cabarets, fashionable restaurants and ball-rooms, are the dance melodies heard on \textbf{ÓKeh} Records

The seeker for the musical hits of the day is always satisfied with \textbf{ÓKeh} Records

If a product satisfies, it increases sales and it is the reason why customers return to your particular store. \textit{You sell what they want when you sell} \textbf{ÓKeh} Records

THE KENNEDY-SCHULTZ COMPANY

1865 PROSPECT AVE.

CLEVELAND, OHIO
Christmas Records

4056  TOY PARADE, THE—Instrumental..........Okeh Concert Orchestra
10-inch 85c
4100  DAY IN TOYLAND, A—Instrumental........Okeh Concert Orchestra
10-inch 85c
4193  MARCH OF THE TOYS—Instrumental.......Conway's Band
10-inch 85c
4207  TEDDY BEARS' PICNIC, THE—Instrumental........Conway's Band
10-inch 85c
4208  SILENT NIGHT, HOLY NIGHT—Vocal Trio With Orchestra..........Conway's Band
10-inch 85c
4209  CHRISTMAS HYMNS (Medley)—Vocal Trio—Orchestra and Chimes............Crowton Trio
10-inch 85c
4209  RAGTIME IN A TOY SHOP—Instrumental.........Conway's Band
10-inch 85c
4217  ADESTE FIDELES (Rung by James Hager)........Cathedral Chimes and Church Chimes
10-inch 85c
4264  SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German)...........Hager's Concert Orchestra
10-inch 85c
4265  COME, LITTLE CHILDREN (Die Kinderlein Kommet)—Chorus—(In German)...........With Orchestra and Chimes
10-inch 85c
4267  THE CHRISTMAS TREE (O Tannenbaum)—(In German)...........Carl Nebe Quartet, With Chimes
10-inch 85c
4269  SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German)...........Carl Nebe Quartet, With Chimes
10-inch 85c
4190  HOLY GHOST WITH LOVE DIVINE—Tenor........Ed Miller
10-inch 85c
4190  BEAUTIFUL ISLE OF SOMEWHERE—Soprano—Baritone Duet...........Jean Neulon—James Jordon
10-inch 85c
4190  I NEED THEE EVERY HOUR—Tenor—Baritone Duet, With Orchestra...........Charles Henry—James Jordon
10-inch 85c
4217  JESUS, SAVIOUR, PILOT ME—Tenor, With Orchestra...........Henry Burr
10-inch 85c
4272  ROCK OF AGES—Contralto-Baritone Duet, With Orchestra...........Helen Clark—Joseph Phillips
10-inch 85c
4272  LEAD, KINDLY LIGHT—Vocal...........Peerless Quartet
10-inch 85c
4272  CRUCIFIX—Sacred Duet, With Orchestra...........Charles Henry—James Jordon
10-inch 85c
4272  PALMS, THE—Baritone, With Orchestra...........Bernard Ferguson
10-inch 85c
4272  BEAUTIFUL SAVIOUR—Vocal...........J. Nelson
10-inch 85c
4272  WHEN CATHEDRAL BELLS AT TWILIGHT CHIME—Orchestra, With Celeste and Chimes...........Shannon Four—J. Nelson
10-inch 85c
4272  JESUS, LOVER OF MY SOUL—Duet, With Orchestra...........Charles Hart—Elliott Shaw
10-inch 85c
4272  OPEN THE GATES OF THE TEMPLE—Baritone, With Orchestra...........James Jordon
10-inch 85c
4272  WHERE IS MY BOY TO-NIGHT?—Sacred Baritone, With Orchestra...........Elliott Shaw
10-inch 85c
4272  FACE TO FACE—Sacred Baritone, With Orchestra...........James Jordon
10-inch 85c
4272  SAVED BY GRACE—Baritone, With Organ...........Wilfred Glenn
10-inch 85c
4272  JUST AS I AM—Baritone, With Organ...........Wilfred Glenn
10-inch 85c
4272  GO DOWN, MOSES: WAY DOWN IN EGYPT LAND—Spiritual Colored Quartette...........Virginia Female Jubilee Singers
10-inch 85c
4272  WHEN JESUS CHRIST WAS BORN—Spiritual Colored Quartette...........Virginia Female Jubilee Singers
10-inch 85c
4272  THE VOICE OF THE CHIMES—Male Quartette...........Shannon Four
10-inch 85c
4272  THE HOLY CITY—Baritone...........Joseph Four
10-inch 85c

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street, New York City
INDIANAPOLIS A NOTABLE CENTER OF TRADE ACTIVITY

Holiday Sales Now Under Way—Baldwin on Deck Following Fire—Miss Hobson’s Fine Educational Campaign—Splendid Feeling of Optimism Prevails Regarding Prospects Present and Prospective

Indianapolis, Ind., December 5.—Although the Baldwin Piano Co. suffered a fire loss of approximately $25,000 last month there was comparatively little damage to the stock of talking machines, according to C. P. Herdman, manager of the talking machine department. Many of the instruments were marred through handling by the salvage corps, thus necessitating special prices which, on many of the machines, were 50 per cent of the original prices. The special prices quickly moved the greater part of the stock so damaged.

Water damaged practically the entire stock of Columbia and Brunswick records and Q & R S player rolls. Instead of placing this stock on sale Mr. Herdman decided that the reputation of his house for the distribution of only first-class goods could best be preserved by disposing of the stock otherwise. He therefore disposed of all the damaged goods through insurance adjustment to the ‘Underwriters’ Salvage Co., of Chicago. The transaction involved approximately $11,000. Mr. Herdman says he is receiving special attention from distributors, with the result that he will be in good shape for handling the regular Christmas holiday trade in records and rolls.

Demand for Records Grows

C. E. Collins, of the Collins Talking Machine Co., reports business in Emerson records increasing rapidly. He says that Dunbald & Burns, Emerson dealers at Huntington, have thus far this year increased their record business 300 per cent over last year. Mr. Collins reports also a healthy increase during the last two months in sales of talking machines, particularly in the Indianapolis territory.

Thos. E. Hendricks, formerly manager of the talking machine department of the Pearson Piano Co., left that company to accept a posi-

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 PHONO-GRAPH.”

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.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

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.

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 good volume.

Provided 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-RA diaphragms do not burst, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

December 15, 1921

THE TALKING MACHINE WORLD

67
TRADING ACTIVITY IN INDIANAPOLIS

(Continued from page 67)

Murat Theatre on Sunday, November 20, resulted in a renewed interest in the Victor records made by that artist. Victor dealers throughout the State have been ordering heavily on the three Victor records released as "singles," according to reports from the Stewart Talking Machine Co. Indianapolis dealers say those records have had an unprecedented sale, but only two dealers reported the same record as being in the lead so far as the greatest number of sales was concerned.

Talks to Kiwanians on Child Music

Miss Caroline Hobson, educational director of the Stewart Talking Machine Co., in an address before the Kiwanian Club on the subject of music appreciation, made "six-year-olds" out of 200 dignified Kiwanians and illustrated how youngsters in the primary schools are being taught better grades of music.

Miss Hobson had the Kiwanians humming childhood lullabies, such as "Rock-a-bye Baby" and "Old Mother Hubbard," to phonograph accompaniment. Putting the club to a test, she discovered that only three out of the 200 knew the name of America's foremost composer. She said that was not stranger, since business men are too busy making money to concern themselves greatly about music. She urged her hearers not to permit the children to become fond of jazz. People may obtain a liberal education in music by listening to good music, she declared.

The Stewart Talking Machine Co. will hold an educational meeting for store salesmen December 8 and 9. It will be attended by representatives of the Victor stores in the Indiana territory. Miss Hobson will conduct the classes, giving particular attention to the handling of records.

To Feature the Motorola

Under a new plan of national distribution for the Jones Model recording device for phonographs, the Stewart Talking Machine Co. has been made the exclusive wholesale distributor for this State. A new type of the Motorola is noiseless and sells at little more than half the price of the old type.

Harry Diehl, popular traveling salesman for the Stewart Co., has successfully solved the problem of "Music in the Home." Ask him about it and he will straightway proceed to explain that her name is Helen Louis and that she weighed nine pounds when she arrived.

Kimball Phonographs Are Moving Rapidly

The movement of Kimball phonographs is being stimulated by advertising and sales campaigns conducted in conjunction with dealers by Mr. H. Jarrard, manager of the talking machine department of the Capital Paper Co. Increased sales efforts, supplemented by special prices, resulted in successful sales by the Reliable Furniture Co., the Phoenix Furniture Co. and the White Furniture Co. of this city.

After making an extended trip over Indiana, Illinois, Ohio and West Virginia Mr. Jarrard reports the market flooded with inferior machines and says the retailing of such machines is making it hard for dealers in standard machines, but that the discriminating buyers are still demanding the good quality of the standard makes. He says the standard machines are apparently not so easily sold now, but that they stay sold when once they are in the hands of buyers.

Pathé Business Improving

The business in Pathé machines is about the same as a year ago, according to C. O. Mueller, of the Moore-Mueller-Ward distributor. The record business, he says, is picking up rapidly. It is Mr. Mueller's observation that dealers are remaining close to their business and are visiting in the city frequently, as they were in the habit of doing a year or two ago.

Business to Be Had if Solicited

H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, says the cash prize contest just closed by the company proved very successful. "Our cash prize contest," he explains, "has proven to us that there is business to be had for the salesman who has unwavering faith in his ability to go out, face the odds and sell. A very remarkable fact is that one of our cash prize-winners near the top has been in the Edison game less than one year. He attributes his success to the great assistance given him by the Edison Laboratories, with their various sales plans. Conditions in our territory indicate that we are going to have the last-minute rush that always appears during the holiday season."

Taking Both Auto and Victrola

E. F. Routh, Victor dealer at Salem, Ind., is looking for a thief who stole his Hudson super-six and a $290 console model Victrola. The Victrola was in the automobile when the thief decided to depart with the car. Routh is offering a reward for the return of the property. The serial number of the Victrola is 26,238. The series number of the automobile is 100,452, the license number is 279,131 and the motor number is 153,624.

Says the Outlook Is Rosy

O. C. Maurer, manager of the talking machine department of the Kieler-Stewart Drug Co., Sonora distributors, says the outlook for Sonoras is "rosy." The dealers have responded, he says, to aid given them by the Sonora Co., with the result that there has been considerably increased enthusiasm among them all and a general toning up of business throughout the State.

Much Advertising in Evidence

It was estimated by a phonograph dealer of Indianapolis that one of the city's newspapers printed on the afternoon of Friday, November 25, carried $1,500 worth of phonograph advertising. This advertising included announcement of a $42,615 purchase of Sonata talking machines to be sold at one-third the factory price, an offer of Victorolas and other machines at special prices.

SELLS SIXTY-FIVE MACHINES

Enterprise Columbia Dealer in Texas Closes Successful Week—Intensive Sales Efforts Produce Results Which Convey a Salutary Lesson

Dallas, Tex., December 5.—In the books of the Dallas branch of the Columbia Graphophone Co. Eagle Pass was formerly indicated by a small dot representing a town of 5,655 people. At this writing, however, the dot has assumed imposing proportions, owing to the unusual campaign conducted by the New Furniture Co., Columbia dealer in that city.

This dealer inaugurated a Grafonola Week recently and, working in conjunction with Mr. Parker, of the sales staff of the Columbia branch in Dallas, sold sixty-five Grafonolas in one week. Newspaper advertisements, news releases, personal calls and, in fact, every form of sales effort was utilized in making this campaign a success and the New Furniture Co. is well deserving of the congratulations which it has received from the Columbia organization at Dallas.

Now with the smoke of battle cleared away is not the time to discuss about what might have happened. See that you are prepared for the next fight—we mean the fight for business in 1922.
Appreciating the confidence shown and support given during the closing year, the BLACKMAN TALKING MACHINE COMPANY wishes its friends a Merry Christmas and a happy New Year.

Sincerely,
Blackman

"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.
Imagine "Rocked in the Cradle of the Deep" as a saxophone solo! And for good measure, Clyde Doerr records "Jeunesse," too, as the coupling. A-3491 will sell big to your customers.

Columbia Graphophone Co.
NEW YORK

PHONOSTOP
5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable Price
Guaranteed Fally
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.

ACTIVE HOLIDAY BUSINESS PROMISED IN NEW ORLEANS

Retailers Encouraged by Fact That Christmas Savings Funds Are Large—Extensive Advertising Bringing Results—General Improvement in Business Reported This Fall

New Orleans, La., December 5—With the paying out of over $2,000,000 in Christmas savings, and with the holiday season just opening, the talking machine trade is preparing for a deluge of buyers. From the early start made by the shoppers and with the savings twice the amount of 1919 the merchants predict a bigger season than last year. All stores have attractive and inviting window advertisements, and with the club plans in operation, providing easy payments, they expect to put talking machines in the homes of rich and poor alike.

In the words of B. G. Powell, manager of the Victrola department of Philip Werlein, Ltd., the public this year is not as reckless as it was last year, for it has learned the lesson during the period of depression better than the War Saving and Thrift campaigns could ever hope to teach them—it has had the effect of making the people ponder longer before buying and in the end buying better machines—machines that would last. In brief, the people are buying closer this year than they did in 1920.

In commenting upon the Victrola business done by the Werlein house, Mr. Powell claims that while the month of November as a whole was not exceptionally good and sales were slow, the last week of the month was notable for a whirlwind finish which is still in evidence the opening days of December, and which will merge into the regular Christmas rush. Mr. Powell has inaugurated a Red Seal derby among the selling force which has stimulated sales considerably. It will be a regular monthly feature beginning with November.

Another thing brought to the attention of your correspondent by Mr. Powell was that a survey of the papers of New Orleans and of other Southern cities showed that the talking machine people here have been advertising more extensively than any other city in the South.

The Edison Co. conducted the Elizabeth Spen- cer tone test at the Little Theatre in the Grune- wald, November 23, at which there were 1,500 people. She was accompanied by Emil Borschi, pianist. The Edison people have also been con- ducting a drive among the restaurant people and have placed fifteen machines in the restaurants in different parts of the city. Among the big buyers were Harris Ice Cream Co., $1,000; Comus Restaurant, $900, and the Thermol Chain. Edison record sales have been increasing steadily and popular hits have been appearing even before the selections were released by the publishers. Sales of Edison record cabinets also show a big increase.

The Maison Blanche has just finished a Vic- trota week which kept them hopping for the six-day period. The $500 machine proved to be the most popular and the best seller. In the Brunswick machine the Console type was the best seller. "Ma" and "Wabash Blues" are two records that they have been unable to keep in stock, so fast have they been selling. Says J. D. Moore, in charge of the department. Mr. Moore had been kept at home for the past two weeks with his son, who had been critically ill, and has just returned.

Guenard’s Music Shop on University Place, which at the last report was rather upset, having just opened, is now quite an up-to-date music store. Starting with the Columbia line exclu- sively, Mr. Guenard has now added the Kranich & Bach plane and the U. S. player roll to his stock, in addition to musical merchandise. Both this shop and the store on Dryades street are going at top speed. Ted Lewis records are in great demand, says Mr. Guenard. With the player rolls he is inaugurating an exchange plan whereby his customers may exchange old rolls for new, allowing 33 cents on every roll re- turned.

Junior Hart Piano House reports an increase in every month this year over the same month of last year, the greatest increase being in the non-Cuban-priced machines.

As a whole the New Orleans trade seems to be very optimistic over the outlook for the holiday season and for 1922. There has been no price cutting in this section of the country, though some dealers complain that other dealers are selling terms instead of phonographs.

PERFECT CARUSO FOUNDATION PLAN

Plan to Raise $1,000,000 Foundation Fund by Public Subscription

At a recent meeting of the Bankers Club in New York steps were taken to perfect the or- ganization of the Caruso Memorial Foundation which was started some time ago. The plan pro- vides for the raising by public subscription of $1,000,000, the income from which will be used to establish scholarships in music and to de- velop a wider appreciation of music in this coun- try as a perpetual and practical memorial to the noted tenor. The headquarters of the Founda- tion are in the Woolworth Building at 233 Broadway, New York.

PHONOGRAPH SALES CO. BANKRUPT

Omaha, Neb., December 8—A petition in bank- ruptcy against the Phonograph Sales Co., 2415 Farnam street, this city, has been filed by credit- ors, including the Knitcel Music Co. and the Columbia Phonograph Cabinet Co. Liabilities are estimated at $40,000.
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.

Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.
KNOCKLEDGE IS POWER

The simplest and most obvious principles are often the hardest to put before the consciousness of bodies of men in practical form. Nothing should be easier to understand than that the talking machine business is simply the business of merchandising music. Yet the merchant who acts upon this obvious principle is the exception.

Let us take one of the simplest examples. Anyone who troubles himself enough about the internals of his business to study them at all must realize that the record catalogs contain vast quantities of music which is imperfectly known and very little exploited. Yet there is as much profit in each dollar's worth of these records as in any others. A well-balanced retail business will be one which can command the sale of all parts of its stock with relatively equal facility. A badly balanced business is one which runs to extremes, which is always short on whatever happens to be the fad of the moment and always encumbered with dead stock of everything else. No merchant is foolish enough to wish that this condition of a sort should continue, but, very often, merchants simply do not know what to do about it and so let it continue against their own better judgment.

The Clear Aspect

The musical aspect of the talking machine is the aspect which ought most clearly to be kept in view in all decisions as to merchandising policy. But this musical aspect cannot be so kept in view when there is no settled principle on which to base a policy. If one just sells what the uninstructed public wants to buy then it is certain that one's selling will be one-sided and ill-balanced and that neither the manufacturer nor the dealer will make much profit out of the efforts which are put into the business.

The value of the talking machine, of course, is relative to the use which is made of it. The talking machine cannot be sold at all for what it will do. The record, then, is the determining element in the talking machine business, and it is the first affair of the seller to master all available knowledge as to the contents of the record catalogs, the styles, types and values of various instrumental and vocal recordings and the relative success which each meets with in filling the wishes and fancies of the buyer, the people. All this seems obvious enough when it is put down on paper, but there seems to be a good deal of difficulty in applying it. Yet this difficulty is more apparent than real.

A Practical Example

There is a certain retail talking machine store in a large city which represents almost to perfection the results which flow from applying steadily the principle of knowing the goods one sells. The store is not large, but it attracts the most cultivated and musically wise people in the community. The proprietor is himself interested in music, though he is not a musician by any means. He, however, first became interested in the talking machine after he had bought a good machine years ago. He gradually collected a library of fine records, which he has built up year by year till to-day he has one of the finest private collections to be found in the country. Now, this man became so much an enthusiast on the subject of talking machine music that he proceeded to enter the selling field himself. One of his most sincere convictions is that he owes the success he has made principally to the extensive and minute knowledge he began to acquire years ago concerning the riches of the record catalogs.

This man knows the line of records which he sells. He possesses in his private collection specimens of every style of recording, voices of all sorts, ranges, powers and qualities, orchestral records, solo instrumental records, quartets, trios and quintets. He has the complete operas "Faust" and "Flegierz." He has specimens of accordion, concertina, barrel-organ, bag-pipe (Scotch, Irish and Italian), ocarina, zither, xylophone. He knows them all. He knows the tone of each one instrument and how that instrument is distinguished from its associates in this orchestra and in the band. He knows the selections under the different headings, orchestra, military band, string quartet, etc. He can pick out from the catalog an orchestral number which will suit a cultivated customer who knows a deal of music. His knowledge embraces, likewise, the entire range of modern popular music in voice and instrumental recordings, and he is at no loss to suit any taste. But he knows that any fool can keep up with the hits of the moment which are here to-day and gone to-morrow.

The Foundation of Good-will

On the other hand, he also knows that his talking machine business, if it is to continue as successfully in the future as it was in the past, must continue to be built on the goodwill of the entire community. He knows—what so few merchants seem to realize in a practical way—that the patronage of the best and most highly cultivated families in the community has a reflex effect far greater than can be measured in any direct amount of buying by these families. He knows that if he is the purveyor of home music to these cultivated circles by means of the talking machines and records, if he can advise these customers of his, show them that he knows their wants and can anticipate them intelligently, that he has the same love for the beautiful that they have, and that he can speak their own language in these matters, they in their turn will cry aloud to his virtues and the beauties of his store from one end of the city to the other. He knows this and profits by his knowledge, which he applies in practical fashion.

It Does Pay

It does pay directly and definitely to know the records one sells, to know them not merely by name but by actual acquaintance. It does pay to know why the records of a band conducted by Sousa differ from similar records made by a band under the baton of Pryor. It does pay to know what a concert overture is and why Mendelssohn's "Fingal's Cave" differs from Beechaven's "Consecration of the House." It does pay to know the sound of an oboe and to distinguish it from the sound of a clarinet.

So, also, it pays to know why the Kneisel Quar...
For how can the talking machine be sold profitably save by featuring its musical possibilities? And how can its musical possibilities be featured if not by means of its records? And how can records be used for that purpose and sold at a profit—how can it pay to keep records at all if the selling of them is not guided by some system? The man or woman who is unwise enough to suppose that a knowledge of music, and especially of music as given by the records listed in the great catalogs, is not essential is too silly to stay in the talking machine game. There cannot be too much knowledge of the sort. There cannot, we repeat, be too much knowledge of that sort. And the more profound it is, the broader, deeper, clearer, more extensive it is, the better for the talking machine business of the man or woman who possesses it.

SENIMENTALITY OF MEN OFTEN A REAL SALES FACTOR

Study of the Men Folk as Buyers of Talking Machines and Records Well Repays the Inquisitive Progressive Dealer or Salesman—Some "Experiences" Here Set Forth

It is an established fact that women are the buyers of the country and merchants, knowing this, capitalize it attention on them, often excluding entirely the possibilities of making sales through the head of the house, the man. The man offers a mighty good field for the talking machine dealer and he should not be neglected as an avenue to sales.

While it is true that men, as a rule, allow the women to do most of the buying for the home, there are a number of methods of influencing them so that they either will buy themselves or use their influence with their wives to purchase a certain article at a certain store.

The best method of approaching most men is through sentiment. Men to-day are just as chivalrous and sentimental as they were in the days of old, despite reports to the contrary, and if the talking machine merchant approaches a prospective male customer and tackles him from the standpoint of sentimentality he enhances his chances of making a sale. Of course, any man with a grain of sense will have to be convinced that the machine he is interested in is durable and that he is getting his money's worth, from a practical standpoint, but no man is going to buy a talking machine simply because he makes a good bargain and it is up to the dealer to convince him that he desires music in the home and the particular Make of machine which he is being demonstrated to him before he will buy.

For example: John Smith is a hardheaded business man. He has a wife and perhaps children at home, but personally he doesn't care a hang about a talking machine. However, his name is on the prospect list of Jones, the local dealer, who decides to sell Smith a machine. Jones tries all the usual ways of interesting the prospect in a talking machine and fails. Circulaires, ads, letters and the usual sales talk are without any visible effect. Jones is persist-
NEW EDISON JOBBER IN IOWA

Silzer Bros. Succeed Harger & Blish in Des Moines and Sioux City—H. H. Blish Will Move to California—C. G. Silzer Heads New Jobbing House—Well Equipped to Serve Edison Dealers in Important Territory

ORANGE, N. J., December 3—Announcement was made to-day at the Edison headquarters to the effect that a new company, to be known as Silzer Bros., will be organized within the next thirty days. The territory embraced in this jobbing enterprise will be the same as that covered by Harger & Blish, the concern to which Silzer Bros. are the successors, and the headquarters and executive office address will be the same, in both Des Moines and Sioux City, Ia., as was formerly occupied by Harger & Blish.

The change described above is the result of the failing health of H. H. Blish, who will henceforth make his permanent residence in California. It is his intention to organize and operate in that State, in conjunction with his son, H. H. Blish, Jr., a financial company, which will discount Edison paper.

C. G. Silzer, who has for many years been a prominent member of Harger & Blish, will head the new company of Silzer Bros. He will have associated with him his two brothers, G. U. and Herman F. Silzer.

In chatting with a representative of The World C. G. Silzer stated that conditions in the Middle West covered by the business operations of his company are showing steady improvement. While the corn market is not in satisfactory shape at the present time, the hog market is in excellent condition. In a recent trip which Mr. Silzer made to make an analysis of the territory which his business covers he found that 60 per cent of the farmers own their own farms and that 80 per cent of the farmers are practically certain to go through the depression of 1921 sound and solvent. Of the remaining 20 per cent he estimates 15 per cent will have a very hard time to pull through and 5 per cent will go under. This analysis, Mr. Silzer believes, indicates a fundamentally good status and one which will mean a substantial volume of Edison business during 1922.

At the present time, he says, business is somewhat spotted—very good in certain cities and behind in others. He believes that this variation indicates positively that the opportunity for sales exists, provided the retail merchant and his sales staff are fighting aggressively every hour of every business day. He also said that price-cutting of standard lines has not assumed the threatening aspect which is the case in some of the large Eastern cities.

The Wonder Phonograph Co., of Dover, Del., has been granted a charter of incorporation under the laws of that State, with a capital of $150,000.

CATHEDRAL CO. PROPERTY SOLD

Real and Personal Property of Bankrupt Phonograph Co. Disposed of at Trustee’s Sale

MARION, O., December 3—Real and personal property of the Cathedral Phonograph Co., bankrupt, was sold at a trustee’s sale on November 26 to Dimon Herring, Massfield, O., for $44,900. Mr. Herring stated that it was his intention to open the local plant for the salvaging of the personal property.

The real estate in Marion County went to Mr. Herring for $24,500. The appraised value of this property was $35,000. The personal property was sold in bulk to Mr. Herring for $20,400.

Personal property of the company consisted of some 800 completed phonographs, 100 other phonographs previously sold on consignment, of which seventy are at San Francisco and thirty at various other points; one lot of other phonographs, approximately 900; raw materials, miscellaneous hardware and machinery located in the plant; miscellaneous tone arms, parts and dies at Chicago, and all accounts, bills receivable and claims due the bankrupt company.

The Deeken Music Co., at 2017 East Grand avenue, St. Louis, Mo., one of the latest additions to the local talking machine business, is featuring Victor products.

A MERRY CHRISTMAS

and

A HAPPY NEW YEAR TO ALL

1922

is going to be a RECORD year

Let us help you make it so by pressing your records

Samples and Prices on request

THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET

BRIDGEPORT, CONN.
THE TALKING MACHINE WORLD, NEW YORK, DECEMBER 15, 1921

THE BRUNSWICK COMES TO HARDMAN HOUSE

As its inherent fitness made manifest the Brunswick's right to highest musical recognition, it became manifestly fitting that we should welcome it to Hardman House.

Our ideals of artistry and the artistic achievements of the Brunswick were too alike to remain permanently apart.

So now the inevitable becomes the actual. The Brunswick and Hardman House! One and inseparable. Complementing and mutually complimenting.

The brilliant gem in a rich new setting; the lovely blossom on a thriving stem; a distinguished stage for a new attraction.

Fifth Avenue's Phonograph Headquarters now invites you to new Headquarters for the Brunswick.

Individual Concert Chambers at Your Disposal

We invite you to hear the Brunswick in repertory of your own choosing. Convenient main-floor Concert Chambers! Sound-proof.

CONVENIENT TERMS

HARDMAN, PECK & CO.

Eighty Years of Fine Piano Making

433 FIFTH AVENUE • NEW YORK

Also at 47-51 Flatbush Avenue • Brooklyn

Fifth Avenue's Latest Convert


"A man is known by the company he keeps"

THE BRUNSWICK-BALKE-COLLENDER CO.

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

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

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

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

The Brunswick-Balke-Colleender Co.
1a Calle de Capuchinos No. 25
Mexico City, Mexico

Brunswick

PHONOGRAPHS AND RECORDS
SALESMEN ARE MADE, NOT BORN

The Most Successful Salesmanship Can Be Analyzed as Merely the Unremitting Application of Essential, Every-day Qualities.

Frederick W. Nash, writing in a recent issue of the American Magazine, says that in his opinion good salesmen are made, not born, and says in part:

"The object of salesmanship is to sell and it is proper and normal for the prospect not to want to buy. The reason that men fail as salesmen is that they think of themselves more than they do of those they want to have as customers. The first principle of salesmanship is not persuasion. It is not a division of oratory and hot air. Neither is it a kind of glorified begging. We speak of 'selling a man' or 'putting over a deal.' A real salesman does not think in those terms; he thinks how much he has to sell can make money for someone else, and when he has all planned he goes out and tells of someone of the plan. Not infrequently salesmen who are unable to place a satisfactory order with a doubting merchant go right out into the neighborhood and by a house-to-house canvas prove to the merchant that a demand exists for the goods.

"Sometimes a salesman becomes too accustomed to his territory. At first he will know that he has to sell, and, if he is a good man, he will sell part of the trade so well that he becomes an order-taker as far as they are concerned. He will try for months, and perhaps for years, a certain number of other prospects, until it comes about that they know exactly how to instruct him. His arguments and their arguments stalemate; finally he stops calling. It is very difficult to keep a fresh fund of arguments over a well-beaten, accustomed route, and more especially when a satisfactory portion of the people on the route buy anyway. The salesman loses his resource, and for his good as well as for the good of his employer he ought to be shifted to harder ground. Easy going will spoil any salesman that ever lived."

In spite of all the opinion that salesmanship is an art and that sales come through the activity of inspired salesmen, Mr. Nash clings to the belief that salesmanship is merely an unremitting application of essential, every-day common sense qualities.

FILE PETITION IN BANKRUPTCY

A voluntary petition in bankruptcy has been filed by Walters & Barry, Buffalo, N. Y., wholesale dealers. Liabilities are given as $46,670.32, and assets are listed at approximately $19,667.30.

CONNORIZED PHONOGRAPH RECORDS

10-inch DOUBLE DISC
WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

If you have not tried these records send for some at once. Their reproducing qualities will prove to you why they are so popular and profitable. The latest hits are found in the list for December.

CONNORIZED MUSIC CO.  
ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St.  
New York

UNITED MUSIC STORES

PHILADELPHIA  
Baltimore

J. J. REILLY JOINS JEWETT STAFF

Well-known Wholesale Traveler Will Cover Pennsylvania for Jewett Phonograph Co.—Identified With Trade for Many Years

Dittmer, Munc., December 6—A. A. Fair, sales manager of the Jewett Phonograph Co., of this city, announced recently that John J. Reilly had joined the company's sales staff and would cover Pennsylvania territory. Mr. Reilly has already started work in this territory and is producing splendid results.

John J. Reilly is well known to the retail music trade, as he has been identified with the industry and its business for many years. For over four years he was department manager of the music roll section of John Wanamaker, and for two years traveled for the Aeolian Co., visiting the trade in Pennsylvania, New York, New Jersey and Virginia. He then joined the staff of the Philadelphia Show Case Co., Vocalion Jobber located in Philadelphia, being appointed sales manager of the Mel-O-Dee branch of this business. He resigned from this position to become identified with the Jewett organization, and his thorough knowledge of the retail business will undoubtedly enable him to co-operate to splendid advantage with Jewett dealers in Pennsylvania.

EDISON ARTISTS IN CANTON, O.

Interesting Recital Held Recently Under Auspices of Rhinos Edison Shop

CANTON, O., December 2—A novel and thoroughly pleasing recital was offered Tuesday evening, November 29, in the new McKinley high school auditorium under the direction of the Rhinos Edison Shop. The artists appearing were Silyl Anderson Fagan, whistler; George Wilton Ballard, baritone, and Willard Osborne, tenor. The artists performed in comparison with their recent recitations on the New Edison phonograph.

A capacity audience attended a similar concert at Alliance, O., given under the auspices of J. H. Johnson & Sons, music dealers in that progressive city.
Gennett Records

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtilities of expression, the individuality, the personal magnetism of the artist are in the Gennett.

NEW GE'NETTS FOR JANUARY


[I'VE GOT THE JOYS]—(Acto, Inc.)—Fox Trot—Gypsy Blues—Fox Trot—Victor 8654.

[35] "THE TALKING MACHINE WORLD"

December 15, 1921

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT INDIANAPOLIS LONDON, CANADA, CINCINNATI


[I'VE GOT THE JOYS]—(Acto, Inc.)—Fox Trot—Gypsy Blues—Fox Trot—Victor 8654.

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[I'VE GOT THE JOYS]—(Acto, Inc.)—Fox Trot—Gypsy Blues—Fox Trot—Victor 8654.
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

EFFECT OF A DOUBLE DIAPHRAGM

Baltimore, Md., November 22, 1921.
Editor Talking Machine World:
With a reproducer with a double diaphragm worked with one needle give greater volume and clearer tone than a single diaphragm? R. Eisenberg.

Answer: The question of using a double diaphragm vibrated by one needle is one that has been worked over by almost all sound-box experimenters.

There are many things to be considered in successfully making a sound box of this description which will produce any greater volume of tone without blurring or blurring.

In the first place, it is absolutely impossible to get two pieces of mica or of any other material that are exactly the same. They may measure closely enough, and the diaphragm and diameter, but still the fiber and vibrating qualities of each will vary. As a consequence the tone or pitch of each diaphragm would be different, sufficient to cause blurring or blurring.

To overcome these inherent defects certain experimenters have worked out the following method of constructing a sound box in order to get the maximum results.

Constructing the needle bar with a forked end in such a way that it is connected to the center of each diaphragm, means is then provided to take the sound waves from the same surfaces of each mica and carry them off into the horn or tone tubes. It is obvious that the sound waves drawn from the opposite sides of the diaphragms the result would be blurred or jungled-up tones, for when one side of the one diaphragm was pushing against the air the other side of the opposite diaphragm would be pulling away from the air.

I know of a sound box constructed in the following manner in which this trouble was overcome. The tones from one diaphragm were drawn off into a large horn (attached in a fixed position) and the tones from the other diaphragm were drawn off into a smaller horn (placed parallel to the large horn), which was made movable, much in the same manner of the slide trombone. In practice this smaller horn is moved in or out, a God-send. All of the city's clubs are extending their whole-hearted co-operation. I am strong in the belief that our efforts will meet with success.

RUDY & RIX OPEN NEW STORE

Central New York Victor Dealer Opens Attractive Branch Store in Herkimer.

Herkimer, N. Y., December 8—Rudy & Rix, Inc., of Elion, N. Y., have opened an attractive branch store on Greene street, this city, which is in relation to the diaphragm, and the sound box. as a whole, is tuned. The different lengths and sizes of the horns compensate the difference in time it takes the tone to travel from the diaphragm surfaces; it must be remembered that the tone from one diaphragm is always a little ahead of the other.

This subject will lead one to consider the possibilities of taking the tone waves from both sides of one diaphragm, and in doing this means must be provided for the use of a double horn system.

The actual result (answering your question) is a considerable increase in volume, but not as clear and brilliant a tone, with more liability to blast and blur than with a single diaphragm.

INDUSTRIAL MUSIC BUREAU FORMED

Los Angeles Chamber of Commerce Forms Bureau for Music Advancement in Industry.

Los Angeles, Cal., November 30.—Taking the lead among American cities in a new line of endeavor, the Los Angeles Chamber of Commerce has instituted a Bureau of Industrial Music. The new department is said to be making a strong appeal to the leading merchants and manufacturers in this district.

In telling the objects of the Bureau, Miss Antoinette Ruth Sabel, who has been made director, stated: "The aim of the Chamber of Commerce is to furnish a clearing house for the musical activities of Los Angeles—not for supervision, but in order that the culture already existing here, together with its further development, may be available to newcomers, as well as to the citizens who may now be at a loss as to where they may use their musical ability to the greatest advantage."

"What kind of reception has the movement received?" Miss Sabel was asked.

"The very kindest from almost everybody," she replied. "Heads of industries employing large numbers of men and women have become enthusiastic when the meaning of the effort has been explained to them."

"The functioning of the Bureau will result in the establishment of choruses, bands and orchestras among employees and their gradual training and development into effective and permanent forces, which will mean much to the city's life."

"This is no experiment, for, a few years ago, such a movement was started among those working people employed by Marshall Field & Co., of Chicago. To-day the Marshall Field chorus is recognized as having passed the amateur stage and is rated as a professional organization, giving great oratorios to large audiences every year."

"I have long since learned from actual contact with the people that any amount of the best talent is snuffed out because its possessors are compelled to labor daily for a living, without the opportunity or the means which musical culture demands. To the thousands of such people an opportunity like this comes as the equal in appointments of any store in this section of the State. A comprehensive stock of Victorolas and records has been installed and, in addition, a sheet music department is being arranged. Robert Bothwell, formerly in charge of the talking machine department of the Sheperd-Norwell Co., of Boston, Mass., has assumed the management of the new establishment. Miss Helen Moyer has been placed in charge of sales. The expansion of the Rudly & Rix concern is the direct result of their aggressive sales policies in connection with the Victor and other lines of merchandise which they handle.

"BRUNS MADERITE" Phonograph Moving Covers

One Man Delivery Cover

Made in two grades—Grade "A" eight ounce Brown Duck—Grade "B" Standard Khaki Drilled, lined with heavy flannel—interlined with heavy cotton felt and closely quilted.

REGULAR CLOSED TYPE COVER

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Note: We reserve the right to increase prices as the cost of raw materials will be increased. We have always made it a policy to keep our prices below the competition and we shall continue to do so.

A. BRUNS & SONS
59 RALPH AVE., BROOKLYN, N. Y.
CAMEO RECORD CORP. FORMED

Edw. N. Burns President of New Company Capitalized at $1,900,000—Will Manufacture Records to Retail at Fifty Cents—Earle W. Jones Vice-president of This Organization

Edward N. Burns, vice-president of the Columbia Graphophone Co. for eleven years, and associated with that company in important executive posts for twenty-seven years, is now president of the Cameo Record Corp., a new organization that was recently incorporated for $1,900,000 under the laws of the State of New York. Associated with Mr. Burns in this new company are Earle W. Jones, who has been elected vice-president; Samuel Geneen, who is a vice-president and treasurer; Thomas F. McMahon, secretary, and Carl Siemon, who is a director.

Earle W. Jones was formerly head of the Jones Recording Laboratories, New York, and these laboratories are now absorbed by the Cameo Record Corp. The equipment has been moved to the Cameo laboratories at 102 West Thirty-eighth street, where the executive offices are also located. Mr. Jones has for many years been prominent in the recording field and is recognized as one of the best posted recording experts of the industry. Samuel Geneen is owner of the National Concerts, Inc., a well-known and successful organization, and is also identified with several important industrial concerns in New York. Thomas F. McMahon is a New York attorney, and Carl F. Siemon is president of the Siemon Hard Rubber Co. of Bridgeport, Conn., one of the finest equipped record-pressing plants in the country. The Cameo Record Corp. has made arrangements to handle the entire output of this record-pressing organization.

In a chat with The World, Mr. Burns outlined his plans for the Cameo Record Corp. stating that the company will confine itself exclusively to the production of records that will retail at 50 cents. The record library will be complete, comprising all types of music, and the records will be merchandised direct to the dealers. The first Cameo record list will probably be ready for the trade within a fortnight and it is planned to issue regular supplements.

The company has taken over the ninth floor of the building at 102 West Thirty-eighth street, New York, which incidentally was the home of the recording division of the Columbia Graphophone Co. for many years. A complete and fully equipped plating plant is located at Eleventh avenue and Twentieth street.

Wallace Downing, formerly a member of the Columbia recording staff, has joined the new organization as recorder. John Peersall, previously connected with the plating department of Thomas A. Edison, Inc., is in charge of matrix production. Frank Hennings, formerly associated with the Emerson Phonograph Co., as general representative of the recording department, has joined the Cameo staff in a similar capacity. Among the artists that will be represented in the first supplement are Bennie Krueger’s Dance Orchestra, the Velveteen Trio and Lainin’s Roseland Orchestra.

As vice-president of the Columbia Graphophone Co., Mr. Burns concentrated his activities on the recording end of the business, and he is known through the trade as one of the foremost authorities on recording. He is thoroughly familiar with every phase of the business, and, assisted by his present executives, he will be in a position to give the dealers invaluable service and co-operation in the development of record business.

The chief defect of the human mind is its unwillingness to learn from those it considers inferior.

The MUTUAL TONE ARMS and REPRODUCERS

Are of the Highest Quality

We manufacture tone arms and reproducers for all makes of machines. We have a reputation that will always be maintained. Sizes are 8", 8½" and 9". Our product will interest you. Our new prices will be lower.

We are also manufacturers of the Mutual Tone Modifier, which does not muffle, but decreases the sound and may be secured for every type of reproducer made. Particularly appropriate for the portable machines, Jobbers, Dealers, write for our proposition TODAY

The Mutual Phono Parts Mfg. Co.
Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street
NEW YORK
BOSTON, MASS.—December 5.—A holiday (Thanksgiving), the two days following, which were filled with bad weather, and the subsequent Monday and Tuesday, when scarcely anyone ventured forth from their firesides because of the inclement weather, made a big dent in business right at the beginning of the holiday season. Jobbers had stocked up well and their goods have been well distributed among the dealers, but at this writing the trade has not been coming in as fast as was hoped for, though this is not to say that there will not be a rush from now until the eve of Christmas. The demand for records has been quite brisk, but the volume of business thus far in machines has not been of such a character as to make the trade sit up and take notice. Competition is very keen everywhere, and the concerns that are doing the best business, always barring those older houses which have built up a large and dependable business, are those which exercise the greatest consideration, courtesy and tact in dealing with that floating patronage which is as likely to drop into one store as another.

Record Sales Are Helped by Concerts

One thing that has helped the sale of records a great deal thus far this season is the excellent talent that has appeared on the concert platform here in the city, singers and instrumentalists alike. A very profitable line of advertising is that in the concert programs and one cannot take up any such sheet as a Symphony Hall or Jordan Hall or Steinert Hall concert without seeing the names of leading talking machine concerns, most of them especially featuring the singer or player of that particular day or evening. It is an interesting fact that many of the patrons of these concerts do not wait until after a concert to purchase an artist's records, but buy them in advance of the concert, and are thus made familiar with the singer's or player's ability and style, by the time they sit through the concert.

Tired of the “Gyp” Stuff

One encouraging piece of news to the reputable dealers is that the public is getting tired of death of the “gyp” stuff that has been put on the market in the past few months. As one dealer said the other day, the public has been fed on this material until it is sick and it will have no more of it. Cut rates somehow or other do not seem to interest the music lovers any longer, and the case is cited of a proposition that lately was well advertised in the daily papers at a low price and which carried the endorsement of a large department store; but even the weight of this name did not seem to avail much and the sales petered out rather unsatisfactorily. It all seems to come to this—reputable dealers only carry reliable goods which the public must pay a reasonable price for, and this is the policy that these same houses have not deviated from one single iota throughout their honorable careers.

Well Satisfied With Columbia Progress

George W. Hopkins, vice-president and general sales manager of the Columbia Co., visited Manager Fred E. Mann a few days ago and expressed himself as well satisfied at the way Columbia business was moving along in this territory. At this writing Manager Mann is making a tour of the dealers in the western part of the State and will be away several days. He has been writing back to the Boston office in high appreciation of the manner business is booming everywhere. For the last two months the demand for goods here has been splendid and carload orders seem to be the regular thing these days.

J. O. Morris Guest of Jos. Burke

Manager Joe Burke, of the Musical Supply & Equipment Co., had for his guest the middle of the month J. O. Morris, president of the concern, who came over from New York to attend sales conference. A week or so later Mr. Burke started off on a business trip which took him through Connecticut and New York. He says that the Sorora is making great headway in his territory and that several new concerns have taken on this line of machines.

Take on Okeh Agency

E. B. Shiddell, of the E. B. Shiddell Co., Okeh distributors for the New England territory, has lately signed up with houses in Manchester, Laconia and Berlin, N. H., and all three concerns have taken on a large line of the popular numbers.

New Puritan Agencies in New England

The Puritan has lately been introduced to the Fitchburg, Mass., and Bristol, Conn., public, according to John W. Ellsworth, of the Puritan Co., who has lately signed up with agents in these two cities. Mr. Ellsworth says the Puritan is going strong and a large number of hand-some new models have lately been installed in the warerooms at 429 Boylston street. Benjamin F. Drake, who is associated with Mr. Ellsworth, has had several very successful business trips through the New England territory lately.

Planning Vocalion Expansion in 1922

A trip which Edward M. Wheatley, local manager of the Vocalion, took over to New York the latter part of November was for the special purpose of mapping out a program for the holiday campaign. A. C. Barg, head of the wholesale end of the business hereabouts, went over with him. Among the plans decided upon was an extensive series of advertisements in the Bos-

(Continued on page 80)
ton newspapers by way of calling the attention of the public to the merits of this instrument. Added interest in the Vocalion has been displayed the past few weeks through the presence in Boston of John Charles Thomas, who is a featured member of the company playing in "The Love Letter," and who is an exclusive Vocalion artist. One of his big song hits, "Chansonette," is soon to be released on the Vocalion.

F. T. White's Department Broadening Out

Francis T. White's department at the C. C. Harvey Co.'s large and beautiful warerooms, at 144 Boylston street, is booming right along and calls for the Victor, Edison and Brunswick lines, which this company carries, are being received from a widely scattered area around Greater Boston, and even from more distant points. Two additions to Manager White's staff are Frank Berghous, formerly with Kraft, Bates & Spencer, Inc., and Miss Martha Held, who has come to the Harvey warerooms from Henderson's. Miss Held has been employed at several large establishments in the last few years and has been specially trained in handling the Victor line. Winthrop A. Harvey, head of the house, spent the end of November on a hunting trip down on Cape Cod, bagging much small game.

