

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



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

Have you heard the improved tone of the THE INSTRUMENT OF QUALITY **Sonora** CLEAR AS A BELL period models?

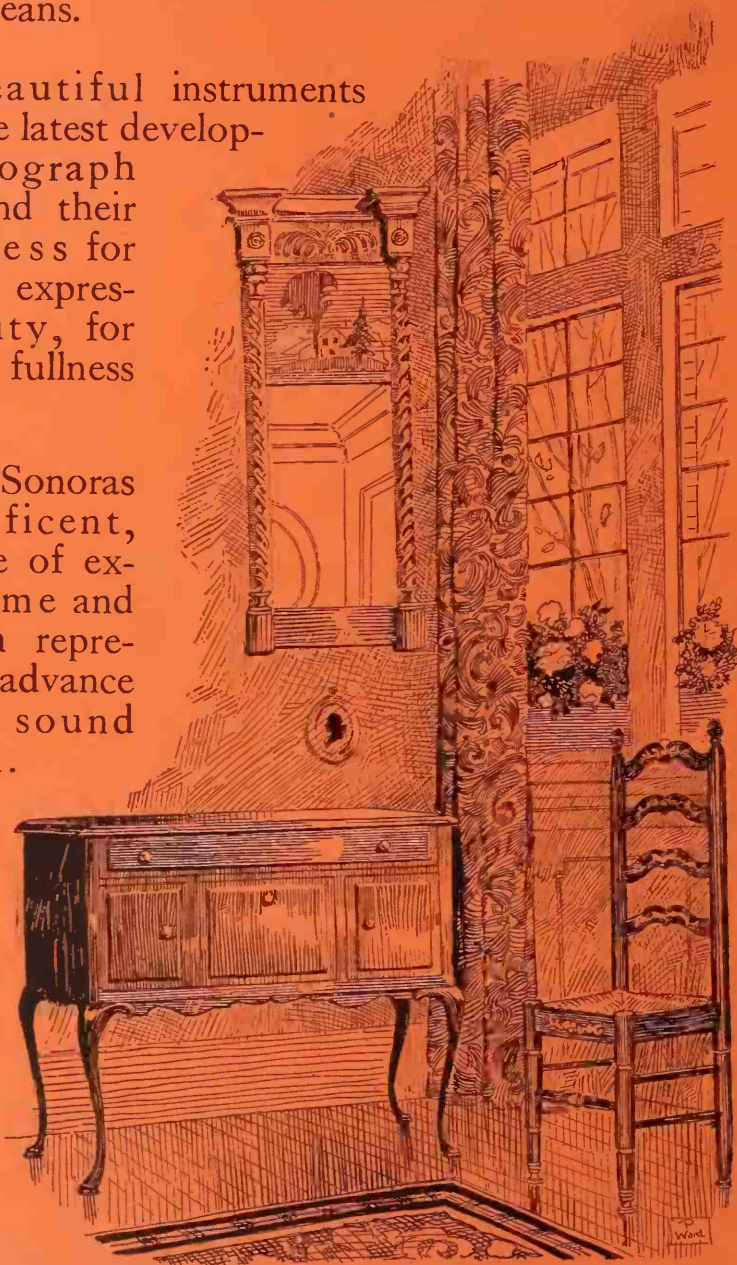
THE tone of the Sonora Periods is a revelation not only to the general public but particularly to phonograph dealers who know what tonal QUALITY means.

THESE beautiful instruments illustrate the latest development in phonograph construction and their tone is peerless for naturalness of expression, for clarity, for smoothness, fullness and accuracy.

These Period Sonoras have a magnificent, resonant tone of exceptional volume and power, which represents a distinct advance in the art of sound reproduction.

Sonora's Period line is of remarkable completeness and variety, 24 classic designs being in regular stock.

It is plainly evident that the trend of the times is toward period models.



THESE art instruments permit the purchaser to choose a phonograph which harmonizes perfectly with the furnishings of the music room in which it will be placed.

Sonora Periods for smart elegance of appearance, for careful high-grade workmanship and for important and valuable features of construction have set the very highest of standards.

Sonora Periods sell easily because they are priced fairly and because their superiority is so apparent.

We are now adding new dealers. Write for information

SONORA PHONOGRAPH COMPANY, Inc.