Join Gilchrist Co.'s Forces

Norman Stocker, manager of the talking machine department of the Gilchrist Co., is well pleased over the demand that there has lately been for the Brunswick and Victor lines, and because of the need for extra service he has added to his staff Mrs. Eunice D. Moran and Miss Elizabeth Smith, both experienced in handling machines and records.

Artistic Bubble Book Window

The window of the Grafonola Co. of New England has a very attractive holiday display in which the Bubble Books are delightfully advertised. The scene represents a bit of country side in mid-Summer, and all around are Mother Goose figures (large-sized dolls), each of which holds one of the Bubble Books. The window, which was arranged by Manager Arthur C. Eirisman, is daily the center of attraction for large crowds.

Important New Columbia Accounts

One of the latest concerns reported from the Columbia headquarters as having taken on

(Continued from page 79)
Greetings to Victor Dealers

May the coming year bring with it an overflowing measure of Happiness and Prosperity!

1922

We are facing the New Year with utmost optimism and with the firm purpose of making Steinert Service even more valuable and helpful to the Victor Retailer than ever before.

STEINERT SERVICE SERVES

M. STEINERT & SONS
Victor Wholesalers

35 Arch St.  Boston, Mass.
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

E. H. McCarthy, who went down from Boston for this special work. Another new Columbia account reported from the local headquarters is the Poole Dry Goods Co., of Springfield, Mass., which has laid in a large consignment of handsome Columbia models.

Hearty Welcome for Mr. Fry

Jimmie Frye is back in town and a host of friends are glad to know it. He is here as the successor to C. B. Estabrook, who recently resigned as the Victor traveling representative for this territory to go into other business. For about two years Mr. Frye has been in the West, but a pleasant experience in this field several years ago brought him many friends, whom he has happily retained in the interim. He has always held a warm place for Boston, so it's not surprising that this very popular Victor representative is glad to be back in this territory.

Kraft, Bates & Spencer Report Progress

The Brunswick proposition is going big, so one learns at the Boylston street establishment of Kraft, Bates & Spencer, Inc., where the only trouble is that the orders are coming in far out of proportion to the ability of the factory to supply machines. The house would like to sign up with several good houses in New England which are anxious to take on this line, but, as Manager Phinney says, "What's the use when we can't properly take care of those we have?"

The Brunswick output for New England for December, judging by the way conditions have begun, promises to make a highly creditable showing.

Visited the Victor Headquarters

Kenneth E. Reed, wholesale manager of the Victor department of M. Steiner & Sons, arrived home to-day from Camden, N. J., where he had been spending several days at the Victor factory. The Steiner house has had a very good season thus far and it has been able to make a good distribution of the December list of records, which dealers have been eager to grab. There has been a heavy call for the higher-priced models of machines, which means that dealers are having a very persistent demand from the purchasing public.

Spect Thanksgiving in Philadelphia

Herbert Shoemaker, of the Eastern Talking Machine Co., and Mrs. Shoemaker spent Thanksgiving with his family in Philadelphia and, incidentally, he was able to visit the Victor plant.

His time was limited to several days because of the press of business on this end. The Eastern Co. reports business as very good and there has been a heavy drain on the stock of Victor goods.

New Quarters for Lansing Sales Co.

Due to the continuation of Stewart and Eliot streets and the widening of this combined thoroughfare through to the South Station, the Lansing Building, at the corner of Eliot and Warren streets, is about to be torn down.

Anticipating this event, however, the Lansing Sales Co., manufacturer of the Lansing covers for talking machines and distributor of general accessories, secured new quarters at 170 Harrisson avenue on the first of the month. The new quarters represent a noticeable increase of space over the old and comprise the entire ground floor of 6,000 square feet in the modern fireproof building located at the above address. No expense has been spared in equipping the new headquarters in the most approved manner, both from the standpoint of efficiency and attractiveness.

Under the able direction of A. J. Cullen, president, and R. G. Lipp, secretary and manager, the business of this concern has had a steady growth and the extensive sales plans mapped out for the coming year indicate that 1922 will be a banner year in the history of this business.

Business Steadily Growing

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, reports that business has been increasing in a steady manner and the mouth of November has surpassed the record of last year. It is predicted at the offices of this company that 1922 will be a prosperous year.

Greetings

At this season of good will I extend my hearty wishes for a Merry Christmas and a Prosperous and Happy New Year.

The friendship and cordial business relations with dealers in the territory I cover have been much appreciated and it is my intention to continue throughout 1922 a service that will well merit its continuance.

L. W. HOUGH

Factory Representative

LONG QUALITY CABINETS

PEERLESS RECORD ALBUMS

20 Sudbury St. Boston, Mass.

BATCHELDER DIRECTS TREMONT CO.

Chas. F. Bruno Retires, His Interests Being Purchased by Eastern Talking Machine Co. Eastern to Make Important Move in the Boston Retail Field

BOSTON, MASS., December 5—The special news of the month is the retirement of Charles F. Bruno from the local talking machine field. Mr. Bruno, it will be recalled, came over from New York less than two years ago with the idea of purchasing the Tremont street establishment of the Eastern Talking Machine Co., which thereafter became the Tremont Talking Machine Co., one of the finest retail establishments of its kind in the city. Mr. Bruno's interests in this growing concern have been taken over by the Eastern Talking Machine Co., which originally controlled it before Charles F. Farnsworth, now Mr. Bruno, purchased the Eastern Co's business. One of the first things that Mr. Farnsworth and Mr. Dodge did on acquiring the business about two years ago was to cause the Eastern Co. to retire from the retail field entirely, but now that the Tremont Co. has again come back into their hands the dealers must not get the idea that the Eastern Co. is deliberately entering the retail field, as only force of circumstances has brought things about as they now are.

This Victor store, at 127 Tremont street, by common agreement is to be kept in the hands of Mr. Bruno's associates.

Warren A. Batchelder, who has been associated with the Tremont Co. for some time, and is thoroughly acquainted with the Victor product, will manage the Tremont Co. business.

POPULAR IN FOREIGN CLIMES

WARREN, Mass., December 8—"Orders from leading dealers who sell U-Say-Your cleanser and polishes are coming in steadily," stated B. D. Parmley, general manager of the company, "I'm a representative of The World. "We consider this the highest form of testimonial." U-Say-Your cleanser is also meeting with popularity in foreign climates. Samples sent abroad in response to inquiries have resulted in substantial orders.

The optimist goes about in the bright sun- light looking for the beautiful things and sees more than the pessimist can with his dark lantern.
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 82)

STARR DEMAND IN NEW ENGLAND

Manager Fales Reports an Expanding Business in Machines and Records in This Territory

Boston, Mass., December 3.—The New England branch of the Starr Piano & Phonograph Co. reports that the demand for the now well-known Starr phonograph and Gennett record has been very far beyond expectations, which reflects the thorough work done by this branch during the past few quiet months in preparation for an anticipated active Fall and Winter business. John R. Fales, manager of this branch, in addition to his many duties at headquarters, has made several trips in the territory, working with his sales staff calling on the trade, and the result has been that many new dealers have been added to the growing number of agencies who feature Starr phonographs and Gennett records. This branch, since its inauguration a year ago, has shown exceptional progress and Starr products are now being sold in most every town in New England.

LANSING KHAKI COVERS

The Pioneer Moving Cover

High Grade Khaki

Government

Dealer’s Prices NOW:

$6.00

medium size

43"x20"x23½

$6.50

large size

49"x23½x24½

$7.35

extra large

52½x22½x23½

Fitall Leather or No. 3x Strap $2.50

Piano Moving Covers $18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPH AND PIANOS

170 Harrison Avenue

BOSTON, 11, MASS.

TO HANDLE CHENEY IN NEW ENGLAND

Stephen A. Colahan Appointed Representative for the Cheney Talking Machine Co. in That Territory, With Headquarters in Boston

Boston, Mass., December 5.—Stephen A. Colahan, lately with the Pathe department of the Hallet & Davis house, has been appointed New England representative for the Cheney Talking Machine Co., and his territory will be New England.

We Challenge Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The exquisite tone of this new patented Chrysa Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is unification of excellence. Entertaining 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.

Our idea of introducing the new style Chrysa is not to make the most profit but to make the best phonograph.

We are more than sure of your approval of the exclusive phonographs. In harmony with higher 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 several years. Exposed motor & motor blade. 115 volts, with current consumption of less than a twenty watt bulb. 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.

DOING BUSINESS OF $1,000 A DAY

Talking Machine Department of Shepard Stores, Boston, Sets High Sales Record

The talking machine department of the Shepard Stores, Boston, Mass., under the management of R. O. Danford, handled over $14,000 worth of talking machine business during the first sixteen days of November. With two Sundays taken out, it meant a business of approximately $1,000 a day. The great bulk of the business was done in replacement of old phonographs, offered at special prices through the medium of striking advertisements in the local newspapers.
SPEAR CO.'S ARTISTIC PUBLICITY

Dover Merchant Features the Granby by Means of a Hallowe'en Party and Wins Third Prize for Granby Float in Parade

Dover, O., December 1.—The Spear Music Co., of this city, recently entertained through the medium of a Hallowe'en party, and the honored guest was Virginia Granby, impersonated by one of the prominent young ladies of this city. She appeared masked in various parts of the town and everyone endeavored to discover her identity. It is said that her identity still remains a mystery. In the Hallowe'en parade, which was also held in this city, the Granby float, under the auspices of the Spear Music Co., won third prize among more than ninety floats which were in line. The structure at the front of the float represented the well-known Granby slogan: "As Mellow as Southern Moonlight," showing a door with moonlight flowing through, which was made possible through the medium of a spotlight placed back of the car. A number of Granby models were placed on the float and were played during the parade. Seated next to one of the instruments was Virginia Granby and H. C. Schultz, garbed as the Father of his country, stood beside Miss Granby. This display attracted much attention and considerably increased Granby prestige in this city.

A "PROGRESS VICTROLA SHOW"

Columbus, O., November 30.—Visitors from both small and large cities are arriving every day here in order to see the "Progress Victrola Show" at the Monroe-Martens-Martens Co. store. The cities represented thus far include Detroit, Toledo, Dayton, Mt. Gilead, Cleveland, Delaware and Camden, N. J.

The Tone Shop, Inc., Worcester, Mass., filed articles of incorporation a few days ago for the purpose of dealing in musical instruments and talking machines.

SAY IT WITH MUSIC

AND LET YOUR CHRISTMAS WISH
AND NEW YEAR'S RESOLUTION BE

"That every Victrola Owner shall obtain more pleasure from his Victor Records"

Holiday Greetings to all our friends

KNICKERBOCKER TALKING MACHINE CO.

VICTOR WHOLESALERS

138 WEST 124TH STREET, NEW YORK CITY

We will gladly furnish gratis to any Victor Retailer our new idea, "How to sell more Victor Records."

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

GENERAL PRICE REDUCTIONS ON VOCALIIONS ANNOUNCED

The Aeolian Co. announced, on November 28, that, effective on that date, prices on all conventional models of Vocalions had been reduced to a point as low, or lower, than pre-war prices. At the same time it was stated that the new prices were guaranteed until July 1, 1922, and that all Vocalion dealers would receive rebates from the company covering the difference in price on all machines on their floors. The Aeolian Co. also announced that between now and January 1, when the excise tax is taken off talking machines, the company will absorb that $5 per cent tax, thus making the quoted prices net.

W. H. Alfing, manager of the wholesale department of the company, in making the announcement, said: "The trade generally has recognized that there must be some readjustment of prices to meet new conditions, and we have simply taken a forward step by announcing prices based upon anticipated replacement costs rather than the prices we paid for the materials entering into the manufacture of Vocalions."

"The many improvements which have been made in the Vocalion during the past two years have added materially to the intrinsic value and quality of the instrument and have included the introduction of a new tone arm and sound box which has served to improve the tone quality to a point where it is far beyond criticism. Then, too, special attention has been given to both the designing and finishing of the cases and the cabin..."
HERE IT IS!
The FLETCHER UNIVERSAL TONE ARM and REPRODUCER
Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLES $8.00 Specify 8½ or 9½ arm
FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Scientific Treatment of Taxation Necessary
By J. H. TREGOGE, Secretary-treasurer, National Association of Credit Men

We are about to receive from our Congress, after many months of pulling and howling and the clashing of diverse interests, a Federal revenue bill that will be satisfactory to no one, a regarnishment of the old bill, when conditions demanded a scientific measure, a measure of new alignments, a measure that would produce the needed revenue by equal application and without burdening any special interests. The increased normal tax on corporate profits is unwise. To us it seems strange that our representatives in Congress should not appreciate that a provision of this kind will frighten away capital, will drive it into recesses difficult to discover, and that, after all, it isn't possible to place the burden of taxation on any class of individuals or enterprises without hurting our entire economic scheme. Waiting patiently for the production of a bill that would respond in a large measure to the demands of the nation at this juncture accentuates the disappointment we feel that nothing better has been accomplished. The measure we are about to receive can be regarded as nothing more than an emergency in its character, not something deserving of actual perpetuation.

We are led to question in this situation whether it is possible for Congress, representing, as it does, so many diverse interests, to do so delicate a piece of work as framing a scientific revenue bill, and if the time hasn't arrived, therefore, to place this work in the hands of a commission with sufficient powers to do it in a broad and intelligent fashion. We never realized what taxation meant until profits of corporate individuals and the incomes of individuals were penetrated to the very quick; but so long as it is necessary to take from the pocketbooks of the people a sum nearing or exceeding three billions a year, so long will it be necessary to conduct this operation equably and to make as a basic factor the imposing of taxes according to the abilities of people to pay.

We believe the corporate enterprise should not be penalized. Every business should have a real freedom in the making of reasonable profits, and the people should pay from their incomes according to the income and the manner of its production, so that we may share and share alike, and feel happy in so doing. We must become articulate on this subject, one of the most important before the nation at present, if we are to restore ourselves and become broad enough to meet the new conditions with earnestness and success.

LIVE DEALER IN PONCE, P. R.
Ponce, Porto Rico, December 2.—Luis V. Martinez & Co., talking machine retailers of this city, are doing an entirely substantial business on the island. A large measure of the success of this company can be attributed to the energetic publicity emanating from this house. In a recent issue of "El Dia" this enterprising retailer's publicity appeared in seven different places. This publicity covers such well-known lines as the Pathé phonograph and records, Wall Kane needles and other well-known accessories. This forceful publicity might well serve as an example for other progressive dealers.

The business that relies absolutely on one man is a business that is always walking along the precipice of oblivion. This is no iconoclastic statement; it is merely a red signal for business men who overlook or push aside the fact that to-day a business that has character itself is the business that will continue when the personality of any one member is no longer available.

SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"

STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION
Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore
Made in two lengths, 8½" and 9½"
SEND FOR PRICES AND TERMS
FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO
THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS
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 Proposal

The General Phonograph Mfg. Co., Elyria, Ohio

S.F. December 6.—Notwithstanding that general business conditions have not improved greatly in the last month, the leading dealers say that interest in machines and records is encouragingly alive. It is expected that the holiday season will turn out well in San Francisco and vicinity. Many of the dealers are making elaborate preparations for effective displays in their windows and stores. Merchandise is plentiful in most lines.

“Talkers” at Industrial Exposition

At the present time there is being held in the Civic Auditorium in San Francisco a monster Industrial Exposition. Sherman, Clay & Co. have very attractive exhibiting space and give continuous musical demonstrations on the player-piano and talking machine. The booths are beautifully finished in old ivory and the general tone of the furnishings is light brown. The Victrola is featured in one booth.

The Sonora Phonograph Corp. has a booth at the exposition, at which demonstrations are given. Several attractive models are exhibited and obliging attendants are explaining or demonstrating the special features of the Sonora. Melodiola Exhibit Aroused Interest

One of the most interesting exhibits at the big industrial show is that of Frank B. Long, which shows the Melodiola, made by the Melodiola Mfg. Co., in this city. The machine comes in a number of pleasing and artistic styles, mostly of period design. The special feature of the Melodiola is its tone color device, which is an improvement invented by Mr. Long.

Robert Coltart Joins Thayer Music Co.

Robert Coltart, manager of the Music store of the Einselen Music Co., has resigned his position to accept a post with the Thayer Music Co., of Honolulu. Mr. Coltart was formerly with the Columbia Graphophone Co. in various capacities on the Coast.

Alterations at Einselen Co.’s Stores

The two music stores of the Einselen Co. have been undergoing extensive alterations in preparation for the holiday rush. The facilities of the talking machine departments have practically been doubled.

Pathé Shop Moves

The Pathé Shop, which has been conducted by Charles H. Fyfe in the store of the Baldwin Piano Co., has been moved up the street two blocks to 470 Sutter street. The new location affords more space for the business. A recital with Pathé Actualite demonstrations and vocal and instrumental solos was given at the formal opening of the new shop.

Victor Artists Coming Soon

The famous “Victor Eight” the artists who are giving recitals throughout the country, are expected in California in February. Billy Merton, of Sherman, Clay & Co., is arranging a series of concerts for the troupe.

Columbia Co.’s Music Campaign

The Columbia Co. conducted a great music campaign in the San Francisco territory in December. Machines and records were loaned without charge to prospective customers, who thus had the opportunity to test out the merits of the Columbia products. Many sales resulted from the plan and the educational value of the campaign has already been most noticeable.

Edison Recitals Stimulate Interest

The enterprise of the Edison Co. on the Coast is little short of colossal these days. Many new agencies have been opened and the popularity of Edison machines and records was greatly increased in the last year. By co-operating with dealers in giving tone-test recitals the Edison Co. has stimulated unusual interest in its product. The most successful recitals given recently were those by Miss Helen Clark, contralto, and Joseph Phillips, baritone, assisted by Thomas George, pianist. These artists gave a recital at the St. Francis Hotel, under the auspices of the Edison Shop. The same program was repeated at different dates in a number of California cities. In some instances the recitals celebrated the opening of new Edison agencies. Among the musical houses which sponsored the joint recitals are the following: The Garrett Owen Music Store, Oakland; Scott & Son, Modesto; Hockett, Bristol & Cowan, Visalia and Fresno; Santa Rosa Furniture Co., Santa Rosa; Nelson Furniture Co., Petaluma; M. Newfield & Sons, Lodi, and the Elta Marx Music Co., Sacramento and Marysville.

H. C. Capwell Co. Opens Studio

On the occasion of the dedication of the new talking machine studio of the H. C. Capwell Co., of Oakland, recently the Clark-Phillips recital was given to a large specially invited audience.

Concert Features Alameda Opening

Louise M. Pates is the proprietor of the Phonograph Studio, 2412 Santa Clara avenue, Alameda, a new “Home of the New Edison” formally opened for business last week. The occasion was made glorious by a special concert, featuring Stella Jelica, Tessa Dent McGuire, John Wherry Lewis and Hollister B. McGuire. The recital was held in the Rialto Theatre.

New Kohler & Chase Store

Kohler & Chase have opened a new store at 1346 Stockton street, this city, in order to better cater to the trade in the North Beach district. M. J. Malatesta is the manager.

Three New Brunswick Agencies

The Brunswick-Balke-Collier Co. placed three new agencies for Brunswick phonographs and records this month, all of them large dealers. They are: The John Brewer Co., Sacramento; the Jackson Furniture Co., Oakland, and the Sterling Furniture Co., San Francisco. Mr. Corcoran, sales manager for the San Francisco
THE TALKING MACHINE WORLD

December 15, 1921

THE TALKING MACHINE WORLD

 territory, says business continues good. He has 400 machines oversold in his territory.

Magnavox Interests Football Fans

The Magnavox was a much-talked-of feature at the big football game between the teams of the University of California and Stanford at the formal dedication of the new Stamford Stadium at Palo Alto last week. About 60,000 people saw the game on the big screen and the announcements through the Magnavox were clearly intelligible to all.

Some Staff Changes

Robert Kane has resigned as assistant manager of the Sherman, Clay & Co.'s wholesale Victor department and his place for the time being is being filled by R. K. Scott.

Miss Gertrude Kingdon has just resigned her position of manager of the exclusive Victor department of the Emopirum.

Raymond E. Wol linger Is Promoted

Raymond E. Wollinger, formerly assistant manager of the Wiley B. Allen Co., in this city, talking machine department, has been appointed manager of the department, to succeed Mr. Corcoran, who is now with the Brunswick Co.

Mr. Wollinger is a young and energetic man, and he has had a wide experience in the talking machine business. His selection for the responsible position he now holds is no surprise to the local fraternity.

Newberry Electric Co. Enters Field

The new store of the Newberry Electric Co., 359 Sutter street, is a marvel of artistic arrangement in old ivory and luxurious equipment. The company handles the Sonora phonograph and Vocalion records. There are two large display rooms for phonographs and three sound-proof demonstration rooms. The manager of the department is J. Wallace McKellar, an experienced business man.

New Okeh Agencies

The Remick Song Shop, San Francisco, the Dorman Furniture Co., of Sacramento, Stockton and Roseville, and the Marysville Music Co., Marysville, are recent concerns to take on the agency for Okeh records.

Morley Somers, manager of the Sonora Phonograph Shop, has gone on a ten-day trip to Oregon.

GREAT BRILLIANTONE MONTH

President Forster Sending in Large Orders as Result of Extended Trip—Business Very brisk—L. J. Unger in Canada.

The Brilliantone Steel Needle Co., New York City, reports that the past month was one of the finest from a business standpoint in the history of the organization. The sales staff of this company is going out after business in an energetic manner and its efforts are being well rewarded. B. B. Forster, president of the company, spent some time in Chicago and the Middle West, after which he journeyed to Toronto, Canada, and other points in the Dominion. Orders sent in by Mr. Forster are indicative of the resumption of good business in the territories through which he journeyed. Harry W. Acton, secretary of the company, left on the 4th of the month for points in New England, and his first stop was at the factory of the W. H. Bagshaw Co., in Lowell, Mass., where the Brilliantone needles are made. Following this visit Mr. Acton made a number of calls throughout the New England territory.

L. J. Unger, of the Brilliantone sales staff, has left for Canada. Mr. Unger had made a number of trips through Canada previously, with each additional trip adding more Canadian dealers to the Brilliantone list. He will endeavor to attain the requirements for 1922 business and renew his cordial friendship with the Canadian dealers.

The wide range of tone available in the Brilliantone line makes this needle have an appeal to all tastes, and therefore has created a universal demand.

AEOILIAN ANNIVERSARY IN BRONX

Bronx and Fordham Stores of Company Celebrate Fifth Business Anniversary

The Bronx branch of the Aeolian Co., at 367 East 149th street, of which M. P. Stein is manager, has been recently celebrating the 5th anniversary of the establishment of the branch, which has met with great success in that populous section of the city. The new Fordham branch of the company, which is also under the direction of Mr. Stein, participated in the celebration, which really marked the anniversary of the company's entrance into that territory. Both stores were handsomely decorated and attractive musical programs were arranged for various days of the week.

ISSUE HOLIDAY SUPPLEMENT

The Pathé Fréres Phonograph Co., of Brooklyn, N. Y., has produced a special holiday supplement of the popular classical and sacred selections obtainable on the Pathé Actuelle records. This latest supplement contains thirty-nine new Actuelle records, every one of which is a popular and standard selection.

NEW LAW HELPS TRAVELERS

Revenue Measure Calculated to Lighten the Burden of Commercial Travelers

The music industry has not alone benefited by the new revenue law in that excessive taxes have been eliminated on talking machines, but the new Act also provides for the elimination of transportation and freight taxes after the first of the year—a factor of no little importance and calculated to reduce the cost of selling to some degree at least.

Traveling men are favored in the new law under Section 214, which states: "That in computing net income there shall be allowed as deductions: All the ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business, including a reasonable allowance for salaries or other compensation for personal services actually rendered; traveling expenses (including the entire amount expended for meals and lodging) while away from home in the pursuit of a trade or business," and so on. This is welcome news to our traveling friends.

A REAL CHRISTMAS OFFERING

To Victor Dealers

WHILE they last, we are offering high-grade cabinets to be used with Victrolas IV and VI at manufacturers' prices. The Victrola is inserted within the cabinet so as to give the appearance of a cabinet type Victrola. These cabinets will greatly stimulate your Christmas Victrola sales and also your sales directly after the holidays, when the public is spending its gift money.

PRICES

Oak Cabinet for Victrola IV ............ $13.25
Oak or Mahogany for Victrola VI .... $14.50
Oak or Mahogany with castors and ferrules accommodating Victrola VI .... $16.25

Manufactured by well-known cabinet manufacturers.

Order Immediately

CURTIS N. ANDREWS

Court and Pearl Streets

Buffalo, N. Y.
"A happy, joyful Christmas, with an assurance of our sincere friendship and loyal pledge to render to our customers a more complete merchandising service and helpful co-operation for the todays and tomorrows of the coming year."
DE FOREEST SEES TRADE REVIVAL

President of National Association of Music Merchants Responds to Call of National Prosperity Bureau With Optimistic Message

What he calls a "new era of expansion of trade" is seen by M. V. DeForest, of Sharon, president of the National Association of Music Merchants, whose large retail music interests at Sharon and Greenfield, Pa., and Warren, O., are in the heart of a large producing center of the steel industry.

In response to a call of the National Prosperity League, which is promoting a program calculated to restore confidence, stimulate buying, speed up manufacturing and relieve unemployment, Mr. DeForest sent a message as follows: "With the Federal tax on music removed by Congress, good cheer, confidence and smiles have succeeded the frowns and lassitude of the past. Music-loving folks were hindered in their desire for music and musical instruments during the discouraging industrial period just past. Manufacturers and retailers are alert to supplying better merchandise at lower costs. The confidence of the buying public is enhanced by this rapid return of the music industry to normalcy. We are already well started on a new era of expansion of trade, which is now felt in increased employment. The steel industry, termed by many as the barometer of business, is operating at its largest capacity of the year. The Middle West States are registering more business and increased industrial improvement, the textile centers show a marked business betterment, and a sympathetic improvement is spreading over the country in all trades. A general good tendency for increased business obtains everywhere."

Mr. DeForest appointed E. H. Droop, of Washington, to represent the National Association of Music Merchants at a joint Congressional commission meeting recently in the Capitol Building at Washington, in response to an invitation from the National Prosperity League.

ARTISTIC COLUMBIA DISPLAY
C. C. Baker Features Columbia Record of "My Sunny Tennessee"

COLUMBUS, O., December 5.—C. C. Baker, of this city, one of the leading Columbus dealers in the country, makes a specialty of preparing artistic window displays. In the accompanying illustration Mr. Baker's display features the popular song hit, "My Sunny Tennessee," and a Columbia Grafonola is utilized as the background for one of the most artistic displays that this dealer has featured in the National Association.

REDUCE CANADIAN FREIGHT RATES

OTTAWA, Ont., December 3.—The Board of Railway Commissioners of Canada have issued a formal order providing for drastic reductions in rates to manufacturers. The order, which is only for reductions in domestic freight rates, notifies railway companies that tariffs must be filed, effective December 1. The reduction is based on a study of the present charges as of December 13, 1920, and the average reduction fixes rates approximately 20 per cent higher than they were on that date.

MARTIN BROS. PLAN ALTERATIONS

Extensive Alterations, Including Talking Machine and Record Departments, to Be Made by This Well-known Springfield House

SPRINGFIELD, Mo., December 8.—Martin Bros. Piano Co. is planning extensive alterations to the interior of its building on McDaniel avenue immediately after the holidays. The three floors of the building will be completely remodeled and many improvements will be added to the talking machine, musical instrument and piano display rooms.

The first floor will contain the talking machine demonstration booths. Woodwork and decorations throughout will be in gray ivory. A specially constructed balcony along one side of the room will contain the record racks. The second floor will be devoted to display rooms for talking machines, tone test rooms and demonstrating parlors. When finished this will be one of the most modern stores in the Southwest devoted to the sale of all kinds of musical instruments and supplies.

SPRINKLE PIANO CO. BUYS BRANCH

Webb Piano Co., Inc., of Richmond, Is Purchased by Well-known Norfolk Concern

NORFOLK, Va., December 5.—The Sprinkle Piano Co., Inc., announces the addition of another store. The lease and stock of the Webb Piano Co., Inc., of Richmond, Va., have been purchased, making the fourth store operated by this company, which has branches in Greensboro, N. C.; Winston-Salem, N. C., and the home office in Norfolk. The Richmond store is located at 214 North Third street and occupies two floors. Alterations and remodeling will start shortly after the holidays. The same line of pianos will be carried in Richmond as in the other three stores, namely, Sohmer, Jacob Bros., Cable & Sons, Davenport-Treacy and Hazelton Bros. Brunswick phonographs and records and Q R S music rolls will also be handled.

The A. Hospe Co., Victor dealer, of Council Bluffs, la., is featuring these machines and records in a "Buy Your Victrola Now" drive.

An Ideal Holiday Proposition — and Just as Good for All The Rest of the Year!

BUBBLE BOOKS "that Sing"

Here Are Seven Good Reasons Why Bubble Books Are a Good Proposition Every Day in the Year.

First: They pay a liberal return on a small investment.
Second: They solve the problem of selling children's records.
Third: Bubble Book records are good records—made by a company which is internationally famous.
Fourth: Bubble Books form a buying habit. Children hear one, learn that there are others and give their parents no peace until they have the entire set.
Fifth: The reduced price of $1.25 greatly stimulates their sale.
Sixth: Bubble Book interest is not limited to any particular season. Children love them any time.
Seventh: Prominently displayed Bubble Books will take first place when it comes to rapid turnover.

Start the New Year right!—Display Bubble Books—and remember when you sell one—you sell a habit—and when you are selling a habit you are doing a business.

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street
New York City
HAPPY, indeed, is the home that possesses a Steger Phonograph on Christmas day—as well as on every other day of the year. For the artistic Steger is a magic entertainer that brings unlimited enjoyment and fun to every member of the family. It plays all makes of disc records correctly with such sparkling vivacity that a listener may readily imagine himself in the presence of the living artist.

The patented, adjustable Steger tone-arm and the wondrous sound chamber of even-grained spruce are eloquent reasons for Steger supremacy in sound reproduction; the artistry and beauty of cabinet styles proclaim Steger mastery of design.

SELL THE STEGER

The merchant who sells the Steger does so with the stable confidence that is inspired by a phonograph which wins friends wherever it goes. And he is not dependent solely on his own sales efforts. A strong national advertising campaign in magazines which appeal to those who appreciate the best in music, is assuring him throughout the year.

Desirable Territory Open

Write today for the Steger proposition and our latest Style Brochure, if you want satisfied customers and substantial profits.

Phonograph Division

 STEGER & SONS
Piano Manufacturing Company
Steger Building,
CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."
Philadelphia, Pa., December 8.—The talking machine business in Philadelphia during the past month showed a considerable increase over the previous month, and was slightly better than business for the same period in 1920. It was the best month the dealers have thus far had this year, and it looks as if there were going to be a heavy talking machine business, at least during the holiday period.

Aid in Getting Records to the Public

Several months ago the North American, of this city, commenced to devote a special section of its paper on the first of the month to the records issued for that month by the various firms. It not only gives a list of the selections, but also a description of them. The records are well classified, thereby giving the public an excellent idea for selection. The December lists are unusually attractive, and the following firms are represented: Victor, Brunswick, Edison, Vocalion, Columbia, Arto, Emerson, Gennett, Pathé and Okeh.

Great Columbia Activity

A very fine display of Columbias, showing all their exclusive features, is at present being made in the window of the Philadelphia Record, and is attracting considerable attention. The Columbia Co. reports a very excellent business all through November and notes that a number of its dealers are selling carloads of Grafonolas, included among which are the Columbia Grafonola Parlors, Wilmington, Del.; the Union Music Co., of Harrisburg, Pa.; the Frankford Music Stores, of Frankford, this city, and the Berks Supply Co., of Reading, Pa.

Dealers Entertained

During the month the Columbia Co. gave a most enjoyable evening at its headquarters at Sixth and Filbert streets to all the Columbia dealers in this city and vicinity, more than one hundred being present. The chief entertainers were Van and Schenck, who are appearing here in the "Follies." There were also vocalists from the Leo Feist offices, the Fred Fischer Co. and others. The entertainment lasted from 7 to 10:30. Cigars and cigarettes were supplied by the firm. The entertainment was so much enjoyed that the firm has decided to repeat it wherever there are prominent Columbia artists in this city. Toward the end of the month Hulda Lashanska, an exclusive Columbia artist, entertained a very large audience in the Ball Room of the Bellevue-Stratford.

Some Recent Visitors

Toward the end of the month Manager Cummin, accompanied by Robert Porter, the field sales manager of the Columbia Co., spent several days up the State among Columbia dealers. Among the recent Columbia visitors here were: H. B. Newkirk, of Salem, N. J.; W. B. Hill, of Pottsville, Pa.; J. A. Sortman, of Newark, Del.; Neal Cunningham, of Carmel, Pa., and early in the month the local offices were paid a visit by G. W. Hopkins, president of the Columbia Co. A. J. Lawler has been added to the Columbia Co.'s sales force and Messrs. Strahl, Lawrence and Harrigan have been added to the Columbia record department.

Penn Phonograph Co.'s Extensive Moves

The Penn Phonograph Co. reports having had a very satisfactory November on both Victor machines and records and that its supply of both is affording it the opportunity of keeping its dealers fairly well supplied, especially with records. T. W. Barnhill, the president of the company, is making considerable preparations for the coming educational convention, to be held here next March.

During the month the Penn Co., built an additional shelf space on the fourth floor of its building, which will give needed facilities for handling an additional 45,000 Victor records.

During the month, Henry F. Miller, the secretary of the company, was away on a gunning trip through northern Pennsylvania and succeeded in bagging considerable game, some trophies having already been mounted and displayed in the Penn Co.'s offices.

Among the Penn Co.'s visitors this week was Paul Britz, of the Marigold Music House, of Reading, Pa. He states that recently he has been making considerable improvements in his store and has been doing extensive work in the way of window displays. A recent Thanksgiving display was so striking that the Victor Co. sent a photographer up the State to photograph the window, which it will shortly use in its magazine, The Voice of the Victor.

Difficult to Get Enough Stock

The Louis Buehn Co. is going along at a very satisfactory rate and it looks forward to a very busy holiday business. It is not getting machines through fast enough to keep its dealers supplied, but it states that records are coming through in large numbers.

Distributing Gennett Records

The Gennett records in this city are being distributed by the Within Musical Instrument Co., at 407 Chestnut street, which is advertising quite an attractive December list, all records being sold for 75 cents.

Wilson's Unique Advertising

The advertising of the J. R. Wilson Co., which (Cont'd on next page)
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 91)

has four different stores in various sections of the city, is always unique. One of its advertised claims is that it can deliver a Victor machine within one hour of the receipt of the order to any part of the city, and one of its striking lines is: "Our service is next door to you no matter where you live."

**Doing Big Business in Supplies:**

Everything is coming the way of Everybody's Talking Machine Co., which firm of talking machine parts has been doing a very good business all through November. It has been shipping large orders to all parts of the country and especially large is its business on springs and Umanstone needles. This week shipments have gone to Texas, to a large department store in Pittsburgh, to St. John's, Newfoundland; Los Gatos, Cal, and Grand Junction, Colo.

Mr. Fischer, the head of the firm, states that he has been receiving more orders recently than he can conveniently handle. It is just beginning to put out a new style of spring, No. 57, for the small Thomas and Saal motors, which makes thirty-two styles of springs which it now carries in its stock—probably the largest of any firm in the country. Among the recent visitors to Everybody's Co. was Ralph Foster, who represents the Brilliantone needle; Otto Heineman, of the General Phonograph Corp., and Mr. Cohan, of the Greater New York Novelty Co. The firm's traveling salesman, Philip E. Graubusky, is at present covering the State of Texas.

G. D. Shewell Visits Cheney Headquarters

G. D. Shewell, president of the Cheney Sales Corp., of New York and Philadelphia, recently spent some time at the factory of the Cheney Talking Machine Co., in Chicago. Mr. Shewell reports that he found conditions exceptionally good and that the factory was working day and night to take care of the large number of orders being received. Mr. Shewell further reports that in the territory covered by his own organization conditions are equally favorable. The new Cheney price scale which took effect some weeks ago is reported to be meeting with much public favor. A number of new Cheney dealers have been added within the past month and everything looks bright and promising for the coming year.

**Reports Good Brunswick Demand**

Manager Nelson, the Philadelphia representative of the Brunswick, reports that his firm has had a most satisfactory amount of business in November, although it has been quite short of machines, especially certain types. Mr. Nelson says: "We have had to call our salesmen off from establishing new representatives. We cannot take the care we should like to of those already handling the Brunswick. We are short on mostly all Brunswick machines, in spite of the fact that the factories have never been turning out such a large number as at the present time. Business is especially good in the coal regions, but a little spotty in Philadelphia. The biggest demand this year seems to be for the medium-priced models and the console type. There is also a greatly increased demand for Brunswick records and the company has been able to keep us supplied with a very good stock."

**Columbia Line With North & Co.**

The most important new connection that the Columbia Co. recently made in this territory was the placing of its line with F. A. North & Co., which has branch stores in a large number of cities throughout Pennsylvania and New Jersey.

Penn Phonograph Company

913 Arch Street


Penn- Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.

Write them or us for prices.

For some time the North Co. has been trying to make a connection other than that made when it entered the talking machine business, and at least in Philadelphia it expects shortly to handle the Brunswick exclusively.

Among the recent Brunswick visitors here were Mr. Brown, of the Williams Department Store, of Wilkes-Barre, Pa., an exclusive Brunswick account, and J. L. Monroe, of the Brunswick Shop, Williamsport, Pa.

H. W. Weymann Tells of Business Growth

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers of this city, reports that there is already a decided scarcity in all mahogany-finished Victrolas from the No. 4 table model straight through to the popular No. 300. Mr. Weymann stated to the World: "We are making every possible effort to take care of the demands of our many dealers. The special finishes and special types of Victrolas we are able to ship from stock. I expect that the scarcity of mahogany finishes will continue through the early part of 1922, and it would, therefore, behoove dealers to anticipate their requirements in this finish for the next three months."

H. A. Weymann & Son, Inc., are also distributors of the Jones-Motrola, the electric windling device for the talking machine, which is proving very popular. Mr. Weymann reported that dealers are going out after Motrola business in an energetic way and that some dealers are going over their machine sales lists for the past five years and equipping a remarkable portion of this list with Motrolas. One dealer is placing the Motrola on machines which he has sold in the past for a ten years' free trial and reports that 80 per cent of the cases have resulted in sales of the Motrola.

**On Guard**

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Recent Victor callers on Mr. Weymann were E. M. Watts, of Burlington, N. J., and Charles H. Godfrey, of Atlantic City.

Enlarging of Hill Store

A recent Philadelphia visitor to Pottsville states that the extensive improvements and enlargement of the W. B. Hill store room, 205 North Center street, in that city, have made this store one of the handsomest music exhibit parlors in the country. The work was under way for six weeks and was well worth the time, expense and inconvenience. The interior of the big store room has been finished in light and dark buff colors, blended beautifully by the artistic decorator, Charles Passut. The main demonstration side room is so large that a party of prospective patrons may sit in it and test out a piano, talking machine or other musical instrument. Also, there are individual demonstrating rooms. A large music rack has been added to the store equipment, capable of receiving thousands of records in a horizontal position. In addition to the large assortment of regular records there are on hand records in the Hebrew, Polish, Lithuanian, Hungarian and other languages.

Some Recent Visitors

Among recent talking machine men from out of town noticed on this market were J. P. Cannon, manager of the J. H. Troup Co., of Lancaster, Pa., and Mr. Shaefier, manager of the C. M. Sigler Co., of Harrisburg, Pa., both well-known business men.

Some Local Retail Changes

The Vocalion Shop, at 1626 Chestnut street, was closed two weeks ago. This shop was conducted by the Philadelphia Show Case Co. and was started a short time after this company took over the handling of the Sonora, when it was named the Sonora Shop. When the Show Case Co. relinquished the Sonora and took over the Vocalion it was called the Vocalion Shop, and now that the Show Case Co. is going out of the talking machine business the Vocalion Shop has been closed. The new distributor of the Vocalion products in this district has not as yet been announced, although a number of firms are after the handling of this fine machine in this market. Mrs. Carolyn Ross, who was connected with the Vocalion Shop, has gone back to the Gimbel employ. She is one of the most efficient saleswomen of talking machines in this city.

Brieflets

J. E. Williams, 1700 Snyder avenue, has just completed extensive alterations in his Grafonola Parlor, and can now boast of having one of the most attractive shops in South Philadelphia.

A. J. Johnson is the new Pathé manager in Philadelphia.

Recently J. M. Calloway, Victor dealer at Hazleton, Pa., was in Philadelphia, securing some extra equipment for his store, including new

AND

SINCERE

WISHES FOR

A New Year of Happiness

and Prosperity

are extended to the entire industry, carrying with them our expression of faith in American business and an assurance to our own dealers of plans for 1922 which will bring bigger and better business.

SONORA COMPANY of PHILADELPHIA

Distributors of OKeh Records

1214 Arch Street

D. H. Dow, for a considerable time connected with the Victor Co., has joined the Penn Co. forces, with a view to working with, and organizing, the firm's dealers for more effective work.

**ORNSTEIN CO. IN NEW QUARTERS**

Noted Jobbers Established in New Building at 1025 Arch Street—Admirably Equipped

**PHILADELPHIA, PA., December 6—**The George D. Ornstein Co. is now established in its new building at 1025 Arch Street. This street is rapidly becoming a center for Victor wholesalers. The Louis Buchen Co. is situated on the 900 block; the Penn Phonograph Co. on the 900 block, and now George D. Ornstein & Co. have their headquarters on the 1000 block.

The entire first floor, basement and mezzanine floor are occupied. The first floor is used entirely for display purposes and record filing, and the basement for the storage of machines. Excellent shipping facilities are available through the fact that the store runs from street to street and, therefore, the rear entrance is solely used for shipping purposes. The new headquarters contain double the amount of floor space of the old, and it is planned to handsomely equip them with the newest developments in wareroom equipment.

The George D. Ornstein Co. was established in 1918 and enjoyed rapid growth in the four years of its existence. F. E. Ransley, manager of the company, who has directed its destinies during the illness of Mr. Ornstein, reports that conditions among the dealers served by them are very fine and believes that the coming year will be a good one from every angle.

**THE VALUE OF DECISION**

Maybe and Perhaps are two sleepy microbes. They throw their victim into a state of lethargy. You may find them in the brain of a man who is in a rut and knows it. Yet these foes to success keep him inactive. Decision is a powder which will destroy these microbes.

**ESTEY PIANO CO. FORCES IN PHILADELPHIA CELEBRATE**

Philadelph, Pa., December 6—Grouped in the accompanying picture are the employees and a few of the friends of the Estey Co. piano dealers and Victor retailers of this city, who gathered on a recent holiday to celebrate, not only the occasion, but also the accomplishment of a good Fall business. Mrs. Louis Quinby, and Mrs. Quinby, who are in charge of the Estey Co.'s activities here in Philadelphia, find time in their busy business life to bring relaxation and pleasure to the capable organization with which they have surrounded themselves.

The reader's eye can easily fall with pleasure upon all composing the group above, but especial attention is called to the charming hostess, Mrs. Louis Quinby, on the right. Also to the two French chefs, who are none other than Bill Nolan and Ed. Bliss, of the Louis Buchen Co. Victor wholesalers, whose rating as salesmen of Victor merchandise is considerably higher than as dispensers of food a la carte or table d'hote.

**TO OPEN NEW VICTOR DEPARTMENT**

**Maspillion, O., December 5—**Announcement is made by C. J. Duncan, local jeweler, who now has a store at Plum and Mill streets, that his new store will be opened within the next month. It will be located at 8 East Main street, and will be one of the most modern shops in the city. A complete Victrola shop will be installed on the second floor of the store, which will be fitted up to represent a temple of music.

**THE POWER OF WORDS**

Everyone knows the power of words. We pass through periods dominated by this or that word—it may be development, or it may be competition, or education, or purity, or efficiency, or even sanctity. It is the word of the time. We might add strenuousness, or conservation, or reform, or system, or science, or organization, and ever and always "advertising"; and now—preparedness for a bigger business in the new year soon to be ushered in.

**PLACES VICTROLAS IN SCHOOLS**

Newton, Ia., December 6—The Iowa Mercantile Co. has just completed a successful campaign for the placing of Victrolas in the rural schools here. The plan consisted of a letter explaining how to raise the necessary funds, and was followed up with a personal call by C. P. Hunter, manager of the company.
ENTIRE TRADE PROVES OPTIMISTIC REGARDING PROSPECTS FOR 1922

Sees a Clearing Up of the Uncertain Situation Next Year and a Gradual Return to Normal Business Conditions—Real Opportunities Ahead for Energetic Retailers

THE members of the talking machine industry, as a rule, take a most optimistic view of the business prospects for 1922, particularly as they relate to their own trade, and, in most cases, have excellent reasons for their confidence in the future, according to the reports gathered by The World from various sections of the country and presented herewith.

While it is admitted that general business conditions this year, and particularly during the past few months, have been discouraging, it is believed that the situation is being cleared up gradually, and that as industrial activities are resumed in the various sections and the farming element disposes of crops and takes its loss there will be a gradual return to a permanent normalcy.

One of the problems that the trade in certain centers had to contend with was that of overcoming the effect on the buying public of the showing on the market of thousands of machines of little or no reputation, offered at liquidating prices. This had a bad effect on legitimate business, but it is felt that the worst of the unloading is about over and that the first of the year will see a return to the practice of handling standard and recognized products in a businesslike way.

As a general thing, there seems to be an increasing demand for the more expensive and elaborate models of machines, particularly the console types, although the standard styles still hold their own in public favor. The record situation shows material improvement, both in the matter of supplies and in the demand.

Taking it as a whole, there is every indication that the year 1922, in the opinion of those members of the trade in a position to speak with some authority, will offer real opportunities for the retailers who go after business in an energetic and systematic manner and who actually work to sell the products for which they are representatives.

VICTOR TALKING MACHINE CO., Camden, N. J., by Ralph L. Freeman, Director of Distribution:

"It seems to us that the year 1921 must always stand out in the memory of every man who has been in any way actively engaged in business.

"The line of progress has been as jagged as the temperature chart of an invalid. We feel, however, that it is gradually becoming steadier and more normal, and that general conditions will be better in 1922.

"In point of volume our own business has been wonderful, exceeding that of any other year, but the margin of profit has been so narrow that if only the present were considered we would have to consider it a case of 'Love's Labor Lost.' We feel satisfied, however, because the public has run true to form in showing a gratifying discrimination in favor of good merchandise. The progress of the year will show more clearly in retrospect than it now appears.

"For 1922 we expect slightly better general conditions and decidedly better opportunities for dealers in Victor products. We do not mean to predict abnormal demand, but we believe that the public, having less fear of impending hard times, will evidence less resistance to intelligent sales efforts."


"Nineteen twenty-two will undoubtedly witness a return to normalcy in the talking machine industry. We should not anticipate abnormal activity such as prevailed during the last half of 1919 and the first half of 1920. Conditions which have prevailed during the past six months, however, clearly indicate that we may expect the following in 1922:

"Normal buying as against 1921 buyers' strike.

"Normal competition as against 1921 price-cutting riot.

"Normal service as against 1921 'any old thing.'

"Normal price levels as against 1921 price inflation.

"Unico sales volume during the past six months has been 25 per cent greater than during the corresponding period of 1920, and the ratio is increasing monthly.

MINNEAPOLIS DRUG CO., Minneapolis, Minn.

"Conditions throughout the Northwest at the present time are not very promising. The States of Minnesota, North and South Dakota, Iowa and Montana, in which we operate, are very badly hit, owing to the extremely low price of all farm products.

"This is strictly an agricultural territory, and we see little debt-paying ability in the present crop at prices now prevalent, and the farmers are going to fall far short of getting square on the books this fall. This is resulting in a depressed condition and affects business in all lines. We look for a little stimulation in trade from now until after the holidays, but it will be only a small per cent of what ordinarily should be expected at this time and will give no dependable indication of conditions for 1922. In fact, we look for extremely light trade during the first half of 1922 or until another crop at good prices is assured us. The record business is affected in very much the same way as that of talking machines.

"There seems to be an increasing demand for period and comic models. We do not think, however, that the present demand for these styles will be over 5 per cent of the total. Our feelings are, however, that this will increase rapidly each year.

"There have been a great many off-line instruments on the market at extremely low prices, which, no doubt, has affected business."

MICKEL BROS. CO., Omaha, Neb.

"Business has not come back to the volume of last year, nor will it as long as rural communities (Continued on page 97)
LONG CONSOLES

"MADE GOOD"

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES have "made good," and for 1922 we are planning to give the dealers enhanced service and co-operation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

Write for Our Catalog

The Geo. A. Long Cabinet Company
HANOVER, PA.
increasing only enough stocks for present needs and are not anticipating their wants to any great degree.

"There is very little price cutting in this territory except on machines that have been dumped on the market and have little name value.

"We find our business for the eleven months is larger than for the same months of 1918 and only slightly less than the total for the same months in 1919. On the whole, therefore, we feel that business is healthy and sound, and that, when existing conditions are overcome, there will be a gradual business increase and a return to prosperity. We do not, however, look for the unprecedented buying of 1920, but, rather, for a safe and sane prosperity."

SCHMELZER CO., INC., Kansas City, Mo.

"We are enjoying a very healthy business. To be frank, it is greater than we had anticipated. The dealers are selling Victor goods, and the stocks that the dealers have on hand will go by Christmas. Things seem to look up. The tendency is toward the medium-priced outfits.

"We have not experienced any price cutting in this trade territory. We look for a very satisfactory holiday business, which we feel satisfied will run into 1922.

"We look with confidence to a constantly increased volume of business in the line we are interested in as exclusive distributors for the Victor Talking Machine Co.'s products."

GIBSON-SNOW, INC., Syracuse, N. Y.

"Business has come back this Fall, but not quite so strong as we expected. Orders are coming in very good. Dealers order often, and in small quantities. The western and southwestern sections of the State seem to be picking up more rapidly than the eastern section. Our orders are all for machines ranging from $100 and up, with a very fair percentage running around $300.

"Period models have increased in sale. We have had very little, if any, price cutting in our territory.

"We are looking for a good holiday business and a good increase for the first two or three months of 1922. To our mind advertising is the only thing that the retail music dealer can do to increase his sales."

MICKEL BROS. CO., Des Moines, Ia.

"Business has come back. Of course, it has not come back to the pre-war period, but neither do we expect it nor want it. It is really back to normal, and by that I mean it is in excess of what was considered normal before the war. This revival has been evident since September 1, but more so since October 1. The increase, however, is not as great in record sales as we had hoped, as the gain is shown particularly in September. Most of the sales have been in the $15 and $50 types, particularly in mahogany and E. B. M. finishes.

"We have yet to find a case where Victor merchandise has been sold at less than the list price. There is a lot of price cutting going on in almost every other line, and it is very gratifying to us to be able to state that the Victor has held its own all through that period of depression.

"We have, and are still looking for, more business as Christmas draws nearer. We do not expect any business from smaller towns to amount to much, as the smaller towns depend upon the farmer, and, inasmuch as the market price on his products is so low, he is not in the humor to make any purchases for other than bare necessities. In the larger towns, where people are working on fixed salaries, is where 90 per cent of the business is coming from to-day."

STEWART TALKING MACHINE CO., Indianapolis, Ind.

"We are exclusive Victor wholesalers, and our business has not varied from month to month, as in the case of retailers. We have done just as well this year as in previous years and cannot complain of lack of orders. Right now our stock of Victorolas is lower than it has been at any period in our history, with the possible exception of the Christmas of 1918, during the war, notwithstanding the fact that shipments from the
Victor Co. have been unusually large. Shipments of records from the factory are considerably larger than ever before. A recent stock list sent out brought splendid returns, so we are very optimistic in this department of the business.

"The greatest increase in business this Fall has been in the popular style machines, such as the Victrolas Nos. 80, 90 and 100, in the mahogany, English brown mahogany and American walnut finishes. It is hard to say whether the demand is toward medium or high-grade outs. We doubt if any change in this kind has taken place. It is noticeable, however, that the small table machines have not sold as well as in former years. In other words, the trade seems to demand cabinet machines more than in any previous period. The expensive machines—over $250—are selling as quickly as heretofore, but the increase in business has possibly been greater in the medium-priced machines.

"The regular models outsell period or console models twenty to one. Our Victrola No. 300 is very popular, and, although new in the field, we predict the sale of it will exceed the sale of our Victrola No. 110, which retails for $225. Possibly as time goes on in this territory we will notice a slight change in this ratio in favor of the console models. However, we feel safe in saying that for the next year at least the sale of the regular models will greatly exceed the sale of the console type.

"Price cutting in Victor products is practically unheard of in this territory. A good many other makers, however, are suffering from this evil, and dealers here and there are extensively advertising reduced prices on some of the better-known machines.

"Business conditions, locally, are not satisfactory; since Summer, however, there has been a slight increase in employment which has been of some help. Small weekly payments have done more than anything else to bring in machine sales during this period.

"We predict a splendid holiday and Winter business in both machines and records. We really believe that the average Victor dealer in this territory will do a larger business this Winter than in the corresponding period of last year, but we can hardly think of anything that can be done by the trade to improve conditions."

VICTORIA MFG. CO., INC., New York.

"It is our opinion that the phonograph industry has not yet reached normal, but the indications are that beginning immediately after the holidays a noticeable change for the better will occur. This, we believe, will be due to the ending of all liquidations by the new year. Easier money and the Fordney tariff bill will also help not only the phonograph industry but all industries. We look forward to a very busy New Year."

CARDINAL PHONOGRAPH CO., New York.

"In the record end of our business we find that the sales have increased each month during this Fall in a healthy ratio and believe that business in this department will be practically normal inside of the next sixty to ninety days.

"We are not in a position to advise regarding the sale of machines, as we have been out of machines for nearly four months, due to the fact that we changed our entire line, and the new samples were placed on the market last week. From the advance orders we believe that the demand is about 25 per cent for a Period or Console model and balance for uprights. Greatest demands seem to be for a medium-priced machine not over $200.

"We believe that the business will show a steady increase for the next few months and by Spring things will be nearly normal.

"We believe that the dealer has a great deal to do with the poor sales at the present, as he is still living in the war period. Personal observations in a great many cases show that dealers are not hitting their hands to increase their sales and spend most of their time lamenting the fact that they are not showing as much business as they did two years ago. In a great many cases they do not give the customer the attention and courtesy that are required and cannot understand why the customer does not come back again. We believe that if dealers will work and cooperate more with their manufacturers and jobbers there will be a great deal of improvement in the situation; but so many of the dealers have an idea that the houses they purchase from are only in the market to load them up with goods that they absolutely refuse to listen to any suggestion whatever that will enable them to increase their sales."

PHONOGRAPHS, INC., Atlanta, Ga.

"Our business has improved considerably this Fall, but, of course, it is not what it was eighteen months ago. We notice a gradual improvement and believe that within a few months normal conditions will be back again.

"The ratio in increase is greater on Re-creations than instruments and the tendency is toward the higher grade instruments. The sale of period and console models has increased in our territory.

"There has been no price-cutting by any of our regular legitimate dealers that we know of, and we do not anticipate anything of this kind. "Prospects are good for the holiday trade and we look for a steady improvement, beginning with the first of February."

"We might state that the hardest-hit section of our territory has been that embraced by the cotton belt, but our business in Florida, Tennessee and North Carolina is very satisfactory."

WM. H. LYONS, Chicago, Ill.

"Business has shown a decided improvement with us the last two weeks. Previous to this we have not been receiving many stock orders, but on the December list of Blue Amberol records the dealers have come back as strong as in former years.

"The Edison factory makes no console types in the Amberol, so the sales have all been uprights and the small table models."

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...
"We have not heard of any price cutting on Edison goods, although many of the fly-by-night charlatans are selling them at cut rates in Chicago to get rid of them. We look forward to a steadily increasing business from now on and expect to be back to normal about February or March."

BUFFALO TALKING MACHINE CO., Buf-
thal, N. Y.

"Our business compared very favorably with that of last year, the biggest year that we have had, and November ran considerably ahead of November, 1920. December is somewhat pro-
blematical, but we feel that the goods we are putting out are worth the price and we are confident that we will exceed last December. We do not feel that business has become normal in our territory—not by any means.

There are many dealers who still are not working—many who are on a non-productive basis, but the Victor business being done by those who are not have not broken how to sell is of greater volume than heretofore.

"There has been absolutely no price cutting in our line in this territory. The Victor Co.'s policy of giving us improved models at good prices has gone a long way toward maintaining this condition.

"We are very confident that there will be more advertising in this territory in the future than ever before and are equally confident that the volume of sales will exceed any hitherto."

STREVELL-PATTERSON HARDWARE CO.,
New York City, N. Y.

"In our territory business has not yet got back to normal, nor will it for some time. Our business depends on three factors—principally the money which the farmer has to spend. All three have been hit so hard during the past two years that it will take them some time to get back on their feet. The farmers had fair crops, but the prices were low and they owed so much money to the banks that what money they did get for their crops did not do them much good as most of their purchases are on credit. The mines have been closed down since early in the year and it is doubtful when they will reopen.

"As far as phonographs are concerned, all of our dealers have good stocks which they have been carrying throughout the year and they will do well if they move what stocks they have on hand. We do not do a large record business, but we expect that when the record division has shown a greater increase than the machines. There is a tendency to buy medium or low-priced outfits.

"The sale of period models in this territory is very good and we expect to get around 3 or 4 per cent. more on the regular models. There has been little or no price-cutting on the standard lines.

"We believe that there will be a fair holiday phonograph business and the record business should be good during December and also early in the year.

"In our territory we believe that one way to improve conditions is to educate the dealer to know better the product he is selling—to know how to properly display it and to give service to the consumer. The manufacturers can help out by making arrangements to handle the dealers' phonograph paper, as most of the dealers in our smaller towns are not in a position to print machines on time without assistance.

"We do not want to appear pessimistic, but are giving the true facts in our case; and, while we believe that conditions are going to continue to get better, yet it is going to be slow and it will be several months before we can really say that conditions are anywhere near normal."

UDIEL WORKS, Indianapolis, Ind.

"Our business certainly has come back since September 1, and, in fact, right now we have all that we can do, but, of course, there will be a let-down after Christmas. There is an increasing demand for the Console type, and we are making them for the Victorola VI, as well as for player-piano Roberts. Of course, there have been many jobs of plunder thrown on the market, but these are gradually being liqui-
dated.

"We think the prospects for holiday business are splendid. As for 1922, it looks good to us; in fact, we got a beautiful order this morning for delivery in January.

"I do not know of anything that can be done by the trade itself, but it does seem that the United States Congress would help the condi-
tions more by helping the farmers than by any-
thing else. The market on corn and other prod-
ucts is shot full of holes, and we all know that the price on farm products is fundamental. We also know that the recent flurry in cotton is what got the South to come back so splendidly."

THOS. A. EDISON, INC., Orange, N. J., Wil-
liam Maxwell, Vice-president.

"My present conception of business develop-
ments during 1922 is that there will be a steady improvement. I am afraid of inflation in some directions. In textiles, for example, there are likely to be shortages of some kinds of goods, which may set foot a secondary inflation in the prices of wearing apparel.

"The tendency to stimulate and, to a certain extent, subsidize building operations will make it difficult to readjust wages in the building trades and to prevent building materials from being marked up in price.

"It seems to me that no one need fear that general conditions will not improve during 1922. The thing I most fear is that under the stimulus of cheaper money and the Government's efforts to speed up business, we may have a sort of psychological boom, from which there will be an ultimate reaction. However, the tax law which Congress has passed tends to minimize the effect of plentiful and cheap money, as the high surtaxes on incomes will continue to divert a great deal of money from commercial channels.

STARR PIANO CO., Richmond, Ind.

"Our business has shown a very satisfactory volume as compared with last year, with a par-
ticularly remarkable increase in the sale of Gen-
ett records. The products of the Starr Piano Co. have kept full pace with varying business conditions and have enabled our customers to obtain maximum results under most adverse con-
ditions. We, ourselves, in the volume obtained, have a very rosy opinion of the immediate future, which we believe is equally shared among our distributors and dealers."

GREAT CITY PHONOGRAPH Co., New York City.

Prospects for a good holiday business and for the first quarter of 1922 are fine, judging from the index of orders at the offices of the Greater City Phonograph Co., Inc., Sonora jobbers in New York, according to Maurice Landay, presi-
dent. Mr. Landay declared that the trend of the demand at present is for the period models, with the new additions to the Sonora line in pop-
ular favor.

"The increase in cutetration this Fall has resulted in a larger demand for machines than was anticipated and the fact that the season of entertainment is just beginning augurs well for the business," said Mr. Landay. "However, it is my opinion that business could be even better if proper steps were taken by the dealers with this object in view. For example, an associa-
tion of dealers similar to the Florists' Associa-
tion, having a strong treasury to be spent in advertising the cultural entertainment value of the talking machine would do much to stimulate business generally.

"In the last few years the jazz element has been emphasized, practically to the exclusion of the real value of the talking machine as a me-
dium for bringing beautiful music to the home. The future of the talking machine must rest on its recognition as a 'musical' instrument. A talking machine association such as suggested above could accomplish this result."

PUTTING THE IDEA TO WORK

Columbus had a theory and was called an idiot. He proved his theory and became a hero. In salesmanship, as in astronomy, the best idea is worthless until it is put to work.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trade-
marked needles of the phonograph industry. They
are guaranteed to play ten records without injuring
the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new
jobbing proposition

The Greater New York Novelty Co.
322 14th Avenue
Brooklyn, N. Y.
Everybody says Vocalion Records are the best records to listen to and the best records to dance to because you get every note. Everybody knows they’re the best records to buy because they last longer.

Everybody should know that they are the best records to give because their red color says: “Merry Christmas” even before you know what the record is. And everybody will feel when they hear the mellow richness of their tone that they express the spirit of all the Christmases.

Everybody will like a gift of Vocalion special releases.

December 15th Specials

When Francis Dances with Me—Billy Jones 14257 $1.25
I Want My Mammy—Irving Kaufman 14691 65c
June Moon—Westcott’s Californians 14221 65c
When Buddie Smiled—Whitney’s Californians 1326 65c
Say It With Music—Arthur Burns 14280 75c
I Ain’t Nobody’s Darlin’—Billy Jones 66c
Tuck Me in Sleep—Al Jockers’ Dance Orch. 14260 75c
Wabash Blues—Al Jockers’ Dance Orch. 86c

Conventional Models from $45.
With Graduola from $125

These 1922 Model Vocalions are priced on the basis of pre-War Values

The AEOLIAN COMPANY
NEW YORK  CHICAGO  CINCINNATI  BOSTON  ST. LOUIS
Two yodel duets this month by Fritz Zimmermann and Marcelle Grandville, "Sleep, Baby, Sleep" and "Homeland Switzerland." A delightful novelty, a sure seller. A-3462.

Cincinnati, O., December 4—Dealers throughout the city have closed a highly satisfactory month of business and December has opened with a rush. There is no doubt but that the holiday business will be a record breaker, according to predictions. A number of houses have taken on extra salesmen for the holidays and it is hoped that conditions will justly retaining them after the first of the year. For some unexplained reason there is a shortage of talking machines and a number of dealers will not be able to have as large a stock of machines on hand for the Christmas rush as they desire. The shortage is noticeable in the larger and more expensive machines, the sales of which, reports show, have surpassed all others during the month of November. More cash business was transacted during the past month than in any of the preceding six months. Store managers are giving an exceptional amount of attention to the dressing of their windows to attract Christmas shoppers. More and more each day dealers are beginning to realize the psychology of getting and holding for a few seconds the eye of the shopper by attractive window displays.

Furnishes Dance Music for Carnival

E. M. Abbott, proprietor of three Cincinnati stores, made arrangements for placing a talking machine on the sidewalk in front of his Seventh street store, with a Magnavox attached, and furnished dance music during a recent celebration and carnival under the auspices of the Seventh Street Business Men's Club. The stunt met with great success.

E. M. Abbott Offers Bonus to Salesmen

Mr. Abbott has offered a $50 bonus to each of his salesmen who can turn in $2,000 worth of business during the month of December, a bonus of $25 to the salesman having the largest number of sales and a bonus of $15 for the salesman having the second largest number of sales. He also promises $25 to the salesman making the largest number of cash sales during the month, $15 bonus to the one having the second largest and an additional bonus of $25 for each additional $500 worth of business exceeding $2,000. The Salesmen's School, which is under the personal direction of Mr. Abbott, is proving a big success, he reports. Business is highly satisfactory with all three stores going strong.

A. Cirkin Opens Third Store

A. Cirkin, proprietor of two Columbia shops in Cincinnati, has opened a third store in Brighton, the heart of the west central part of the city. Mr. Cirkin says that business is up to expectations in both stores and the location of his new store insures good results.

New Edison Co. Business Improves

"There has been a vast improvement in business during the last three weeks and the outlook for December is very satisfactory," says Mr. Olman, manager of the New Edison Co., of Cincinnati. The sales contest being conducted by the Edison Laboratories is working wonders with the salesforce, he reports. The company recently signed contracts with Glen Ellison, Scotch comedian, for a five weeks' tone test tour in the Spring. Oelman reports a shortage in large and high-priced talking machines, due to the large number of unexpected sales of those models during November. Thanksgiving business surpassed all previous expectations, he reports.

Satisfactory Business at Otto Grau Co.

Satisfactory reports are being made by the Victoria department of the Otto Grau Piano Co. for the month of November, with machines and records both going strong. L. H. Ahaus, manager of the department, is confined to his home on account of illness. It is hoped he will be back on the job within the next few days.

Chubb-Steinberg Shop Optimistic

Mr. Chubb, of the Chubb-Steinberg Music Shop, reports good business. "We are highly satisfied with the present conditions and future outlook," he says.

Among the visitors during the month were L. O. Ungar, of the Brilliantone Needle Co., New York; V. H. Curtin, of Cohoes Envelope Co., New York, and M. Wittinger, of the New York Album Co. Chubb-Steinberg's Thanksgiving window display of a "regular" Thanksgiving dinner and a number of Victor dogs seated around the table attracted much attention.

G. W. Gurner Has Narrow Escape

G. W. Gurner, salesman for the Cincinnati territory for the Columbia Co., narrowly escaped injury recently when an automobile in which he was riding overturned on a road between Cincinnati and Hamilton. O. Gurner escaped with a shak ing up.

Fair Business at Link Music Shop

George H. Link, proprietor of the Link Music Shop, who recently doubled the capacity of his store by combining two stores into an up-to-date music shop, says that under the present conditions business is up to expectations.

Widenen Store Expects Big Holiday Trade

"Our machine business has been very good for the past month," says Morris Fantine, manager of the Widenen Grafonola store. "Records also have been going strong. We look for a record holiday trade. R. C. Clark, who handles our Granby line, is turning in satisfactory reports each week."

Bubble Book Party a Success

F. X. Donovan, manager of the Shilito talking machine department, reports good business. The Bubble Book party held here recently was a great success. Over 400 children were present at this gathering.

EUGENE A. WIDMANN RESIGNS

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., tendered his resignation three weeks ago, to be effective January 1. Mr. Widmann was the first president of the Pathé organization and occupied the position of chief executive of that firm from its inception straight through till last July, when he was succeeded by W. W. Chase and was unanimously elected chairman of the board of directors. Mr. Widmann's future plans are as yet unannounced.

BE PREPARED for the HOLIDAY RUSH

A good, serviceable table machine at a moderate price is the greatest value on the market today.

Our "Fulton" Model 35 Phonograph is just what you have been looking for.

Lower Than Pre-War Prices

Samples now $13.50, Three or more $12.50

Highest grade domestic steel needles at 30c per M. Discount in large quantities.

Phonograph records, accessories and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

FULTON TALKING MACHINE CO. 253 Third Avenue, New York
Merry Christmas
Happy New Year

NOW FOR 1922
May it be a bigger and better year for Victor Dealers.
There is Good Business ahead for the live wire. Be progressive and aggressive, giving everybody
A SQUARE DEAL

AMERICAN TALKING MACHINE CO.
350 LIVINGSTON ST. BROOKLYN, N.Y.

VICTOR DISTRIBUTORS
A trip through the retail talking machine stores at this time bears out the statements of Brooklyn merchants that the prosperous holiday business is going on in every shop you visit there is a stir of activity — of real buyers. The interiors and show windows have taken on a holiday air and present a look which, no doubt, is added incentive to visitors to linger, to listen and eventually to buy some extra records. Proprietors in many stores have augmented their sales staffs in order to take care of the increased number of customers, so that the experienced salespeople can devote their activities to actual closing of sales—thus effectively insuring customer satisfaction. This indication has been so strong that it will, in all probability, be equal in volume with that of last year at this period, as well as during the Winter months immediately following the holidays.

W. S. Phillips Opens in Cedarhurst

Among the new dealers recently established in Long Island is Walter S. Phillips, of Cedarhurst, who has purchased a modern exclusive Victor store on Central avenue. The opening of the store was announced with attractive invitation to the proprietors of Cedarhurst and surrounding towns, and on the opening day, which was attended by many visitors, souvenirs were distributed. Mr. Phillips is well known in the retail trade, and his experience will enable him to give to the trade in his community an intelligent and satisfactory service.

The American Talking Machine Co., Victor distributors for this territory, through the good work of Charles Offerman, Long Island representative, is responsible for this new shop. A large success is predicted for Mr. Phillips in his venture in the Retail field.

Max Klaidman’s Artistic Store

Max Klaidman, who recently sold his talking machine business in Philadelphia, has purchased the entire stock and interests of the shop conducted by Harry Parness for several years at 368 Livingston street. The store is being renovated throughout, new booths installed, and the record racks moved to the front of the store where the trade can be better served. A feature of the new establishment will be a splendid display of cabinets, which, in its entire width, will be equipped with mirrors on every side. When lighted it will present an attractive front visible from all points of the square on which the store is located. This location is occupied by the talking machine men as one of the most desirable in Brooklyn, and when alterations are completed it will be one of the best equipped shops in the city. This new company will carry a complete line of Sonora and Brunswick machines, and will feature Brunswick records. Mr. Klaidman will be in direct charge of the store, assisted by his son, who has had a wide experience in the talking machine field.

Namm’s Active Holiday Trade

The talking machine department of A. I. Namm & Son, Fulton street, is among the busiest in the borough, and according to Manager George Namm, has been on the increase for the past month. All indications point to a great holiday demand for all types of machines, from the smallest portables to the highest-priced Period models. Records have shown a decided jump in sales, especially the popular numbers which the store has been featuring in the local papers with consistent and attention-compelling advertising. The past few days have seen the Sonora line is the leader with Namm & Son, with other well-known makers. Mr. Krey is satisfied with results, which he predicts will bring a large holiday business, which he believes will continue through the following Winter months.

Believes in Price Maintenance and Real Values

Believes in Price Maintenance and Real Values—The past few days have seen the Village dealers in Brooklyn as well as the mass market dealers in the campaign against the wave of price cutting which E. A. Schweiger, the prominent Victor dealer located on Broadway. This live dealer has been a leader in all constructive measures in the merchandising of talking machine products and has always directed his energies toward uphold- ing the high standing of the industry. Recently Mr. Schweiger carried strong advertisements in all the local papers warning prospective purchasers against misleading statements of the cut-price dealer, pointing out the risks attached to the purchase of a machine from dealers whose methods of doing business are so contrary to the principles of fair trading. Mr. Schweiger re- marked that in almost every case where the cus- tomer stated that a certain model could be bought at a lower price at a certain store he has been able to convince customers of the wisdom of purchasing where they can be absolutely sure that the machine is not an inferior one—that it carries the guarantee of a reputable dealer who will not lower his prestige and standing by using illegitimate methods of cutting prices to get business. Business is good in both machines and records, Mr. Schweiger states, and he is pre- paring for a large holiday demand.

Adds the Brunswick Line

Harry Parness, who has recently opened one of the most modern and up-to-date talking ma- chine stores in Brooklyn, is the latest addition to the fast-growing Brunswick dealer list. Chester Abeleowitz, Brunswick representative for metro- politan New York, established this new account and is being congratulated in securing this de- sirable store as a Brunswick agency. Mr. Par- ness is well known in the talking machine trade and has been identified with several novel and successful selling campaigns that have stamped him as a live and progressive dealer.

In talking on the Brunswick line Mr. Parness stated: "We believe that, with this additional line, we are in a position to cater and serve our trade better than ever before, for, with the Victor line, which we have carried for some time past, we represent the best the talking machine field has to offer." To introduce this new line the whole front windows were devoted to a gorgeous display of the latest models, recently introduced by the Brunswick Co., which are attracting widespread attention. A special circular, accompanied by a personal letter, has also been sent to several hundred new and old friends, extending a cordial invitation to call and inspect this new line and the artistic workrooms, which, no doubt, are as beautiful and as well arranged as any to be found in metropolitan New York.

Increases Sales Staff

The talking machine department of Abraham & Strauss is a very busy place these days, so much so, that W. P. Doing, popular manager of the department, found it necessary to add several more people to his sales staff to take care of each customer in a satisfactory manner. "It is our aim," Mr. Doing says, "to give to each customer a maximum service, whether it is in the purchase of a rec- ord or the highest-priced machine." Speaking of the higher-priced machines, he continued: "We have sold more of the better-class models in the past few weeks than for a long time past." Considerable publicity is being given this live talking machine department through the medium of a console model Grafonola, which Mr. Doing placed, a few days ago, in the toy department. The machine is equipped with a Repeat-O-Graph and the latest records are played, which can be heard all through the entire floor, which has been transformed into a veritable fairyland.

Victor Dealers Optimistic

The general situation in the Victor retail trade in Brooklyn territory is very satisfactory and Vic- tor dealers are more than pleased with the splen- did co-operation accorded them by the American Talking Machine Co. and the G. T. Williams Co., Inc., Victor wholesalers in this territory. Their jobbers have left nothing undone to give the Victor merchants efficient service during the most critical time of the year and their efforts are keenly appreciated.

It is the consensus of opinion among Victor re- tailers that the early part of 1922 will be a splen- did record season, for there seems to be a re- newed interest in records generally that gives this prediction a substantial basis of fact. Victrola sales have been excellent, and as each sale means a new record customer the dealers are planning in order to take care of their stock in A No. 1 shape to take care of the requirements of their patrons during the early months of 1922.

Annual Business Show Increase

Business at the Brooklyn, N. Y., branch of the Aeolian Co. is increasing steadily, according to C. J. Davis. Both the Vocalions and pianos are reaching a high sales mark. Mr. Davis attrib- utes the encouraging volume of business to the consistent policy of advertising which he has in- augurated.

Presents Attractive Appearance

The Victor store of Jacob Bros., at 997 Broad- way, has been refurnished and redecorated.
BUSIER TIMES IN THE TWIN CITIES
Northwestern Trade Shows Expansion—Machines May Be Scarce, Owing to the Demand—Dealers Doing Much Holiday Publicity

MINNEAPOLIS and St. Paul, Minn., December 5—Talking machines almost are as popular as they ever have been throughout the Northwest. A most decided bulge in the volume of sales is noted by the majority of the distributing houses in this territory, indicating that the people are bound to observe the gift-giving traditions of the holidays regardless of threatening economic and labor troubles. The bulge was noted about the middle of November and the trade has assumed highly satisfactory proportions.

St. Paul and Minneapolis retailers also have noted a most gratifying revival of interest in talking machines and believe that they will come into their own for a time at least.

Complaint is made by George A. Mairs, head of the Vitrola department of W. J. Dyer & Bro., that it is impossible to obtain enough instruments to satisfy his customers. Such a complaint is most unusual in 1921, and Mr. Mairs bluntly admits he has no explanation to offer. Everyone in his department is busy all the time and every Vitrola obtainable has a customer at once. What more blissful condition could any department manager suggest?

Pathé machines and records have been in a steady demand all the Fall, according to Samuel Levinson, of G. Sommers & Co., and of late there has been a spirited revival; so much so that Mr. Levinson was surprised, as he had not expected much in view of the croaking heard from various peoples and places. New accounts are being opened right along, which is an assurance that the business is going forward instead of backward. The record demand has been running strong.

The St. Paul Boy Scouts have been using a Pathé Actualite in their wireless concerts and have been much pleased with the results. Marshall Poche's address and organ solo records have been the particular favorites at these concerts.

“Our November returns showed up $2,600 better than our best previous November, which was last year's, so you can that make an inference as to what we are doing," remarked Milton Lowy, of the Minnesota Phonograph Co., retail Edison dealer in Minneapolis.

While the local retail results have been phenomenally good, the jobbing end in the Northwest also has enjoyed exceptional business.

The Aeolian-Vocalion line continues to make way according to J. E. Gerlick, manager of the Stone Piano Co., Northwestern distributor. Business has livened a great deal during the past three weeks. The road men are turning in some pretty fair orders from certain localities, while in others there is very little business to be had. Wherever there was little or nothing to harvest there is now no money and hence no chance to sell phonographs. Mr. Gerlick claims that there has been a shortage in certain models, which has caused some dissatisfaction, but expects that the difficulty will be remedied very shortly.

Retail dealers in the Twin Cities are pushing their publicity in a fairly lavish manner and apparently look for a full revival of holiday activity.

BOOKLET OF EDISON PLAYLET
William Maxwell's Playlet Presented During Caravan Convention Issued in Book Form for Use of Dealers and Salesmanship School.

ORANGE, N. J., December 7—Thomas A. Edison, Inc., to-day mailed to Edison dealers throughout the United States a booklet containing in full the playlet, "School for Salesmen," a comedy with music in four acts. This is the play written by William Maxwell, first vice-president of Thomas A. Edison, Inc., which was presented during the 1921 Edison Caravan Convention at the Knickerbocker Theatre, New York; Tulane Theatre, New Orleans; Blackstone Theatre, Chicago; Avenue Theatre, Vancouver, B. C.

There is an introduction by Iden Payne, general stage director for Charles Frohman, Inc., entitled "If Salesmen Were Actors." This was delivered in the form of an address by Mr. Payne during the Caravan Convention, between the third and fourth acts of the play, "School for Salesmen." This play in its printed form will be used in conjunction with the Salesmanship Schools, which are to be conducted the early part of 1922 by the Edison organization in twenty-two of the large centers throughout the United States. The complete playlet is in a very handy form and provides some very interesting material for study in the bright and finished style which has ever characterized the work of Mr. Maxwell, the playwright and author.

AN ADVANCE RECORD SHIPMENT
Victor Co. Makes Advance Shipment of January Records for Holiday Sale

CAMDEN, N. J., December 9—In order to reach the market at the earliest possible date and enable the trade to offer the latest popular selections to the holiday buyers, the Victor Co. is arranging to make separate shipment of the following records, so that they may be placed on sale Saturday, December 17: "I Want My Mammy," Peerless Quartet; "Mandy 'N Me," American Quartet: "Weep No More, My Mammy," fox-trot; "April Showers," fox-trot; "Birdbach's Waltz," Louis Jordan and his orchestra; "Everybody Step," fox-trot; "Ku-u-a—Blue Danube Blues," fox-trot; "White man and his orchestra; and "Birds of a Feather," fox-trot; "Leave Me with a Smile," fox-trot, All Star Trio and orchestra. A window streamer announcing these numbers, will be shipped with the records.

The Kaplan Bros., talking machine establishment at Fall River, Mass., was considerably damaged by a fire which broke out in the building which it occupied recently.

To Our Friends in the Music Trade
We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year


What About 1922?
Here's a New Year's resolution worth making:
To resolve that in 1922 you will give your Small Goods Department the attention it deserves.

For 1921 proved the selling strength and profit possibilities of Small Goods. Many a Piano or Phonograph dealer, controlled by a well chosen department of Brass, Reed and Stringed Instruments and Accessories, found 1921 a good year—a big year!

Forgetting for a minute the good sales and generous profits that Small Good-
yield, just think of the customers they bring into your store—the new friends they make for you—and every one of them a Piano or Phonograph prospect.

Write on your own letterhead for our new Confidential Trade Price List. It's a variable Buying Guide to Small Goods. And FREE, of course!

THE FRED. GRETSCH MFG. COMPANY
Musical Instrument Makers Since 1883
60 BROADWAY BROOKLYN, N. Y.
GENERAL ACTIVITY REPORTED IN LOS ANGELES TRADE

INCREASE OF BUSINESS EVIDENT IMMEDIATELY AFTER THANKSGIVING—NEW STORES AND DEPARTMENTS OPENED—INTERESTING MEETING OF ASSOCIATION—NEWSPAPER RECORD CONCERTS HELP BUSINESS

LOS ANGELES, CAL., December 5—The day after Thanksgiving saw the streets of Los Angeles thronged with more people than ever before. At least this is the impression one observer on Broadway, and the inside of the stores appeared to be jammed with frenzied shoppers. Music store after music store reported a very busy day—big Thanksgiving turkey dinners seemed to have stimulated buyers; it looked as if it were Christmas Eve. This is very encouraging, and is a hopeful sign of a splendid holiday business. Stores and records are in good shape, a few models only being scarce and hard to obtain.

New Victor Department Admired

The new Victor department of the Geo. J. Birkel Co. has been in full swing for some weeks, and A. Graham Cook, manager, reports a marked increase in record sales. It occupies a little more than one-half of the ground floor, and consists of fifteen Victrola and record demonstration rooms with a complete record center, with long handsome counters in a continuous oval surrounding it on all sides; clerks inside the counters hand out records to those who are waiting on customers in the room. A mezzanine room accommodates extra Victrolas. The entire department harmonizes with the rest of this floor and is furnished in ivory and mahogany.

Final Record Contests Interesting

The final record contests held by the Los Angeles Evening Express are proving to be of exceptional interest. The first of these contests was the Columbia, and was held on November 28. The six records played, first prize winners at six previous Columbia contests, were: "Aïda" (O Terro Adio), sung by Pon-selle and Hackett; "The Holy City" sung by Louis Graveveur; "O Sole Mio," sung by Strac-ciarri; "La Forza Del Destino," sung by Hackett and Stracciari; "Old Black Joe," sung by Bar bara Maurel and Stauriel Quartet; "Souvenir," violin solo, played by Kerekjarto; "Souvenir" (Drda), played by Kerekjarto, was adjudged best by the audience and awarded the $50 prize; a consolation $10 prize went to "O Sole Mio," sung by Strac-ciarri. In the Edison final prize contest, held November 29, the following re-creations, first prize winners in six previous Edison contests, were: "La Boheme" (Musetta Waltz), sung by Anna Case; "Pearl of Brazil" (lhou Brilliant Bird), sung by Anna Case; "Ave Maria" (Gounod), sung by Raynold and played by Spaulding; "Thinking of You," sung by the Homestead Trio; "Perfect Day," sung by Metro-

politans Quartet; "Souvenir," violin solo, played by Albert Spaulding; a still larger audience awarded the $50 prize to "Souvenir" (Drda), played by Albert Spaulding. Thus, so far, Drda's famous composition has won in two con-

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certs, each being the final choice from sixty chosen records or re-creations.

Victor Dealers Plan Concert

L. C. Mountcastle, special representative and advance agent, addressed the Victor dealers at a special meeting which was held to discuss plans for the concert, to be given under their auspices by the eight Victor artists, Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banke. It was arranged to hold the concert on the evening of January 25 at the Philharmonic Auditorium.

Wholesale Man Goes North

W. F. Campbell, who is well-known in Los Angeles, where he was connected with Sherman, Clay & Co., Victor distributors, and later with the Columbia Graphophone Co., Los Angeles branch, has taken a position with the wholesale department of Sherman, Clay & Co., San Fran-

isco.

Music Trades' Association Meets

A well-attended meeting of the Music Trades' Association of Southern California was held on November 9. Interesting talks were made by J. T. Fitzgerald, president of the Fitzgerald Music Co.; J. A. Stilt, Western representative of the Hallet & Davis Piano Co.; A. A. Bening, of the Packard Piano Co.; H. Baxter, of the Baxter-Northrop Co., and W. G. Sunderland, of the Blue Bird Talking Machine Co. The meeting was presided over by E. A. Geissler, vice-president of the Geo. J. Birkel Co.

Barker Bros. in Pasadena

A new branch music store has been opened by Barker Bros. in Pasadena, General Manager Boothe appointing L. G. Shapeney as manager. This new store is very artistically decorated and is unique among the many beautiful stores in Pasaden. Some very choice and exclusive pe-

R E P R O D U C T I O N

E of the ordinary voice in talking, rare, or sym-

of the ordinary musical instruments is accom-

plished by the ordinary phonograph. Perfect reproduction of the piano, violin or the tenor or sopra-

no voice is accomplished best by the Blandin phono-

graph, because of its original construction of sound cham-

bers. It allows no distracting, raspy, phonographic sounds to mar the record. Dealers find this a popular feature with all customers. The Blandin sells itself on these points as well as in the splendor of its appearance. Write for complete particulars regarding a dealership.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.

Blandin

Blandin Phonograph Co., Inc.

Hear a Piano Record on the Blandin

pretty Japanese girls assisting. The Victor de-

The Croakers always with us

New Burbank Jobber

New Burbank Jobber

W. Pfisterer has purchased the Burbank Music Store and Brunswick Shop. Mr. Pfisterer has been connected with the wholesale phono-

Lent 3/8047

To-day's Victor Record Concert at the Los Angeles Evening Express the grand prize was awarded to "Home to Our Mountains," from "I'll Turther," sung by Caruso and Schu-

mann-Hensit. The announce was won by "Dear Old Pal of Mine," sung by John Mc-

Cormack.

THE CROAKERS ALWAYS WITH US

there are many croakers upon the edges of lakes and creeks; there they sit croaking and croaking; but they are only frogs after all. Doesn't this remind you of something?
CONDITIONS SHOW STEADY IMPROVEMENT IN PITTSBURGH

Pre-Yuletide Campaign for Business Well Under Way—Industrial Situation Shows Betterment—Dealers Making Strong Appeals to Public Through Their Windows—Now Happenings of Month

Pre-Yuletide for business is now on at its height. Trade conditions are slowly but steadily improving. The talking machine fraternity as a whole is convinced that there will be a very satisfactory volume of business handled this Christmas season.

Dealers Preparing Holiday Displays

Already all of the leading downtown talking machine dealers are getting their places of business in trim for the usual holiday displays of talking machines and records. Some of the most attractive displays are those of the C. C. Mellor Co., the W. F. Frederick Piano Co. and the S. Hamilton Co., whose displays of Victorolas and Victor records were embellished with a Christmas touch that attracted many sightseers. The National Phonograph Co. had a very elaborate display of the Brunswick phonographs. One of these machines was placed on a revolving pedestal, and as its various sides were displayed with appropriate placards many passers-by stopped to view the display.

Way—Industrial Situation Shows Betterment—Dealers Making Strong Appeals to Public Through Their Windows—Now Happenings of Month

The industrial situation, while not as satisfactory as anticipated by the talking machine trade, is slowly but steadily improving. There can be no gainsaying the fact that the Christmas payrolls will be smaller this year than last and the year before. While the mills are operating, the operations are not extensive and the number of men employed is much smaller than for some time past. In many of the mills the men have agreed to work on reduced time in order that all of the employees will be enabled to work at least some days during the week. This will continue until the iron and steel trade regains its normal status.

Clark Co. Opens Vocalion Agencies

The Clark Musical Sales Co., distributor of the Aeolian-Vocalion and Vocalion records in the Pittsburgh district, reports a very satisfactory volume of trade being handled. Charles E. Stani, who is associated with J. A. Pentz in the operation of the local offices, stated that the advance Christmas orders for both records and machines were larger than looked for. Some of the new Vocalion dealers are: D. A. White and D. O. Shaver, of Altoona, Pa.; M. A. Madison, of Ridgway, Pa., and A. McLaughlin, of 1715 Main avenue, Pittsburgh. Mr. Stani, the past week, made a business trip to Johnstown, Altoona and other central Pennsylvania towns, calling on his clients. He stated that from conversations with the Vocalion dealers he gleaned that all were preparing for a good holiday business.

Pathé Christmas Outlook Bright

"Major" Jack Barnett, the midget Pathé demonstrator, spent a week recently at the Gately & Fitzgerald Co.'s Pathé department at Altoona, Pa. The department had a place of large show window of the firm and, stationed alongside of a Pathé machine, he had a large crowd of admirers. "The Major" is working in the Pittsburgh territory under the direction of H. J. Brennan, manager of the Pittsburgh Talking Machine Co. Pathé distributor. Mr. Brennan stated that word from his road men and also a personal visit to a number of Pathé dealers in his territory indicated that a good volume of trade would be handled during the Christmas season.

C. C. Mellor Victor Business Satisfactory

Mr. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., reports a satisfactory volume of business based on the present-day demand, which has been largely governed by the industrial conditions in this and adjoining districts. Mr. Evans, however, is strongly of the opinion that Victor sales, especially of high-grade styles, will be in evidence this holiday season. Mr. Evans returned a few days ago from New York and also a side trip to the Victor plant at Camden, N. J.

"Big Business" for Columbia Dealers

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that there was "big business" in sight for the Columbia dealers and he saw no reason to adverse why business during the holiday season should not be very remunerative to the Columbia trade. From another source it was learned within the past few days five carloads of Columbia Grafonolas had been sold to dealers in the Pittsburgh territory. As to record sales, T. B. Niles, assistant manager, stated that the popularity of the Columbia records was increasing at a very surprising rate, based on actual sales.

M. P. Frank, manager of the Columbia Grafonola department of Frank & Seder, said: "Our sales have been very brisk and I am looking forward to a banner holiday season in sales of our merchandise. We had a substantial increase in business in November, and we believe that December is also going to show a good advance over December of last year."

Horne Co. Stages "Week of Music"

The Joseph Horne Co. staged a very interesting "Week of Music" in its talking machine department recently, which was under the supervision of A. R. Meyer, manager of the depart-
March 15, 1921

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RECEIVER FOR REMINGTON CORP.

Louis Jersawit Also Takes Charge of Affairs of Olympic Disc Record Corp.—Statement by Vice-president James S. Holmes

On November 31 Louis Jersawit was appointed receiver in equity for the Remington Phonograph Corp. and the Olympic Disc Record Corp., while James S. Holmes, vice-president of each company, was appointed receiver in the latter. The Remington Phonograph Corp., under $5,000 bond in an action filed by James S. Holmes, an official in both corporations, who claimed to be a creditor for $3,146, and $5,876 in the Olympic Disc Record Corp. The liabilities of the former corporation are stated to be $22,550 and the assets about $100,000, and the latter company’s liabilities are given as $33,000 and the assets about $60,000. In each case, however, it is stated, the company has been unable to raise capital to finance the business.