George E. Brightson, President

NEW YORK : 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 17. No. 6

New York, June 15, 1921

Price Twenty-five Cents

THE TIME TO MOVE FORWARD TO AN ERA OF PROSPERITY

"Forward, Now Together," Is the Timely Slogan of the Associated Advertising Clubs of the World and It Is Well Worthy the Consideration of Talking Machine Men

The time has come for all of us in America to move forward—unitedly and with determination—into an era of sound prosperity.

We are due to come into our own. Now is none too soon.

We must make up our minds to go ahead—flash this signal all along the line.

The way is open if our will is strong.

The wheels of industry will turn in response to our command, expressed in terms of action.

It is up to you, to all of us, to say the right word and do the right thing to stabilize business. Stability waits on activity plus faith that all is well—faith in ourselves, in one another, in business.

Faith is the very foundation of prosperity. Make it the cornerstone of your thinking and of your action.

To-day, let us start putting our shoulders to the wheel, all together. Let us work a little more, think a little harder, buy without forebodings—and sell with a conscience. We must keep

a clear eye out for the other fellow's interests as well as our own.

The one rule that assures a full measure of prosperity is the Golden Rule. It is simple, sure, safe. Work this rule and let it rule your work.

Some say there has been a breaking down of faith by the recent scramble to "get while the getting is good." Even if that is so, we must dismiss from our minds that phase of reaction from war endeavors and declare for new, high standards.

Nothing tangible is holding us back. The fundamental factors making for prosperity are all favorable.

At core American business is solid.

At heart American men and women are courageous.

We must show the world, each other, ourselves, what American spirit and achievement really mean.

Forward now, together, confidently!

VOLUME ON TRADE ACCEPTANCES

"Acceptances, Trade and Bankers" the Title of Authoritative Work by Park Mathewson, Vice-president of the Business Bourse

A compact and erudite book of less than four hundred pages, belonging to species commercial, and bearing the imprint of D. Appleton & Co., has appeared on the business literary horizon under the title "Acceptances, Trade and Bankers," by Park Mathewson, vice-president of the Business Bourse, New York. Written in "response to requests from business men of all classes," according to the publishers, it is a rather intensive treatise, composed in necessarily practical style on a subject heretofore scattered over periodical articles by Mr. Mathewson. The volume is divided into three parts and contains many illustrations of acceptance forms and accounting methods. Part I has to do with acceptance theory, procedure and practice of acceptance payment, wherein the business man is shown how the system should be installed, operated and controlled. Part II classifies the rulings and opinions of counsel of the Federal Reserve Board on acceptance procedure down to 1920, while Part III outlines methods and arguments for a campaign to induce trade acceptances. The latter section offers material easily assimilated by the business man, whether manufacturer, wholesaler or retailer. A happy and terse combination of the theory of the trade acceptance with practice under the acceptance system has evidently been level-headedly worked out in the book. William Walker Orr has written its introduction

FRANZ VAHN IN TROUBLE

Franz Vahn, talking machine dealer, located in Springfield, Mass., has filed a petition in bankruptcy. The schedules filed disclose liabilities of \$33,587.10, of which \$16,150 is secured for the creditors. The assets are scheduled nominally at \$17,703.77, of which \$9,999.95 is represented in stock in trade, \$4,073.70 in machinery, tools, etc., and \$2,051.32 debts due on open account.

APPLIES FOR INCORPORATION

Application for a charter for the Minnelli Phonograph Co., Pittston, Pa., for the purpose of manufacturing and selling talking machines, records, musical instruments, etc., has been filed with the Governor of the State of Pennsylvania. Intended incorporators are: Vinci Vincenzo Minnelli, Carmelo Rizzo and Rosario Lunetta.

NEW POST FOR R. M. KEMPTON

R. M. Kempton is now in charge of the wholesale Vocalion department of the Aeolian Co. and of the distribution of those instruments throughout the country. Mr. Kempton has for some time past been in charge of the retail Vocalion and record and roll departments in the metropolitan district, and has also looked after the distribution of the Vocalion products in this section. George R. Richmond will assist him in the retail Vocalion department, and H. E. Miller in the record and roll department.

OPENING OF HALE VICTROLA STORE

CUYAHOGA FALLS, O., June 4.—Formal opening of the Hale Victrola store on Front street, recently remodeled, was held recently. Large crowds visited the store during the evening and inspected the complete line of talking machines and records. A special program of music, vocal and instrumental features, was given. An orchestra provided the music.