James S. Holmes, vice-president of the Remington Phonograph Corp., in discussing the appointment of a receiver for both these companies, upon a petition concurred in by the board of directors of both corporations, made the following statement to The World:

"With a general business depression everywhere and with the publishing public and trade unfavorably influenced, because of the financial difficulties surrounding many of our fellow manufacturers of phonographs, it is not unreasonable to believe that so young a corporation as ours should have found difficulties on every side. We have manufactured an exceptional product and in less than eighteen months we have attained a reputation equal to most competitors, some of whom have been in the business many years.

"The large assets which we possess, as compared to our small liabilities and without borrowing a dollar or being forced to discount any of our notes receivable, is a record which will commend us to the trade.

"In the interest of nearly 2,500 stockholders, whose money has been invested in this business, my application for the appointment of a Federal receiver in equity was forced upon me by my determination to sacrifice even my own personal ambition to insure protection to our stockholders, as well as to prevent any attempt on the part of any person or set of persons to seek undue advantage in the collection of monies which the corporation might owe at a time when the commerce from our receivables made it impossible to meet such items with sufficient promptness.

"I sincerely hope, and firmly believe, that the receiver will work, as out of the trouble in a manner fully satisfactory to all concerned, as he has decided to continue the business."

CHRISTMAS CLUB BOOSTS SALES

BY O. G. N. Y., December 8.—The talking machine department of the Fowler, Dick & Walker store, this city, has organized its annual Christmas Club to stimulate the sale of Victor, Brunswick, Edison and Aeolian-Vocalion machines, which it handles. Thus far the club has been far more successful than during any previous year. J. E. Green is manager of the department.

A business, like a plant, needs trimming back now and then to give the roots a chance.

REPAIRS

We have a specially equipped repair shop and efficient mechanics to make all kinds of repairs on talking machines of every type. When sending repair work parcel post it is most important that a label be attached, with full instruction concerning same, and unless special work is required, it will be returned within 48 hours after receipt of same.

"WE GUARANTEE SATISFACTION."

Send us your repair work by parcel post or express and get results.

Yours for the service PERIOD PHONOGRAPH SHOP

301 WEST 12TH STREET
NEW YORK CITY

P.S.—We also have on hand Parts and Supplies for All Makes of Machines.
ACTIVITY IN THE AUTO FIELD HELPS TRADE IN DETROIT

Promised Rush After First of Year Serves to Stimulate Buying of Musical Instruments—Interest-

ing Association Meeting—Jewett Plans Acct.—Strong Drive for Business

DETROIT, Mich., December 5—This is the month that tells the story and we believe the story is going to be an interesting and important one. All year the talking machine has been in a de-

pressive situation, so far as Detroit and some of the larger cities in Michigan have been con-

cerned, not due to any fault of the industry itself, but caused by the general slump in the motor-
car business. Michigan is the hub of the world in motor-making and there have been only three or four months out of the whole year that factories have been working normal or near nor-

mal. We can report officially, however, that at the present time conditions are showing great improve-

ment and it is predicted by men who know that the year of 1922 will see Detroit near normalcy. Automobile factories have been ad-

justing themselves to after-war conditions, have weeded out the useless employees and created greater efficiency in their plants. This means

that after the first of the year, when these plants begin to prepare for the Spring rush, they will be employing more men that at present and the people thus employed will have permanent posi-

tions.

"If people haven't the money you can't get it out of them," said C. A. Grinnell, vice-president of Grinnell Bros., recently in discussing condi-
tions with The World correspondent. "We are not doing the business we should be doing, of course, and we can't expect to, right now, with so many people out of employment." This doesn't mean that Grinnell Bros. are not doing business. What Mr. Grinnell means to infer is that the stores could be doing so much more if times were normal. Mr. Grinnell believes it will take some time yet to bring about better trade condi-
tions, but he is optimistic and feels that when the time does come more talking machines will be sold than ever before.

Are You Running Short of Certain Victrolas and Records?

The heaviest part of the Christmas buying is still before you—but, time is short! Don't miss business through lack of stock. This is the season of the year when the intending buyer will not delay his purchase. He is buying for Christmas. He wants a certain model. If you haven't it, you have lost the sale.

We Fill Orders Same Day Received

Mail or wire your order TO-

DAY! Round out the year with the greatest possible volume of business. Have a stock that will enable you to sell each and every one wanting to buy!

Grinnell Bros.

Wholesale Distributors of Victrolas and Records

First and State Streets, Detroit

Collections play an important part in the busi-

ness of to-day, but dealers are not worried about their charge accounts. Most of the dealers re-

port that many people are paying cash for their machines; and to others they are more liberal than ever. Even customers who are behind in their payments are not being fore-
dammed excessively. This applies to people who get behind because of unforeseen conditions and who are doing their utmost to pay as promptly as possible. We have yet to find a dealer who is taking advantage of the situation by replevin-

ing machines because people let payments lag.

Going After Holiday Trade

It seems that every dealer in the city is mak-
ing a drive for holiday business. At least, this is indicated by the number of dealers using space in the daily newspapers and the amount of attention they are giving to their advertise-

ments. Larger advertisements are than last year. Special prices are being featured by some dealers on some makes of machines and there are special over-

ments for any of terms, while others are giving books and records with every pur-

chase to stimulate sales.

Exhibit of Period Machines

The Max Strasburg Store on Library avenue recently held an exhibition of "Period talking machines," the first display of its kind ever held in Detroit. Mr. Strasburg advertised the event quite heavily and it attracted a lot of people.

He had no less than two dozen models in period designs at all prices and they were exhibited in the window and on the floor. The models were in uprights and console models, all Victor made. People came from all sections of the city and praised the periods very highly.

Meeting of Local Association

The Detroit Talking Machine Dealers' Asso-

ciation held its November meeting at the Board of Commerce on November 27, about thirty-five being in attendance. Following an excellent dis-

cussion President Sidney J. Guest introduced his own brother, Edgar A Guest, Michigan's famous poet, who recited a dozen of his poems and told some interesting and humorous stories. It was a real treat to the dealers to listen to Mr. Guest. Following his recitations and stories the regular meeting ensued. There were important discus-

sions on current trade topics, one of the matters that came up relating to dealers who sell lines of records for which they are not authorized dealers. For instance, in Detroit there are a large number of dealers selling Victor records who are not licensed to do so. It was brought out that such a practice is unfair and all those present agreed that it should be stopped. The matter will come up again at the December meeting.

Gratifying Report by Lind & Marks Co.

S. E. Lind, general manager of Lind & Marks Co., Vocation distributors, says that the last half of 1921 has shown up much better than the first half and he is already anticipating more than 100 per cent increase in sales during 1922 over 1921. "It took us all year to get started," he said to The World. "And now that we have a fine class of dealers, all of whom are hustling, we look for big business next year. We have had more than we figured on for November and December and we are proud of our dealers and the manner in which they have taken hold of the Vocation line. The machines are selling very nicely and the records are selling faster than we can get them in."

Jewett Factory Very Busy

A. A. Fair, sales manager of the Jewett Phonog-

raph Co., reports that the factory at Allegan is working almost twenty-four hours a day to get out the orders. "We are way behind and our factory is way oversold, but we are doing everything possible to get as much merchandise out as we possibly can," he said. "It is sur-

prising the repeat orders we are getting and, really, this pleases us the most because it is not so difficult to get a dealer to put in a new line, but results speak for themselves when dealers reorder, and that's what all our dealers are doing." Mr. Fair intimated to The World cor-

respondent that he would have several very im-

portant expansion announcements to make after the first of the year.
Out in Chicago the Paul Biese Trio plays to record-breaking crowds every night at White City. Watch your customers buy its latest fox trots, "Sal-O-May" and "Catalina"! A-3494.
Mid-West Point of View

Western Division of the World, Chicago, Ill., Dec. 10, 1921.

Well, it has come at last! Jules Verne thought up something like it many years ago, but nobody believed it ever could be done. Yet it has been done. We have had the music and the voices of the opera conveyed across the streets of a city without wires, and immediately recorded upon the wax discs of a phonographic recording apparatus, to be reproduced for the benefit of the hearers in the recording-room five minutes afterward. It was a great achievement, not because it brought forward any principle not in some way applied already, but because it showed in practical form for the first time what had hitherto been only a dream. It was a great Brunswick achievement, on which congratulations are in order. This company is doing great work. But it must not stop merely at taking off, from the stage of the opera, from the atmosphere and inspiration of the very operatic performance itself, the voice of a Claire Dux or of a Tino Pattierra. It must, and it will, go even further. Will not the day come when the inaugural speech of a President shall be caught up through the ether as it issues from his lips on the terrace before the Capitol, and recorded in permanent form a thousand miles away, to be distributed forthwith in a million American homes? It will come. It shall come. What the Brunswick people showed us recently was but the foretaste of much greater things to come, of conquests over space and time, of magical seizing and fixing of the impalpabilities of speech and music without the interposition of wires or recording horns, without the deadening effect of separation from the atmosphere and environment of the concert hall or of the opera house, of the Senate, or of the public meeting. All these things are before us.

Encouraging is the fact that the retail trade around these parts had a very good month during October and during the first half of November. "No Ticket, The No Washes" During the latter half of November, on the other hand, we learn, things were not the same—not quite. Now we find that during the month of October and the first half of November, the dealers around here worked hard, and did a lot of local advertising. But during the latter half of November they seem to have laid down somewhat on their work and also on their advertising. We think the answer is, it appears to be, in the language of the Celestial Empire, "no ticket, no washes. Or, in other words, no work, no business. It is hard, of course, to get out of the ways to which one has become accustomed, but the dealers who, after starting things up nicely, thought that they would be able to slack down on their energy and efforts, without suffering any damage, now find that they were wrong. In other words, the order-taking days have gone and the sooner we all recognize the fact the better it will be for all of us. Competition is, of course, keener than it ever was before. Which simply means that there must be a good deal more work going into every sale that is made. No work, no business.

The Eight Victor Artists, Frank Croxton, Billy Murray, John Meyers, Henry Burr, Monroe Silver, Frank Banta, Albert Campbell and Fred Van Eps, have been in our midst, as it were. They came to our fair city as guests of the Victor dealers, and on November 28 and 29 they gave their opera-hall, before a very large and very happy family of Victor dealers, their friends and their families. These eight singers are remarkable persons. Who has not heard of Henry Burr? Who has not in his little library of records his high tenor tones, and the comic tenor tones of the only Billy Murray? Of course, we all know them both—in recorded form—but to see them in propria persona (or should we rather say in propria personae) was quite another thing. It was a dawg of another color, Maestro. It was an astonishing program of fun, melody and harmony. To extend oneself would be easy. Not to write a page about these delectable entertainers is the more difficult. Now we shall go back to our record of Cohen at the Telephone and realize as never before how the unfortunate Cohen, who could not get anyone to understand that he wanted a "carpender" to mend the shutter, and not either a tremendous shutter or two men to mend it, was a very nice fellow after all. Dear, dear, but we should like to hear your old Victor record of Monroe Silver in a reading from Potash and Perlmutter. The incident of the "varking depute who came the Mid-West with his hands motions" would be just about in B'r Silver's happiest vein. Then again, we have heard wonderful Victor records of banjo playing, with the name Van Eps on them, but we had to hear the veritable Fred himself before we could quite understand how wonderful those records really are. Whether as quartet, or in trio, or as soloists, these Eight Famous Ones are certainly all that one can ask for; and then some. And at the end let us slip in just one word for that dear Frank Banta, of the eloquent coat-tails. He is SOME accompanist, believe me.

We omitted an expression some time ago to the effect that there is every evidence concerning an impending shortage of goods this year. Our prediction was based on actual observation; but it was generally ignored, as not infrequently happens with predictions, good and bad alike. It is not our desire to have our opinions that we say it, but solely because we love our industry and desire it no more harm than the little girl wished to little pussy whose coat was so warm—solely for this admirable reason we say that the average American business man frequently makes us weary. He waits till it begins to rain before he thinks about an umbrella. Wherefore many of them get soaked, and soaked good and plenty, to use language of the utmost eloquence. Which is only another way of saying that a good many dealers in the Mid-West are due to get soaked good and plenty (to be elegant again) though not with a shower of goods. The shower will be of letters from manufacturers regretting their inability to fill orders. But why should any such condition be impending? The explanation is quite simple. For several months of this year the factories were running on part time and were short both as to material and personnel. They were building only about as fast as orders came in and consequently they have no surplus stocks to speak of. Wherefore the last-minute-buys are not likely to stand much chance when they begin sending in their telegrams and letters asking for immediate delivery. Which again is another way of saying that the time to put in orders is right now, this minute. That is to say, late though it be on this date, it is still worth our while to tell the dilatory dealers to hurry up and see that those orders for delivery Christmas week are wired in NOW.

Secretary McKenna, of the Piano Club of Chicago, who is also Manager McKenna, of the Chicago Columbia organization, gave a pleasant surprise to the Columbia dealers of his district on November 28 when he took them over to the Majestic Theatre in a body and had them listen to the very charming singing of Marian Harris—pretty little Marian. Singer Marian knocked 'em cold, as they say on the kerosene circuit. She is not only a great artist on the "blues" work, but she is charmingly simple and sweet in her personality. When a great array of roses was handed in to her over the stage Miss Marian was almost overcome. For which reason the assembled Columbians, quite naturally, roared their applause louder than ever. Marian Harris is a great little artist, and the Columbia dealers realize now, more clearly than ever, what a big weapon for Columbia battles her records are to them.

Ten days from the date of publication, ladies, gents, friends and all others, if others there be, the merry Christmas time is upon us. Knowing that you all till then will be too busy to think of us, we ask you to forget this paragraph till the morning of the 25th. Then please dig it up and read once more these words, sincerely uttered, for you:

Merry Christmas and Happy New Year!
CHICAGO, ILL., December 8—During the month of October and the first half of November retail business in this section was not exceptionally gratifying to dealers; yet we have received reports that business during these six weeks was as good as during the corresponding period last year or the year before, and far outdistanced any period so far this year. The latter part of November showed a falling off to some degree, but the opening of December started the business ball rolling again. We are inclined to believe that the falling off was due to two factors—the miserable, rainy weather and a let-up in local advertising on the part of dealers.

We know not only that business was good during those six weeks but that during that time there appeared in the local papers more talking machine advertising than had appeared previously during the year. The dealers were out to get the business and they got it. But the sad part of it all seems to have been that as soon as business started to hum in a manner satisfactory to the dealers the latter became slack again. It seemed that they supposed that it was only necessary to start the business a-going and it would then continue by virtue of its own momentum. Perhaps this would have followed out and the business would have continued to roll in had Mr. Dealer shoved hard enough, but it seems he merely got it started good and then stopped shoving. The natural result followed—the business quit rolling.

On the first of December the dealers seemed to have awakened and publicity again appeared in the local papers. The canvassers were also started up again. The natural result followed immediately. Business began to improve, and from present indications there is every reason to believe that the dealer has learned his lesson and will bring about a satisfactory turnover for the month of December.

The unemployment situation has been very noticeably relieved, and we are now practically at the same level as we always were in normal years. Chicago has always been a center of unemployment. It is the center of railroads, steel mills, packing and other tremendously large undertakings, such as harvesting machinery, building trades, etc. Whenever there is a strike or labor dispute affecting one of these vast industries, it seems as if the rest become infected automatically.

But all that is past, for the time being at least, and many of the workers are back to work and making money. The money they are making they are also spending, though not in war-time quantities. But we can safely say that they are spending it in amounts that can easily be compared with normal times. That being the case, it is only necessary for the retail dealer to keep on the job and go after business. He is sure to get it. Let him remove himself from the order-taker class and get into the selling class and stay there. The time is when a high-class salesmen was ignored in favor of the order-taking clerk is past, and the high-pressure men are again coming into their own.

Another Columbia Shop Opens

Another exclusive Columbia Graffonola Shop, which reflects music, mirth and melody for many blocks around, has just been opened at 1976 Milwaukee avenue under the name of Lazar & Son's Music Center. The formal opening of this new store took place on November 15. That due notice of the opening had been scattered broadcast was clearly evidenced by the large attendance. The publicity was put out under the supervision of S. H. Lemberg, sales representative of the Columbia Co.'s Chicago branch. It is estimated that 2,000 visitors were in attendance during the day.

Souvenirs in the form of roses, bangle pins and mirrors, Columbia Graffonolas—made of glass and filled with candy, were given out. A prize contest was also put on, and the first three winners received packages containing a choice selection of Columbia records. One of the interesting incidents of the day happened when a gentleman who, it is said, was a city inspector visited the shop and insisted that the projecting Columbia sign which can be seen for many blocks north and south be removed, as it was against the city ordinance for such signs to project over the sidewalk beyond a certain distance. The gentleman was at once surrounded by the jazz band and a bevy of beautiful girls and serenaded with "Home Again Blues." The serenade had the desired effect, for the inspector soon became reconciled to the fact that it is a good idea to keep people happy and the sign is still in position.

Mid-West Victor Dealers Meet

The Mid-West Victor Dealers Association held its regular meeting on the evening of November 21 at the Hotel LaSalle. The speakers were: Edgar A. Benson, head of the famous Benson orchestras, and Roy Bargy, musical director of Benson's Chicago Orchestra, who gave short talks on their respective experiences in the work of making Victor records. An interesting talk was also given by W. O. Griffith, assistant sales manager of the Chicago Talking Machine (Continued on page 115)
LYON & HEALY

WISH YOU

A Merry Christmas

and

A Prosperous New Year

The new low price on L & H Fibre Needle Cutters will aid you in making 1922 prosperous.

Of course, you know that every time you sell a talking machine you should sell a Fibre Needle outfit with it. That is one of the best ways to make satisfied customers; because fibre needles will not injure the record and they give a sweeter, purer tone.

With the L & H Fibre Needle Cutter each needle can be used ten or twelve times. It gives a fine point, will not get out of order, and is easily operated.

Dealer's Discount 40%

LYON & HEALY

Victrola Distributors

CHICAGO
Co, who spoke on various phases of the dealer's problem and on how to overcome any troubles that may arise. The meeting was in charge of R. B. Corcoran, president of the Association.

B. F. Bilghaus, assistant manager of the Victor department of Wolf-Dessauer department store of Fort Wayne, Ind., who is making his first visit of the mid-West, topped off his day-and-a-half visit to Chicago by attending this meeting.

Cotter in Charge at Fort Wayne

W. E. Cotter, dealer for many years, has been connected with the W. W. Kimball Co., of this city, has just been appointed manager of the Victor department of the Wolf-Dessauer department store of Fort Wayne, Ind. Mr. Cotter is one of the best-known retail salesmen in Chicago. During the short time that he has had charge of the Wolf-Dessauer Victor department he has already realized favorable comments concerning the increase in business. Mr. Cotter was in Chicago for the better part of Thanksgiving week visiting friends and friends in the trade, as well as paying a visit to the Chicago Talking Machine Co.

Change Program at Marigold Gardens

The new Winter edition was recently put on at the Marigold Gardens, which heralded an entire change of talent and musical numbers. The opening of the new edition was attended by Victor jobbers and dealers of Chicago and vicinity, who made the event officially "Victorious."

Retains Victor Department

Leopold Krchma just recently sold his department store entirely with the exception of his Victor retail department. This Victor department has been moved from the department store located at 2907 Milwaukee avenue. The new location is in the adjoining building, which was formerly occupied by a moving picture house. This building has been completely remodeled and has been entirely refaced with a new front. The remodeling also included the installation of eight record demonstration booths and two talking machine demonstrating rooms. The record racks and counters are built on the island arrangement and permit most rapid and efficient service. On the opening night the visitors were entertained by the Benson Orchestra, an exclusive Victor organization, and the ladies received carnations as favors.

Going After Business

W. H. Huth, president of the Walbert Mfg. Co. Chicago, manager of the Geer Repeater, has been talking about the state of business.

"Somewhere recently," said Mr. Huth, "I read a statement about Edison in which he was reported to say, 'I have been through five business depressions. They all act alike. This latest one acts exactly like all the rest. The men who, if business fell off 66 per cent, increased their sales effort 75 per cent managed to pull through as if there were no depression.'"

"That's the thing I should like to say to every talking machine dealer in America. We have found in selling our repeater that the right kind of a window display will multiply sales many times over. Many dealers are also finding our window displays are stimulating sales of records and machines."

"It is perhaps not a common thing in these days to see people trade in the window of a talking machine shop. Wherever we have put in our special displays, however, crowds continue to manifest unusual interest in what the window shows. A number of dealers have told us that they consider the Geer repeater as a window attraction superior to any other window attraction they have tried."

"It is sound merchandising to push articles that turn fastest and therefore give the greatest net profit. It has been widely published that the welfare of to-day's rent payment, much as every employment is dropping. That argues the public has money to spend. It is the opportunity of the talking machine dealer to go after sales, therefore, and not to see this one of the greatest assets is the window display."

Sherry & Sons in New Location

The firm of I. Sherry & Sons has just moved from their own building at 4448 West North avenue to a new building at 4035 West North avenue. This new Victor store has been laid out along lines suggested by the Chicago Talking Machine Co. The layout consists of the most modern equipment and has ten up-to-date demonstration booths with modern record racks. The attractive window display space, together with the handsome fittings of this new store, mark a new era of improvement in talking machine representation in that section of the city.

Now the Alamo Phonograph Corp.

One of the visitors to Chicago this month was W. L. Gleason, president of the Texas Talking Machine Co., of Dallas, Tex., who had been up visiting Chicago and points north on a purchasing tour. Mr. Gleason had many interesting things to say concerning business in Dallas and the possibilities for 1922. One thing he brought up was that the business situation is fast improving in the South and that the dealers down there are working hard to make the balance of this year an exceptional one.

There has been more or less confusion owing to similarity of firm names in Dallas, according to Mr. Gleason, and his company therefore announces that on the first of the year the name Texas Talking Machine Co. will be changed to that of the Alamo Phonograph Corp. The company is also pressing its own records in Dallas under the name of the Alamo Record.

Another activity contemplated by this company after the first of the year is the taking over of a large and modern factory which has just been erected. When the company moves into (Continued on page 114)
this plant it will begin to manufacture tone arms, sound boxes and talking machine cabinets, and will also have greater record-covering capacity.

Clever Operatic Window Display

Over at the retail Brunswick Shop on Wabash avenue there is a clever window display which is attracting considerable attention. It is made up to represent the stage of the Auditorium Theatre, with footlights, prosenium arch and curtain. The curtain is raised and lowered automatically. When it rises the onlookers see a miniature setting depicting a scene from one of the operas now going on. The scene is a faithful reproduction, with miniature figures in proper position. These figures, however, are stationary. When the curtain lowers a new stage set slips into place, the footlights are lighted, the curtain rises, bringing into view another scene. Draped all about the stage front and completely covering the background and sides of the windows are large folds of dark green and black velvet. Setting in the foreground of the window are two expensive Brunswick models lacquered finished.

New Manager at The Fair

One of Chicago's largest department stores, The Fair, recently began a big drive to sell its talking machines in Chicago than has ever been accomplished by any other department store. This drive was put on under direction of J. M. Ervin, recently was made manager of the talking machine department of The Fair. Mr. Ervin is a man of great ability in the talking machine field, and for a number of years has been connected with some of the biggest talking machine concerns throughout Ohio and points East. Before coming to Chicago he had been connected with the Columbia graphophone department of the Day Drug Co., of Akron, and he also traveled Ohio for the General Phonograph Co. Since taking up the management of The Fair he has left nothing undone toward making this one of the busiest departments in the great organization.

New Automatic Duplex Record Press

The Chas. F. Elmes Engineering Works, of this city, have just placed on the market a new automatic duplex record press, which is said to have a capacity of 1,200 records per day. The press consists of two units automatically controlled so as to alternate, one of the units being always open when the other is moulding. This arrangement permits the operator, a girl, to take care of two units as easily as one. The moulds are opened and closed automatically by a cam shaft at the back of the press, which is operated by a motor of one-quarter horsepower. This cam shaft also automatically operates the hydraulic valves, steam, valves and cold-water valves and, when desired, will also operate the record ejectors. The upper half of the mould is arranged to swing up so that it is not necessary to lift it from the press in order to open. When the upper half of the mould comes down into a horizontal position two spacer blocks on the columns of each unit automatically move into place between the swing head and rigid head of the press, thus forming a solid construction for the hydraulic ram to work against. The heating and cooling are also automatically timed by rams, which are adjustable. This adjustment enables the operator to control the amount of heating and cooling necessary for the production of a perfect record. By this arrangement each record automatically receives an equal amount of heating and chilling as may be necessary to coincide with the chemical ingredients of the record.

Developing "Portable" Trade

There is an old adage which says, "Coming events cast their shadows before." And this is true insofar as the sales force of the Chicago Talking Machine Co. is concerned. This company found out, during the Summer of this year, that the portable talking machines are excellent sellers and now feels that, since last Summer saw practically the first energetic introduction of this type of talking machine, the Summer months of 1922 will bring about a much larger demand. For this reason the sales force of this company is now paying quite a bit of attention to the coming event. But they are not forgetting a business possibility that will tend to benefit their dealers, who sold many of these small portable instruments during the past Summer months. They have, therefore, introduced to their clientele the Unico portable cabinet stand, which makes a splendid fixture for display purposes. There is also a grand opportunity for Victor dealers to round up all parties to whom they have already sold No. 50 Victrolas and demonstrate the possibility of adapting the Unico portable cabinet stand in camps, nurseries, living-rooms and for the impromptu dance on the enclosed porch. This little stand comes in six sectional parts in a container, and can be assembled by simply setting eight screws.

Pathological Possibilities

Word has just reached Chicago of a device which, it is said, will record on steel wire the sound of a human breath or heart-beat, which sound may be accurately reproduced at any time. The announcement comes by way of the Bureau of Standards at Washington, D.C. It is said that this work was undertaken at the request of the Army Medical Service, whose officers desired to obtain permanent records of unusual conditions of both the heart and lungs for clinical instruction. It is a well-known fact in heart and lung pathology that individual sound characteristics in a great measure help to differentiate one particular lesion from another. Books have been written on the characteristics of these individual sounds, but it seems that no writer, up to this time, has been able to portray verbally the characteristics of these sounds in a way that would enable one to recognize them after reading about them.

The device, we understand, consists of an (Continued on page 116)
The Phonograph of Marvelous Tone

VITANOLA
Plays ALL Records - Natural as Life

Dealers—Attention!

By our direct selling campaign we are now enabled to offer you the wonderful Vitanola at greatly reduced cost to you.

The Vitanola product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitanolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

Send all orders and inquiries to

VITANOLA TALKING MACHINE CO.
1900 South 52nd Avenue
Phone: Lawndale 460
CICERO, ILLINOIS
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

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

Chicago. The Triplex is said to be a combination of three instruments in one, combining decorative, conservative and portable models. It is designed so that the panels can be changed at will, as they are set into a slot-like arrangement, which makes them easily removable. These panels are of wood finish on one side and on the other are reproductions of celebrated paintings. The machine proper, or inner unit as it is called, is also removable from the cabinet, and when taken out can be used as a portable instrument for picnicking, camping, etc.

Open New Store

A new store has just been opened at 539 South Wabash avenue, which is known as the Manufacturers' Agency. This concern sells both wholesale and retail. The men behind this organization also operate stores in other sections of the city, the names and locations being: South-Carroll, 3327 Lincoln avenue; Boston Talking Machine Co., 2428 Lawrence avenue, and the Lincoln Phonograph Co., 3119 Lincoln avenue.

Columbia Night at Majestic

Monday, November 28, was Columbia Night at the Majestic Theatre. Marion Harris, exclusive Columbia popular singer, who appeared during the week at the Majestic, was the guest of honor. The host of host was played by John McKenna, manager of Chicago Columbia branch and sales staff. Columbia dealers from Chicago and suburbs were the guests. At the conclusion of her act Miss Harris was presented with numerous floral offerings.

Hiawatha Hints for 1922

Manager Free Moyrchan, of the Hiawatha Co., when asked what he thought about the outlook for 1922, said, "There is only one way to go after regular business and get it. Let all of the jobbers and dealers do their parts by selling real quality talking machines. Give the dealer a machine which he can put his stamp of approval. This will have a tendency to discourage the sale of all the cheap stock that was put on the market, and which in turn gave such a black eye to the talking machine industry. No manufacturer of high-class goods has any objection to competition, provided, of course, the goods with which he is competing are also of high quality. The manufacturers and jobbers must realize that it is necessary for them to build for the future and not for the present."

New Blood Inventions

Three new designs in tone arms are about to be placed on the market by B. B. Blood, who was formerly associated with Blood & Kloer. Mr. Blood has just designed these new arms and is now forming a company to manufacture, a plant already having been secured at 2600 West Twenty-first place. Two of these tone arms are of the throw-back type, and are made of brass tubing. Mr. Blood has devised a new method of bending brass tubing which he claims enables him to get out a brass tube tone arm as perfect in construction as if it were die-cast, at a cost which is practically that of ordinary die casting in white metal.

Paul Biese Publicity Tie-up

M. G. Peters, popular dealer service supervisor of the local branch of the Columbia Graphophone Co., was an important factor in the success of a Paul Biese publicity tie-up which was unique in many respects. This popular dance orchestra conductor, who records exclusively for the Columbia library, is well known to all Columbia dealers and music lovers throughout the country. For several months past Paul Biese played at the White City Casino, one of the largest

CABINETS

Special Prices for the Holidays

IMMEDIATE DELIVERY

with or without Motor Equipment

How Biese Was Advertised

the "elevated" platforms; 360 billboards were included in this campaign. 50,000 blowers were

EVERETT HUNTER MFG. CO. McHENRY, ILL.
malled out by Chicago dealers and the newspapers contributed valuable publicity to this campaign.

One of the most successful events during the campaign was "Paul Biese Night," and on this occasion the entire evening was given to featuring Paul Biese and his orchestra. The names of several popular dance orchestras were written on slips of paper and placed in a hat; one name being drawn, and that orchestra was chosen as the second orchestra for the evening to alternate with Paul Biese's orchestra. This afforded continuous dancing and an opportunity for the dancers to compare Biese with the average dance orchestra.

The White City Amusement Co., owner of the Casino, purchased from a local dealer a period model Graflexola, which was displayed at the ball, and which was given away during Paul Biese's engagement at the Casino.

Visit Victor Plant

T. P. Flannery, proprietor of the T. P. Flannery Music Shop, and R. B. Corcoran, secretary and treasurer of Bent's Music Shop, have returned from a visit to the Victor plant at Camden, N. J. These gentlemen, who are both well known to the Chicago retail trade, pay glowing tributes to the efficiency of the Victor factory. Mr. Corcoran states that from present indications there will be a shortage of Victor goods here, but the management of the Victor plant is doing everything in its power to avert one. The factory is running to capacity and at present there are over ten thousand factory employees on the payroll, many of whom are working overtime in an effort to meet the demand.

In commenting upon retail conditions in Chicago, Mr. Corcoran further stated that retail Victor business at the Bent Shop for the month of October was considerably in excess of the business carried on during the corresponding month of last year and that business indications for November also point to an excess over the business of October, 1920.

Handsome Christmas Bulletin

Cole & Dunas have just brought out one of the most comprehensive trade catalogues that have ever been put out by any musical machine jobber. The new book contains thirty-six pages and shows everything they carry in stock from concert and upright type talking machines to all kinds of accessory records and records. The catalogue also lists a full complement of repair parts for talking machines, tone arms and sound-boxes. The latter half of the book is taken up with handsome illustrations of small musical instruments, such as mouth-organs, accordions, saxophones, cornets, trombones and drums. There is also a large variety of string instruments such as mandolins, guitars, banjos, ukuleles, violins and accessories for these instruments.

Frank Bacon at the Piano Club

Pat Henry, who has charge of the program for the weekly meeting of the Piano Club at the Illinois Athletic Club, sprang a big surprise when Frank Bacon, the famous star of "Lightnin'," which had such a phenomenal run in New York and which is now threatening to eclipse the Eastern record at the Blackstone Theatre in Chicago, entered the door. The unusually large audience gave one look, then three whoops, sprang to its feet, did some more yelling, whoop-
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

are going to have some wonderful sessions. We will simply close this report by quoting the "Deep Stuff" epigram from the official letter of Brother John McKenna, secretary of the club and manager of the Columbia Graphophone Co., Chicago branch. Here it is: "Prosperity Will Speed Up When You Do."

Record Opera Via Wireless

An achievement of unusual interest and importance was registered on the evening of November 22, when for the first time an actual opera performance was recorded on talking machine records by means of wireless telephony.

The wireless recording was done by the Brunswick-Balke-Collender Co. in its experimental laboratories on the sixth floor of the Brunswick Building in Chicago. The technical plans for the new method were carried out under the supervision of Benjamin Franklin Miessner, acoustical expert for the Brunswick laboratories. Mr. Miessner is a man of great prominence in the radio field who during the war had much to do with bringing out methods for wireless control of marine torpedoes. For a period lasting over two years Mr. Miessner worked in conjunction with John Hays Hammond, Jr., a man of national repute in wireless torpedo control. He has now for some months been working in the Brunswick experimental laboratories here on various methods for converting sound waves into electrical waves, and reconverting these back into sound waves on the talking machine record. In this work he has attained considerable success, and present indications point to some radical changes in the recording field before very long.

On the evening of Monday, November 22, an actual demonstration in wireless recording was given before a group of acoustical experts and representatives from various trade journals, as well as local newspaper men. The party was gathered in Brunswick's experimental laboratories and the opera "La Bohème," which was given at the Auditorium Theatre, four blocks away, was brought to them clearly and distinctly.

Three of Brunswick's exclusive operatic artists appeared in this presentation and their voices were actually recorded on the master wax records. The artists recorded were Claire Dux, Irene Pavlovska and Tino Pattiera. The record of Claire Dux is of exceptional interest, because it represents the first recording of the actual debut of an artist.

The electrical apparatus for the recording was placed in position before the opera began. The transmitting devices at the Auditorium were installed above and behind the proscenium arch, and wires leading from these transmitters were extended to the roof of the theatre and thence to the transmitting antennas. The receiving station was on the roof of the Brunswick Building, four blocks away, and wires from this led directly to the recording laboratory on the sixth floor, where connection was made to the recording apparatus and Magnavox. The Magnavox permitted the audience in the recording laboratory to hear the opera, but when the actual recording of the Brunswick artists was done the electrical waves were switched from the Magnavox directly to the recording apparatus, and when the recording was made the audience was able to hear the artist directly from the wax.

A Clever Business Stunt

H. H. Sheldon, Brunswick traveler from the St. Louis branch, while in Chicago recently, had the following to say about the D. M. Dawson Furniture Co. of Christopher, Ills, which recently opened a new store in that city. This new account is exclusively Brunswick, and on its opening day the store gave away a well-known make of kitchen range, valued at $390. Serially numbered tickets were given out to all persons in attendance, and the holder of the lucky number received the prize. One clever little business stunt consisted of printing on the back of these tickets a space for information to be filled in by the holder, consisting of the name, address and a few remarks as to whether the ticket-holder owned a talking machine, and if so what kind.

In this manner quite a large prospect list was built up for the benefit of the sales people, and when the list was followed up the company was rewarded by orders from thirty-seven of the prospects.

Repeating Devices Corp. Broadening Out

The Repeating Devices Corp., of this city, organized a few months ago, which controls all the patents covering the Repeaterstop and the Repeat-O-Graph, is meeting with pleasing success in the introduction of these two well-known repeating devices. The company has established branches in New York, Philadelphia, Boston, Pittsburgh and Detroit, and the results of its sales campaign to date have been far beyond expectations. Soon after the first of the year the company plans to inaugurate a national advertising campaign and will also introduce a group of intensive sales ideas with the thought of co-operating with its jobbers and dealers in every possible way.

W. O. Miessner: Tells of Improvement

W. O. Miessner, vice-president of the Sterling Devices Co., this city, manufacturer of Sterling tone arms and attachments, states that there has been a general improvement in business conditions all along the line. "As far as we are concerned," says Mr. Miessner, "the turn has surely come. We are getting more inquiries, and orders, both large and small, are being received in

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Start the New Year With a Better Factory Service

TRY OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your Business on Wolf Service, a Solid Foundation with a Future. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal on Simply Policy of Just a Square Deal

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

QUINCY ILLINOIS
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.

As was said before, after we met them all they sang their little songs and spoke their little pieces and then I guess the famous eight went out and ate. Anyway, we did not see them any more until Monday evening, when they appeared before an audience that crowded Orchestra Hall. No use of going over that program now. The same thing or something like it has been done and will be done in lots of cities this season. And they did it again on Tuesday evening to another big audience. Just want to say in closing that the famous eight are all right and that Mr. Wiswell and the Chicago Victor dealers who brought them to Chicago are to be congratulated.

Jewel Phonograph Parts Co. Elects Officers

T. E. Davidson was elected president and production manager of the Jewel Phonograph Parts Co. at a recent meeting of the stockholders. Other officers are: Fred Schroeder, re-elected vice-president; A. B. Cornelius, sales manager and treasurer, and Judge A. A. Rolf, the company's counsel, was elected treasurer.

Knittel Not to Leave

A report has been circulated that Carl Knittel, sales manager of the Wolf Mfg. Industries of Quincy, Ill., was leaving that company. In an interview with Mr. Knittel, we learn that he has no such intention and that his entire activities will be with the Wolf Service.

Activity With Lyon & Healy

The holiday season always finds Lyon & Healy splendidly prepared to cater to the needs of those musically inclined, and this year their windows and warerooms are so arranged as to win more than usual attention from those desiring anything in the musical line. The talking machine department, under the able management of L. C. Wiswell, reports that orders for Christmas delivery are now coming in in a manner to indicate a brisk holiday business. Medium-priced machines are most in demand and little interest is being manifested in the low-priced products.

Krause Furniture Co.'s Attractive Store

Krause Furniture Co.'s attractive store is open for business. The firm is now carrying a complete line of furniture and is ready to meet the demand for Christmas presents. The store is located at 50-56 West Lake Street.

Cheney Activities Satisfy

The monthly report received by Sales Manager C. E. Swanson, of the Cheney Co., from the Cheney factories at Grand Rapids shows that the entire plant is exceptionally busy at present. Every department is working to full capacity. Cheney jobbers all over the country are oversold and are being kept busy accommodating their customers.

Cheney And Dunas Music Company

50-56 West Lake Street
Chicago, Ill.

48 Hour Service

Write for our big new holiday bulletin. Just off the press. No matter what your needs are—either in the phonograph line or the small goods line—we can furnish your needs on quantity and guarantee immediate delivery at lowest market prices. Wire us your last-minute holiday requirements.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

allegation of goods. The factory is somewhat behind in meeting its demands. Business at present simulates that of 1919. It is believed by Cheney officials that before the end of the year all 1919 records will have been broken.

Ambassador Plans for 1922

The Ambassador Phonograph Co. is planning extensive expansion for the coming year. G. A. Malaby, well known in this territory, has been engaged and takes full charge of the construction department, turning out very superior work at the finishing plant, 346 Jackson boulevard. Ray Dillon, for many years a prominent personage on Michigan boulevard as Paige representative, an ace in the United States Air Service, who won many honors and medals in the World War, is on the selling staff as district sales manager and will organize an intensive drive under his personal direction in the mid-West territory.

Dr. Orlando F. Scott, the president, who is a genuine human dynamo of energetic efficiency, and Fred K. Weston, the genial general sales director, promise some musical surprises soon and, from past performances, we look forward to even more sensational publicity than previous stunts, which is going some, considering the fact that they put across the trade name "Ambassador" nine times in fourteen days, five times accompanied by photos, in big Chicago daily papers.

Tells of Big Expansion

A. J. Kendrick, sales manager of the Brunswick-Dalke-Collender Co., in a chat with the World representative recently, regarding Brunswick activities, remarked: "The month of October was the best month we have experienced in the history of this institution, and the first two weeks of November greatly exceeded anything that we have ever accomplished in the way of sales. Our sales to-day are much larger than ever before, and but for the fact of our shortage of Adam brown mahogany finishes we would be able to do even a larger volume.

"We shall enter the year 1922 with less merchandise on hand than ever before in our history, and our present orders on hand will keep our factories working overtime for a period extending well into the new year. We are filling present orders as promptly as possible, but even these cannot be fully completed until the first or second months of 1922. Orders are still coming in strong, with no signs of a let-up at present.

"The volume of our record sales so far this year is from two and a half to three times that of last year. We have made radical improvements lately in our methods of recording, and that these method are appreciated by the music-loving public may be easily seen from the increased record orders that our dealers are sending in."

City Furniture Co. Expands

The City Furniture Co., 6169 South Halsted street, exclusive Brunswick dealer, has found the talking machine business so profitable that locality that it recently decided to increase its branch in this department. It has rented the store next to the present large headquarters and has fitted it up in a manner becoming the most up-to-date

A Merry Xmas

and a

Prosperous New Year

to the Trade is the wish of

The Ambassador

We invite all jobbers and dealers when they get to the point of wanting an instrument Superior in EVERY WAY to get in touch with us—Terms, quality, service and profit.

— Let us show you your

AMBASSADOR PHONOGRAPH CO.

EXECUTIVE OFFICES:
Suite 201
312 S. CLARK STREET
PHONE WABASH 9827

CHICAGO ILL.

SALES OFFICE:
Suite 300
19 W. JACKSON BLVD.
PHONE HARRISON 9530

December 15, 1921

(Continued on page 122)
Insist on the
ORIGINAL
Trade Mark

TO OUR TRADE
We extend our Heartiest Greetings for

A Merry Christmas
Made Merrier by Good Business

A Happy New Year
Made Happier by Increased Business

RESULTING FROM THE SALE OF

HALL FIBRE NEEDLES

We wish also to assure our dealers that every effort, consistent with the maintenance of quality, will be made to satisfy the demands of their customers during the year 1922.

HALL MANUFACTURING CO.
Successor to the B & H Fibre Needle Co.

33-35 W. Kinzie St., Chicago, Ill.
The only many George per the Chickering, By one elevators. your has uniformly Cheney result. September, December which per the our the Statistics, McCoy, the Department copy sensa- this 1921. fully travel that 2100 very CHICAGO small McCOY, this necessary Merry talking where was come come life, in ber Co., lately. in Victoria hundreds and the Lowering of the prices of the necessities of life, where raw materials and labor have to come together, must come slowly. Prices have come down slowly, and they will continue to come down slowly. There cannot be anything like a sudden smash in prices.

The best automatic stop on the market. 
Sample $1.00
For Use With Either Spring or Electric Motor.

A representative of The Talking Machine World recently asked Charles S. McCoy, president of the Cheney Talking Machine Co., for his views about the talking machine industry. In reply Mr. McCoy handed The World's representative a copy of the November Cheney Reso- nator and pointed to a letter therein, which he had written to a customer, and which is worth reproducing for its many merits of matter and style. Said Mr. McCoy to his customer, in part: "November 2, 1921. "Dear Mr. .......... "The questions raised in your letter of the 24th inst., are rather difficult to answer briefly and we can do no more than give you an out- line of our ideas in this letter. However, we repeat your three specific questions with our answers in the order in which you have put them to us.

"1. What, in your opinion, will be the deciding factor in retail sales of talking machines during the next few months?"

"Value! This has always been an important consideration, but the increasing tendency on the part of consumers to be supercritical of values makes it more necessary than ever before to lay emphasis on the value of the merchandise you sell.

"Price does not make value, but the combi- nation of right price and quality does. Sell your customers the quality of your merchandise and, with prices right, you will make sales.

"2. What effect upon consumers do you anticipate will result from your recent price reductions?"

"The Cheney reduced prices will have a very wholesome effect on your business, if you will acquit your customers and your salespeople with the fact that these sweeping reductions have been made; and if you will emphasize their favorable relation to the purchasing power of the dollar. In other words, we get back to ratios. We feel sure the following facts will be inter- esting to everyone--use them:

"A report issued by the U. S. Department of Labor, Bureau of Statistics, indicates:

"Average cost of foods in September, 1921, 46 per cent higher than 1914.

"Average cost of clothing in September, 1921, 90 per cent higher than 1914.

"Average cost of miscellaneous merchandise in September, 1921, 101 per cent higher than 1914.

"Average cost of fuel and light in September, 1921, 79 per cent higher than 1914.

"Compare the above figures with:

"Average cost of Cheney phonographs (up- right models) September, 1921, 22 per cent higher than 1914.

"Improvements made since 1914 represent increase in average value equal to fully half of this differ- ence.

"Average cost Cheney phonographs (Art models) September, 1921, 5 per cent higher than 1918, when they were first introduced.

A Deciding Factor in Retail Sales for 1922

By CHARLES S. MCCOY, President, The Cheney Talking Machine Co.

Even After the Holiday Rush

you can stimulate your sales with this

Baby DeLuxe

It has proven a sensa- tional seller and attrac- tion and warrants your investigation.
"It is a case of work these days. Those who work the hardest—with the most intelligence—are getting results. Our reports show that merchants who are vigorously advertising and working for business are getting plenty of it; and they deserve it. "Our advice to you is to push the sales of the standard models to the limit. At the new prices they represent values which are unapproached, and as for style and general desirability they satisfy the most discriminating."