FORM NATIONAL COMMITTEE TO ORGANIZE RETAIL TRADE

Officials of National Association of Music Merchants Make Progress on Formation of National Committee to Unite Talking Machine Retailers as Suggested at Chicago Meeting

Following the decision arrived at at the special session of the convention of the National Association of Music Merchants in Chicago on May 11, to appoint a talking machine committee, with a view to bringing together the retail talking machine interests of the country, the accompanying letter has been sent out to talking machine dealers throughout the country from association headquarters:

"In view of the widespread interest in the proposal to organize talking machine and phonograph dealers nationally steps were taken at the convention session of the National Association of Music Merchants, in Chicago, May 11, to provide for a talking machine committee which would represent this branch of the retail trade.

"It is proposed to organize a talking machine committee as follows:

"Each local association to name a delegate for a membership of fifty or less and if any association has a membership of more than 50 then a delegate for each 50 members or fraction thereof.

"These delegates will be considered nominees from local associations, from whose names will be chosen the talking machine committee of the National Association of Music Merchants, consisting of five, seven, nine or up to fifteen members, as may be determined by vote of the local

H. B. HARING MADE MANAGER

Succeeds W. H. Lawton as Manager of Buffalo Branch of Columbia Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced last week the appointment of H. B. Haring as manager of the company's Buffalo branch, succeeding W. H. Lawton, who was promoted to the management of the Portland, Ore., branch. Mr. Haring had been manager of the New Haven branch for over a year, and the success he attained in this post well merited his promotion to the managership of the Buffalo branch.

H. L. Moorey, assistant manager of the New Haven branch, has been appointed manager, and his many years' experience in the Columbia organization will undoubtedly be reflected in the service extended to Columbia dealers.

TO OPEN BRANCH IN DETROIT

Okeh Jobber in Chicago Arranging to Expand Into New Territory

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., announced recently that the Consolidated Talking Machine Co., Okeh jobber in Chicago, had arranged to open a branch in Detroit. This branch will be located at the corner of Gratiot and Mitchell avenue. E. A. Fearn, president of the Consolidated Talking Machine Co., visited Detroit recently in order to put this branch in such shape that Okeh dealers in Detroit territory will receive the most efficient service and co-operation.

The Lind & Marks Music Co., of Detroit, Mich., is no longer a jobber of Okeh records.

Mr. Fuhri closed this important deal during the course of an extended Western trip, which included a visit to Chicago, Cincinnati, St. Louis, Indianapolis, Detroit and Buffalo.

He states that business conditions throughout the country are steadily improving and that Okeh jobbers showed substantial increases in May over April sales. June business is also showing a satisfactory gain, with the outlook for the future very encouraging.

associations representing the trade locally.

"The delegates or nominees whose names are submitted by local associations prior to June 10, 1921, will be listed and a list of all their names will be returned to each local association, which will choose from the list the men desired on the national talking machine committee. Each local association will cast one vote by each of its delegates for the committee men it chooses."

The letter was accompanied by a questionnaire covering the various facts regarding the local association.

The National Association of Music Merchants changed its name and membership requirements two years ago in order to provide for the taking in of talking machine dealers, in view of the fact that practically all the music merchants handle talking machines in addition to pianos and other lines. There is general sentiment favorable to bringing talking machine men into the present association with a view to avoiding the duplication of the national association machinery.

The Talking Machine Men, Inc., a live local association, taking in dealers of New York, Connecticut and New Jersey, voted at its meeting held recently to appoint delegates to assist in the formation of a national committee. E. G. Brown, of Bayonne, represented that association at the Chicago meeting.

Lack of Concentration in Selling Ideas Is Apt to Confuse the Customer :: By W. E. Bates

There are a lot of people who find it hard to arrive at a definite decision. Sometimes it is because they are afraid of making a mistake, but more often it is difficult to decide because they are confronted with too many alternatives.

"My milliner just a while ago showed me so many hats that I left the store without buying. I could not decide on any one." Thus said a lady on whom I was waiting in a record booth one day. Did it sink in, to my profit? You may be mighty sure it did! Very few records did that lady hear, but those that were played were of a type she liked, and she bought!