Value of Explanation in Retail Salesmanship

By RAY M. REILLEY, With the Columbia Graphophone Co., Chicago

Edwin's Note: The author of this article has been in the phonograph business for twelve years, dealing all of his life in manufacturing and selling Columbia Graphophones and records. At one point he was owner of the talking machine department of a large chain store, and had the enviable reputation of selling the list of retail merchants in Columbia sides.

"Interest the customer in other than the record he or she asks for." How many times have we heard this propaganda advanced for the benefit of talking machine merchants everywhere? But has the dealer ever actually been informed as to just how this is accomplished? In other words, would not a laboratory study of actual sales be of interest to any talking machine merchant? It is a simple thing to say there are any number of good records on the shelf that the customer is interested in and to which he only needs an introduction in order to purchase. But just what is the exact method by which this is accomplished? What is the most tactful way to interest the customer without seeming to force the salesman's personality upon him?

Only one source of information can correctly

"I have made the customer in the record which the customer has refused. An inefficient salesman will immediately proceed at this point to lay the record aside and search for something else. Not the efficient salesman, however. The latter will tactfully endeavor to ascertain why the customer does not like the record. In nine cases out of ten he will probably discover that the customer knows nothing about the number and answers in the negative only in a spirit of self-defense or a preconceived instinctive dislike because he feels he is being sold something he does not like. It is the salesman's business to explain the record. The only way he can do this is by having an intimate knowledge of the record itself. He must know who made the record, where it was made, what the reputation of the artist recording it has been built upon, etc. He must know the publishers who published the song and the shows, if any, it is featured in. All these things are of interest to the customer.

There are many hard-working people who do not get down to the Loop very often and who do not know just exactly what they want. It is hard for them to find out, but tact and experience on the part of the record salesman would bring to light in a very few words whether the customer will be delighted or displeased at a certain record recommendation. Certain localities sell better than others, but there are certain people in every locality who are prospective customers for records. Certain numbers, certain records, are certain standard selections throughout the catalogue which can be sold to a percentage of people in any locality. In most cases they are the records which the customers know nothing about. I happen to recall an incident in a certain downtown department store which is a good illustration of how a customer can be sold after refusing a number.

I was in the talking machine department at the

CONTINUED FROM PAGE 122

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)
Repair Parts
For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co.

227-229 W. Washington St., Chicago, Ill.
Branch: 2591 Gratiot Ave., Detroit, Mich.

Reasons Why 1922 Will Reward Fighters
By S. A. RIBOLLA, General Manager, General Phonograph Corp. of Chicago

Thelogan slogan will reward the fighters sooner or later, but the prevailing general opinion of manufacturers and business men during the early part of 1920 that deflation would come about in a natural way during the following year.

It is a fact that many manufacturers in our industry had adopted in the early part of 1920 large contracts and orders, which apparently justified them in spreading their output, but when the banks began to put on the screws the manufacturers soon began to receive hold-up instructions for goods which had already been manufactured, soon after followed by actual cancellations, entirely regardless of the orders or contracts which they actually possessed, and totally regardless of any "business morality."

This left many phonograph manufacturers either with large stocks completed or partially completed machines on hand, and many with tremendous stocks of material which had been bought at very high prices. Consequently, many manufacturers in our industry were forced into bankruptcy or in the hands of Receivers or Creditors Committees.

I wish to point out that the average increase in retail prices of phonographs since 1914 to the highest peak of 1920 was approximately about 40 per cent, and this in spite of the fact that certain materials used to a considerable extent in the construction of phonographs increased in cost 200 per cent, and in some instances more. This is pretty good evidence that the phonograph manufacturer was not guilty of any excessive increase or overpriced prices, on the contrary the advance in prices of our industry were very moderate.

Writing on behalf of the General Phonograph Corp., I wish to point out that comparing our pre-war prices to the highest peak prices of our phonographs motors, tone arms and sound boxes shows an approximate increase of only about 25 per cent—this very moderate increase in our prices was to a considerable extent made possible by greatly increased output.

My observation has been that the phonograph business during the past year or two has been very much better than during the same period of last year, and I believe that from now on there will be a steady gradual improvement.

Undoubtedly, if some arrangement can be made to stabilize foreign exchange, it will have a very favorable effect on our exports, particularly of farm products. If this can be accomplished, it will assist the farmer in getting back to the buying mood, and will have a very favorable effect on the phonograph industry. I wish to point out that according to the best available statistics obtainable there are ap—

48 Hour Delivery! Reduced Prices!

The phonograph is a Japan-run and 800 per cent more

MAIN SPRINGS FOR ANY PHONOGRAPH MOTOR

Order Right From This Ad

Cost effective to $5.00

CRUCIBLE STEEL—ALL SIZES

48 Hour Delivery! Reduced Prices!

The phonograph is a Japan-run and 800 per cent more

MAIN SPRINGS FOR ANY PHONOGRAPH MOTOR

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Cost effective to $5.00

CRUCIBLE STEEL—ALL SIZES

48 Hour Delivery! Reduced Prices!
FROM OUR CHICAGO HEADQUARTERS
(Continued from page 124)

proximately 22,000,000 families in the United States and that less than one-half are provided with phonographs as yet—besides this, it is estimated that fully 1,000,000 new families per year are started in the United States, so that there is still a very large field open—I am a firm believer in the slogan “a phonograph for every home.”

The return of “normalcy” means the return to large business in the phonograph industry, and prosperity in this line for many years to come, as this field is still far from the point of saturation.

Regarding suggestions for 1922—I believe that it would be wise for all phonograph manufacturers to advertise extensively and nationally, and to emphasize these two facts, viz.,

First—that the increase of prices of phonographs during the war period was approximately only about 40 per cent, and many high grade manufacturers have already made reductions, which bring present prices down, on high grade instruments, to normal, taking into consideration the present higher level of labor and some material.

Second—Many instruments now being advertised at very low, slaughtered prices are principally of inferior quality, and usually of bankrupt stocks or receivers’ stocks, which are being faciliated by wholesalers and retailers in many instances at less than cost, and this is only a temporary condition. In my opinion the public should be made to comprehend that the phonographs which are being very extensively advertised at very low prices are of inferior quality, are being sold at less than cost and under forced liquidation, so as not to get fixed in their minds the idea that phonographs should in the future be sold at many such low prices, and the manufacturers of high grade phonographs should impress on the minds of the public the fact that the increases of prices of phonographs during the war did not exceed 40 per cent.

The Great Opportunities for Sales in 1922

By CHRIS. G. STEGER, President, Steger & Sons Piano Mfg. Co., Chicago

By analyzing present business conditions, in endeavoring to shape a reliable forecast for the coming year, the earnest investigator will discover many important indications pointing the way to better times.

Impressive statistics might be cited wholesale to support this statement, but none could be as illuminating as the simple, though deeply significant fact, that public confidence has returned. The pessimistic utterances of a few months ago have given way almost entirely to a healthy and universal optimism. Business men are beginning to look at the bright side of things and to plan their coming activities on a broader scale. This commendable outlook on the future is shared by merchants and manufacturers and bankers alike.

A noted wholesale merchandising house states:

“Business is distinctly better. In nearly all lines costs are becoming more stable. Confidence in men and businesses are approximating their new permanent level. Beyond doubt, the worst of the post-war reaction is behind us and a solid foundation is being laid for a new era of prosperity, which will insure employment for all workers, and active business for all merchants who work for it.”

This optimism is emphasized by the National Bank of Commerce, of New York, which, in a recent bulletin, states:

“Improvement in business and finance is becoming more distinct, and though progress is gradual, it is on a substantial basis.”

Hundreds of other equally significant expressions of confidence have been pronounced, but these are sufficient to show the trend of public thought. That this optimism is well founded is beyond question. Recent happenings in politics, in commerce and in banking confirm it.

The very fact that business men have abandoned a pessimistic attitude is by far the most encouraging sign of the times.

When I was asked my opinion on present conditions and as to sales possibilities for the coming year, I invariably think of a very clever slogan card which was brought to my attention several months ago. At the top in bold-faced capitals appeared the familiar question, “How do you find business?” and at the bottom in red was the pertinent answer, “By going after it!”

This should be the keynote of our activities during 1922. If we expect a return to the conditions of two years ago, when the big question was how to fill orders fast enough, we are certain to be disappointed.

There will be an increased volume of business in 1922, but it will go only to the manufacturers and dealers who fight aggressively to get it. There are many classes of people, especially those with fixed incomes, who are appreciably better off to-day than they were two years ago.

The dealer who expects to prosper must be on his toes all the time, ready to take advantage of every opportunity. The manufacturer also must be awake to sales possibilities and be prepared to develop new outlets for his products to offset any slowing up of demand in established channels. Well-directed dealer operation will be a most effective means of building up a satisfactory sales total. Close attention by the manufacturer to the retailer’s requirements, and a sincere effort to help him gain sales, will develop substantially better business relationships.

CONDITIONS THAT ARE OPEN TO CORRECTION

By CARL KNITTEL, Sales Manager, Wolf Mfg. Co., Chicago

Time and again you will hear this remark up at the front end of the store, “We can’t sell talking machines!” Then, if you look around, you will at first be unable to find the machines at all, but later, after a diligent search, you will discover them at the back end of a balcony.

In other words, instead of utilizing the power of suggestion to help sell talking machines they make every prospect voluntarily ask for it before they show him one.

Now look over the cabinets and they are full of finger marks, the turntables dusty, needles strewn all over the motor board and needle cups

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 samples and prices

MANDEL PHONO PARTS CO.
1329 W. LAKE ST.
CHICAGO, ILL.

PLAYS ALL RECORDS
PAT. NOV, 1920

(Continued on page 126)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

that look as though they had not been cleaned for months. As an experiment ask someone to play a machine for you and they have no records handy. When they do produce one it is usually all worn out, with little or no clearness and much less beauty of tone.

Let us be fair; is it the talking machine's fault? If you were a customer yourself, what would you do if you walked into a store and found clean, fresh-looking stock in an attractive, suggestive surrounding and heard not a mess of worn-out records but selected numbers picked especially to bring out the various tone points, and then went into another establishment with the service such as first described? You would buy every time where they were well displayed. So why not look over the stock a little bit, have it freshened up, polish the nickel work, pick good records and move machines where they'll be seen? Then try it again and see how much better they will sell, apart from augmenting the reputation of your house.

McDougall will remain as president and general manager and C. D. Greenfield, president of the Conn factories, will be the vice-president of the new firm.

Mr. Greenfield, while in Portland last Summer, became interested in the business prospects of Portland, and it was suggested that the formation of a partnership as above might be mutually beneficial, in that it would give the patrons a direct-from-factory service. The deal followed. The firm has a fine location at 129 Tenth Street, occupying the entire three floors of the building, which has been remodeled to meet the purposes of the business. The main floor of the building contains the Grafonola department and the small goods and sheet music departments. The record demonstration rooms and large and well-designed period demonstration rooms are on the mezzanine floor. The third floor of the building is handsomely equipped as a recital hall, which is in great demand by the music teachers and musical organizations of the city.

OREGON ASSOCIATION GIVES DANCE

Dance of the Oregon Music Trades Association in the Recital Hall of the McDougall-Conn Music Co. Is Largely Attended

PORTLAND, ORE., December 4—The Oregon Music Trades Association held a most successful dance recently in the recital hall of the McDougall-Conn Music Co. Music was furnished by "The Gordon Six" orchestra. Those in charge of the affair were C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed, French Piano Co., and Louis Mack, sheet music dealer in the Rush & Lane store. They were assisted by W. A. McDougall, of the McDougall-Conn Music Co.; Frank M. Case, manager of Wiley B. Allen, and William Hoedecker, of the Seiberling-Lucas Music Co.

INSTALL UNICO EQUIPMENT

Greenwood Piano Co. Remodels and Enlarges Its Wareerooms—Five Demonstration Booths

Youngstown, O., December 6—The Greenwood Piano Co., talking machine dealer of this city, recently beautified and increased the efficiency of its wareeroom through the installation of extensive "Unico" equipments. The equipment consists of five demonstration rooms, to be used for both players and talking machines, and a player roll and record department with "Unico" counters. The entire equipment is finished in ivory and was installed in record time. It is stated that twenty-four hours from the time the order was received by the Unit Construction Co., of Philadelphia, the entire equipment was crated and on its way to this city.

TIMELY DEALER PUBLICITY

King's Pharmacy, Lewistown, Mont., progressive and successful Sonora dealer, is giving publicity to Sonora phonographs through the use...
SENATORIAL FRIENDS OF THE TRADE

Music Industry Owes Debt of Gratitude to Senators Frelinghuysen and Edge, From New Jersey, for Elimination of Excise Taxes

In these days when Senators and Congressmen are so freely criticized for real or fancied short-comings, members of the music industry, and particularly those of the talking machine trade, are firm in their appreciation of the notable services rendered by Senators Frelinghuysen and Edge, of New Jersey, who are directly responsible for introducing and obtaining the support for the amendment to the new Revenue Act exempting musical instruments from excise taxes.

Many millions in and out of the industry played important parts in developing support in Congress for various suggested movements calculated to free the music industry from the excise trade burdens. There is no question but that the several months of work on the part of the Music Industries Chamber of Commerce and its allied organizations, the music clubs throughout the country, and the Federation of Women's Clubs had the effect of acquainting Senators and Congressmen with the trade attitude towards the tax and the reasons offered for its elimination.

First there came the support of Senator Smoot's suggestion of a general sales tax and almost as a final thought the amendment introduced by Senator Frelinghuysen. This was the certain equalization of instruments and parts, including pianos, from the excise tax, but leaving it on talking machines.

Then came Senator Frelinghuysen with the suggestion that in introducing the amendment striking out entirely the paragraph providing for excise taxes on musical instruments, rolls and records and, freeing the trade from all excise taxes. It is a victory such as few had hoped for, in view of the attitude shown when previous attempts had been made to secure relief.

The actual introduction and putting through of the amendment simply represented the culmination of the work of Senators Edge and Frelinghuysen, and is directly attributable to the efforts of various Senators, particularly those who had shown themselves somewhat hostile to the demands of the music industry, and won these Senators over to the cause.

Those who watched the progress of the tax fight throughout the last five months are prone to admit that the entire music industry owes a debt of gratitude to the Senator of New Jersey for their work in bringing about the complete elimination of the excise tax. It may be that the various other forces helped materially in preparing the way for the final stroke, but it was the two Senators mentioned who actually put over the move.

A number of members of the talking machine trade have already taken it upon themselves to write letters to the Senators thanking them directly for their efforts, and such expressions of appreciation are fully in order.

NEW VICTROLA BOOK ON OPERA READY

The Sixth Edition of "The Victrola Book of the Opera" is Ready for Distribution

CASDEN, N. J., December 8—The sixth edition of "The Victrola Book of the Opera" is now ready, according to an announcement by the Victor Co.

The new book is larger in size than previous editions and the stories of more than one hundred operas are told in clear, concise English. Victor records are listed at the end of each opera for the convenience of Victrola owners. The dramatic development of each opera plot is not interrupted.

Limited quantities of the book will be forwarded to wholesalers in time for the holiday season. The book is designed for general reader interest, as a reference volume for colleges and schools, or for libraries.

The emptiest man and the emptiest store are most talkative.

BRUNSWICK CONSOLES POPULAR

Big Demand in Eastern Territory—Manager Strauss Calls Conference of Traveling Representatives to Insure Fair Apportionment of Phonographs and Records to the Trade

The phonograph division of the Brunswick-Balke-Collender Co., New York, reports that Brunswick dealers are literally flooded with the offices of the Eastern headquarters with orders for the new console models, which were announced to the trade in October. These new consoles, the Cambridge, the Colonial, the Queen Anne and the Stratford, are all meeting with an equal demand, but dealers in some sections of the East seem to favor the Stratford model, which they claim is finding a ready market with the better class of trade, attracting a desirable clientele of buyers. E. A. Strauss, Eastern sales manager, is exceedingly busy trying to take care of these many orders, as the demand has been beyond expectations, but the Brunswick Co., Mr. Strauss stated, is making every effort to produce and ship enough of these models in time for the holiday season and give the dealer the opportunity to capitalize on the timely popularity and demand which they have created.

In order to insure a fair distribution of Brunswick phonographs and records during the holidays, whereby every dealer would be given his proportionate share of goods, Mr. Strauss called into conference all traveling representatives in the East, when ways and means to take care of every territory were discussed at length, each representative estimating the demand for his territory and a fair quota of merchandise was assigned for distribution, thereby assuring dealers in every territory of their proper share of goods for the holiday trade.

INTRODUCING NEW RADIO MAGNAVOX

W. R. Davis, Eastern sales manager of the Magnavox Co., recently took an extended trip through New Jersey and Pennsylvania, calling on talking machine dealers in the interests of the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago. Mr. Davis stated that his trip was a most successful one, as dealers received this new instrument most enthusiastically, and as it opens up an entirely new field to the talking machine dealer and also promises to become a decided asset in the making of sales of both talking machines and records.

NEW EDISON RESEARCH DEPARTMENT

School Research Department at the Edison Laboratories, which is conducted by Dr. Charles H. Farnsworth, with offices distributed among Edison dealers throughout the country, together with a request for the co-operation of the dealers in carrying out the objects of the department. The primary object of the organization is to lay a foundation for musical culture in the schools.

The new department will carry on research to determine what musical compositions by the great masters possess the greatest appeal to the youthful mind and in this way promote an interest in good music. The plan also includes the selection of music which will interest the parents of the children. An effort will also be made to stimulate in the schools the desire for more than one instrument, instead of the one machine which is usually moved from room to room as needed.

Dealers are asked to co-operate with the department to the extent of sending in the names of the heads of the schools and making known the existence of the department to persons in the community who may be interested. The headquarters of the School Research Department are at 473 Fifth avenue, New York.

NEW BRUNSWICK AGENT IN ORLANDO

ORLANDO, Fla., December 7—The Staton & Eife Piano Co., of this city, have just been made Brunswick representatives here. This firm are very enthusiastic about Brunswick records and phonographs and are giving the line a great amount of local publicity. The firm are going right after business and are well pleased with the co-operation received from the Brunswick headquarters.

H. C. SAMPTER BETROTHED

Herbert C. Sampter, associated with the factory of the General Phonograph Corp., at Newark, N. J., and a brother of E. L. Sampter, advertising manager of this company, was betrothed recently to Miss Ruth Lutig, of New York City. It is understood that the wedding will take place the latter part of this month. The World extends its congratulations.

PRICES REDUCED

MR. MERCHANT, here is your opportunity to place a Record Flasher on every phonograph and player-piano you sell and your regular customers that have instruments will buy at sight.

It's low in price—within the reach of every one. Beautifully finished and fully guaranteed.

Attractive advertising matter furnished with each unit package of 12, which may be assorted in Nickel and Gold finishes.

Order at once—don't delay. Easily sold and very profitable.

NEW RETAIL PRICES

Nickel Finish, with battery...$3.00 Gold Finish, with battery......................$5.25

Extra batteries............................75

Liberal Discounts to Dealers.

STANDARD ACCESSORY CORPORATION

355-57 E. Water Street

MILWAUKEE, WIS.
LOOKS LIKE “TALKER” CHRISTMAS IN ST. LOUIS TRADE

Conventional Models Much in Favor, but Consoles Have Quite a Vogue—November Business Exceeded Expectations—Music Merchants’ Association to Hold Important Meeting—Budget of News

St. Louis, Mo., December 6—It is going to be a talking machine Christmas in general and a console Christmas in particular. There is a good demand for the conventional models, but the trend is strongly toward the consoles, with indications that it may reach the intensity of a craze. Whether it is to be a passing phase or a permanent change is a matter about which dealers differ. Some say the conventional models will be driven out and others as positively assert that they will hold their own and come back stronger after the consoles have had their day. However that may be, there is no mistaking the tendency of the present demand.

Sales of Period Styles Predominating

There is a probability that the heavy sales of expensive period styles will counterbalance the December rule of a predominance of sales in the middle register of prices, $150 to $250, and the accelerated movement of the cheaper run of machines for Christmas delivery. Early ordering for Christmas delivery is not as general as it was last year, because it is pretty well known by this time that there is not likely to be a scarcity. Some are buying and having the machines put away, but for the most part those who want Christmas delivery are taking their time about purchasing.

Brunswick Phonograph in Concert

Gene Rodemich’s orchestra and the Brunswick gave a Saturday matinee at the Famous & Barr Co. music salon which drew a big crowd. The Rodemich outfit has been making Brunswick records and it played “Just Like A Rainbow” in comparison with the record which it had made. Ted Pereda, formerly of New York, now of St. Louis, who wrote “The Love Bird,” gave his own interpretation of it on the piano. Then there was an anniversary and music week at the New Grand Central Theatre, where the Rodemich orchestra plays, and Rodemich’s “Cry Baby Blues” was played by the orchestra and the Brunswick Stratford.

Many Vocalion Sales Reported

Manager Chrisler, of the Vocalion Co., reports that the retail Vocalion sales for November were far ahead of last year. The readjustment of prices of the period and conventional models has attracted favorable attention. Manager Chrisler declares that the values being given are the greatest ever given, regardless of pre-war prices.

November Business Exceeds Expectations

Manager Ennis, of the Grand-Leader talking machine department, says the November business exceeded anything that was expected. It was expected to double the business of the preceding November, but it did more than that. The movement was mostly of high-grade periods and uprights and the cheaper styles, down as low as $75 and $100, with the medium styles not doing quite so well. There was a good sale of Victrolas at $250 and $300, the new Brunswick Colonials, Stratofords and Queen Annes and Sonodians.

Meeting of Music Merchants’ Association

The Music Merchants’ Association of St. Louis, constituted in considerable part of talking machine dealers, will have a meeting after Christmas to decide whether to go on or quit. Interest has been lagging of late and there is a feeling on the part of some of the members that keeping it going costs too much in time and effort. Others hope that after the Christmas rush there will be a revival of interest in the Association and that its usefulness will not be brought to an end.

Becomes Manager of Phonograph Shop

Paul Gold, for eight years with the Silverstone Music Co., latterly as field representative in the South, has resigned to become manager of the Phonograph Shop (exclusively Edison), Memphis, Tenn. L. M. Schube, who has been in the Silverstone retail department, will succeed him in the Southern field. Mr. Gold succeeds D. E. Porter.

R. V. Johnson Heads Vocalion Department

R. V. Johnson has been placed in charge of both the wholesale and retail Vocalion departments of the Aolian Co. F. D. Brandt, formerly in charge of the retail department, has been transferred to the piano staff.

Columbia Happenings

E. M. Morgan, branch manager of the Columbia Co., has just returned from a business trip to Memphis, Paducah and Little Rock, where he reports an increased effort is being made by the dealers there to make a heavy Christmas clean-up. St. E. Rubinowitz dropped into the office to leave an order. He thinks the mail sales from Litchfield, Ill., are too slow.

WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose. Send for rates.

Phonograph Recording Co.
260 West 42nd Street
New York City
Phone: Bryant 6300
THE TALKING MACHINE WORLD SERVICE

Making Christmas Shoppers Stop and Buy

O NE effective way to make a Christmas display that will attract attention is to fill the background of your window with cheesecloth or bunting and cover the floor with white cotton and imitation snow. At the left set a Christmas tree with the usual ornaments and small electric lights of red, blue, and white, to represent the natural tree. At the right, set the model talking machine, and on it a card lettered in green, red and gold, with the following wording: "The Christmas Gift Supreme—(Name of Machine)—John Doug & Co." At the topmost point of your Christmas tree arrange a small searchlight so that the light shines continuously. This light should be pointed so that it falls upon the top of the talking machine and illuminates the sign. Such a searchlight can be made, either using a small standard current bulb with a reflector and necessary side pieces, or by merely attaching a small flashlight with the switch fastened down. In this case a new battery would probably have to be supplied three or four times before the display is discarded. The Christmas window lighting should be kept very dim, so that the searchlight effect is not killed by conflicting lights. The dark outlines of the Christmas tree and the talking machine show up very strongly against the white background and give a striking effect. Frame your window all around, close to the glass, with some Christmas rope of holly.

TAKE advantage of the idea of giving records for Christmas by means of a special window display featuring your gift packages. Across your window at the top set a streamer sign reading: "Dough's Christmas Gift Packages." Below this streamer arrange three large signs of upright shape. No. 1 headed "For the Older Folks," No. 2 "For the Young Folks." No. 3 headed "Favorites for All." From a local photographer secure three large photographs, one of a grandmother type, one of a young girl about twenty, and one of a middle-aged man. If he cannot supply these of uniform finish and size, he can make reproductions to your order at slight cost. The photographs of the grandmother goes on sign No. 1; the photograph of the girl on sign No. 2; the photograph of the middle-aged man on sign No. 3. Under each is a list of five records you have chosen as most appropriate, including at least one special Christmas record in each assortment. At the bottom, total the price in large figures. At the foot of each sign place a Christmas package of records attractively bound and tied with red ribbon. If possible the streamer sign at the top, is another streamer sign of equal size with this wording: "Give — Records for Christmas."

IF IT is your policy to feature "terms," here is an effective Christmas window that will sell machines: In the center place an attractive sign of horizontal shape of a light green color with gold borders and lettered in red and black with this wording: "Special Christmas terms on all models in this window. Reserve your instrument now and avoid disappointment." In lack of this sign, in a semicircle, place as many different models of talking machines as your window will accommodate. Red silk ribbon should lead from the door of each machine to the sign. At the base of each machine place a Christmas wreath.

CARE should always be taken that the glass of your show window is in proper condition. It should be washed and polished frequently so that it has a clean, shiny, new appearance. Such an important part does the condition of the show window play that at a recent meeting of the Window Display Men's Association in Milwaukee the matter of proper cleaning was thoroughly discussed, and the following method was recommended: "The inside of the glass should be washed with tepid water, applied with chamois, using no soap or powder of any kind. Dry with the cloth and then with a cheesecloth. The outside requires different treatment, and should be cleaned with the following mixture: One ounce pulverized whiting, one ounce grain alcohol, one ounce liquid ammonia, one pint water. Wash the glass with a soft brush after having removed the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the glass will be extremely brilliant, and will remain so for a longer period of time than when washed in the ordinary manner. "If a glass has become badly scratched, then a filler should be applied. This consists of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks or scratches and prevents the dirt from lodging in them."

A VERY clever mailing card, making no direct solicitation for business, but at the same time reminding the community that you are the music center, can be gotten up in the following way: On the face side of the postcard reproduce a photograph of either an exterior or interior view of your establishment. Underneath it place a small amount of copy, stating, for example, "Exterior shot of John Jones & Co. On the reverse side of the card should appear a space for the address and the following: "Music lovers gather together at the Opera Comique, Paris, the Metropolitan Opera House, New York, and the Music Shop, Smithville." (Substitute your own name and address in place of the Music Shop and Smithville.)

This little card will find will increase your prestige as a music center in your locality.

IF you are making any special Christmas offer in your advertising, a very effective way to tie up your window display with your advertising is to reproduce your newspaper ad. in the window in large size. Give a proof of your ad. to your local card printer and let him make a reproduction of it about four feet high. Around the edges of the ad. should appear an imitation of the reading matter in a newspaper just as in the ad., had been clipped out of the paper. Whatever records or machines are featured in the advertisement should be placed in the window. The effect is very striking and helps to connect your store with your advertising.

MOTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 by 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang umbrella brushes. These little hooks are 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 "specials," write a notice recording the hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes, like the pendulum of a clock. From the street it is hard to see how the hand is suspended, and what causes it to move. The message on the card is a direct suggestion to the customer and the finger pointing to your door urges immediate action.

MUSIC plays its greatest part as a home entertainer between the hours of 7:30 and 11:00 p.m. You should call the public's attention to this fact. A window arranged in the following manner, not only successfully produces the desired result, but also gives an unusual effect: Make a large clock with a dial of frosted glass or heavy wax paper. It should be printed with figures from 1 to 12, and in all details resemble the face of a clock. Where the name of the manufacturer should appear on the dial of the clock, write in small letters the name of your machine. On a box behind this clock set an electric light which shines through. The sector of the clock's face between 7:30 and 11:00 should be in rose color, so that it is as visible in the daytime as it is at night. From this sector there should run a red ribbon to a sign which is lettered as follows: "This part of the day is music time. Is there music in your home? We sell the best of everything at this price." To either side of the clock place a machine opened as if playing. On the floor place two open albums containing records.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.
The Last Word in Electric Phonograph Motors

The Electromophone
Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone —Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.
19 CITY ROAD - - - - - LONDON, E. C., ENGLAND
The Happy Six are at their happiest in "Na-Jo" and "Jabberwocky," fox trots that will get your customers in both feet. A-3503 will sell fast.

Columbia, Graphophone Co.
NEW YORK

IMPORTANT CORRESPONDENCE REGARDING VICTOR PRICES

R. L. Freeman, of the Victor Co., says that the repeal of the Excise Tax should be regarded as a possible means of avoiding increased prices rather than as a means of indulging in reduction war, but this has gone on as long as can be permitted. We believe that we are entitled to a reasonable profit from our investment in money and effort in this business and we know that the business cannot be maintained on the basis we have been operating on during the past year. The repeal of the excise tax may enable us to avoid a general upward revision of prices, but, even at that, there will doubtless be some increases in our prices on certain models to avoid actual losses.

In conclusion we would say that the repeal of the excise tax should be regarded as a possible means of avoiding increased prices, rather than as enabling us to contemplate reductions.

BUFFALO DEALERS OPTIMISTIC ABOUT HOLIDAY TRADE

Talking Machine and Record Business Shows Decided Improvement in Northern New York—Local Association Changes Name—Jobbers Report Progress—Columbia's Carload Campaign

BUFFALO, N. Y., December 8—Reports from talking machine men as to indications for holiday business vary. Some dealers express optimism concerning a brisk holiday trade, while others state that it will have to come in with a rush from now on if it is to compare at all with the business of last year.

A traveling representative of one of the big wholesale houses here, who covers territory as far south as Pittsburgh, reports that business is showing a decided improvement, except in the coal and oil districts, which are affected by unemployment. In other districts, he says, business is showing an upward trend.

The record business is picking up decidedly as the holidays draw near. Among the numbers that are making a big hit at the present time are "Wabash Blues" and "My Sunny Tennessee". It is expected also that "Mississippi Cradle" will score a great success.

Dealers' Association Changes Name

At a recent meeting arranged by the Talking Machine Dealers' Association of Buffalo more than one hundred Victor dealers and their employees were present. Dealers from Buffalo and towns and cities as far east as Rochester and west to Erie attended the meeting.

The principal business transacted consisted of changing the name of the Association to the Victor Dealers' Association of Western New York. President C. E. Siegesmund presided as toastmaster and delivered an address, relating the growth of the Association and some of its outstanding accomplishments during the past seven years. He stressed the value of co-operation. The business of business," he says, "that it passes through a number of cycles. The first of these is the one of dog eat dog, bitter and ruthless competition; the second one of each for himself and Satan for the hindmost," each business man fighting for his own interests solely; and so on down to the present cycle, the one of service to customers and to one another."

One of the chief speakers was J. S. MacDonnell, sales manager for the Victor Talking Machine Co. "Conditions," he said, "are gradually improving." He also pointed out that the man who has goods of quality to sell and who works with determination is bound to get satisfactory results.

Park Willis, field representative of the Victor Co., another of the speakers of the evening, said that in his travels in this section he had noticed a decided improvement in business.

C. N. Andrews, Victor wholesaler, and V. W. Moody, representing the Buffalo Talking Machine Dealers' Association, also wholesalers, both gave an exceedingly optimistic report on the outlook for the holiday trade. Other reports from sales representatives indicated a bright prospect for the future.

A special feature of the dinner which followed the meeting was the appearance of Jack Yellen, Buffalo songwriter, who favored those present with some of his latest hits.

Brunswick Business Picking Up

Brunswick business is good. H. J. Herrmann-dorfer, superintendent of the Brunswick branch here, reports. This establishment is rushed with orders for Christmas delivery and has been obliged to increase its working force and work nights and Sundays to fill them. The Brunswick record business here has jumped tremendously during the last year and the future appears bright to us.

The Columbia "Carload" Campaign

This district is among the leaders in the "Carload" campaign which Columbia is carrying on throughout the country. Most successful sales of this kind have been carried on by the following firms: J. A. Golden, Niagara Falls; Swanson, Piano Co., Jamestown; G. Schaefer, Batavia; Lewis Music Store, Rochester; Verbeck Musical Sales Co., Buffalo; Marlison Bros., Syracuse; Lang's Hardware Store, Olean, N. Y.

Robert Porter and H. L. Pratt, Columbia executive officials, were recent visitors at the local branch.

QUALITY — THEN SERVICE — THEN A FAIR PRICE FOR THESE REASONS YOU SHOULD BE USING OUR COTTON FLOCKS

CLAREMONT WASTE MFG. CO. CLAREMONT, N. H.
BUSINESS SHOWS BETTERMENT IN CLEVELAND TERRITORY

Leading Jobbers and Dealers Pleased With Conditions, Both Present and Prospective—Eclipse Musical Co. Opens Service Department—Machine Shortage Possible—New Stores Opened

Cleveland, O., December 6—A philosopher once said something about the proof of the pudding being in the eating thereof. Proof that the talking machine industry in this section is in excellent condition is obtained in the results of November’s drive by jobbers and dealers alike. The month has given a great lift to all interest in machine sales, indicating that dealers have been doing their holiday business earlier than usual this year. After a study of the situation as it is now present the opinion is offered by H. J. Sharrite, general manager of the Cleveland Talking Machine Co., Victor jobber, that a shortage of machines is not unlikely by the beginning of the New Year, if not before Christmas.

Columbia Dealers Institute Sales Drives

Confidence in the situation is likewise proved by three separate drives being conducted by Columbia dealers in and near Cleveland. The Antel’s Music Shop, of this city, and the Tiffin Music Co., Tiffin, and F. J. Wiegand, Barber- ton, each has taken three carloads of Grafo- nolas, which are being sold now. Indications are that these campaigns will not last a month, as originally planned, since sales at the beginning vastly exceeded expectations. The events were planned and are aided by Columbia branch officials, including S. S. Lamarson, manager; H. C. Cooley, assistant manager, and J. G. Megen, field representative.

Truck parades, with machines taken from the cars; newspaper advertising, music at the stores and other features were employed to arouse public interest. The Antel affair was especially noteworthy. A clown band led the parade, and Al Johnson, Bert Williams and other Columbia artists were invited to be present. Likewise, the enterprise of the Tiffin Music Co. in entering into such a campaign is noteworthy, inasmuch as it is less than a year old. Carl Abbott, Walter L. Robinson and H. C. Wolf make up the firm.

Phil H. Dorn joins Eclipse Staff

Another welcome addition to the Eclipse organization is Phil H. Dorn, who is credited with having one of the largest talking machine trade in this section. Mr. Dorn is a pioneer in the talking machine world here, having been connected with the industry nearly a quarter of a century. He will have field work to do for the Eclipse, and already has accom- plished significant service for dealers, all of whom welcome him back to the trade.

The Kennedy-Schultz Co., Granby distributor and Okehe record jobber, has completed two sensational drives for dealers in towns near Cleveland. The activities marked the entry of the Granby into the Spear Music Co., at Dover, and the Arbaugh Furniture Co. at Salem. In both instances similar publicity was used, and in both instances also practically the entire population for several miles around turned out to attend. Telegrams were used to announce that “The Granby Family” was coming to town, including “Miss Virginia Granby.” At Dover Miss Peggy Gibson was Miss Granby, and at Salem an equally popular girl filled the part. They stood on certain corners, masked and garbed in Colonial costume, and the people were invited to guess their true identity. Leaders among those who guessed correctly won sub- stantial prizes offered by the Spear and Arbaugh firms. At Dover a parade of floats, in which local merchants participated, was held, and the Spear float, representing the Granby trade- mark, won third prize. The Arbaugh event was linked with a dinner dance given by the Elks, and the Salem Miss Granby created a stir, with few guessers as to who she really was.

A Unique Service Department

A unique service department for dealers has been organized by Edward B. Lyons, general manager of the Eclipse Musical Co. Victor job-

Mrs. Rae P. Lute, with Mrs. Rae P. Lute in charge. Mrs. Lute has had twelve years’ Victor merchandising experience. The new work will sup- plement the work accomplished by dealers who send their sales folk to the Red Seal School of Salesmanship of the Victor factory. All busi- ness-building principles that are needed by a dealer will be installed and developed by Mrs. Lute. Her services will be available to all deal- ers desiring such improvement to their business, and she will remain as long as necessary in any one establishment to accomplish this end, ex- plains Manager Lyons.

Victor Dealer Re-enters Business

Another new Victor dealer, or rather an old dealer returned to the fold, has opened here in the Colfister & Sayle Co. One large window will be given over to talking machine displays only. Booths are in the forepart of the main floor, equipped with especially fine furniture and lamps. Ernie Rezeau will be general manager, and Miss Addie Snyder has been placed in charge of the department.

Randolph House of Good Music Moves

The Randolph House of Good Music has just completed its formal opening in its new home at St. Clair and Parkwood, the third in three years this firm has occupied in the same section of town. A new two-story building is given entirely over to music merchandising. One big feature is a 104-foot window display, said to be the largest given to any one line hereabouts. Almost the entire first floor is given over to talking machine displays and demonstrations, with two rest rooms near the front.

L. Meier & Sons Co. Opens New Store

Another new store makes its official bow to West Side folk in the Denison-West Twenty- fifth street store of the L. Meier & Sons Co. This is the second enterprise of this firm. A third store will be opened at Ninety-seventh street, for which a formal opening is planned early in the new year. About 15,000 persons were reached for this opening through the distribution of tickets at the stores, and from the giant Victrola mounted on a truck, these tickets entitled a lucky holder to a large talking machine as prize. Flowers, cigars, Victor dogs, balloons and other sou- venirs were distributed. Much direct-by-mail advertising was used, as well as daily newspapers. The event lasted three days, during which artists of local fame and an orchestra played nearly all the time. Many members of the trade sent floral offerings, and prominent members of the trade attended, including Ed- ward B. Lyons and P. J. Towell, of the Eclipse Musical Co.; H. J. Sharrite, W. F. Sayle and Miss Grazella Puliver, of the Cleveland Talking Machine Co.; F. C. Erdman, special Victor representative, and others.

The original Meier establishment, Clark-West Forty-fourth street, has the distinction of being one of the handsomest retail stores of any kind in the country. The two new stores are pat- terned much after the manner of the first, though smaller. Some of the unusual features, originated by Louis Meier himself, are rooms with marble wainscoting, equipped with elec- tric fans and flower vases and plate-glass sides set in putty, which insure added sound-proof qualities.

Victor Artist Draws Large Gathering

Edward Johnson, Victor artist appearing in person here, drew the largest gathering so far this season of talking machine interests at a special meeting in the Hotel Statler. The event
was arranged by Cleveland Talking Machine Co. officials. Mr. Johnson exceeded his previous remarks in his talk on the artist and record making, and the value of this knowledge to the dealer and record seller in closing business. Miss Grazella Pulver, publicity director of the company, was chairman of the meeting.

Long-distance Shipment From Cleveland

What is believed to be the longest distance a talking machine has traveled from Cleveland is a special Columbia, in a trunk, which has been sent to Japan. The order was received from Nogi Junzo Shirai, former Cleveland lad, and now of Tokyo. Mr. Shirai used to be associated with George Krauslick, manager of the record department of the Cleveland branch of the Columbia, which may account in part for the order coming here.

Indications Point to Machine Shortage

That the predicted shortage in machines may be distantly hand than some suspect is shown by the accumulation of orders for Brunswicks in the local branch of the Brunswick-Balke-Collender Co., and the need for speedy delivery now so that dealers may have sufficient stock to meet their Christmas demand. Present distribution will be augmented, however, in the opinion of V. K. Henry, talking machine department manager in this territory, with the arrival of the Queen Anne and Colonial models.

Furnishes Granby for Theatre

Unique use of a phonograph has been accomplished by the Alhambra Music Shop in the installation of a Granby instrument on the stage of the Loew Park Theatre during an "All-Jazz Week" inaugurated by Maurice Spitalny, orchestra director. The instrument played during the intermission of picture exhibitions.

The Hoover-Bond Co. Christmas Drive

The Christmas campaign of the Hoover-Bond Co., which has three establishments in Tiffin, Lima and Ashubula, all in Ohio, has been promoted by H. C. Cooley, assistant branch manager of the Columbia in this territory, and a corps of expert sales promoters from the local office.

One of the unique sales of the period has just been completed by E. A. Friedlander, talking machine department manager of the Bailey Co., in the purchase of 126 cases of records, said to amount to 30,000 pieces, which were sold in less than a week, although it was expected this event would last twice that length of time. The records were sold at a markedly lower price than what was accounted for the quick absorption. Several stands throughout the store were erected to conduct the sale.

Phonograph Co.'s Tone Tests a Success

The Phonograph Co., Edison distributor, has completed the largest series of tone tests ever conducted in this territory. Close to fifty dealers in the district participated in this move. Artists who appeared at the different establishments or at the hall where the dealers conducted the tests included Willard Osborne, George Wilton Ballard, Sybil Sanderson Pagan, Collins and Harlan. The bookings were made by E. S. Hirschberger, advertising manager of the Phonograph.

Cleveland Co. Organizes Sales Help

With the dance season approaching its height, a plan that is welcomed by dealers who wish to cash in on the maximum business for dance records is being developed by the Cleveland Talking Machine Co. New hangers, in which the dance records are listed, without being dated, have been prepared. The innovation is designed to aid dealers in disposing of old dance numbers as well as new ones, points out Miss Grazella Pulver, educational director, and a considerable gain in this branch of the business already reported by dealers.

Another dealer aid by the Cleveland Co. is the preparation of a bulletin of educational records, designed to assist the teacher in making selections for her school work. Every possible use of records for school work is included in this bulletin.

The presentation of "Over the Hill," a motion picture, was timed in Cleveland with the arrival of the record of that name in this territory. Through the effort of the Cleveland Talking Machine Co. motion picture exhibitors invited dealers to attend the preliminary showing of the picture here. The story learned by the dealers offered an asset to greater record distribution, and dealers, in return for the courtesy of exhibitors, informed the public in window displays that the pictures were being shown at Loew theatres.

Cheney Concern Perfects Service

Virtually perfect service for dealers in its territory has been created by the Cheney Phonograph Sales Co., and through this medium both machine and record distribution will be kept up until the holiday demand is over. In order to insure such good service President George R. Madison, of the Cheney company, does not contemplate adding new clients until after the first of the year.

Salesmanship is the art of getting people to buy what they want, even if they don't know they want it.

Columbia Shipment to Japan

Another surprising shipment from Cleveland was the Columbia Co. order for 1,500 sets of Columbia Records, sent to Japan. The order was received from Nogi Junzo Shirai, former Cleveland lad, and now of Tokyo. Mr. Shirai used to be associated with George Krauslick, manager of the record department of the Cleveland branch of the Columbia, which may account in part for the order coming here.

Indications Point to Machine Shortage

That the predicted shortage in machines may be distantly hand than some suspect is shown by the accumulation of orders for Brunswicks in the local branch of the Brunswick-Balke-Collender Co., and the need for speedy delivery now so that dealers may have sufficient stock to meet their Christmas demand. Present distribution will be augmented, however, in the opinion of V. K. Henry, talking machine department manager in this territory, with the arrival of the Queen Anne and Colonial models.

Furnishes Granby for Theatre

Unique use of a phonograph has been accomplished by the Alhambra Music Shop in the installation of a Granby instrument on the stage of the Loew Park Theatre during an "All-Jazz Week" inaugurated by Maurice Spitalny, orchestra director. The instrument played during the intermission of picture exhibitions.

The Hoover-Bond Co. Christmas Drive

The Christmas campaign of the Hoover-Bond Co., which has three establishments in Tiffin, Lima and Ashubula, all in Ohio, has been promoted by H. C. Cooley, assistant branch manager of the Columbia in this territory, and a corps of expert sales promoters from the local office.

One of the unique sales of the period has just been completed by E. A. Friedlander, talking machine department manager of the Bailey Co., in the purchase of 126 cases of records, said to amount to 30,000 pieces, which were sold in less than a week, although it was expected this event would last twice that length of time. The records were sold at a markedly lower price than what was accounted for the quick absorption. Several stands throughout the store were erected to conduct the sale.

Phonograph Co.'s Tone Tests a Success

The Phonograph Co., Edison distributor, has completed the largest series of tone tests ever conducted in this territory. Close to fifty dealers in the district participated in this move. Artists who appeared at the different establishments or at the hall where the dealers conducted the tests included Willard Osborne, George Wilton Ballard, Sybil Sanderson Pagan, Collins and Harlan. The bookings were made by E. S. Hirschberger, advertising manager of the Phonograph.

Cleveland Co. Organizes Sales Help

With the dance season approaching its height, a plan that is welcomed by dealers who wish to cash in on the maximum business for dance records is being developed by the Cleveland Talking Machine Co. New hangers, in which the dance records are listed, without being dated, have been prepared. The innovation is designed to aid dealers in disposing of old dance numbers as well as new ones, points out Miss Grazella Pulver, educational director, and a considerable gain in this branch of the business already reported by dealers.

Another dealer aid by the Cleveland Co. is the preparation of a bulletin of educational records, designed to assist the teacher in making selections for her school work. Every possible use of records for school work is included in this bulletin.

The presentation of "Over the Hill," a motion picture, was timed in Cleveland with the arrival of the record of that name in this territory. Through the effort of the Cleveland Talking Machine Co. motion picture exhibitors invited dealers to attend the preliminary showing of the picture here. The story learned by the dealers offered an asset to greater record distribution, and dealers, in return for the courtesy of exhibitors, informed the public in window displays that the pictures were being shown at Loew theatres.

Cheney Concern Perfects Service

Virtually perfect service for dealers in its territory has been created by the Cheney Phonograph Sales Co., and through this medium both machine and record distribution will be kept up until the holiday demand is over. In order to insure such good service President George R. Madison, of the Cheney company, does not contemplate adding new clients until after the first of the year.

Salesmanship is the art of getting people to buy what they want, even if they don't know they want it.

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 in the free display box and the free display cards.

Fifty Sample Cards F R E E

With every initial order we give 50 cards (three Tonepens to each card) FREE for distribution as samples.

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

THE TONEPEN CO.
217A Center Street New York
THE TALKING MACHINE WORLD

DECEMBER 15, 1921

THE ARTCo.

New York Office:

1658 BROADWAY

Factory: ORANGE, N. J.

LIST OF ART JOBBERS

CROWN MUSIC CO., New York City.

ARTS DISTRIBUTING CO., New York City.

THE NORTHERN MUSIC FOB. CO., Philadelpiia, Pa.

CONSOIIGLATED TALKING MACH. CO., Chicago, III.

SCOVILLE JOBING CO., Atlanta, Ga.

VICTOR TRAVELING STAFF TO MEET

Reunion During the Holidays at Camden—To Hold Important Conferences

CAMDEN, N. J., December 10—Plans have been consummated whereby the entire staff of the traveling department of the Victor Talking Machine Co. will visit headquarters at Camden during the holiday week, immediately following Christmas Day. During this week various conferences will be held regarding the plans and work to be accomplished during 1922, and the entire traveling organization will also have an opportunity to establish a personal contact with the new head of the traveling department, Frank K. Dolbeer, whose return to the talking machine industry was reported in detail in The World several months ago.

AN EXCELLENT HOLIDAY FOLDER

Talking Machine Department of James McCreery & Co., New York, Features Victrola for Christmas in a Most Effective Manner

An unusually fine folder featuring Victrolas for Christmas has been issued by the talking machine department of James McCreery & Co., New York, and affords an excellent idea of the individuality that may be shown by dealers in preparing sales literature. Five of the most popular Victrola models are listed in the folder, with a combination of two being mailed in the ordinary envelope. Prices and terms are quoted in connection with each instrument.

The folder is finished with a background of tan, with the machines also printed in light tan ink against a field of red and black. Holly, snow and typically Christmas decorations serve to add to the attractiveness of the folder.

HOFFAY PHONOGRAPH CO. MOVES

Talking Machine Manufacturer New Located at 160 Pearl Street, New York

The Hoffay Phonograph Co., manufacturer of the Hoffay phonogaph, air-tight tone arm, as well as a sound box marketed under the trade name "Resurrecetone," moved early this month from 39 Fourth avenue, New York, to 160 Pearl street.

The Hoffay Phonograph Co. was recently granted additional patents covering the manufacture of the "Resurrecetone." Parts of the new product have been simplified and the manufacturer also states that the sound box gives increased volume as well as added quality.

PEERLESS DE LUXE MUCH ADmIRE

The Peerless Album Co., which announced last month a new record album made particularly for Christmas trade to be known as the "Peerless de Luxe," states the new product is being received in trade circles with much favor. Several letters have been received by Phil Ravis, president of the company, in which retailers stated that it was the most timely offering received by the trade in many months.

"Peerless de Luxe" is made primarily to be given as a gift to record enthusiasts or to owners of talking machines who place unusual value on their record collections. It is a quality product throughout, beautifully bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk with the metal bindings of gold plate. The covers are gold finished, beveled edged and the leaves are excellent quality satin finish envelope stock.

ANNOUNCES PRICE ADJUSTMENT

The Fulton Talking Machine Co., New York, manufacturer of popular-priced table model talking machines, phonograph parts and accessories, recently announced a reduction in price on its talking machines. S. Davidson, of the company, states that the demand for popular-priced table machines is on the increase.

MURRAY RESIGNS FROM PATHE CO.

Will Relinquish Post as Assistant to President of That Company on January 1

It became known last week that C. H. Murray has resigned his position as assistant to the president of the Pathé Frères Phonograph Co., of Brooklyn, N. Y., the resignation to become effective the first of the year. Mr. Murray has been connected with the Pathé Frères Phonograph Co. in various important capacities for the past three years. He joined the organization as advertising manager. His exceptional executive ability was early recognized and well appreciated, which resulted in his appointment as assistant to the president, W. W. Chase. In this capacity Mr. Murray not only assisted the chief executive in his arduous duties, but also directed the sales of the organization. Mr. Murray has not as yet announced his future plans.

F. W. Walshe, for several years credit manager of the Pathé Frères Phonograph Co., has also resigned and sailed for Europe on the "Olympic" on December 10.

INTRODUCING NEW HOME GAME

The Western Envelope Corp., 65 Hope street, Brooklyn, N. Y., recently announced a new game for home use to be used in connection with the turntable of talking machines. It is called the "Disc-o-games," made of heavy cardboard stock resembling a roulette device and, indeed, a form of roulette can be played upon it. In addition the device can be used to tell fortunes, act as a ouija board and carry out interesting mathematical and spelling problems by its unique arrangement.

J. M. Alter, president of the Western Envelope Corp., in speaking of the possibilities of the new product, said: "Prior to our acceptance of the manufacture of this product for which we held the exclusive rights, samples were placed before the trade and invariably aroused unusual enthusiasm, all of which encouraged our desire to accept the new game as a manufacturing and sales proposition.

It is not how high you climb that counts—how long you keep climbing.

C. H. Murray

THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH

The most wonderful Talking Machine on the market. All but human, will play any album or all of any record from one to eight times. Set the dial and have music throughout the month during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' di. count. Distributed wholesale.

BROOKS MFG. CO.

Saginaw

Mich.
DEALERS INTERESTED IN SHEET MUSIC DEPARTMENTS

Some of the Factors That Must Be Reckoned With in Establishing and Conducting the Sheet Music Department Successfully—Should Put Trained Clerks in Charge of Work

In response to some recent articles appearing in this department as to the profitableness and advisability of operating popular sheet music departments or racks, the writer has received numerous inquiries from retailers requesting advice as to the feasibility of opening complete sheet music departments in talking machine stores.

Of course, this question is not one that could be readily answered in a short letter, and, indeed, to do justice to both the inquirer and the goods spoken of, it would be necessary to have data regarding the dealer's location, present competition from dealers handling such a class of music, something of the musical taste of the locality, and such other information containing pertinent facts. In many cases it would not be well to make an authoritative announcement of merits or demerits of such an addition to a going business without having first-hand knowledge of the situation.

Naturally, a complete sheet music department has its advantages and attractions, and in numerous instances it has become an important adjunct to the talking machine store.

One thing we would advise, however, is that no talking machine dealer attempt to operate such a department under his own personal direction, or at least only in rare instances, where previous experience has given the necessary qualifications. The problems are many, the details voluminous, and they would detract from the proprietor's energies now applied to the strictly talking machine departments, in many instances to his disadvantage and financial loss.

That has been the reason we have advocated, where a dealer felt it necessary to add to his sales income, the opening of popular music departments or racks only, generally confining the stock to fifty or sixty of the best titles of the current season, for in this manner no additional energy is required to run the department. The title pages on display are silent salesmen. The turnover is quick and the investment is small. Also, the depleted stocks can be replenished overnight from one central source.

A talking machine dealer, therefore, who would enlarge on his sheet music sales and stock standard music would do well to engage the services of a young man or girl equipped with the necessary qualifications for the efficient and successful handling of such goods—one who can shoulder the details connected with such a line. Buy, show and sell the goods, and, as one might say, "speak the language" and know the problems of those interested in such works, which include teachers and pupils of all classes of musical instruments.

There is one exception to the above and that is the stocking only of standard titles that are almost universally known. A stock of such goods can now be selected without involving the store in additional problems, and by an arrangement which confines the stock to the active sellers from among such prints.

At least one, and probably more, of the standard publishers have, during the past season, made arrangements by which racks displaying the better sellers from among well-known publications can be installed with a minimum investment, and under such a plan that portion of a standard department can be profitably handled.

The turnover will not be as quick as is now found with the fifty popular hits, but it is sufficient in many cases to make it worth while.

“GOOD MORNING, DEARIE,” A HIT

New Dillingham Show Full of Good Music Composed by Jerome Kern

“Good Morning, Dearie,” a new musical comedy produced by Charles Dillingham, with the book and lyrics by Anne Caldwell and music by Jerome Kern, recently opened at the Globe Theatre, New York City. According to the critics on the metropolitan dailies, it will forestall the entry of any other show in the Globe Theatre for many months. Its initial reception was very enthusiastic and the music particularly came in for extensive comment. Among the songs which, without doubt, will have popularity are: “Ka-la-oo,” “Blue Danube Blues” and “Didn't You Believe?” T. B. Harris, Inc., publishes the score.


The Most Talked-About Song since "MISSOURI WALTZ" is "MISSISSIPPI CRADLE"

Rock me in my Mis-sis-sip-pi Cra-dle.

Let me look in-to my mam-my's eyes.

Published by the publisher of "MISSOURI WALTZ, NAUGHTY WALTZ, SWEET AND LOW, KISS A MISS"
FOUR HITS FROM THE GREATEST MUSICAL SHOW EVER PRODUCED

IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

FOUR HITS FROM THIS SEASON'S MOST ACTIVE CATALOG

"GRANNY"
YOU'RE MY MAMMY'S MAMMY

"DELIA"

"BOW WOW BLUES"

"JUST A LITTLE LOVE SONG"

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

THE EVOLUTION OF THE "BLUES"

Perry Bradford Tells Of His Efforts To Popularize This Much Favoured Music in Days Agone

Perry Bradford, head of Perry Bradford, Inc., who has had unusual success as a publisher of jazz and "Blues" songs, and who has been the personal representative of several colored talking machine record artists, recently said: "Blues originated from old darkly folklore in slavery time. It, therefore, becomes natural for colored people to sing and play 'blues' numbers and, indeed, with the present-day success of such compositions they have become quite the vogue in other circles."

Mr. Bradford, in speaking of his endeavors to originally introduce such works, said that he had "walked out several pairs of shoes trying to show the publishers the value of 'blues' until Fred Hager, the recording manager of the General Phonograph Corp., made a test of a Bradford number, with Mamie Smith singing, 'You Can't Keep a Good Man Down'!"?

Mr. Bradford states that practically every phonograph company has a colored artist singing "blues" and the catalog of "blue" numbers had been quite remunerative from a sales point.

You can never ride on the wave that came in and went out yesterday.

"TUCK ME TO SLEEP" POPULAR

Suggested That a Special Week's Campaign Be Carried Out on That Number

The Irving Berlin, Inc., number, "Tuck Me to Sleep" (In My Old 'Tucky Home) has achieved national prominence in a very short time. Hundreds of vaudeville acts now include it in their programs, and dance orchestras in all parts of the country feature it widely.

Dealers throughout the country have found a very active demand for this number and the sales are increasing at a rapid rate. This has led to suggestions being forwarded to the sales department of the publisher from many parts of the country encouraging a national campaign, with an intensive drive over a week's period, similar to the campaigns on "My Mammy" and "All by Myself." This is being given consideration.

LAMONT WITH SAM FOX

Sam Fox, president of the Sam Fox Pub. Co., Cleveland, O., who recently toured Pacific Coast territory, announces the appointment of Carl Lamont as Pacific Coast representative of his company. Mr. Lamont will be located permanently in San Francisco and will care for the Fox interests West of Salt Lake City.

FEIST GETS "STEALING"

New York Publisher Buys Song and Instrumental Rights of New Number

"Stealing," the song and instrumental success that has had some unusual popularity in New England territory and which was published by the Orpheum Music Co., Boston, Mass., was purchased early this week by Leo Feist, Inc.

The number has shown up so well that several of the large New York publishers became interested in it and the Orpheum Co. received a series of offers for the publishing rights.

Leo Feist, Inc., will immediately start a national advertising campaign on the number and just as soon as new copies are issued the various Feist representatives throughout the country will exploit the song in their territories. Orchestras have been forwarded dance orchestrations.

PLANNING FIGHT ON JAZZ

CHICAGO, ILL., December 3.—Enemies of "Jazz" lined up at the Evanston Women's Club when Mary Ross Potter, dean of the women at Northwestern University; Mrs. Anna Oberndorfer, chairman of the music committee of the General Federation of Women's Clubs of America, and others lined up against the popular rhythms. They plan their first move against the theatres.
KEITH BARS SLANG IN SONGS

Vaudeville Heads Issue Orders Barring Such Expressions From the Keith Stages

According to a general order sent from the Keith offices to all Keith, Moss and Proctor houses, vaudeville artists are, in the future, to be barred from using current slang phrases in songs or lines. This will include "That's the Cat's Meow," "Hot Dog," "Hot Cat," "Cat's Pajamas," etc.

There are at present several songs of this type that have had more or less popularity. The publishers, of course, only issue such novelities to meet a demand and they will look with favor on the restriction of such numbers and assist in eliminating them. The publishers, after all, favor songs of a more permanent character. Most novelities are issued by their writers at the special instigation of vaudeville artists, who claim they require special material. Of course, after a member of the writing staff has contributed such works and they attain a certain amount of popularity, it behooves the publisher to issue them and cash in on the demand.

This new order will force the vaudeville artists to sing ballads, melody songs and other works which will result in worthy numbers getting a better "plug."

During the past season there have been many vaudeville artists who felt it necessary to have special material and invariably this is never of as high a character as the regular works of a publisher's catalog. If the Keith order is successfully carried out it will, in the long run, mean bigger sales for the publishers. The trade certainly will welcome this move on the part of the Keith offices.

MUSICAL TRIBUTE TO CARUSO

Signor Tiriindelli Writes New Orchestral Composition Called "Elegie"

In memory of his friend, Enrico Caruso, Signor Pier Adolfo Tiriindelli has written an orchestral composition which he has called simply "Elegie." This was played for the first time in public at a concert given by the orchestra of the Cincinnati Conservatory of Music in the conservatory concert hall November 10. Signor Tiriindelli traveled with Caruso in Italy and was associated with him at Covent Garden for five years.

"SUZETTE" A NEW MUSICAL SHOW

"Suzette," a new musical production, opened in Stamford, Conn., on Friday evening of last week, and is slated to open at the Princess Theatre, New York, at an early date. Edward B. Perkins is the producer, by special arrangements with F. Ray Constock. Ray Dixon is responsible for the book and lyrics and the music is by Arthur H. Gutman. Among the songs are "Dream of Tomorrow," "Gypsy Rose," "Honey Love Moan" and "Sweetheart Mine." Leo Feist, Inc., publishes the score.

HITS—NOTHING BUT—HITS

MY JUNE LOVE

By SPENCER WILLIAMS

The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy

ALLAN DALE says—"It's a wonderful tune."

NERVOUS BLUES

By the Writer of "Crazy Blues"

Sung by Eddie Wilson

Played by the Original Jazz Hounds

Columbia Record No. o-3179

VAMPIN' LIZA JANE

Sung by Eddie Wilson

Played by the Original Jazz Hounds

Columbia Record No. o-3179

FRANKIE BLUES

A Real Fox-trot Blues

Sung by Eddie Wilson and

Played by the Original Jazz Hounds

Columbia Record No. o-3066

OLD TIME BLUES

"Variety" says: "This was the Greatest Blues of any Show ever played on Broadway."

Sung by Eddie Wilson and

Played by the Original Jazz Hounds

Columbia Record No. o-3066

B U G L E B L U E S

That Great Sensational Blues

Note: We also publish "Crazy Blues," "It's All Right Here for You," "If You Don't Want Me" and "G.Need Some Lovin' Blues."

PERRY BRADFORD, Inc., 1547 Broadway, New York
INVESTIGATING ALLEGED GRAFT

The Music Publishers' Protective Association, which has been successful in eliminating many evils from the publishing field, is giving much serious consideration to what is termed "graft" by orchestra leaders. This development has resulted from the fact that some of the largest orchestra leaders had from time to time made special arrangements of numbers for publishers for fees which invariably they were justified in receiving. More recently, however, the smaller orchestra leaders have attempted, under the guise of making a special arrangement, to extort money from publishers for rendering popular numbers.

Not only has this situation developed into a form of graft for which there is no return, but the special arrangements made by hundreds of orchestra leaders invariably do an injustice to the melody of the song. Much complaint has been made in recent months that the orchestras fail to render melodies in their original form; in fact, often the whole theme of a number is distorted.

Graft is bad enough, but to have to pay fees for the abuse of a composition is hardly to be countenanced. Action on the part of the Music Publishers' Protective Association will, undoubtedly, be welcomed.

NEW SONG BY CLAY SMITH
Witmark & Sons Announce New Concert Number by This Composer

Clay Smith, who wrote the song, "Sorter Miss You," has produced what is looked upon as the logical successor of that number, which is entitled "See to See You." It is a particularly appealing and melodious number and is rendered effectively with a simple violin obligato. It was introduced at the recent recital by Edna Swanson Ber Haar, when it received a warm welcome. "Sorter Miss You" is a big favorite on concert and Chautauqua stages. M. Witmark & Sons publish both numbers.

NEW CADDIGAN AND STORY SONG

The Edward B. Marks Music Co. has secured the Caddigan and Story song, "Waltz Till You See Me on Sunday." These are the writers of "Little Blue Diamonds" and other well-known successes. The number has already made a distinct impression in professional circles.

To make your stock pay bigger dividends, put more interest in it.

IN MAY TIME
I LEARNED TO LOVE

JACK SNYDER

 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.

MUSIC HELPS MILLINERY TRADE
Retail Millinery Association Officially Endorses Use of Talking Machine in Stores to Increase the Volume of Business—Acts as Stimulator

It is now reported that talking machines are being installed in millinery stores for the purpose of putting customers in the proper frame of mind to decide upon certain purchases. By means of increased profits in the pocketbooks of the store proprietors. It may be, too, that if the husband of the fair patron accompanies her the music may serve to attract him to the point of sacrifice the necessary cash for the hat without undue argument.

Women's Wear recently reproduced and commented upon a bulletin sent out to members of the Retail Millinery Association suggesting the use of music in selling hats to women. The bulletin said: "The use of music, as an aid in selling hats to women, a plan now used by a New England member of the Retail Millinery Association of America, has been recommended to other members of the Association. On the business manager's page of the Association bulletin to members J. R. Bolton points out that a pleasant frame of mind may be created by good music, which will induce customers to purchase.

In the editorial the paper said: "It was raining. All day it had been either misting or raining and by three o'clock it was about as gloomy day as one could imagine. One of our members dropped in to see me from one of the biggest and liveliest of the New England cities. He said, 'How are you?' I said, 'As well as possible under the circumstances.' He said, 'What circumstances?' I said, 'The weather.'

'Then he said, 'Where's your phonograph?' and I said it was home where it belonged. 'No,' said he, 'I mean the phonograph for your office?' I thought he was joking, but he was dead in earnest and he told me something so interesting and so fraught with real value that I asked his permission to pass it along to our other members.

'He said that since he had installed a phonograph in his millinery salesrooms his sales had gone up 25 per cent, and he attributed it to the music that it provided—not so much for his customers, but to his customers before they became such.

"For instance, a woman comes into his store with a friend. The intending purchaser has her mind upon securing a hat with the friend's mind open to suggestion. As they enter the strains of a really good selection fall upon their ears. They cannot help hearing it. One says to the other, 'That's pretty, what is it?' The saleswoman, hearing the question, courteously names the selection. They listen a moment, then it occurs to the visitor that she came in to buy a hat and she sets about it.

"But a pleasant and agreeable train of thought has been started in her mind. She is a bit more favorably disposed toward buying a hat in general and toward getting it in that special store in particular. She is, perhaps, humming the tune to herself. As she turns around to look into the mirror she finds that she is turning in time to the music. That is, psychologically, she is responding to the call of harmony, and not only musical harmony, but of that still greater and all-embracing harmony that is necessary to the actual making up of her mind to buy the actual hat.

"Or a man enters this store with his wife—probably a not altogether voluntary proceeding on his part. He bears the music. Well, at least, here is something to attract his attention and engage his thoughts to render the time of waiting less tiresome than it might be. He, too, is in harmony with the music and more likely to approve of his wife's selection than other tunes.

"In other words, it is like a balance wheel in that it not only caters pleasantly to the senses, but it also absorbs the natural but very insidious detentions to the complements of a sale.

"Is this deep stuff? It may be, but I declare, if I had a millinery shop, I would install a phonograph tomorrow morning and try it out.

There are no level paths to success. One must keep climbing or slide back.
NED NICKERSON IN MIDDLE WEST

Ned Nickerson, traveling representative for Jack Snyder, Inc., publisher of "Frankie," "Maytime," "A Little Birdie Whispered It to Me," and other successes, has recently been covering Middle West territory. During his stay in Cleveland, O., he took part in the annual national song contest held at Zimmerman's Dance Hall, that city, from November 16 to 26 inclusive, where he was successful in winning first prize with the song "Frankie." Mr. Nickerson will visit several other of the large trade centers of the Middle West, including Toledo, Detroit, Chicago, before returning to the home office in New York.

"MISSISSIPPI CRADLE" GOING BIG

While the sale of "Mississippi Cradle" is, at this writing, a long way from the general monthly average established by "Missouri Waltz," it is almost double for the first forty days of its exploitation of what the famous Logan number offered at its start, says Forster, Music Publisher, Inc.

THE WHOLE WORLD

ENGLAND, FRANCE, ITALY, SPAIN, GERMANY, AUSTRIA, HOLLAND, TURKEY, NOW UNITED STATES, SOUTH AMERICA AND CANADA

THE LIBERTY MUSIC SHOP, NEW YORK, MAKES AN EFFECTIVE COMBINATION WINDOW EXHIBIT OF Recent Successes.

With "Mississippi Cradle" all set to make a great break, the Liberty Music Shop, New York, is extending its display of material on this popular song and dance success.

DISPLAYS MUSIC WITH RECORDS

Liberty Music Shop, New York, Makes An Effective Combination Window Exhibit

Hereewith is shown a reproduction of a recent window display of the Liberty Music Shop, New York, in which are exhibited advantageously records and advertising material of some of the pop-

MISSISSIPPI CRADLE GOING BIG

The Liberty Music Shop displays a reproduction of the recent window display of the Liberty Music Shop, New York, in which are exhibited advantageously records and advertising material of some of the popular song and dance successes. These include "Sweet Lady," "Tucky Home" and "Wabash Blues." It will be noted that, in conjunction with the display of Victor records of these numbers, title pages of the sheet music are also given prominence.

In recent months many of the metropolitan dealers have added sheet music racks to their equipment. Invariably, they find the sales of popular hits in sheet music form quite active and in no wise detract from the record sales of the numbers.

CLAIRE DUX HEARD IN NEW YORK

Celebrated Mezzo-Soprano, With Dr. Richard Strauss, Makes Most Favorable Impression

Claire Dux, mezzo-soprano and an exclusive Brunswick artist who recently made her debut with the Chicago Opera Company, was heard in concert with Richard Strauss, the famous composer, at the Metropolitan Opera House, New York, on November 29, before a large and enthusiastic audience. Dr. Strauss, who is also a Brunswick artist, led the Philharmonic Orchestra in several interesting numbers and accompanied Miss Dux in two operatic arias, which demonstrated the vocal capabilities and artistry of this singer, who is so popular in Europe. She was at her best probably in the four songs, the work of Dr. Strauss, and, in response to continuous applause, was compelled to repeat the "Weinenlieb," which, as part of the program, had been received with great favor by the audience.

The first records of Claire Dux are soon to be released by the Brunswick recording laboratories to the trade and it is expected that they will be released with much interest by music lovers who will want to enjoy her voice in their homes.

AN INTERNATIONAL HIT

"Sal-O-May," the European fox-trot recently purchased by the Edward B. Marks Music Co., has, with its American success, practically become known as an international hit. No less an authority than Sigismund Spaeth, former musical critic of the New York Evening Mail, pronounces the number as one of the most perfect dance rhythm melodies ever yet written. At any rate, well-known orchestra leaders like Paul Whiteman and Joseph Smith are featuring it extensively. Although its American life has been short, so far it has come well up to the publisher's predications.
TRADE CONDITIONS IN KANSAS CITY SHOW IMPROVEMENT

Demand for Talking Machines and Records Steadily Expanding—E. A. McMurtrey Honored—Importance of Concentrating on Talking Machines—Great Activity Destined for the Holidays

KANSAS CITY, Mo., December 7—Business is good, according to the general testimony of Kansas City jobbers. There is a large demand to meet the holiday as well as the regular trade, as shown by the November orders. There is a lack of demand in purely agricultural districts, owing to the low prices of grain. There have been some unusually large orders sent in during the last week, some of them over the phone, with requests for immediate shipment. Collections are fair, and the music men agree with the report of the Kansas City Association of Credit Men in saying that the "average of collections over the entire trade territories seems to be better than for the past few months."

Columbia "Carload" Sales

The Columbia Graphophone Co. is putting on a number of "Carload" sales. One of them is starting in Kansas City, at the Graphophone Shop, 1120 Grand avenue. The purchase of the carload of machines is to be followed by a vigorous newspaper advertising campaign, backed up with aggressive work by the sales force. The Columbia Co. has prepared for this campaign in Kansas City by a syndicated advertising campaign, in which all the Columbia dealers in Kansas City were represented. This campaign is conducted to get into the houses with a machine, and with the idea that if the sale is not closed at the time there will have been established a connection which might lead to a sale later. The offer to give a five-day trial free to any one who would ask for it was met by a large demand and during October and November, months when normally things are quiet, there was plenty of work for the salesmen, and a good volume of business closed. As a result of this plan of merchandising one firm reports that out of fourteen machines placed sales were closed in twelve cases. The Jones Store Co. reports good results from the announcement of a Christmas Club, the terms being one dollar down, and one dollar a week until Christmas—then the machine delivered, and the rest of the money to be paid on terms.

An Educational Campaign

An advertisement that is different is that devised by the manager of the Kansas City branch of the Edison Co., M. M. Blackman, and worked out by the advertising agency, in which the merits of the Edison machines are stressed. In one of the ads the Edison Mazda lamp is shown alongside of an old style electric lamp, and under the two cuts is the line—"Both are lamps, but—": then follows a statement of the points of difference in the Edison phonograph and the ordinary ones. The same idea is worked out with apples, and horses. There are others of the series that are to appear. The Edison Co. is also following its Mood Music tests in various towns with vigorous newspaper campaigns. The usual "follow up" is a spread in the local paper of a full page, changed each week for five weeks. This is accompanied with the personal work of the solicitors and the results are reported to be quite satisfactory.

The Handsome New Brunswick Shop

The Brunswick Shop in Kansas City is at 923 Walnut street. It will remain there. But the New Brunswick Shop is at 1100 Walnut street.

Exterior of New Brunswick Shop

The new shop was opened at this new location to reach the trade that "never goes below Tenth street." It is just off Petticoat Lane, the ultra fashionable shopping street for the ladies, and between that and Twelfth street, which has, per

haps, more people pass over it during each twenty-four hours than any other street in the city. Because of this location, the owners of the Brunswick Shop believed they were justified in opening a second shop. The Brunswick people claim that this shop is equal, if not superior, in equipment to anything west of the Mississippi. It is certainly a beautiful shop, finished in white enameled, with mahogany offerings and furniture, and with many mirrors that add much to the artistic effect. The interior improvements cost around $12,000, and the twelve sound-proof and ventilated demonstration booths, as well as the whole shop, are strictly up to date. The immediate result in reaching many new customers who had never visited the old shop, and the good business that the new shop has enjoyed since the formal opening on November 18, has satisfied the proprietors that they have made no mistake in their investment.

One of the main features of the new shop are the splendid show windows, which occupy a space twenty-five feet back from the street line. These windows give ample room for the display of the Brunswick and Columbia machines, and the size and character of the new shop has been largely on these models.

H. P. Ripley & Co. Expand

The talking machine department of H. P. Ripley & Co., of Leavenworth, Kan., has, until recently, occupied the rear of the first floor. It now occupies the full basement, which has been fitted up and decorated. A line of Lyon & Healy pianos will be added. Edison and Victor instruments are to be featured, and are to take the place of a miscellaneous assortment hitherto carried. The new management of the department is W. M. Wilson, formerly of Lincoln, Neb., who is now a partner in the department.

Must Concentrate on "Talker" Department

Dealers are recognizing more and more that music is more than instruments, and to sell it, there must be a salesman who is first sold on music himself. The Richards-Conover Hardware Co. is going out of the music business, as enlarging its Victor sales force, and the amount of business done is on the increase. But the Schmelzer people have virtually divorced the music department, so far as the merchandising of the Victor is concerned, from the other departments. A. A. Trosler has devoted practically all of his time to this department for several years, and is treating it as a separate business, and not as a side line to the sporting goods.

Local dealers are finding that it is a paying proposition to give someone special charge of the talking machine department, and let him devote practically all their time to its development. The very fine results following the special efforts of some of the contests in this territory during the Summer and Fall, in which full time was given to pushing the sales of talking machines exclusively, has demonstrated that it pays.

Capitalizing Visits of Record Artists

A number of local dealers are using their windows to feature the records of the stars who visit the city and appear at the various theatres from time to time. Miss Dorothy Jardon, Brunswick artist, was recently at the Orpheum, and the advertising displays of her records were especially attractive. Her work at the Orpheum was interrupted by her being sent to the hospital, where an operation for appendixitis was performed. The operation was entirely successful.

A. A. Trosler Tells Why He Is Optimistic

"Absolutely" is the word that A. A. Trosler uses to convey his idea of the certainty of good business to follow the educational activities of music people in building future business for the music dealers. He thinks that there will be a rather quiet period following the holidays, but he is "absolutely" convinced that the business is to continue to grow in volume and steady gain. He thinks that the systematic training of the boys and girls in the schools will be the largest factor in this increase.

Increasing Demand for Console Models

A distinguishing feature of the business done during the past sixty days in Brunswick shops

TONE ARMS and REPRODUCERS

Various Styles and Designs to Meet Every Requirement

Prices $2.50 to $6.00

Samples on Request

Triangle Phonograph Co.

1042 Bway, N. Y.

Telephone Sterling 1120
Mr. Dealer:-
The "Recordola" is a Timely Holiday Sales Asset
Let your customers make "Homograms"—Records of their own—in their homes with the "Recordola."
The Perfect Recorder and Reproducer. May be attached to any Phonograph. Fool Proof. Practical Simple to Use—Positive in Operation
Every Phonograph Owner A Prospect

Complete "Recordola" outfit handsomely 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. 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.

in this territory is the large increase in the sales of console models. There is a growing number of people, it seems, that want the wide models, instead of the upright. A lady recently traded in a $205 upright, which had been used but a short time, for a $300 console. The demand for some of the models is greater than the factory is able to supply.

Death of F. H. Butler
F. H. Butler, one of the best-known music men of this section, and for many years the senior member of the firm of F. H. Butler & Son Piano Co., of 330 Minnesota avenue, died at his home in this city recently.

E. A. McMurry's Twenty-Fifth Anniversary
E. A. McMurry, Kansas City branch manager of the Columbia Co., recently passed his twenty-fifth anniversary of continuous service with the company, having started in the St. Louis branch as a boy, and his activities perhaps are best described in the following poem, by Thomas De Vore, one of the star salesmen of the Kansas City branch:

OUR MANAGER
Twenty-five years in business, Mac!
That's going strong; and looking back
Today, we see a kid at work—
A kid who doesn't know how to stick.
Again, we see him in willing clothes,
Sending a boy to the office, when he's out.
Erect an order, and we say
The kid, the salesman who used to be,
A Manager now with cares galore,
And grumpish about him a score or more.
Of helpless people all glad to work,
For the kid who didn't know how to stick.
Here's to the years that are gone, say we;
And here's to the years that are yet to be;
That is with today to you.
The Kansas City branch salesmen and employes also celebrated the occasion by a gift of a handsome smoking stand, as an expression of their regard for Mr. McMurry.

A very unique sale of a Columbia school outfit has just been reported by the Barnett Music Co., of Bartlesville, Okla., this sale being made by them to a local school, at forty-five minutes after midnight Friday morning, November 11, after a school "Pie Supper," before a school committee as judges, the sale consisting of a type D-2 Grafonola, a Pushmobile and a quantity of Columbia school records.

S. M. Henley, Columbia dealer at 613 Walnut street, this city, is now recovering from a stroke of paralysis and expects to be back selling Grafonolas and Columbia records at an early date.

The "Famous Eight" to Be Heard
The Victor dealers and jobbers of Kansas City are patrons of a concert to be given on Sunday night, January 1, at Convention Hall. The Victor Eight will be here and give a popular program. A. A. Trosdier, of the Schmelzer Co., has charge of the arrangements.

A branch store was recently opened in Kansas City by the Royal Music Shop Co., at 1423 East Eighteenth street. Columbia Grafonolas and records will be handled.

GEORGE A. LYONS KEPT ON THE GO
Eastern Sales Manager Tells of Great Demand for Unico Specialties Throughout Country

PHILADELPHIA, PA., December 6—George A. Lyons, Eastern sales manager of the Unit Construction Co., has been constantly kept on the go within the past few months. No sooner has he arrived back in headquarters in Philadelphia than his services have been required in another section of the country. Recently Mr. Lyons completed a tour through the Middle West, covering Cleveland, Cincinnati, St. Louis, Peoria and Chicago. He reports conditions decidedly favorable throughout this territory and that dealers are anticipating a continuance of good business into the new year. In Rockland, Md., adjacent to Washington, D. C., Mr. Lyons sold W. C. Bean, a new Victor dealer, a complete "Unico" equipment, which consisted not only of demonstration rooms, record racks and counters, but the newest "Unico" product—fans and lights.

The hardest man to approach is sometimes the easiest to close.

LATE TALKING MACHINE EXPORTS
Exports, including Records for Ten Months Ending October 31, 1921, Total $3,296,900

WASHINGTON, D. C., December 5—In the summary of exports and imports of the commerce of the United States for the month of October, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during October, 1921, amounted in value to $90,162, as compared with $77,614 worth which were imported during the same month of 1920. The ten months' total ending October, 1921, showed importations valued at $522,994, as compared with $753,587 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,257, valued at $139,429, were exported in October, 1921, as compared with 9,839 talking machines, valued at $481,471, sent abroad in the same period of 1920. The ten months' total showed that we exported 36,231 talking machines, valued at $1,427,311, as against 97,734 talking machines, valued at $3,297,305, in 1920, and 52,336 talking machines, valued at $1,817,399, in 1919.

The total exports of records and supplies for October, 1921, were valued at $222,105, as compared with $243,973 in October, 1920. For the ten months ending October, 1921, records and accessories were exported valued at $1,609,788; in 1920, $3,080,369, and in 1919, $2,822,653.

NEW JERSEY INCORPORATION
The Clark Phonograph Record Co., of Newark, N. J., was recently granted a charter of incorporation under the laws of that State, with a capital of $250,000. Incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clark, of Newark, N. J., and Frank Lappen, of New York.
MILWAUKEE DEALERS ARE ENTHUSIASTIC OVER OUTLOOK

Orders Received by Jobbers and Dealers for Machines and Records Indicate Prosperity—Better Homes Week Helps—Exhibitors at Local Exposition—Interesting Reports That Spell Prosperity

Milwaukee, Wis., December 7.—To the con-
scramble proper to marching some Milwaukee, Michigan, rush added well looks things brisk of well-known ever the indicative will Columbia talking kinds elated December well fairly also pre-
ample this substantial the pre-holiday the

One of the things which have contributed materially to the present active state of the talk-
ing machine business, and to business in musical instruments of all kinds as well, is the “Better Homes Week” conducted by a leading daily newspaper of Milwaukee, in co-operation with the associations of music merchants, furniture and interior furnishings men and other craft organizations, during the present week, December 5 to 10, when Ross Crane and his associates of the staff of the extension department of the Chicago Art Institute have been brought to Milwaukee for a series of fifteen lectures and demonstrations of the home beautiful.

A talking machine, or a talking machine and piano, invariably has been included in each of the displays arranged by Mr. Crane and his fellow-experts to portray vividly to the eye the ideas of proper home furnishing which they rendered by word of mouth in their lectures. Thousands of Milwaukee people attended the lecture series and “Music in the Home” propa-
ganda was given a substantial advancement.

Scramble for Merchandise

Local talking machine jobbers express grati-
lication over the way retailers are buying to cover holiday needs. It is a well-known fact that many dealers did not repeat their usual custom of former years of buying ahead during the late Summer and early Fall for late November and December delivery. Consequently they have been caught short and are now in some-
what of a scramble for merchandise. It is the old, old story of waiting until the eleventh hour, but the jobbing trade rather looked for just such a situation and is fairly well fortified to fill late orders promptly.

Better Homes Week Helps Trade

With the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan, activ-
ity is reminiscent of the rushing times of former years. This has been especially noticeable in the past week and it appears that it will con-
tinue until the end of the month. This condi-
tion exists despite the fact that Victor dealers have been buying liberally for the last two or three months. Therefore, the present rush is regarded as indicative of an active business throughout the territory beyond the early ex-
petations.

Greatest Demand Ever Experienced

The Brunswick line is marching through to the holidays with the largest number of orders the Milwaukee branch has ever experienced. Manager Thomas I. Kidd is elated over the ex-
cellent volume, which exceeds even his liberal predictions of a month and two months ago. The Brunswick has gained a substantial foothold in Milwaukee and Wisconsin and Manager Kidd is just beginning to “cash in” on his several years of intensive effort to make his line one of the leading sellers in the Northwest. Edison trade is very active and sales are es-
tablishing new high-water marks over the vol-
ume of past years.

City and country business in the Sonora line is excellent in Wisconsin as well as in the Upper Peninsula of Michigan, according to Fred E. Yahr, president of the Yahr & Lange Drug Co., who is devoting his personal attention to the distribution of the Sonora.

Remarkable Columbia Business

The Columbia is winding up the best year in its history in Wisconsin with a remarkable holi-
day volume in instruments as well as records. It was in the Spring of 1920 that this territory was subjected to a concerted drive for business, and while good results were evident a year ago at this time the call for Columbia merchandise since then has grown steadily until now the de-
mand is by comparison, astonishingly large.

Strong Demand for the Dallon

The Milwaukee Talking Machine Co., manu-
facturer of the Dallon, has been working hard for several weeks to fill a rush of orders and is making a whirlwind finish of an excellent year. Business is brisk and the factory will have all it can do to fill all of its holiday orders before December 23.

Entertained 14,000 Visitors

The Grant Furniture Co., of Racine, Wis., re-
cently held the doors open at its new store and entertained nearly 14,000 visitors, when it had arranged for but 4,000. One of the features of the new establishment is the Victor depart-
ment, which is located on the main floor and dis-
plays the Victor individually as well as a part of practical home furnishing goods.

Activity With Bradford Co.

The J. B. Bradford Piano Co., one of the oldest and largest music stores in Milwaukee, always has enjoyed an extensive talking machine business, but this year it has smashed all pre-
vious marks for volume. It added the Aeolian Vocation several months ago and is also pushing the Victor and Sonora. That these are in good company is indicated by the fact that the Brad-
ford house represents the Mason & Hamlin, the Steinway Duo-Art and the Aeolian lines.

Runs Comparison Concert

Oscar E. Lentz, retail jeweler at Clintonville, Wis., and Edison dealer, recently conducted a notable event for a small city by offering Glen Ellisin, Scotch baritone, assisted by Alta Hill, pianist, at the Grand Theatre, in a comparison recital. A select audience of nearly 1,000 people was present.

Walter C. Kelly, “The Virginia Judge,” ap-
peared at the Majestic Theatre in Milwaukee during the first week in December and his Victor records were widely advertised during this period, with excellent sales results.

Campaign of Gram Music House

The Cheney, the Pennsylvania Gramophone—Aeolian—Vocation are being featured by the Edmund Gram Music House in its pre-holiday advertising. Miss Julia Wolff, manager of the talking machine department, reports the best November in the history of the house and says it looks as if December will break all previous marks as well.

Exhibit at Local Show

A large number of attractive exhibits of talk-
ing machines and records were made by Mil-
waukee dealers at the third annual Food, House-
hold and Electrical Exposition, held recently in the Auditorium. Carl Euler, 1611 Vliet street, featured the Columbia and Sonora, showing standard as well as some of the beautiful period models of the Sonora. The Houffer Piano Mfg. Co., 274 Fifth street, distributor of the Starr, made a special appeal in behalf of Gennett records, showing also the Starr in up-
right and console styles.

SUFFERS DAMAGE FROM FIRE

Camden, N. J., December 1.—A fire lasting se-
veral hours, to-day, caused considerable damage to the department store home of the Baker-
Flick Co., which concern operates a Victor de-
partment. Reports received indicate considerable damage to the Victor stock.
TRADE IN CANTON, O., DECIDELY IMPROVED

Leading Dealers Report That December Business Is Making a Very Fine Showing—Advertisements in Local Papers Brings Good Results

CANTON, O., December 7.—With but little change in industrial conditions in the Canton district, music dealers are unanimous in their prediction that December business will exceed any previous month in the past six. For most of the dealers November was a good month and showed a decided improvement over October. Collections are reported to be better, but dealers will not say just how long they expect this situation to continue, with industrial conditions constantly changing.

Slight improvement in business generally is seen by C. M. Allford, head of the Allford & Fryar, "I honestly believe there is a better trend in our line of business. This store enjoyed a good volume of business during November and December should beat it. Talking machines are selling satisfactorily." Talking machine sales are on the increase with the J. W. Brown Piano Co. and it is expected that the entire stock will be disposed of by the holidays, for the store is receiving a large stock of new models of the Sonora. Collections with this firm are better.

"Business has been of a satisfactory volume in our talking machine department this year," said G. A. Garver, head of the Garver Bros. Co., at Strasburg, O., said to be the largest country store in America. This store caters largely to the rural trade and sells a large number of talking machines. Sales with this store to date aggregate more than $375,000, according to Mr. Garver. "A Million in 1922" is the store slogan.

The talking machine department at the S. S. Urfer Co. store, New Philadelphia, O., is pushing the Columbia line this month with a vengeance, according to H. W. Whitney, manager. The volume of business, while not up to the same month a year ago, has been satisfactory, he says. Records are moving better with the advent of colder weather. Herbert Urfer, son of S. S. Urfer, proprietor of the store, is in charge of the talking machine department now.

November and December have proven exceptionally good months for Victor record sales, according to George C. Wille, of the George C. Wille Co. The unusually large number of popular selections on the lists of the last two months accounts for the activity in this line, according to Mr. Wille. Talking machines are moving better this month than last.

George E. Buss, New Philadelphia, O., Edison representative, tops his district for largest number of sales to date in a contest now being conducted by the Edison Co. Mr. Buss says business is very good and in the face of unfavorable conditions the Edison machine has held its own. "I have been doing everything in my power to stimulate sales of the Edison and have been successful. November was a good month, but December will beat it," he believes.

It is announced that the Canton, O., store of the Drake & Moninger Co., which maintains three other stores, the main store being at Alliance, O., will be discontinued after December 15. This store sells the Victor machine and recently opened an exclusive Victor shop at Sebring, O.

Canton music dealers are using twice the space in local newspapers that they did a month ago and without exception all are pushing their various makes of talking machines and pianos for Christmas gifts. They say they have more prospects on their lists this month than they have in any previous month this year.

W. A. Grubbs, formerly with the Record Shop, has opened the Grubbs Music Shoppe, at 411 St. Clair street, Columbus, it is announced. He will have in stock a line of talking machines, records and sheet music.

Fear is the salesman's worst enemy—fear comes from the lack of knowledge.

NEW VICTOR NUMERICAL CATALOG

All Records in Victor Co. Library Listed in Numerical Order in New Volume

The Victor Talking Machine Co. has just issued the numerical list of Victor records for 1922, containing the names in numerical order of all records in all languages. The volume is an imposing one of nearly 300 pages and serves to indicate the tremendous extent of the Victor record library. In addition to the record list, the book contains some interesting and valuable information on the important matter of keeping track of record stock which should prove of value to dealers.

A number of records are listed in the new numerical catalog, as well as the regular record catalog, without previous announcement, among them being a group of nine piano solos by Novas, three records of Shakespearean readings by Sothern, three others by both Sothern and Marlowe, and over a dozen records by Caruso. The latter are relistings of records that have been withdrawn from the regular catalog.

SEEK TO AVOID MAIL CONGESTION

Co-operation of Music Dealers in Changing Dates of Mailing Record Lists, etc., Asked by Post Office Department

WASHINGTON, D. C., December 5—Efforts are being made by the Post Office Department to secure the co-operation of music dealers throughout the country in equalizing the volume of mail by changing the dates on which they send out their notices of new records, new music rolls, etc.