This trait of indecision is not confined to the fair sex, no matter what we say to the contrary. I never try to select a necktie from a well-filled rack or counter but that I go through all the throes of this selfsame wrinkle of human nature. Each succeeding tie seems more to my taste than the preceding one—and then, again, those that I looked at first are not so bad, either. It's a strange twist that perhaps 90 per cent of mortals have—this difficulty in selecting. Unless we go into a store knowing just the article we want we are apt to have a mighty hard time getting suited! To paraphrase an old saying, "Too many ideas spoil the customer!"

Talking machine salesman! Do you ever stop to think of this while selling an instrument on the floor? How about that last sale you lost? Did you lead the prospect all around the show-rooms until his poor, muddled head was filled with a confusion of oak, walnut and mahogany, a mixture of gold and nickel plating? All the while were you drowning him in a sea of selling talk? Then, did you wonder why that selfsame prospect said he could not decide that day

—he wanted to talk it over at home and would be in again? There must have been something wrong, for you know he looked like an easy sale when he came in.

Of course, you see what I am driving at. You say, "This fellow who thinks he knows it all means that I should concentrate my efforts—should show fewer instruments and cut some of my chatter." You have it, brother—at least, all

It is Ofttimes Better to Interest the Customer in One Style of Instrument Rather Than Confuse With Many

except the first part of that. I don't pretend to know it all—I'm still learning. There's a lot ahead of me, and even the writing of this little article is teaching me something. It's funny how putting down one's ideas in black and white straightens out a line of thought. Did you ever—but that's another story!

All right! Let's return to that sale you lost. There's no use worrying about it—that won't help any. Instead, see if we can learn how to better handle the next fellow.

How about, first of all, finding out from the prospect these three points:

1. Purpose for which he wants the instrument.
2. His preference in wood.
3. Approximately the price he can pay.

This last point is not really determined until we have progressed a little with our sale. Furthermore, we don't have to ask him all these questions bluntly; the prospect should not be made to feel that he is going through his catechism! There are always several ways of finding out what we want to know.

The first point we are likely to learn without much trouble—no doubt, the way the prospective customer states his mission will tell us. If his good wife and one or two little shavers are along, of course he wants that talking machine for the greatest of all places—his home. Then we know that what is wanted is an instrument with a full but sweet tone and of pleasing appearance—an instrument about which this little family will gather when the day is over and have an evening of good, solid pleasure. Or, mayhap, a young fellow comes striding in with dance written all over him. All right, we'll let loose our noise.

The matter of wood is easily settled by a well-formed question as to his desires, or, if the prospect has none, a question as to the finish of the furniture in his parlor or living-room, followed by a suggestion or two on our part. This point should not cause us any trouble.

Price, the third point, is about the hardest of the three to settle, but even this becomes much easier if we use thought and good common sense,

(Continued on page 6)

The Talking Machine's Helpmate



Equip Your Machines with Nyacco Albums, known for Quality, Strength and Durability.

The Beauty of a Nyacco Set in a Machine

When equipped with 12 in. albums to hold 10 in. and 12 in. records, they give the cabinet a uniform and attractive appearance.

They also help to sell *more* records.

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

We make our NYACCO album sets for every style machine to hold five, six, seven and eight to a set.

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

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

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

TOO MANY IDEAS CONFUSE BUYERS

(Continued from page 4)

well sprinkled with observation. Begin at the top, and, if we have to, work down. Never run the risk of insulting the customer by showing him something a lot cheaper than he wants. We'll show him something big, and then, if Ma looks at Pa, who returns the look with a dubious expression and promptly asks the price, which seems to make them both gasp, we must realize that we may have to gracefully fall in price to another instrument.

When our intuition—what a lot of that one has to use in selling—tells us that we have reached the level of the customer's pocketbook, let her go! We know why the prospect wants to buy an instrument, what finish he prefers and the price he can afford. Now concentrate. Remember, we do not want to confuse the customer's mind. That is just the reason we have selected this one particular instrument before us. Just so, we must not perplex him with a lot of confusing, perhaps unnecessary, statements. After all, I think the sales easiest clinched are where the salesman shows the least effort. His wits are focused on the job before him, but he does not show anxiety and his sales talk has a quiet strength.