Large quantities of circulars, such as catalogs, lists of new records and other matter, are sent out on the first day of each month, it is pointed out by First Assistant Postmaster General Hubert Work in an announcement to postmasters, resulting in serious congestion of the mails and delayed delivery.

In order to relieve this condition, postmasters have been requested to confer with the large mailers of advertising matter with a view to obtaining their co-operation by releasing all such matter on other days of the month, and on the lighter days of the week.

KIMBALL PHONOGRAPHs

One of several beautiful Console Models

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
VICTOR CO. FILES SUIT AGAINST THE OPERA DISC CO.

Brings Action in U. S. District Court in Brooklyn, N. Y., Against Opera Disc Co. et al., to Restrain Defendants From Selling "Opera Disc" Records, Alleging They Are Pirated Copies

The Victor Talking Machine Co., of Camden, N. J., on December 7 filed in the United States District Court, at Brooklyn, N. Y., a suit against Max Hesslein, the Opera Disc Co., Inc., and the Opera Disk Distributing Corp., to enjoin these defendants from selling certain so-called "Opera Disc" records, including many by Caruso and other celebrated artists, which, in the complaint, the Victor Co. alleges are pirated copies of recordings produced by the Victor Co., or in which it has exclusive rights in this country.

The Victor Co. alleges that these records are being unlawfully manufactured in Germany by a German concern and are being imported into the United States and sold by the defendants in fraud and violation of the Victor Co.'s rights and in disregard of the royalty obligations to the artists. The Victor Co. also asks for an injunction against the use by the defendants of the names of the famous "Victor" artists which these companies feature in their advertising, that further importation of such records be enjoined, that such "Opera Disc" records now in the possession of the defendants be delivered to the Victor Co. or to the court for destruction, and that the usual accounting for damages and profits be ordered.

MAKE SHIPMENT TO INDIA

BALTIMORE, Md., December 7—Some time ago the Rev. Dr. Goedeke, a missionary to the land made famous by Kipling, purchased a Granby phonograph from Bass & Diering, Granby dealers, of this city. Dr. Goedeke has now reached his missionary station in Tanesi, India, and writes that he is much pleased with the machine and is using it in his services for the natives.

GREAT METROPOLITAN CAMPAIGN

Geo. Seiffert, President of Modernola Sales Co., Carries Attractive Ads in New York Paper—Attractive Offices Opened on Broadway

The Modernola Sales Co., New York City, although only established a few months, has accomplished much in the distribution of the Modernola phonograph in the Eastern territory which it covers. George Seiffert, president of the company, has been identified with the distribution of Modernola phonographs for several years and, through his untiring efforts, has con-

Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident

Over 300,000 in Actual Use

The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.

An Exclusive SILENT MOTOR Feature.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION
CHARLES A. O'MALLEY, President
321-323-325 Dean Street, BROOKLYN, N. Y.
Capitalize Lyon & Healy Nation-Wide Advertising
Make it Help Build up YOUR Business

Cremonatone Violins

CREMONATONE VIOLINS are the highest quality, the best known, and the most popular modern violins on the market today.

They are nationally advertised. Look in the leading periodicals. You will find CREMONATONE advertisements in them.

There is an ever increasing demand for CREMONATONE VIOLINS. Thousands have been sold—thousands more will be sold. You should do your share of the selling and derive your share of the benefits. Become the music merchant in your city who will supply the CREMONATONE line. Write today for our proposition. No obligation.

LYON & HEALY

Everything Known in Music

Chicago

Are you familiar with our newspaper advertisements for local music houses? If not, write us for information. They are the work of the country's best experts. They will interest you.
HAPPENINGS IN THE DOMINION OF CANADA

COMMENCES MANUFACTURE OF GRAFONOLAS IN TORONTO

Columbia Co. Turns Out All Models for Canadian Trade—Introducing New Talking Machine—The Value of Talking Machines in Schools Appreciated—Reductions in Record Prices—Other Items

Toronto, Ont., December 5.—Operations have commenced in the Grafonola department of the big Columbia factories in this city. It is the Columbia's plan to turn out all models of the Grafonola complete in its own plant, from where deliveries will be made. This is one of the best-equipped plants to be found anywhere. The machines contain immense quantities of the finest mahogany, walnut and oak, all of which have been thoroughly seasoned.

Record manufacture has been carried on in the factory from the time the company occupied the premises. Operations in the cabinet factory were timed to commence with the completion of the factory, and arrangements were made with other manufacturers for cabinets. A. E. Landon is local manager.

A talking machine, to be known as the "Sono- graph," is about to be placed on the market by the Provincial Machine & Supply Co., Ltd., West Talbot. The instrument is of the popular medium size.

Here's a live idea worked by a talking machine—the Columbia records own little experiment. He chose a country school in a district from which he got a certain amount of farm trade, and ascertained from the teacher that the school had no music beyond singing twos on an average, attending. He sent the teacher forty-odd invitations, one for each child and a few over, inviting him to his store to attend a talking machine exhibition on Saturday, and a large number of children attended that recital, with the result that there were thirty-one new boosters for that dealer's machines and records. The idea will be carried out with other schools.

Taking the country by and large, there is a growing interest on the part of dealers in talking machines in the schools. One dealer heard of lately is working the following plan to assist the teachers and pupils to secure a machine and library of records for their school. He gives with each purchase of $2 from his store a ticket good for 15 cents cash when turned in by any of the school children for use in their talking machine campaign. People making purchases turn the coupons over to some boy or girl they know. The plan turns hands it over to the teacher and every such coupon secured is another 15 cents toward the school machine. Although only nicely begun, the teachers and pupils are taking realism to the idea and working hard. Concerts and other events are also being employed to raise the necessary funds.

Canadian school teachers will remember some day that a high-grade phonograph and carefully selected library of records should be part of the standard school equipment for which they should petition.

The musical season in Toronto has gotten off to a good start this Fall by the appearance at Massey Hall of Edwards Johnson (tenor), Alberto Salvi (baritone) and Louise Homer (contralto) and Galli-Curci (soprano), all well-known His Master's Voice artists. The Starr Co., of Canada, Ltd., whose headquarters and warehouses are in London, Ont., is out with an announcement of substantial reduc-

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENE 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 RENE MANUFACTURING CO.

Montvale, New Jersey
tailing at $1.25 have been advanced to $1.50, while twelve-inch, heretofore selling at $2, have been advanced to $2.25. These slight increases are due to adjustments of artists, and other royalties.

Layton Bros. are conducting their fourth annual Christmas Columbia Grafonola Club, which is limited to 200 members. Large-size Sonora phonograph newspaper copy is appearing in the Montreal dailies through the Canadian distributors, I. Montgomery & Co., Toronto, to which is attached the name of Charles Cubrose, Montreal, as Eastern Canada distributor.

A handsome sign has recently been erected on the roof of Layton Bros, which announces that they are handling the Brunswick line of phonographs.

The Misses Helen Nevitt, soprano, Virginia Powell, reader, and Margaret Whitaker, violinist, Edison tone-test artists, gave two recitals in Montreal the past week in the Ritz-Carlton, which was held under the auspices of Layton Bros., when the appearance of these artists was heard in comparison to their performance in the flesh.

"Children's records as Christmas gifts are increasing in popularity every season," said Miss Vezina, in charge of the Columbia Grafonola department of Almy's, Ltd., "and this year we have doubled our stock in anticipation of a heavier volume of sales in this direction."

Right here in Montreal, unknown to thousands of people, one of the most amazing facts of all time is being demonstrated daily. The Marconi Wireless Telegraph Co. of Canada, through the agency of the Marconi wireless telephone, is rating music and speech over an area of 125,000 square miles. Scores of interested people having the wireless telephone apparatus are listening at the same time in their various homes to piano, band and orchestral concerts taking place at the head office of the Marconi Wireless Co., and these concerts have been picked up as far as St. John, N. B. An Edison Diamond Disc phonograph with Edison re-creations and a Layton Bros. piano have been chosen as desirable instruments for these demonstrations from Layton Bros., Edison dealers, of this city.

INVENTED "SOME" WAR WEAPON

Thomas A. Edison made known for the first time recently the invention of a new weapon by his son during the war. This consisted of a wheel charged with high explosive which was set in a Ford tractor. When the wheel revolved at a speed of 35,000 surface feet a second it was released, speeding toward the enemy at terrific speed for a distance of two miles and finally exploding. The invention was completed too late for use in the conflict.

PRAISES EMERSON RECORD

The Emerson Phonograph Co., New York, received recently a very interesting letter from a music-lover who purchased an Emerson record and who was so pleased with its quality that he wrote as follows: "I purchased an Emerson record last evening of a piano solo played by Maria Almy. It was the best piano record I have ever heard and therefore I would like you to send me a list of any other records played by the above-named party, with the cost of each record. Signed: Walter Smalbeck."

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN ALLOY ALPITS

ACME-DIE-Casting Corp

Boston abouteer BrooklynN.Y. Defunct Chicago

ERNST JOINS PAUL WHITEMAN, INC.

Sales Manager of New York Talking Machine Co. Resigns Post—Will Become Vice-president of Paul Whiteman, Inc.—Will Furnish Musical Entertainment of Every Description

H. C. Ernst, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, resigned from his position this week to become vice-president and treasurer of Paul Whiteman, Inc., a new company which has been organized for the purpose of developing and supplying orchestras, musical novelties and musical entertainments in all its branches. Paul Whiteman, director of the famous Paul Whiteman Orchestra and exclusive Victor artist, is president of the new company, which has opened offices at 158 West Forty-sixth street, New York.

Prior to joining the New York Talking Machine Co.'s staff in 1917 Mr. Ernst was identified with several of the country's largest industrial concerns and he is recognized throughout the talking machine trade as an executive of exceptional ability. As sales manager of the New York Talking Machine Co. he has won the esteem and friendship of Victor dealers throughout the territory and his intensive efforts to co-operate with the New York Talking Machine Co.'s clientele were keenly appreciated by the trade. Mr. Ernst is planning to assume his new duties on the first of the year and the sales organization he has trained so carefully that his work will be shouldered by the present members of the sales division without any strain or radical changes.

As vice-president and treasurer of Paul Whiteman, Inc., Mr. Ernst will have many opportunities to utilize his sales and executive training. Paul Whiteman has attained phenomenal success as director of the Paul Whiteman Orchestra at the Palais Royal in New York and he is recognized from coast to coast as one of the country's foremost dance orchestra directors.

NEW RODEHEAVER RECORD JOBBER

A. J. Heath Will Act as Distributor for Rodeheaver Records in Philadelphia

T. P. Ratcliff, general manager of the Rodeheaver Record Co., New York, announces the appointment of A. J. Heath as distributor for the company's records in Philadelphia and also in Baltimore. Mr. Heath is located in Philadelphia, at 27-29 South Seventh street. Mr. Ratcliff is enthusiastic over the new connection, owing to Mr. Heath's wide acquaintance in the trade and his knowledge of its requirements.

Mr. Ratcliff has arranged for the public demonstration of the process of recording Rodeheaver records in the Gimbel Bros. store, Philadelphia, in January, in the interests of Mr. Heath. The Rodeheaver record catalog of sacred music is being expanded rapidly and a large number of soloists, choruses, quartets, etc., prominent in religious circles, have recorded for the Rodeheaver Co.

MISS BROWN RETURNS FROM TRIP

Miss H. Marjorie Brown, in charge of retail sales promotion for C. Brune & Son, Inc., Victor wholesaler, New York City, completed an extensive trip through New England last month. She visited most of the leading Victor retailers in the up-State territory and reported much activity on their behalf.
OGDEN'S ORIGINAL "STANDS"

For Portable Victrola No. 50

Cost You $6.50—Sell at $10.00

Number Fifty Portable "STAND" is designed for Victrola No. 50 to make it an ideal HOME MODEL with all the advantages of the Cabinet Type—and still is absolutely Portable.

It is "Set Up" or Taken Down in 5 minutes—Positively Rigid and Strong—Assembled with 4 concealed Thumb Nuts and Screws.

Correctly Designed to Harmonize with the Victrola No. 50 Portable in Material and Finish.

Constructed of Solid Mahogany and Rubbed Finish to MATCH. Quartered Oak (Golden-Fumed and Weathered), finely finished to MATCH the Portable Victrola. Price, each, $6.50; delivered in 1 dozen lots. Weight, each, 10 lbs. Individual Packing Case.

UTILITY or SERVICE TABLES

(Convenient for Many Purposes)

These Tables are needed in every Demonstration Room for the convenience of your Customers when selecting records and are also a convenience for many purposes in the home, for which you find a ready sale with profit.

Dimensions and Dealers’ Prices

Table No. IV, Top 15 in. x 16 in. Quar. Oak and Enamels $4.75
Table No. VI, Top 17 in. x 16 in. Quar. Oak, Mahogany and Enamels — — — — — — 4.75
Table No. VIII, Top 16 in. x 19¾ in. Quar. Oak and Enamels 5.25
Table No. IXA, Top 17¾ in. x 21¾ in. Mahogany or Oak, and Enamels — — — — — — 6.50

(Genuine Enamel Finishes)
(White, Ivory and Pearl Gray)

OGDEN'S YOU-NIT STANDS ARE UNCONDITIONALLY GUARANTEED and their popularity has caused them to be imitated extensively. You will do well to be sure they are Ogden's YOU-NIT STANDS.

Many Victor Jobbers Have a Stock of the Genuine STANDS. Labeled for your protection, which is your Guarantee of Satisfaction. Mail us your order, naming your Jobber, and if he has no Stock we will ship or mail direct to you and bill through your distributor. Samples delivered by mail for your Christmas Trade.

Write for our complete Catalogue of Filing Cabinets and STANDS.

OGDEN SECTIONAL CABINET CO., Inc.
LYNCHBURG, VA.
UNIT CONSTRUCTION CO. EXTENDS SALES ORGANIZATION

Philadelphia, Pa., December 6—The Unit Construction Co., of this city, manufacturer of “Unico” equipment for the talking machine wareroom, reports considerable activity among dealers in all sections of the country in the way of increasing the facilities of its warerooms and making them more attractive for 1922. Realizing the importance of immediate and personal service to the dealer in planning out those important improvements in his warerooms, the Unit Construction Co. has considerably extended its sales organization through the opening of five branch offices in addition to the Chicago and New York offices and the main office in this city. Each branch office will be under the able direction of its resident manager with staff and the cities in which they will be located are Atlanta, Ga.; Dallas, Tex.; Denver, Colo.; Salt Lake City, Utah, and Los Angeles, Cal.

Besides the expansion of the sales organization the various items of equipment for the talking machine warerooms made by the Unit Construction Co. have been extended to cover everything, excepting chairs and carpets, and even in these two last instances it is not uncommon for the representative of the Unit Construction Co. to aid the dealer in the proper selection of harmonious chairs and floor coverings. The prestige of the company has been built upon the quality of the demonstration rooms, record racks, counters, interior and exterior woodwork treatment which it manufactures, and during 1921 the company has produced various service and demonstration displays which have proved very popular and a new sales stimulator for the demonstration room which is in very great demand.

The newest products which now make the line absolutely complete are a number of self-service display racks, a lighting system and electric fans. The lighting system has been the result of many years of careful study and is claimed to be the most efficient for the purpose of lighting the demonstration rooms and has been designed to harmoniously blend with all of the various styles of “Unico” equipment. The globe for the light is in ivory and the fixture is of statuary bronze and made especially for the Unit Construction Co. under patents controlled by it.

The fans are highly efficient electric fans made especially for the Unit Construction Co. by the General Electric Co. and contain a motor deliberately capable and yet silent. These fans are eight inches wide and finished in ivory, as 95 per cent of equipment installed by the Unit Co. is either in ivory or ivory combination. The fans are equipped with a special bracket. This company has also lately produced a number of resale articles which are building up sales for the dealers, such as display stands for the Victrolas 4, 6 and portable.

The repair bench which was introduced about a year ago is proving very popular. A reduction in price on this bench has been announced and a chart is now being furnished for the dealer’s use with suggestion for the best distribution of tools in the remarkable number of compartments provided. The Unit Construction Co. is making energetic plans for 1922 and predicts that it will be a year of good normal business for all.

I. Zion, well known to the talking machine industry in New York, and formerly owner of a Victor establishment in the metropolitan district of the city, recently opened an attractive Victor store in the Port Lee section.

The Phonograph Shop, of San Antonio, Tex., which has been greatly enlarged, was formally reopened recently with a reception and music. This concern, which is owned by Alfred F. Beyer, handles the Edison line exclusively.

RODEHEAVER RECORD CO.’S NEW HOME

Manufacturers of the Recordola Now Occupying Spacious Quarters at 15 West Thirty-fourth Street, New York—Officials Enthusiastic

The Recordophone Co., Inc, New York, manufacturer and distributor of the “Recordola,” a home-recording and reproducing device recently introduced to the trade, is now located on the sixth floor of 15 West Thirty-fourth street, where it occupies large and commodious quarters. The increasing demand for the Recordola and the desire to combine under one roof the executive offices and the entire equipment and organization of the company made removal from 220 Broadway necessary.

A thoroughly equipped laboratory has been installed in the rear, where the recording instruments will be assembled, and where experiments may be developed without fear of intrusion or interruption.

The location of the Recordophone Co.’s new home in the heart of the business section of New York is an ideal one, and the officials are making plans to receive calls from dealers and interested people during the holiday season, to whom the company will give a personal demonstration by having them record on the Recordola while in the laboratory. An attractive sales and demonstration room has been arranged for this purpose.

Charles H. Hussey, president of the company, will have his desk here and will devote his time to the executive duties of the business, while A. M. Frost, general manager, who is an engineer of wide experience, will be in direct charge of the manufacturing and will also interest himself in the sales management of the Recordola, in conjunction with Joseph F. O’Brien, who is treasurer of the company.

Officials of the company are very enthusiastic over the reception accorded their home recording device by dealers, professional people and the public generally in the short time it has been on the market.

RAINBOW SACRED RECORDS

Double Disc 85c.

Brighten the Corner Where You Are with Rainbow Records

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

Dan Bedloe has made some wonderful Rainbow Records. Start the year right with a stock of Rainbow Records.

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

RODEHEAVER RECORD CO.

150 East 41st Street New York
THE TALKING MACHINE WORLD

December 15, 1921

RECEIVER IN EQUITY APPOINTED FOR PATHE FRERES CO.

Action Taken to Conserve the Assets and to Reorganize the Business, Which Will Be Continued Under the Direction of the Receivers—To Put Business on Healthier Basis

The United States District Court in Brooklyn, N. Y., on Friday morning, December 9, appointed Eugene A. Wildman, former president of the Pathé Frères Phonograph Co.; William C. Rod- field, former United States Secretary of Com- merce, and Benjamin A. Kay, a New York at- torney, receivers in equity for the Pathé Frères Phonograph Co., Brooklyn.

This action was taken in order to conserve the assets and revive the business. In a state- ment filed to the court it was stated that the property of the company, if properly liqui- dated, would yield more than enough to cover the claims of all creditors. The receivers appointed are all executives of the highest ability and the inclusion of Mr. Wildman is particularly en- couraging, not only through his intimate knowl- edge of the Pathé business, but his thorough knowledge of the talking machine business in general. It was stated at the headquarters of the company in Brooklyn that the business would be probably reorganized under stronger lines than ever before and that, under the able direction of the receivers, it was expected that the Pathé Co. would rapidly emerge from its difficulties.

CORRESPONDENCE MUST SUIT TIMES

Cannot Longer Be Matter of Mere Routine, De- clares Prominent Milwaukee Credit Man

MILWAUKEE, Wis., December 5.—The present pro- longed industrial depression has clearly shown that commercial correspondence is no longer a mere matter of routine, but a problem that de- serves the careful consideration that is given to every other matter of importance in the suc- cessful promotion of business," said V. J. Schulte, credit department of a prominent Mil- waukee store, addressing the Milwaukee Credit Man's Association.

"During the past few years a heretofore un- heard of condition existed in the business world. Money was plentiful and it did not require a high grade of salesmanship and much adver- tising to sell commodities. To-day just the re- verse condition prevails.

"Not only in the collection of accounts is care- ful and diplomatic correspondence necessary, but also in the handling of complaints, adjustments, sales and, as a matter of fact, in every depart- ment of a business organization. The consuming public to-day demands that every com- mercial decision be made good no matter how unreasonable and unjust it may be. The retail merchant is ex- tremely critical about the merchandise that he receives. He is exacting about the date he de- sires it shipped. Cancellations, from his point of view, mean nothing and returning merchan- dice has become somewhat of an established rule. The price question presents another problem. These and numerous other matters present them- selves daily to the business correspondent for skilled handling.

"To-day a business letter must not only be clear, courteous and concise, but must be tactful and diplomatic.

"The letter of to-day must contain only perti- nent facts that have a direct bearing on the sub- ject written about. It must in a brief and affable way 'tell why.' In short, it must be educational.

"The great function of the business letter of to-day is to restore the confidence that was lost by the approach of the present industrial depression. To-day more than ever is the busi- ness letter the universal implement of business and when used rightly is the greatest potential creator of business yet devised. The importance of good, clever, result-getting business corre- spondence cannot be overemphasized. The necessity of such correspondence is imperative and is one of the means that will hasten the return of normal conditions because its great mission is the restoration of confidence.

MAKING NEW INDUSTRIAL SURVEY

War Department Interviewing Firms to Deter- mine Time Necessary for Conversion of Plants From a Peace to a War Basis

The industrial survey of the country inaugu- rated some months ago by the War Department is progressing satisfactorily, according to the annual report just submitted to the Secretary by the Quartermaster General. A total of 316 firms have been interviewed and 276 reports giving identity, location, product, normal and emer- gency capacity, and changes and time necessary for possible conversion from peace to war basis have been filed. These reports go to form the basis for detailed tabular and graphic studies in quartermaster supply, transportation and alloca- tion of industries, both current and for the fu- ture. All such data are obtained by patriotic co-operation and assistance of the industries con- cerned and filed in the confidential records of the office of the Quartermaster General. The work will be continued until all the important indus- tries of the country are reported in this manner.

RETIRES FROM BUSINESS

The American Odeon Corp., New York, will go out of business on December 31 of this year. Max Strauss, managing director of Carl Lind- strum, Ltd., Berlin, Germany, sailed for Europe the early part of the month, after completing arrangements whereby the General Phonograph Corp. will be the sole licensee for the products of Carl Lindstrum, Ltd., in the United States, Canada and Mexico.

PRICE FIXING AGAIN BEFORE COURT

Arguments Presented Before U. S. Supreme Court in Case Brought Against Beech Nut Packing Co. by Federal Trade Commission

WASHINGTON, D. C., December 8.—Oral argu- ments before the United States Supreme Court on Friday in the case of the Federal Trade Com- mission against the Beech Nut Packing Co. indi- cate that the decision of the court in this case will decide the legality of maintenance of re- sale prices.

Many cases pending before the Commission, including one against Quillt, Peabody & Co., alleging unfair methods of competition in the maintenance of resale prices, are being held up pending the decision of the court. Solicitor General Beck appeared before the court to-day for the Commission, while the Beech Nut Packing Co. was represented by Charles Wesley Dunn.

If the Supreme Court should favor the Com- mission in its decision the following order will be issued in all cases pending before the Com- mission, if it is understood:

"It is ordered that respondent cease and desist from the directly or indirectly fixing, re- quiring, or by any means bringing about the re- sale of products by distributors, whether at wholesale or retail, according to any system of prices fixed by respondent, and more particu- larly by any or all of the following means:

"1—Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices;

"2—Refusing to sell to any such distributors because of their having resold respondent's said products to other distributors who have failed to adhere to any such system of resale prices;

"3—Securing or seeking to secure the co-oper- ation of its distributors in maintaining or en- forcing any such system of resale prices;

"4—Carrying out or causing others to carry out a resale price maintenance policy by any other means.

A VALUABLE BOOK FOR DEALERS

The Music Industries Chamber of Commerce has received from the Domestic Distribution De- partment of the Chamber of Commerce of the United States a number of pamphlets on "Mer- chandise Turnover and Stock Control," which contains facts of value to merchants. These book- lets will be distributed to members of the asso- ciations in the Music Industries Chamber of Commerce without charge upon request.

The subject matter contained in the pamphlets must be adapted to the field of music, the points brought out are of value, especially for the handling of departments.

The A. L. Arvidson Piano Co., of Denver, Col., has announced its intention of disposing of its stock of pianos and confining itself to the sale of Edison phonographs exclusively in the future.

THE OUTING

"THE YEAR ROUND MACHINE"

Write for Discount

Retail Price, $35

Present-day economic conditions demand reduction in prices, but not in quality.

The OUTING has accomplished this difficult task.

There is no phonograph made today giving as much value for the money as the OUTING.

Mr. Dealer, put in the "OUTING," THE MOST COMPLETE PORTABLE PHONOGRAPH IN THE WORLD, and you will have no slack season.

Desirable Jobbing Territory Open.

Metropolitan Distributors

Cabinet & Accessories Co., 145 East 34th St., New York

OUTING TALKING MACHINE CO.

Mt. Kisco, N. Y.
BECOMES MOTROLA DISTRIBUTOR

Buffalo Talking Machine Co. becomes the exclusive sales agent for the Jones-Motrola for the State of New York (Excluding the Metropolitan District) as well as Pennsylvania.

The Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, has announced that it has been customer's presence. We sold them the Jones-Motrola for the State of New York (with the exception of the metropolitan district) and for northern Pennsylvania. It has already commenced an extensive sales campaign with this device and is giving the dealer sales plans to stimulate his sales of Motrola.

Outlining the company's reasons for handling the Jones-Motrola, V. W. Moody, manager of the Buffalo Talking Machine Co., said: "The first time that the idea occurred forcibly to us that there really were some people who could make a Victor was a short time ago when we saw a fat salesgirl in a booth winding an instrument (or maybe it was winding her). AWFUL! Don't misunderstand us—we have as much regard for the world champion shimmym dancer as should be accorded the champion, but still we have a feeling that a record demonstrating booth is not the proper setting for such an exhibition.

"When the Jones-Motrola Co. announced its improved new Motrola and put such an attractive list price on it ($19.90 instead of $80 as heretofore) we immediately saw reasons enough for it becoming an attractive accessory and arranged to take on the line. The success of our efforts has been astonishing. We made more sales in two weeks than we had made in ten years."

"The question 'Why is the Motrola?' had never been submitted to us in such a way as to make us fully appreciate that the services of a Motrola are really worth while. We explained to our dealers the service of the Motrola, working on the theory that while the electric starter for the automobile was sold for some time as an accessory it is today a regular equipment for every 'divers.' The picture of a man cranking a flivver always gets a laugh. Who has not seen it in the movies?"

"We told our dealers that the proper way to sell the Motrola was by using it constantly in the Jones-Motrola's presence. We sold the idea of placing a Motrola on their demonstrating machines, and urged them to place Motrolas with selected customers on a week's free trial basis. We also urged them to make a careful canvass and have not heard of one single instance where a Motrola has been returned after having been used by a customer for a week or more."

"The most recent selling arrangement the Motrola is a gratifying line to sell—gratifying to us, to our salesmen, to our dealers and to our dealers' customers. If we expected more than this we would probably get less."

The air is full of plans—the plans are full of air.

DON'T SLOW DOWN
AFTER THE HOLIDAY RUSH

ORDER THE
"DA-LITE" DISPLAY SERVICE
TO START JANUARY FIRST

IT Sells Victor Records

FOUR ARTISTIC HAND-COLORED PANELS EACH MONTH
NO CHARGE FOR DISPLAY—SERVICE COST $6.00

The profit on one 85c record pays total daily cost
SEE DISPLAY AT YOUR WHOLESALE DISTRIBUTORS
OR WRITE US FOR CIRCULAR GIVING DETAILS

"DA-LITE" Electric Display Company
114 North Erie Street
Toledo, Ohio

NEW METHOD OF LISTING EXPORTS

Under New Method of Tabulation Classifications Will Be Increased From 710 to 1,250 Separate Items—Co-operation Urged

A new method of tabulating export statistics is to be put into effect by the Department of Commerce on January 1, whereby the present classification of 710 items will be increased by 76 per cent to a total of 1,250 separate classes. The new method also provides for the showing of exports by related groups, instead of alphabetically as at present, and wherever possible the physical volume of exports will be shown as well as the value. The use of this system, it is stated, will enable business men to ascertain from the statistics the fluctuations in volume of trade, which, on an account of price fluctuations, could not be done under the present system for classes which showed value only.

In order to completely tabulate the exports under this system it will be necessary for American shippers to co-operate with the department by giving a detailed description of merchandise shipped abroad on the Customs Division's 'Shipper's Export Declaration,' which must be filed with the collector before the goods can be cleared.

New goods are always better than bargains.

A Group of the Best Blues Singers in America

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<thead>
<tr>
<th>Song</th>
<th>Singer</th>
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<tr>
<td>Down Home Blues</td>
<td>Ethel Waters</td>
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<td>10 in.</td>
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<tr>
<td>O.H. Daddy</td>
<td>Ethel Waters</td>
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<td>The Biggest Hit of the Season</td>
<td>Alberta Hunter</td>
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<td>10 in.</td>
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<tr>
<td>He's a Darn Good Man</td>
<td>Alberta Hunter</td>
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<td>2018 MY CUP BLUES</td>
<td>Katie Crippen</td>
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<td>10 in.</td>
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<td>When It's Too Late</td>
<td>Katie Crippen</td>
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<td>2022 Arkansas Blues</td>
<td>Lucile Hegamin</td>
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<td>10 in.</td>
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<td>Jazz Me Blues</td>
<td>Lucile Hegamin</td>
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Another Down Home Blues

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<thead>
<tr>
<th>Song</th>
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<tr>
<td>2020</td>
<td>Bring back the Joys</td>
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<tr>
<td>10 in.</td>
<td>By Alberta Hunter</td>
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Immediate Shipment Guaranteed. We are at YOUR Service. PLACE YOUR ORDERS NOW

Pace Phonograph Corporation
2289 Seventh Avenue
New York, N. Y.
1922
A Prosperous New Year
To All Pathé Dealers

PHONOGRAPHS
Pay The Dealer
The Best Profit

Write for our Proposition

PATHÉ FRÈRES PHONOGRAPH CO.
BROOKLYN, NEW YORK
OTTO HEINEMAN REVIEWS
THE TRADE SITUATION

President of General Phonograph Corp. Looks for
Revival of Trade Following the Nation's
Industrial Sickness of the Past Few Years

Discussing the business outlook for 1922, Otto
Heinemann, president of the General Phonograph
Corp., New York, one of the recognized authorities
of the industry, commented as follows:

"You want me to express an opinion on 1922
conditions? In these days, when phonograph
companies are going into receivership almost
daily, it is hard for anybody to forecast anything
about the phonograph business in 1922.

"I personally believe that, after so many com-
panies have been eliminated—companies which
started a phonograph business both in machines
and records without knowing the foundation of
the phonograph trade—our trade will gradually
revive from the sickness of the last few years.

"We had not only an overproduction, but we
had also, what was worse, many companies in
our trade which called themselves phonograph
concerns without knowing the least detail about
the machine or record business. It was the idea
of many people just to buy a cabinet, put in
some mechanical equipment and then sell a phonograph.
That this was wrong the past has shown.

"Then there were many people who thought
if they hired some recorder who was in the busi-
ness a few years they were in the record business.
They did not know that the three leading con-
cerns in the world in this line, Victor, Columbia
and Lindström, had spent millions of dollars
before their achievements became worth while,
and that it took these companies many, many
years until they were able to produce a good
record and make money out of this branch of
their business. I am afraid that many of these
people realize the situation now.

"Looking back, the so-called independent
phonograph industry looks like a graveyard. I
regret all these casualties, but, I think, in the
long run those companies which are still in the
running will benefit by it.

"The Victor Co. has shown, since its start,
how to run a business, not as to the quints in
it produces, but the quality. If only a few of
the manufacturers would have recognized what
quality means matters might have been entirely
differsent by now.

"America, the country of greatest wealth;
America, the country of greatest progress; Amer-
ica, with its one hundred and ten million people,
and people who are music loving, must create a
phonograph trade in the future. I estimate that
there are to-day more than ten million phono-
grahs in use, but there are more homes being
built every day, so there are wonderful oppor-
tunities for new phonographs every day; and
have you ever thought what possibilities this
opens up for the record business?

"The country has gone through a time of
depression. A severe crisis undoubtedly
has been avoided through the wise leadership
of our financiers, and now I firmly believe that a
turn for the better has come. Unemployment is
gradually decreasing. The cost of living has
gone down considerably. Wages have been ad-
justed to present times. The railroads will un-
doubtedly, decrease rates, and manufacturers,
jobbers and retailers will adjust their prices ac-
cording to this.

"I do not believe in any great prosperity in
the near future. I think it will be a very slow
process of readjustment, but I firmly believe that
America will, one day, see prosperity again and
then it will be a sound prosperity, a prosperity
built up on a solid foundation and not on un-
sound war inflation.

"If our industry strives to give the public
only the best—good phonographs and good
music—I think our trade will come out on
top, and those who have weathered the storm
and who have learned through their experiences
in these dark days of 1920 and 1921 will be the
winners in the end."
MELETONE CO. ENLARGES CAPITAL

WINNIPEG, CAN., December 6—The Meleton Co., Ltd., Winnipeg, Man., is raising new capital by the sale of $50,000 in per cent preferred stock. With the new stock the company will have a capitalization of $300,000, of which $50,000 will be preferred and $150,000 common. Among the directors are Mandel Lurie, president; W. C. Fordyce, secretary-treasurer, and J. L. McCormick.

A news dispatch from Alberta tells of the method employed by the trustees of a local school in purchasing a talking machine for the school. The various dealers of the district were invited to appear at the school. Each one in turn played his particular instrument behind a curtain, while inside in the classroom sat some of the leading men in the town, acting as judges, who finally decided upon the instrument which was the most suitable for school work.

The Musicmaster Phonograph Co., Ltd., Vancouver, has made an assignment.

FORBES-HUNTOON MUSIC CO. FORMS

Cheyenne, Wyo., December 8—Warren A. Forbes, proprietor of a drug store here and one of the leading merchants, and L. C. Huntoon, manager of the local branch of the Knight-Campbell Music Co. of Denver, Col., for the past eleven years, have combined forces, resulting in the Forbes-Huntoon Music Co.

Chickering and Ampico player-pianos, Conn band instruments, Vose, Kurtzmann and Gulbransen pianos, Victrolas and Brunswick phonographs and records will be handled. The company expects to announce the opening of its store during this month.

Miss Barr, a demonstrator for the Victor Talking Machine Co., of Camden, N. J., recently visited the schools of Franklin, N. H., to demonstrate the Victor machine and records.

NEW STORE IN WASHINGTON, D. C.

The United Phonograph Stores, Inc., with executive offices in New York, have opened their first store in Washington, D. C., in the new City Club Building, G street between Thirteenth and Fourteenth streets, N. W. The store has been fitted up in an elaborate manner. The line will include pianos, talking machines, musical merchandise and sheet music. The company plans to open several other stores in Washington in the near future.

NED DOUGLASS OPENS STORE

Ned Douglass, well known in local talking machine circles, has become owner and manager of the University Music Store, in the University District in Seattle, Wash. Mr. Douglass was formerly associated with the Seattle branch of the Columbia Graphophone Co. as sales manager.

Skinner & VanDeusen, of Worcester, N. Y., are featuring Sonora phonographs in their store.

Increase Your Record Sales

CLARION OFFERS THE TRADE A QUALITY RECORD, retailing at a popular price, with a substantial profit for the dealer.

The "hits while they are hits" means a regular cash dividend each month because the Clarion satisfies.

Don’t forget the Clarion is a fast seller, gives satisfaction and assures you an unusual profit.

Clarion Offers Immediate Deliveries.
Jobbers and Dealers, Write.

CLARION RECORD COMPANY
56 BLEECKER STREET
NEW YORK CITY
EDISON RECORDS BY CONRAD'S ORCHESTRA ARE POPULAR

Among the orchestras recording for Edison re-creations is Conrad's Orchestra, which has made a very famous name for itself with the fashionable patrons of The Casino at Newport.

The Edison re-creations of selections played by this distinguished orchestra have been very popular with sellers and at the present time are steadily growing in popularity with phonograph owners throughout the country. This orchestra, as will be noted from the illustration herewith, does not include any strictly jazz instruments—it is in the truest sense an artistic body of capable musicians who have won a large following among critical audiences.

Baltimore A Live Trade Center

Cohen & Hughes, Victor Wholesalers, Report Substantial Business Improvement in That City and Vicinity—Dealers Are Aggressive

Baltimore, Md., December 7.—Cohen & Hughes, well-known Victor wholesalers of this city, report that business has shown a remarkable improvement during the late Fall, and especially during the past two weeks. "The retailers naturally felt the business depression current throughout the country," declares H. T. Bose, assistant sales manager of the company, "but, taking everything into consideration, the dealers handling our products have been extremely fortunate, and, while some are running behind last year, there are quite a few who are running even and even ahead of last year's figures."

"They have been very optimistic regarding the Christmas business and have backed this optimism in many instances by anticipating their requirements and stocking up to meet them. The shortage of Victrolas, however, is keenly felt, and our dealers are even now clamoring for shipments against their standing orders with us."

"From what we are able to ascertain stocks of wholesalers in this section have long since been exhausted and all machines are being shipped out on back orders as soon as received."

"From what information we have it would seem to us that the machine business has held up a greater degree than the record business."

"We are unable to give any figures as to the period and console models sold in our territory, due to the fact that the Victor console model has been so extremely scarce that we have not been able to get a line on what its normal sale would amount to."

"The local condition which we believe has benefited us is the fact that our industries are widely diversified and we are not dependent on any one industry or group of industries for prosperity. This has prevented very serious depression, such as has occurred in the cotton section of the South, and in some cities of the Middle West, which depend largely on the automobile industry."

"We have found that our dealers can help themselves materially by proper advertising and aggressive methods. We have seen it again and again that the dealer who is 'on his toes' using every means available to get business is getting it, while other dealers who are still waiting for business to come their way are not getting it."

DUPUIS CO. FEATURES VICTROLAS

New Bedford, Mass., December 9.—The Dupuis Piano Co. has completed the remodeling of its store, which is now one of the most attractive in New England. The main floor of the establishment is given over entirely to the display of Victrolas. Sound-proof demonstration booths and special record racks have been installed for the convenience of patrons.

TIMELY OKEH SUPPLEMENT

One of the features of the January supplement of Okeh records is a group of special Christmas records, which, of course, makes a distinctive appeal at this time of the year. There are also listed six classical selections from the Fonotipia library, including selections by several famous artists. The regular supplement features the leading vocal and dance hits of the day, together with a group of instrumental, sacred and Hawaiian selections that round out the supplement.

INcorporated IN New Jersey

The Clarke Phonograph & Record Co., of Newark, N. J., has been incorporated at Trenton, N. J., with a capital stock of $25,000 to deal in phonographs. The incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clarke, of Newark, N. J. and Frank Lappen, of New York City.

Doing One Thing Well

The development of window displays into the front rank of advertising and selling mediums is responsible for the growth of Einson Litho as the foremost window display specialists in the country.

Window displays and dealer helps—from the underlying Idea to the completed lithographed product—are created by an organization it has taken a score of years to build up and perfect. A completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and copy department, furnish the personnel of the Einson Litho Organization with the well-nigh perfect tools for high-class production of window displays and other lithograph material.

Call Us In For An Idea Or An Estimate

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant
327 East 39th Street
New York City
THE TALKING MACHINE WORLD

TALKING MACHINE MEN, INC., FOR PRICE MAINTENANCE

Revised By-laws Adopted to Provide for New Trade Divisions of Association Interests—Various Local Organizations to Unite—Representatives of Leo Feist, Inc., Offer Live Program

The regular monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of the metropolitan district and adjacent territory, was held at the Café Boulevard on Wednesday, December 7. At the opening of the meeting, which was preceded by a luncheon, Irwin Kurtz, president of the Association, announced that in co-operation with J. Newcomb Blackman, head of the Blackman Talking Machine Corporation, and Mr. Theo. Tow, the Association was arranging for the preparation of a placard to be placed in a conspicuous position in the windows of talking machine dealers, announcing that they were in full accord with the principles of price maintenance. In conjunction with the placard the dealer will have a petition upon which, wherever possible, the names of his customers can be placed for the purpose of forwarding it to Congress. This, it is thought, will do much to persuade legislators to favor measures along price-maintenance lines which will be brought to their attention in the coming sessions of Congress.

A letter was read from the secretary of the Music Trades Association of Southern California, in which the Talking Machine Men, Inc., were asked to support a movement requesting one of the larger talking machine manufacturers to allow dealers a larger gross profit. The letter was referred to a committee for attention.

The meeting was known as "Leo Feist Day" and several members of that music publishing organization addressed the gathering and rendered several of the current Feist hits. Theodore Morse, of the Feist staff, introduced "Bob Miller, who sang, and Herbert Steiner, who played the New Feist songs and fox-trots, entitled, "Ty-Tee" (Tahiti) and "Wabash Blues." After the rendition of these two selections Edgar F. Bitner, the general manager of Leo Feist, Inc., was introduced and in his address he congratulated the Association on its accomplishments and its plans for the future.

Mr. Bitner, in speaking of talking machine dealer activities, said that if he had any recommendation to make it would be that the talking machine dealers who were not already stockling sheet music do so at once, if not at a complete line, at least the titles of current releases to be found in talking machine record lists. He said he was sure they would find it a profitable adjunct to their business, as have dealers who have already started doing so.

Billy Murray, well-known exclusive Victor record artist, received an ovation from the dealers and closed the musical program by singing the following Feist songs: "When Francis Dances With Me," "Ten Little Fingers and Ten Little Toes," and "The Old Town Hall." At the start of the business session Irwin Kurtz, president of the Association, relinquished the chair in order that he might introduce several important changes in the by-laws. Before announcing these changes Mr. Kurtz stated that the United Phonograph Dealers' Association, now the organization of manufacturers in New York, had recently decided to join the Talking Machine Men, Inc., having voted to this effect at its last meeting.

In view of this amalgamation, Mr. Kurtz proposed changes in the by-laws of the Talking Machine Men, Inc., whereby there would be an elimination of the three vice-presidents now serving as representatives for the New York, New Jersey and Connecticut dealers. In their places Mr. Kurtz proposed that the officers of the Talking Machine Men, Inc., should consist of a president, vice-president, secretary and treasurer, to be duly elected by the entire organization. After these officers were elected he proposed that the four dealer groups represented in the organization—the Victor, Columbia, Brunswick and Sonora groups—should elect their own vice-presidents. The vice-president of each group would, of course, be a dealer handling that particular line and its records, and these groups would meet at their own discretion and discuss problems pertinent to their own activities. Mr. Kurtz further proposed that the general council of the organization should consist of the four officers elected by the

VOCALION MUSIC BY RADIO

Vocalion Artists Also Participate in Radio Musical Programs of the Westinghouse Co.—Music Heard Over 350-Mile Radius

The Aeolian Co., through G. A. Baldini, of the artists' department, has taken a prominent part in one of the series of nightly radio concerts given by the Westinghouse Electric Mfg. Co., of Newark, N. J., and which are enjoyed by over 100,000 people provided with the facilities within a radius of 350 miles of Newark.

There was first introduced the Vocalion and a reproduction of the records of the various artists was carried through the air perfectly, to the delight of those who listened. Next the Duo-Art reproducing piano was furnished by the Aeolian Co. to furnish the piano music, and finally a number of exclusive Vocalion artists who had been taken to Newark to sing directly into the sending apparatus. Among the Vocalion artists who have participated in the Westinghouse concerts have been Mary Sundell, Metropolitan Opera soprano; Grace Kerns, the noted church soprano who sang on Thanksgiving night; the Kouns Sisters and Sarah Culbertson. H. B. Tremaine, president of the Aeolian Co., had a wireless receiving outfit installed in his home in Westfield, N. J., and has become an enthusiastic follower of the concerts.

The concert began between the hours of 8.20 and 9.30 p.m. nightly, the programs for the various evenings being well diversified. One night it is operatic music, another popular night

PRICES

entire membership, together with the vice-presidents elected by the various groups. The change in the by-laws also specified that dealers representing any other manufacturer could elect their own vice-president at any time, provided that ten members carried that particular line, which must be received and recorded. After Mr. Kurtz' proposals were accepted unanimously, and in view of the fact that the new vice-presidents of the various groups would hold office only until the annual election in April it was decided that the present executive committee should appoint the various vice-presidents for the short term. The following appointments were therefore announced: James F. Finch, of the Winterton Piano Co., vice-president of the Victor division; A. Bersin, vice-president of the Brunswick division; L. Tilkoff, vice-president of the Columbia division, and Joseph H. Mayers, vice-president of the Sonora division.

The next meeting of the Talking Machine Men, Inc., will be held on January 11, and at this meeting the United Phonograph Dealers' Association will be present, in accordance with its recent decision to amalgamate with the Talking Machine Men, Inc. The January meeting promises to be a very important one, as Hugo Rothaifer, musical director of the Capitol Theatre and one of the leading factors in the advancement of musical activities in New York, will address the dealers. In addition, the exclusive Victor artist will be on the program.