I know of no hard and fast rules for leading up to the closing and for clinching the sale. Anyhow, I'm not going to take up your time with a sermon on sales talk. That subject has been well handled many times in *The Talking Machine World* and, in addition, every successful salesman has his own ideas on handling this end of a sale. What I do want to do is drive home this one point—finally concentrate on one instrument and stick to that instrument until the sale is made. Try it on your next prospect!

W. G. PILGRIM SAILS FOR EUROPE

Treasurer of General Phonograph Corp. Embarks on Extended Continental Trip

W. G. Pilgrim, treasurer and assistant general manager of the General Phonograph Corp., sailed on May 21 on the "Rotterdam" for an extended trip abroad. Mr. Pilgrim, who is accompanied by Mrs. Pilgrim, is planning to visit England, France and Switzerland on a combined pleasure and business journey.

TO RECORD FOR BRUNSWICK

Giuseppe Danise, baritone of the Metropolitan Opera Co., who appeared with great success in "Andre Chenier" and "Aida," has closed a contract to make records exclusively for Brunswick.



on our toes to win the race for you

yes we want you to know that we are on our toes to win you more dollars

THE CLEVELAND TALKING MACHINE CO.

1125 OREGON AVENUE

Victor Wholesalers

CLEVELAND, OHIO

VICTROLA ARRIVES IN BURMA

Columbus Dealer's Sale to Missionary Gets Safely to Its Foreign Destination

COLUMBUS, O., June 3.—Charles F. Spence, Victrola dealer, 67 East State street, received a postcard this week from Burma, India, notifying him that a Victrola shipped from the Columbus store last September had safely arrived at its destination. The card was mailed in Burma, March 12.

Last September a missionary, H. J. Marshall, bought one of the smaller sizes of Victrolas from Spence, along with about 100 Victor rec-

ords. It was carefully boxed for shipping and six different shipping bills, entailing a great amount of red tape, were made out. The outfit was then shipped. Starting by railroad, it was transferred to ocean liner, thence to several other railroads, thence to automobile, from which it was transferred to camel caravan. Before it reached its final destination it was carried by elephant and coolie, being on the road seven months in all. Mr. Marshall has presented Mr. Spence with a Gramophone record made in India. It reproduces perfectly the weird minor strains of a Burmese band playing a popular dance number of that country and is interesting when played side by side with jazz.

Peerless Superiority Demonstrated



Manufacturers and patentees of the original indestructible wooden back album. Write for revised prices.

☐ In every line of business there is a leader—some one manufacturer who blazes the trail that others follow.

☐ By timely action in providing the trade with a perfected album interior for Victrola No. 80, Peerless has again demonstrated its leadership in the Album industry.

☐ Whether it is a slogan or a new album, Peerless originates—that, combined with top-notch quality and honest workmanship is the secret of Peerless popularity and success.

Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.



Showing Victrola No. 80 with Peerless equipment. Sets also furnished for Victrola No. 90 and XI.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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

Victor Supremacy

is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

It is easy for every Victor retailer to reap the advantages that come with such supremacy.

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

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

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

Victor Talking Machine Co.

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



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President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

L. M. ROBINSON, Advertising Manager

L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, WILSON D. BUSH, C. CEACE, EDWARD LYMAN BILL, V. D. WALSH, E. B. MUNCH, CHAS. A. LEONARD, SCOTT KINGWILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Whabash 5242

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURBY, Mgr.
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NEW YORK, JUNE 15, 1921

THE CAMPAIGN FOR BETTER BUSINESS

GENERAL MANGIN, the great French strategist, in discussing the World War, remarked: "The secret of victory is attack, attack, keep on attacking—that is what the Americans did, and that is how the war was won."

This has a good American ring about it although written by a Frenchman, and it is a slogan that could be adopted with profit by enterprising talking machine men in the prosecution of business betterment.

It is the dealer, manufacturer and jobber who is pounding away—attacking, attacking and keeping on attacking in the form of progressive salesmanship and up-to-date advertising who is securing orders and doing business today.

The secret of victory centers along these lines in business as it does in war. The dealer or manufacturer who is inactive, who doesn't realize the conditions under which he is operating, who doesn't prepare his plans intelligently and act upon them, who is not prepared to attack and move his lines forward continuously, is forced to retreat—he is bound to lose the battle for trade and for success.