The Westinghouse Co. is providing compact receiving sets that may be attached to water pipes or other metal conveyors to provide the necessary "ground"

DAVISSON Appointed SECRETARY

W. F. Davison, of Columbus, succeeds to Office in National Association of Talking Machine Jobbers Held by Chas. K. Bennett

W. F. Davison, vice-president and general manager of the Perry B. Whitsit Co., Victor wholesaler, of Columbus, O., has been appointed secretary of the National Association of Talking Machine Jobbers, to succeed Charles K. Bennett, elected to that office at the Colorado Springs convention in July and who has since withdrawn from the talking machine business. He is well known and popular to the members of the Association and has always taken an active part in the affairs of that organization.

BUSINESS AVAILABLE WHEN SOUGHT

Interesting Observations of N. Cohen, President of Greater New York Novelty Co., on Extented Trip to Southern Points

N. Cohen, president of the Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of Wall-Kane needles, has proved to his entire satisfaction that business is available when it is energetically sought. Mr. Cohen recently made a trip extending as far as New Orleans which was attended with much success. In speaking to The World Mr. Cohen states that there are a lot of manufacturers keeping their men off the road because someone else has told them that there was no business to be obtained. Mr. Cohen, however, on my trip that the work was decidedly available. I brought back with me a large volume of orders that would not have been received had I tried to secure them without leaving the office.

A reduction of prices on Wall-Kane needles has been made, allowing them to be sold for ten cents instead of fifteen cents, which is meeting with much favor by the dealers. The president also announced that Julius and Nestor Roos, well known throughout the trade, are now also selling Wall-Kane needles.

The Pearson Piano Co., of Sheltville, Ind., has purchased the Victor department of the high-class jewelry store.

Genuine Mahogany Record Cabinets

Never before has such a quality cabinet been offered to the trade by any one at such a low cost

Price, $9.90 each

Built in one style only—Size 32" high and Top 18½" x 21¾". Will match any large size table model Phonograph. Holds 180 12" Records. A Limited Quantity.

Terms—Deposit With Order—Balance C. O. D. Write Us Today.

VALO-TONE TALKING MACHINE MFG. CO.
Corner Borden Avenue and Foster Street
Long Island City, N. Y.
DEATH OF GEO. D. ORNSTEIN
Well-known Victor Wholesaler Dies After Lingering Illness—Was Identified With Victor Industry for Over Twenty Years—Funeral Attended by Victor Executives and Jobbers

George D. Ornstein, president of the George D. Ornstein Co., Philadelphia, Pa., Victor wholesaler, died at his home in New York on Saturday, December 3, after an illness of several months. Mr. Ornstein had resided in Philadelphia for a number of years, but located in New York on October 15, maintaining his home in Philadelphia. The funeral was held Monday, December 5, from Batz's Funeral Church in Philadelphia, and was attended by a number of the executives of the Victor Talking Machine Co., together with representatives from a majority of the Victor wholesalers in Philadelphia and New York territory.

George D. Ornstein was one of the veterans of the Victor industry, having joined the Victor Talking Machine Co.'s organization over twenty years ago. His experience included every important department in the Victor sales division and for several years he was manager of the Victor traveling department. He resigned this position three years ago to establish the George D. Ornstein Co., Philadelphia, and, as head of this jobbing organization, soon won the friendship and esteem of Victor dealers in his territory.

Mr. Ornstein was generally recognized as one of the most capable wholesale men in the country and his thorough knowledge of every phase of Victor merchandising was reflected in the efficient service rendered by his company to Victor dealers. His loss will be keenly felt in the Victor organization, as he had a host of friends from coast to coast. Mr. Ornstein is survived by a widow and two sons, George D. and Douglas, aged nine and five years respectively.

MODERNOLA'S NEW PLANT
Splendidly Equipped Factory Now Fully Occupied—Making Up for Lost Time on Output Owning to Fire—Product Grows in Favor

JOHNSTOWN, Pa., December 7.—The Modernola Co., manufacturer of Modernola phonographs, is now firmly established in its new factory in this city. It is stated that this new plant is one of the most modern equipped factories devoted to the production of talking machines. Special drying facilities have been installed which greatly lessen the labor of this process. Whereas in former days it took seven to ten days to complete the process, the same amount of work can now be accomplished in one day.

The Modernola Co. is to be heartily congratulated on the energetic manner in which it recovered from the devastating fire which completely destroyed its plant during the early part of the year. The ruins of the old factory were hardly cold before plans were already on foot for the erection of the new building, and despite the setback the Modernola Co. has energetically pushed its plans so that at the present time the new plant is working overtime to make up for the lost time and the distribution of the Modernola to the dealer has now reached its former volume. The new product of the Modernola Co. is meeting with much popularity and the price reduction recently announced has contributed much toward further sales stimulation.

PERIOD MODEL VICTROLAS TO ORDER
Instruments of the 500 Series to Be Supplied Only on Order—Reduced Prices Announced

The Victor Talking Machine Co. has announced that in the future Victorolas of the 500 Series period design will be manufactured only on special order at prices to be quoted upon receipt of each individual requisition. At the same time the company announced a new schedule of reduced prices on period Victorolas of the 500 Series, applying to instruments now in stock at the Victor factory.

GOTTSCHALK & CO. ENTER FIELD
Chattanooga, Tenn., December 10.—An attractive new Brunswick phonograph department has been opened by Gottschalk & Co., one of the largest furniture houses in this vicinity. The concern has started an extensive advertising campaign in the interests of this line.

NEW REVENUE BILL NOW A LAW
Bill as Passed Eliminates All Excise Taxes on Talking Machines, Records and Other Musical Instruments—Effective January 1, 1922

The Revenue Bill of 1921 was signed by President Harding on November 23, thus bringing to an end the long-drawn-out fight over the various provisions of the measure. The new measure becomes effective on January 1, 1922, with the $ per cent excise tax on musical instruments entirely eliminated, the paragraph in the original bill, providing for the continuance of such a tax and known as Paragraph 4, Section 900, being entirely removed from the bill.

Collections of the tax on musical instruments for the fiscal year ending June 30, 1921, amounted to $11,568,034.90, according to the report of the Internal Revenue Department. This is a decrease of approximately $2,000,000 over the preceding year. Of the total sum, talking machine manufacturers paid about $5,500,000, or nearly half. These collections were made under the 5 per cent excise tax which has just been repealed.

B. BLOEDON WITH BRUNO HOUSE
Prominent Figure in Musical Field Joins Sales Forces of Well-known New York Distributor

C. Bruno & Son, Inc., Victor distributor, New York City, announced, early this month, the addition of Barrie Bloedon to its sales staff. Mr. Bloedon, for the past two years, has been a member of the staff of the largest music publishing firm—the Broadway Music Corp. and Mr. Witmark & Sons. Prior to that time he was connected with the sales staff of one of the record companies.

Mr. Bloedon is a young man of magnetic personality, thoroughly versed in dealer problems, having at one time been connected with a chain of retail stores. While in the music publishing field he specialized in mechanical reproduction, and this should stand him in good stead in assisting the trade in the selection of popular records. Mr. Bloedon will travel for C. Bruno & Son and has already visited the trade in Hudson River cities.

TAKES OVER TRENTON PLANT
The plant of the Kerns Bottling Co., Trenton, N. J., has been taken over by the Hughes Phonograph Co. The latter concern manufactures a patented device to control tone waves, while the cabinets are made elsewhere.

No man can attain success without believing in himself, his fellows and the worthwhileness of his job.

The PHON-O-MUTE
"The Perfect Tone Regulator"

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

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

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

RETAIL PRICE $1.50
REGULAR TRADE DISCOUNTS
PAIDACK PRODUCTS, Inc.
198 Broadway
New York
Follow up your Christmas gift envelopes with Gravure Delivery Bags featuring exclusive Columbia stars; send a smiling selling message home with each customer's new records. Ask your Dealer Service man.

BIG HOLIDAY TRADE IN BALTIMORE

Leading Members of the Trade Make Encouraging Reports Regarding Holiday Trade Outlook—Miss Martin's Grade Education a Success—C. B. Noon Not in Talking Machine Business

BALTIMORE, Md., December 5—Christmas sales, with one day left here in this saltmine, give very indication of breaking records in Baltimore and vicinity; in fact, prospects are dealers will be practically cleaned out when the holiday season is over. This is already apparent in the sales here of Victor machines, according to H. T. Bosee, manager of sales of Cohen & Hughes, the local distributors. He said a merchandise shortage exists today as far as the Victor products are concerned, as their stock was badly depleted already and they have a number of standing orders which they are hoping to be able to fill with a shipment from the factory.

Carloads of Columbias

The Columbia agency also reports prospects good for a big Christmas business, in addition to the carload lot proposition which is being worked up in this territory. Three dealers of the Baltimore branch have already bought carload lots, shipments being made to W. P. McCoy, Charlotte, N. C.; Meyers & Tabakin, Norfolk, Va., and Gutman's, Inc., of Bristol, Va. Several local dealers are considering the proposition with the idea of pushing it in addition to their regular Christmas trade.

Good Educational Work

Miss Martin, of the educational department of the Columbia Co., who has been working in the Baltimore branch for the past six weeks, has gone to Philadelphia. During her campaign here Miss Martin gave demonstrations at the Eastern and Western High Schools and Teachers' Training School. Other places in the Baltimore territory visited were Norfolk and Roanoke, Va.; Raleigh, Durham and Winston-Salem, N. C. While in Virginia Miss Martin attended the State convention of teachers. Her work here was highly successful and Miss Martin will return for another campaign shortly after the new year.

William H. Swartz, a local boy and one of the "live wires" of the Columbia, has been taken from regular territory and given a "moving commission" anywhere in the Baltimore territory. It was largely through his efforts that two of the three carload orders were given and he has left to assist the dealers in putting across the deal, after which he will make a drive for carload orders in Baltimore.

Richmond & Daugherty, of Gales City, Va., who have been in the talking machine field less than three months, are doing a fine business, judging by the orders received by wholesalers here. Hardly a day passes, it was said, without an order for something being received from the firm. They are using a truck service, in addition to their store, opening up new territory with very good results.

A. B. Feder, formerly manager of the talking machine department of Lansburgh & Bros., of Washington, is now managing the phonograph department of the Good Value Bargain House. Gaessinger Bros. have opened up a new Columbia Shop at 1821 North Gay street. They have fitted up a very large department and are carrying a complete stock.

In the Baltimore letter in this paper last month it was stated that C. B. Noon, the well-known piano man, formerly with the Krane-Smith Piano Co., had joined forces with Geo. P. West and would open a music store in this city.

This is entirely incorrect. Mr. Noon has not made any arrangements of the kind. The error was due to a mix-up in names. Mr. Noonan, and not Mr. Noon, has joined forces with Mr. West, it is reported.

Mr. Noon's plans for the future have not yet been announced, but it is not improbable that this prominent member of the trade will be heard from within a very short time.

EFFECTIVE WINDOW DISPLAY

The Community Music Temple, 584 West 26th street, New York, recently made a special drive on Sonoras, using its windows almost exclusively for the display of the various models.

One of the features of this display was a swinging bell which was designed from a "Sonora Bell" poster with a clock mechanism. The bell, swinging back and forth, was decidedly unusual and contributed materially to the effectiveness of the display.
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended to attract attention to a space of four lines, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be charged at 20c per line. If mail faced type is desired the rate will be 25c per line. Rates for all other classes of advertising on application.

POSITION WANTED—Detail expert with 23 years' experience with prominent house desires connection with manufacturer or jobber. Has intimate knowledge of retailing and wholesaling methods. Was pioneer in introduction of many new ideas and has developed trade customs. Particularly keen on trade promotion and follow-up subjects and has many undeveloped ideas in hand. Also familiar with the work of recording phonographs in the concert field. Address "Box 1061," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Accountant with wide knowledge of talking machine trade activities desires position with manufacturer or jobber. Has opened, conducted, auditioned, closed books of branch establishments; audited books and inventoried stocks of laboratory and factory. Address "Box 1062," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I have six years' experience selling pianos and phonographs. I am looking for a first-class phonograph to market in Minneapolis, Minn. Have you got it? Address "Box 1066," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Repairman for phonograph store. One able to make repairs on various makes of phonographs. Kindly give experience, salary, wanted and other information. Write "Box 1067," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—First-class retail talking machine salesman, to co-operate with our dealers in Pennsylvania. Apply WEAVER PIANO CO., INC., York, Pa.

EXECUTIVE—Experienced in the manufacturing of cabinets, motors, tone arms, sound boxes, polishing and plating and final assembling; also having a knowledge of selling, desirable of a man of reliable character. Good references. Address "Box 1071," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording Engineer, wide experience in all branches of record making. Work is matched by its musical quality, long wear and good appearance. Best references. Address "Box 1045," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Master plater and matrix maker. Am familiar with modern methods, capable of installing plant and handling work from wax to finished stampers. Wish position with reliable company. Address "Box 1050," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benchs will find it entirely profitable to sell our popular talking machines. Write for instructions. E. T. Gilbert Mfg. Co., Rochester, N. Y.

POSITION WANTED—Man having six years' experience in phonograph and piano business, with several leading companies, wishes position as manager of a retail phonograph and piano store. Free from all professional debts. Has wide knowledge of phonograph and piano merchandising and advertising. Pictures of store to large enough to warrant a substantial remuneration. References furnished upon request. Address "Box 1055," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—We want the best phonograph merchandising man in the United States. He must be a man of experience, able to organize and build up a successful department in a big chain of retail furniture stores. This is a big job and none but the best man is wanted. Sell yourself in first letter. Give all details including salary. All letters will be treated confidentially. Address "Box 1056," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY—We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or experienced dealers. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

FOR SALE—Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE—Records, needle points, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and will sell it at reduced prices. We also buy anything we feel will do well on the phonograph market. Mandell & Co., 605 Riverton St., New York City.

BUSINESS OPPORTUNITY—WANTED—Salesmen to sell a line of metal name and or assembly of phonographs. Will pay 10% of all sales. Address "Box 1053," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Dealers and distributors in every state to sell the Soave-tone line of talking machines. The machine with a personality. The J. K. Molder Co., Ephrata, Pa.

POSITION WANTED—Recording engineer, at present employed by large recording laboratory. Familiar with all branches record business, has recording machine. Address "Box 1048," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Successful sales manager, man- ages largest retail department, desire connection with major firm. Address "Box 1057," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Competent repair man, publisher in New York City, wishes to enter the phonograph business. Address "Box 1058," care The Talking Machine World, 373 Fourth Ave., New York City.

THE TRIPLEX PHONOGRAPH is an entirely new type which combines the portable with artistic reproduction and changeable picture panels. Made in the standard size which incorporates all features. Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument. For descriptive folder address the TRIPLEX ARTISTIC PHONOGRAPH CO., Pershing Road and Ridgeland Ave., BERWYN, ILLINOIS.

FOR SALE—Musical Merchandise Business, Los Angeles, Calif. Owing to extensive outside holdings requiring personal attention, owner will dispose of well-established music business at sacrifice for immediate sale. Established as dancing music business, advantageous lease, well-assorted stock, table goods, Victrolas and Orchesta Instruments, accessories, phonographs, phonograph supplies, general line musical merchandise, fixtures, sales, equipment, tools and equipment for instrument repairing. Sales averaging $35,000 annually; can be multiplied by adding phonographs, records and sheet music. Will sacrifice for $15,000, through worth double. At least one outstanding sale (February) realized $5,000. Will make sales that pay for the business. Write COOPER GOVERNMENT HOSPITAL, LOS ANGELES, CALIFORNIA. Most Prosperous City in United States.


SPOT CASH PAID for Columbia and Victor Records, job lots, overstocks, any quantity, also Victorolas, Grafonolas and other phonographs. Quote price in first letter. Strictly confidential.

STANDARD PHONOGRAPH Price

1414 Franklin Ave. St. Louis, Mo.

Sacrifice Sale of 15,000 Standard 10-tube DOUBLE TONE RECORDS.


t 15k. equal in quality All others

1,000, 78's, $1.25, 75c

15c, 1,000, 78's, $1.00, 75c

45's, $0.50, 45's, $0.25

Terms: Net. P.O. Chicago. Subject to prior sale.

Fantage Bros., 195 S. 0. Outer Ave., Chicago, Ill.

FOR SALE—Phonograph business in southern California city of wealth and culture. 60,000 population to draw from, Kluge and Melbou lines. Connected with Brunswick Victor and Brunswick business. Address "Box 1056," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Victrola Model XVII and used Model XVII. State telephone number when answering. Address "Box 1059," care The Talking Machine World, 373 Fourth Ave., New York City.


World's Classified Advertising Continued on page 160
LOCAL VICTOR DEALERS MEET

Metropolitan Victor Dealers’ Association Refuses to amalgamate with Talking Machine Men, Inc.—Suggest Flat-top Victorla Models

At a recent meeting of the Metropolitan Victor Dealers’ Association held early this month at the Cafe Boulevard, New York, a number of important topics were discussed. Irving Kurtz, president of the Talking Machine Men, Inc., the dealer association comprising dealers in New York, New Jersey and Connecticut, was present as a guest and, during the course of the meeting, outlined a plan whereby the Metropolitan Victor Dealers’ Association, together with another local dealer association, would be amalgamated with the Talking Machine Men, Inc.

After an extended discussion of Mr. Kurtz’s plan the Metropolitan Victor Dealers’ Association voted to retain its individuality and identity and declined to amalgamate with any association. The members offered to cooperate individually and as a body with the other dealer organization and thanked Mr. Kurtz.

A resolution was passed whereby the members of the Metropolitan Victor Dealers’ Association will sign a collective petition addressed to the Victor Talking Machine Co., asking the company to consider the matter of adding table or “console” models to its present line, in addition to the 300, which will enable the dealers to meet the requirements of the public for flat-top machines.

A LONG-DISTANCE SHIPMENT

LYNN, Mass., December 8.—A Victorola and 100 Victor records left the store of John Z. Kelly’s Music Shop, Market street, this city, on the first leg of a journey to the Jesuit institute, College Seminar, Vigan, Iloos Sur, Philippine Islands. The machine and records, which are for the Rev. Thomas J. Feeney, S. J., of the above address, will reach their destination, via New York and the Panama Canal, in about two months.

DOING WELL WITH THE BOBOLINK

The Cabinet & Accessories Co., New York City, is meeting with much success with the Bobolink phonograph, made by the A. C. Gilbert Co., of New Haven, Conn. They are also distributing the Bobolink books and Santa Claus books with Bobolink records.

What 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.”

Complete description of all these features is to be found in our handy 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
OTTOSCHULZ, President
General Office: 711 Milwaukee Avenue
Chicag0, Ill.

Southwestern Branch
1300 Sandler Block
Atlanta, Ga.

London, E. C., December 1.—Since my last report from this world center of kaleidoscopic industrial and social changes the course of trade has not passed through that channel of high expectation which previous indications reflected. A month or more ago the gramophone industry experienced a sale upturn. Time of year considered, it naturally engendered an optimism that led us all to believe in a prospect of more or less settled conditions, in happy contrast with the patchy state of trade hitherto existing.

There has been no great setback; it is the absence of progress in our trade that is so disappointing. It was but natural to anticipate a big advance in November, especially, too, after the break-up of the fine long Summer weather. Preparations were well forward to handle a big and progressively big trade. The failure of the "progressive" part was a feature of November business, but signs of a movement in the right direction can be recorded.

Prominent trade men with whom I have spoken express the belief that we cannot hope for any permanent stability while there is so much distress and unemployment throughout the world.

In England the unemployed labor barometer is again rising and general industrial conditions are not of such good promise as even two months ago. The cost of living has decreased, but the burdens of the people are still so financially heavy as to preclude any but the smallest expenditure upon luxury goods.

Of course, these unfortunate circumstances are not peculiar to our people—one finds much the same situation in other countries—hence any improvement must be a matter of protracted growth. To this end we should be governed, exercising patience, but determined also not to mitigate our efforts—rather to increase them—as opportunity offers, in the direction of speeding the general movement toward the restoration of normal conditions.

As regards the December trade prospects, all reports indicate that quite busy times will be general throughout the country. Manufacturers are already in receipt of substantial orders for Christmas stock, and have made preparations for the fulfilment of the usual last-minute rush.

The bulk of the demand for records is noticeably good in the case of the 2/6 and 3/6 standard makes: comparatively, the higher-priced records are not selling so well. Much the same conditions apply to machine sales. The cheaper they are the better they sell, the determining factor being price, not quality. Unfortunately, there is a great amount of rubbish on the market, the sale of which is against the welfare of our industry.

Instability of Record Prices

An unfortunate feature of the trade situation here is the instability of prices. The label of a record or the catalog of other gramophone products may indicate the standard value placed upon an article by its maker, but too often that is as far as it goes. On the one hand, we have manufacturers selling their products at or below cost on the other hand, we find the dealer thereby encouraged to price-cutting, quite different to the fact that his position and that of the manufacturer, in their relations to the public, are separated by a very wide gulf. To cut prices to the bleaching point (as distinct from legitimately fixed reductions) is unsound business at any time. But if a dealer indulges in this practice he is not altogether to blame. So long as there is absent a fair system of record exchange, so long, I am afraid, shall we be subject to the evils of price-cutting. Thousands of retailers were left over the stagnant-trade period with unsalable, and sometimes big, stocks of records that they had no alternative but to offer at cut prices under the guise of shop-soiled records. From the makers no real assistance was prof ered. The sell-at-any-price policy is too general. It will exert a permanently adverse effect upon the welfare of our industry unless the problem is courageously faced now. To a very big extent the onus of finding an equitable solution rests with the manufacturers and their association. Let them realize that and get immediately to work!

Assessment of the New Zealand Import Tariffs

The New Zealand Government announces an important concession which should evoke the appreciation of British exporters. From January 1 next the duty on goods imported by New Zealand is lowered by 50% in each instance (Continued on page 162)

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His Master's Voice

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

DENMARK: Skanidansk Grammophon-Abti
   enegi, Pihavnen, Copenhagen.

FRANCE: Cie. Frangaise du Gramophone, 115
   Boulevard Richard-Lenoir, Place de la Repub-
   lique, Paris.

SPAIN: Compania del Gramofono, 58-58 Balmas
   Barcelona.

SWEDEN: Skandinnavska Grammophon-Aktie-
   bulaget, Desthby Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co. Ltd., 4, Newky
   Prospect, Petrograd (Petersburg); No. 1
   Surzynka, Sozialen Evre, Moscow; & Bolshoi
   Prospect, Tiflis; Novyj, Zavod 26, Warsaw; 11
   Michael反对aya, Ullala, Riga.

INDIA: The Gramophone Co. Ltd., 130, Bul-
   hagatta Road, Calcutta; 1, Bell Lane, Fort,
   Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
   Comissionaires of The Gramophone Company,
   Limited, 186, Pitt Street, Sydney.

NEW ZEALAND: Gramophone Ltd., 118-120
   Victoria Street, Wellington.

SOUTH AFRICA: Dexter & Sons, Post Box 234,
   Capetown; Markey Bros., Post Box 231, John- 
   ingsburg; Markey Bros. & McMillan, Post Box 418,
   Durban; Ivan H. Hasborger, Post Box 106, Bloem- 
   fondevi; Frans Moeller, Post Box 105, East
   London; J. H. Evans & Co., Post Box 93, Queena-
   tows; Handel House, Klinzler; Lawrence & 
   Cope, Post Box 145, Bulawayo; The Argus Co.,
   Salisbury.

EAST AFRICA: Hayley & Co., Lourenco
   Marques.

HOLLAND: America Import Co., 22a, Amster-
   dan Varende, The Hague.

ITALY: A. Boffi & Co., Via Ocreti 2, Milan.

EGYPT (Also for the Sudan, Greece and the
   Ottoman Empire): K. Fr. Vogel, Post Box 414,
   Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
Zealand from any country with an appreciated currency will be assessed on the basis of the current rate of exchange instead of on the mint parity value. The present method of arriving at the duty on goods from a country like America has the effect of lowering the import duty on British goods and improving the relative cost accorded to British manufacturers under the New Zealand tariff. In future, therefore, British exporters will apparently enjoy the full benefits of the preference.

New Trade Protective Act Not Generally Liked

The safeguarding of the Industries Act may be said to have been born of a depredated currency. A Chappell Piano Co. Ltd. mark here German goods were simply forcing our own manufacturers out of the field. Some protection became absolutely necessary and thus was born this new Act. which, under certain conditions, imposes an additional import tariff of 33-1-3 per cent. It is really more or less useless because the sale of the same good on British goods here while the mark stands at the present exchange rate of over 1,000 to the pound sterling. Thankful for small mercies, most of our trade associations support the Act. The Scottish music merchants, however, are in some ways at variance with the terms and, of course, individually, the Act is not regarded as an unmixed blessing for obvious reasons.

The "Clifphone"—a New Invention

From a progressive viewpoint the science of sound reproduction has not advanced a great deal during the past decade, though we must hasten to admit due recognition of the many improvements which have taken place, often, it must, however, be said, at a cost of time and money incommensurate with results achieved commercially. The science of recording and reproducing sound is undoubtedly one of the wonders of the age. Yet, by the present system, it cannot be said to have attained absolute perfection. We believe the road to success is through an entirely new channel of investigation—for instance, photography. Be that as it may, the present-day method is good in that it brings to us a fair and entertaining replica of the art of the world's musical genius—a gramophone blessing in very truth.

These few introductory remarks will enable our readers to visualize in correct proportion the claims made in behalf of a new gramophone, the Clifphone, which was recently demonstrated to a large gathering of pressmen at Claridge's Hotel. It is the invention of W. E. Clifton and has been taken up commercially by Clifphone Ltd. Mr. Clifton claims that his gramophone reproduces with mathematical exactness and proper musical proportion every characteristic of voice or instrument; that the greatest problem which the manufacture of a violin, male and female voice records we have heard; of a fidelity as near perfection as seems possible under the present system of sound recording. Against the somewhat technical claims of the invention we have given a frank opinion of actual results achieved by the Clifphone, which, we believe, has so far justified itself as to merit the unstinted praise and support of all who may hear it.

Back to the Small Record

In the good old days when disc records began to make sales headway against the cylinder manufacturers were satisfied to confine the recorded music and song to space available on discs of about seven-inch diameter. We have since progressed in stages to the ten-inch, eleven-inch, twelve-inch and fourteen-inch, up to the one-time Pathé twenty-inch wheel. Now, apparently, we are carried right back, not in gentile stages, but at one stroke, by the issue of five-and-one-half-inch diameter records. Woolworth's stores have a cardboard-shelf-covered disc which sells at sixpence. The latest, however, is a real gramophone record—the Bell—recorded and manufactured on just similar lines to its big brother by the makers of "Winner" and "Velvet Face" records—J. E. Hough, Ltd., this city. At 1/3 the Bell is good value.
It will, of course, play on all kinds of gramophones. Of the recorded music and song quite a fair share will specially appeal to the youngsters, for there is ample provision of "Little Nigger Boys" and such like nursery rhymes. On other records there are recorded fair excerpts of popular songs, instrumental numbers by the Band of the H. M. Irish Guard, pretty bell solos, etc.

There is thought to be a good steady demand for these small discs, the progress of which will be watched with very keen interest.

Miscellaneous News Items From All Quarters

It is good news to learn that the Standard Mfg. Co., maker of the "Vesper" products, has not entirely closed down, as Dame Rumor would lead us to believe. On the contrary, I am authoritatively informed that the firm is simply under process of reconstruction.

From an output of but half a million needles three years ago to 15,000,000 per week at the present time is the proud record of W. R. Steel, Ltd. The product of this well-known Redditch house is as good as its service.

The "Renown," on which H. R. H. the Prince of Wales is making an Empire tour, is well equipped musically. Apart from the usual instrumentalists, the ship carries a complete jazz outfit, supplied by the Murdoch Trading Co., and one of the best new portables, "The Grippa," supplied by the Southsea agent of Perophone, Ltd., London.

A German trade journal reports that the Lindsay and the Polyphone companies have agreed to increase the price of their twenty-five and thirty-centimeter records from 22 to 27 marks and from 27 to 40 marks each respectively.

English Clocks & Gramophones, Ltd. (in liquidation)—there is a possibility that this firm may be reorganized under entirely new management. If so, the buyers will discharge the debts of the company.

New Zonophone Record Issues

From the British Zonophone Co. comes a batch of comprehensive music, vocal and instrumental, all on the ten-inch size. Outstanding is record No. 2169, by the famous prize-winning band of the St. Hilda Colliery, "Dance Antique," and it is a decidedly welcome change from the modern tertipochorean musical phase, and this, coupled with a fine string march, "Victors Return March," represent a brace of acceptable items, both brilliantly rendered, that will mean big sales all over the country. No. 2179 is an unique record rendering of "Faust," Selections I and II, by what is described as an accordion ensemble. It is certainly good, in parts more like an organ playing than anything else, which in some measure, bespeaks the remarkable range of the accordion scale. On 2171 are given a couple of tenor songs by Harold Wilde, "The Home That Means Heaven to Me," a first-class sentimental song with a vengeance, and "A Song of Joy," which is much more robust. Both are well rendered by Mr. Wilde. Two numbers by the late Billy Williams on 2178 are of his usual laugh-conveying order, "She's Coming Home To-night" and "Why Do You Think I Look So Gay." In these records every word can be clearly followed. A couple of sentimental, "Lonesome," and "In the Days of Make Believe," by Herbert Payne, are well recorded on 2173. Messrs. Payne and Woodville contribute on 2170 "When the Xmas Bells Are Ringing," and "Let's All Be Good Pals Together."

A Lecture of Practical Value to Dealers.

"The Construction and Repair of Gramophone" was the subject of a series of lectures and demonstrations by Walter Coombes, of the "His Master's Voice" Co. They were given at such important Scottish centers as Aberdeen, Dundee, Edinburgh, Glasgow, under the wing of the Scottish Music Merchants' Association. Space precludes mention in detail of the many useful hints and valuable advice imparted amant the uses and abuses of component parts, like the motor, sound box, needle, speed regulator, etc., but it may be said that Mr. Coombes handled his subject to the practical advantage of his audiences, comprised of "His Master's Voice" dealers, their mechanics and others directly interested. These lectures are doubly important because they link up the company's service in the direct training of their dealers and mechanics at the factory.

Walter Coombes, by the way, till fairly recently, was in charge at Calcutta of the Gramophone Co.'s Indian factory.

"His Master's Voice" Interesting News Items.

To insure accuracy of turntable speed the Gramophone Co. has introduced a new speed-rendering device. Its acting principle is centrifugal force. It is easily set and will quickly indicate whether one's turntable is running at the correct revolution of 78 per minute. At 15/ the public will find this speed tester a useful accessory, obtainable through all "His Master's Voice" dealers.

A classified catalog of records of educational value is announced. It has been compiled as a guide to music teachers and students of the most suitable records for educational purposes. The catalog is really supplementary to "Learning to Listen" by means of the gramophone.

A handy tool set has been issued. It will prove of immense value to "His Master's Voice" dealers, as, having been specially made to suit these instruments, repairs and adjustments are thereby simplified.

Yet another new line is a beautiful filing cabinet factory, one hundred ten or twelve-inch "His Master's Voice" records. A simple lever system enables any record to be instantly released for use. A complete index makes for easy reference.

Specially designed record stands and fittings for shop window display of this company's records is another feature of the month. By this means dealers are enabled to make more effective displays than formerly.

"Popular" Sales Necessitate Night Shifts.

A big new list of "Popular" records has just been issued by the Sound Recording Co., this

(Continued on page 164)

Grippa Portable Gramophone

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.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

FROM OUR LONDON HEADQUARTERS—(Continued from page 163)

accept the Federation’s invitation to be the chief guest at the third annual dinner, which will be held on January 26 in the King Edward VII Rooms at the Hotel Victoria.

The convention committee have recommended that the convention next year should be held at Blackpool.

Merchandise Markets Act
Having seen certain advertisements of music goods which have appeared in Canadian trade papers without the country of origin being disclosed the Federation has made careful inquiry into the matter. It has discovered that under the existing Canadian law the Merchandise Marks Act does not obtain in that country.

TRADE NEWS FROM PORTLAND, ORE.
Sherman, Clay & Co.’s New Wholesale Quarters—Miss McClusky’s Great Educational Campaign—C. W. Jones With Allen—Other News for Portland, Ore., December 5.—The wholesale house of Sherman, Clay & Co., Elmer Hunt, manager, has been moved from the quarters in the Blake-McFall Building on Fourth street to a bigger establishment at 487 Glisan street. Mr. Hunt says that he now has 10,000 square feet for the Victor business, or two or one-half times as much space as in the old location.

Evelyn McFarland McClusky has returned from San Francisco, where she was sent through the courtesy of Mr. Hunt to assist in the music week and music memory contest just completed in that city. She returned in time to help with the Portland music week and Mr. Hunt turned her over to the Community Service, under whose auspices it was held, and she has given all of her time and ability to the cause.

During the week she has appeared in three concert lectures at the Sherman, Clay & Co. store, seven at the main public library, one at McFall & Frank’s talking machine department and one at the Powers Furniture Co. talking machine department. She has lectured on “Music in Literature” and has been a big factor in making the week a success.

Roy Feldenheimer, manager of the phonograph department of Lipman, Wolfe & Co., is very optimistic over the business being done in the Sonora and Brunswick machines.

Carl W. Jones, for the past several years wholesale manager for Oregon of the Columbia Graphophone Co., has resigned and affiliated with the piano department of the Wiley B. Allen Co. in this city. His place with the Columbia Co. has been filled by William E. Smith.

T. E. Hopkins, manager of the Stradivaria Phonograph Co., reports better business conditions.

Miss A. I. Tracy is the new manager of the phonograph department of the Jennings Furniture Co., which holds the Columbia agency.

The record business in Portland has taken a considerable jump and all dealers report more lively buying.

Hugh T. Campbell, who for nearly two years has been the manager of the Portland branch of the Bush & Lane Co., has been recalled to Seattle and J. C. Gallagher, who has been sales manager and assistant to Mr. Campbell, has been appointed manager.

Evelyn McFarland McClusky, of Sherman, Clay & Co.’s wholesale department, was elected to the office of corresponding secretary at the annual meeting of the Oregon Music Teachers’ Association, held in Portland November 25 and 26.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports the sale of an Edison disc phonograph to a customer who previously had bought five Edisons from him in the course of several years. This customer explained to Mr. Hyatt that he gives his Edisons away to his relatives and friends.

Paul Gold, formerly associated with the Silverstone Music Co., St. Louis, Mo., distributor of the Edison phonograph in the South, is now connected with the Edison Phonograph Shop, Memphis, Tenn., as manager.

You Ought to Know
In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you’ll find news and comments about them all in...

THE TALKING MACHINE WORLD

THE MUSICAL REVIEW

THE MUSICAL TRADE REVIEW

ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

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THE MUSIC TRADE REVIEW
373 FOURTH AVENUE
NEW YORK
WASHINGTON, D. C., December 8—Phonograph Record and Table. Bertram J. Kige, Mankato, Minn. Patent No. 1,391,637.

This invention relates to a phonographic record and table, the principal object of the invention being to provide means for facilitating the removal of the record from the table. Another object of the invention is to render it unnecessary to touch that part of the record which contains recording grooves and making the record easy to handle.

Figure 1 is a sectional view of a record constructed in accordance with the invention; Fig. 2 is a face view of the improved turntable; Fig. 3 is a sectional view taken through the improved turntable, with the improved record therein.


The present invention relates to phonograph needles and resonators therefor, and has for its object to provide an improved resonator which will increase and clarify the reproduction; eliminate the metallic quality noticeable in some reproducing devices now in use, and in which the amplified tone will be of purer quality and the disagreeable crepitations so often found in using the ordinary needle, and which materially detract from the proper rendition of music, are practically done away with or so modified as to eliminate any disagreeable results.

A further object of the invention is to so arrange the resonator relative to the stylus as that it is held in proper position with respect to the inclined needle, so that it may be utilized with reproducing mechanisms now in use without the need of specially designed parts.

The objects aimed at are accomplished by providing a resonator, preferably formed as a thin metal shell, so shaped and disposed with respect to the stylus as that it gives the greatest ampli-
tude of sound and clearness in reproduction without any way interfering with the tracking of the point over the record or with the insertion of the needle in the holder of the usual reproducing apparatus to which it is applied.

Figure 2 is a side elevation of a resonator and needle made in accordance with the invention, the reproducing apparatus being conventionally shown; Fig. 2 is a sectional view of the resonator and needle; Fig. 3 is an end view looking from the left in Fig. 1; Fig. 4 is a bottom plan view; Fig. 5 is a view of a reproducing apparatus conventionally shown, with the resonator attached to the needle holder.


This invention relates to reproducing machines and has for an object to provide a reproducer which is capable of operation by any of the present commercial forms of talking machine or phonograph records. At the present time there are two types which predominate, namely, one wherein the tracing element of the reproducer is moved by means of vibrations at the bottom of a groove, and the other wherein such element is moved by the sinuosities of the lateral sides of the groove.

In order to make the records interchangeable between these two classes of instruments, it has been necessary to provide two sound boxes with complete apparatus for each. In the present invention the sound box is necessary and this will automatically accommodate itself to whichever type of record is presented to it.

Figure 1 is a side sectional view of a sound box equipped with the invention; Fig. 2 is a side elevation of the device shown in Fig. 1, some of the parts being broken away to reveal the parts lying beyond; Fig. 3 is an enlarged detail of some of the parts illustrated in Fig. 2, the record in this view being of the hill-and-dale type; Fig. 4 is a section taken on a plane at about the line 4—4 of Fig. 2, looking from the right-hand side, or in the direction of the arrows, the record in this view being intended to represent the lateral type, and Fig. 5 is a section taken on a plane at about the line 5—5 of Fig. 2, looking from the left-hand side, or in the direction of the arrows.

Talking Machine Horn. Joseph Wolff, Brook-
lyn, N. Y., assignor to the Sonora Phonograph Corp. Patent No. 1,392,037.

This invention relates to certain improvements in talking machine horns constructed of laminated material. The application is a division in part of co-pending application filed April 28, 1912, and numbered serially 24,450 (series of 1915).

Mr. Wolff has discovered that with the ordi-

nary wood horns for talking machines the sound waves penetrate the wood to a considerable de-

gree, their final color or tone is more or less lost, and that because of such absorption relatively thin tones are produced with the consequent tendency to rattle on high notes and produce audible needle scratch. When producing great volume the scratch increases with the volume, part of the tone is absorbed by the wood, and the scratch is apparently magnified.

He has also discovered that by increasing the num-

ber of laminations of a veneer horn above three, the number commonly employed, to a greater number, with the grain of each adjoining layer running in opposite directions, a greater volume of tone with more force and warmth is pro-
duced, but with less audible needle scratch than is possible with horns of three laminations, and the reason that the tone is all projected through the mouth of the horn and thus the scratch is not magnified by any increased horn area but remains limited to the size of the horn itself. The greater the volume and force of tone which is projected from the mouth of the horn crows or smoothers it, and this proportion of scratch to volume is al-
ways the less with even with varied volumes pro-
duced by the use of different toned needles.

He has discovered that by coating the outside of the improved horn with a material such as silicate of soda which will penetrate the horn to a considerable extent the surface of the horn is made a resonator of the order of a finer needle which will result in a much greater volume of sound, and an outer wall, which will keep the rubber sound, a much better quality of sound will result than with the horns now in use.

The object of this invention, therefore, is to pro-
duce a horn by means of which the scratch of the needle is made inaudible and by which richer and more natural tones are produced, and which are often lost in reproduction.


This invention relates to improvements in needles for phonographs and an important ob-
ject is to provide a needle of the above-men-
tioned character, which by being turned upon its longitudinal axis, will function as a soft, medium or loud needle.

Another object is that by making the shank of the needle more flexible in one position than it is in another it is capable of absorbing most of the strong vibrations communicated to it from the record and by so doing cut them out from reaching the diaphragm and so play softly, at the same time preserving the overtones which add so much to the rendition of the music, but which are often lost in reproduction.

Another object is to confine the improvement to the shank of the needle, so that the same prin-
ciple can be employed with needles having a one, "knife," or "injection," steel shank, or steel one, so that all makes of records can be played with needles having the improvement, with various volumes of sound, as desired.

In the accompanying drawings Figure 1 is a side elevation of a needle embodying the inven-
tion; Fig. 2 is a similar view, with the needle turned at substantially a right angle to Fig. 1; Fig. 3 is a side elevation of a second form of needle embodying the invention; Fig. 4 is a side elevation of a third form of needle embodying the invention; Fig. 5 is a similar view of a fourth form of needle embodying the invention; Fig. 6 is a similar view of a fifth form of needle em-
bodying the invention; Fig. 7 is a side elevation, taken at a right angle to Fig. 4, of the needle shank; Fig. 8 is a side elevation of the needle shown in Fig. 1, showing the same in use and playing as a soft needle, and Fig. 9 is a similar view showing the needle turned at a right angle to Fig. 8.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

The Talking Machine World, and has particular reference to the mechanism thereof for controlling the movements of a sound box across the playing face of a record, the object of the invention being to provide a box supporting means which are of such character as to cause the stylus of a sound box to travel in a straight radial path across the face of a record during the operation of sound reproduction in order to thereby attain the true and correct position of the stylus in the grooves of the record and to eliminate such scraping and scratching sounds that are ordinarily present in machines wherein the stylus describes an arc over the playing surface of a record.

Figure 1 is a top plan view of the tone arm mechanism employed by the present invention; Fig. 2 is a detail vertical sectional view on an enlarged scale taken through the tone arm mounting; Fig. 3 is a horizontal sectional view taken along the plane denoted by the line 3—3 of Fig. 2; Fig. 4 is a transverse vertical sectional view taken along the line 4—4 of Fig. 2.


The object of the present invention is to provide an improved phonograph reproducer in which supplementary sounding plates are provided in addition to the usual vibrating disc, to increase the resonance, and to transmit the true sound effects, with the elimination of discordant sounds and abnormal vibrations.

Figure 1 is a front elevation of the reproducer; Fig. 2 is a vertical section of the same; Fig. 3 is a front elevation of one of the sounding plates; Fig. 4 is a vertical section through the latter; Fig. 5 shows the several parts in a separated position.


The principal objects of the present invention are, first, to provide a simple, efficient and satisfactory sound-conveyor adapted to be easily adjusted for playing records of all kinds that are usually to be found in the market; and, second, to insure alignment of the stylus with the axis of the tone arm in each of the various adjustments of the device for playing different records.

Figure 1 is a top or plan view of a sound conveyor embodying the features of the invention; Fig. 2 is a side view of the same; Fig. 3 is a view principally in section illustrating details of construction; Figs. 4 and 5 are plan and perspective views illustrating the device adjusted for use with a Victor record; Figs. 6 and 7 are similar views of the device adjusted for use with a Pathé record, and Figs. 8 and 9 are similar views of the device adjusted for use with an Edison record.


This invention belongs to that general class of devices employed with phonographs and devices of that character to audibly reproduce from a record the audible sounds which were employed in making up the record. In the invention the various parts are so arranged as to dispense with all pivot or knife edge connections, or supports, which by use are liable to become loose and rattle, and also to dispense with all springs requiring adjustment.

In the drawings Figure 1 is a face view of the improved device; Fig. 2 is a rear view of the same device; Fig. 3 is a section taken substantially on line 3—3 of Fig. 1; Fig. 4 is a section taken substantially on the line 4—4 of Fig. 1; Fig. 5 is a plan view of the supporting plate, and Fig. 6 is a modification of the form shown in Fig. 5.


This invention pertains to an improved type of phonograph cover supporting mechanism adapted to hold the cover balanced in any desired position of adjustment and further adapted to be removed from the phonograph to permit cleaning, etc., as desired.

In the drawings Figure 1 is a front elevation of the upper portion of a phonograph cabinet, the cover of which is held balanced in an adjusted position by covers supports embodying the principles of this invention; Fig. 2 is a side elevation thereof; Fig. 3 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover; Fig. 4 is a top plan view taken on line 4—4 of Fig. 3; Fig. 5 is an enlarged detail section taken on line 5—5 of Fig. 3, showing parts in elevation; Fig. 6 is a sectional view taken on line 6—6 of Fig. 3.


This invention relates to sound-reproduction apparatus and more particularly to a means for lifting disc records from the turntables of such apparatus. Phonographs and the like employing flat disc records have been heretofore so constructed that more or less difficulty is experienced in lifting the record from the flat turntable upon which it is supported during the reproduction period, it being necessary to engage one's finger nails beneath the periphery of the record with the attendant likelihood of slipping of the finger and the possibility of scratching of the record.

Also in the use of the ordinary phonograph it is practically impossible to change records while the turntable is rotating, and it is therefore necessary to apply the brake device whenever it is desired to make this change. While it may occasionally be desired to make this change while the turntable is rotating, nevertheless it may be found an advantage to do so and the present invention therefore contemplates the provision of means for lifting the record from the turntable regardless of the position of rotation of the turntable or whether the turntable be stationary or rotating.

Another object of the invention is to so construct the device that in its operation the record will be lifted evenly and supported in position above the turntable a sufficient distance to permit of the passage of one's fingers beneath the periphery of the record and arrangements for the removal thereof.

In the accompanying drawing Figure 1 is a top plan view of the device of the present invention embodied in a phonograph of a well-known type; Fig. 2 is a vertical transverse sectional view taken in a plane passing through the axis of the turntable; Fig. 3 is a perspective view illustrating the parts comprising the device partially disassembled; Fig. 4 is a vertical longitudinal sectional view through the operating means of the device.

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