The man who endeavors to achieve success, even if he makes mistakes, is entitled to every credit, because he does his best, but there is no place of honor for the man who does nothing but grumble and find fault with times and conditions rather than master them.

Business after all is a battle—a continuous campaign where innumerable obstacles confront mostly everyone—obstacles that must be mastered and conquered. These are days which call for generalship whether in the executive, sales, or manufacturing departments. We have gone through four or five years of comparatively easy times in the matter of selling goods, with orders exceeding production. There was no need for any special display of genius to succeed, but now we are in the midst of a readjustment of the world's affairs, perhaps the greatest readjustment in history—and men are facing problems that have never before been encountered. It is a time when every man's ability and financial and mental resources are being taxed to the utmost, and it is worth emphasizing that the men or concerns that are winning out in this great trying period are those who believe in General Mangin's definition of victory—"attack, keep on attacking."

When manufacturers, dealers, or jobbers are facing discouragements, when plans are disrupted, and many problems arise, it is

timely to consider that there is only one path to success, and that is winning victory by recourse to every possible resource—by going after business vigorously, intelligently and *getting it*.

And business can be secured by the employment of these strenuous methods. From various parts of the country The World is in receipt of hundreds of letters from dealers which tell of surprising results achieved by unusual sales efforts. The buyers' strike is being conquered by such forceful action, and people are being made to realize that talking machines and records are as necessary to the home to-day as they were in war times.

IMPORTANCE OF PRICE MAINTENANCE

IF persistence is commendable virtue and in the majority of cases brings the desired results, then those of the talking machine men, as well as men in other industries, who favor a national act legalizing the maintenance of retail prices on trade-marked or branded goods, may hope to have such an act on the statute books of the Nation some time in the future.

Once again a price maintenance bill is before Congress. First, some years ago, came the Stevens Bill, which died a natural death and was succeeded by what was known as the Stephens-Amherst Bill. This bill in turn met the fate of its predecessor, despite the earnest efforts of those in favor of the measure to have it actually made into a law.

Now comes the Stephens-Kelly Bill, which has been introduced into Congress by Hon. M. Clyde Kelly, of Pennsylvania, who is a staunch believer in price maintenance and promises to use every effort to have the bill brought to a vote and if possible passed at this session. It is time for the members of the talking machine industry to rally behind the measure, for there never was a time when some such law to protect the standing of trade-marked and branded articles, and to save them from the ravages of the price cutter, was so absolutely necessary.

It has been proven on more than one occasion and is, as a matter of fact, in court records that the average price cutter of the department store type simply uses the reduced price on trade-marked articles as a bait to draw the public to his store in order that he may dispose of goods under his own mark bought at low prices, often of inferior quality and allowing a far wider margin of profit than does the trade-marked product.

The fact that so many dealers in talking machines have built up substantial businesses in the past has been due in no small measure to the protection offered to them by the various recognized systems of retail price maintenance, and also to the fact that the supply of machines and records was for the greater part of the time insufficient to meet demands. Both these factors for the protection of the dealer have been in a large measure eliminated by changing conditions, and the earnest support of the Stephens-Kelly Bill will help to restore this protection to some degree at least.

GOOD WILL RESULT FROM CHICAGO MEETING

TAKING everything into consideration, the scheduled meeting of the retail talking machine interests in Chicago in connection with the convention of the National Association of Music Merchants did not bring forth the immediate results for which its supporters hoped, although it is quite likely that some material good will develop as a result of the discussions and the efforts of the committee appointed to give further consideration to the plan for organizing the retail talking machine interests of the nation.

There is actually in some sections of the country, and reported in other sections, a strong sentiment in favor of the organization of a national association of talking machine retailers which shall be comprehensive in its scope, taking in retailers in all lines. National associations, however, are not organized through the interested individuals staying home and thinking about them. It is quite apparent, too, that among the score or so talking machine men who attended the meeting in Chicago there was a divergence of opinion as to the manner of organizing talking machine dealers into a national body—how that body should be constituted, and how it should operate.

There is a strong probability that if the special committee representing the National Association of Music Merchants work hard and intelligently some good will result from the Chicago meeting. The existing machinery of the Music Merchants' Association provides the means for bringing the talking machine men together quickly

and at a minimum of expense. Should later developments suggest the wisdom of a distinct and separate organization of talking machine retailers, there is at least afforded at the present time an opportunity for providing a nucleus from which a separate organization may be developed.

It is quite apparent that the many questions regarding the factors that will dominate in any national association, and the fusing of competing interests into a harmonious whole, must be carefully ironed out and settled before there can be any hope of a permanent, all-inclusive national retail talking machine body.

RECOGNIZES IMPORTANCE OF THE INDUSTRY

NEWSPAPERS make it a rule of giving editorial space only to those matters considered of direct interest to the majority of readers, for that is the basis on which circulation is built. The steady increase, therefore, in the number of daily newspapers which find it expedient to devote space regularly to reviews of the new talking machine records, and to extended comments thereon, is significant in that it may be accepted as proof of the wide use and general importance of the talking machine itself.

The latest newspaper to announce such a department is the Philadelphia North American, which for several years past has been doing some excellent work in the cause of music, and there are dozens of other newspapers that have already seen the light, among them the Boston Herald, the Springfield (Mass.) Union, and the Providence (R. I.) Tribune, as well as several in the West.

This general review of the new records run as a regular feature in various newspapers is to be encouraged by members of the industry, for it should result directly in increased record sales. There are probably hundreds of newspaper readers who receive the record supplements each month and put them aside and forget them after a cursory glance, but who, seeing the record reviews in the daily paper, find time to read these reviews and be impressed with the desirability of certain of the records described. It is the kind of publicity that, while interesting to a great proportion of the newspaper readers, is also calculated to help business. It should, therefore, be strongly supported.

THE TALKING MACHINE AS A TEACHER

MME. GALLI-CURCI, the celebrated prima donna of the Chicago Opera Company, who will join the forces of the Metropolitan Opera Company next season, in a recent interview paid a great tribute to the talking machine and its value in an educational way to even this most gifted of singers, when she said: "When I tried to sing in New York several years ago there were in my voice many faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them, I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time

trying to correct them. I may say that my most painstaking teacher was the talking machine. I hope to go on improving, and shall work to do so, but I do not think I shall ever have the perfect voice. For nine years I have sung in public, and they have been nine years of the most joyful work ever done. Perhaps when I have sung nine years more I shall have been able to improve! Who knows?"

One of the greatest charms about this great luminary in the musical world is her modesty. Mme. Galli-Curci recognizes the wonderful value of the talking machine in a musical way, and does not hesitate to state publicly and unqualifiedly how it has benefited her.

People of smaller minds and more pretensions would be shocked at such a confession, but great artists are *great* because they recognize that they are human beings and have weaknesses to overcome, and are not averse to acknowledging how, by whom and by what means they are being helped to scale the ladder of success.

DEVELOPING TRADE IN SUMMER MONTHS

THE talking machine dealer who makes his business plans according to the calendar rather than the thermometer most likely has his preliminary campaign for Summer business already mapped out, or started, and is getting ready for the big push. The dealer, however, who must feel the hot weather before he goes after hot-weather trade had better remember that the season is backward and that some hustling will be required to get things lined up for the vacationists, campers and excursionists of July and August and September.

The talking machine is already recognized as a necessary adjunct to the successful vacation party, and it is the retailer who offers the most adaptable machine in the most effective manner who will realize on this demand that is bound to come.

The power of suggestion accomplishes wonders when properly applied, and the advertisement, or window display, that causes the reader or the passer-by to picture the coming delights of the period of recreation, and at the same time make the portable talking machine an indelible part of that picture, is accomplishing something that will result in business, and very probably business for the originator of the campaign.

In view of general conditions it may be that some new business-developing ideas will be necessary to secure results measuring up to past records, but the business is there for the dealer who goes after it early and energetically.

RIGHT KIND OF PUBLICITY PAYS

THE printed matter issued by a house is in a measure a reflection of the character of the house itself. Hence it is not well to skimp in the cost of issuing attractively printed booklets, programs, or other literature which goes into the home. When the name of a dealer or manufacturer is associated with something very choice in the way of publicity it is advertising of the right kind.



Dempsey vs. Carpentier

You can't pick the winner. It is largely a matter of guesswork.

In the talking machine field it is different. You, Mr. Victor Dealer, have already picked the winner. It is not difficult to see the *many* advantages of putting *all* your energies behind a sure thing—by that we mean "Victor Exclusively."

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

IMPORTANT TO THE TALKING MACHINE TRADE

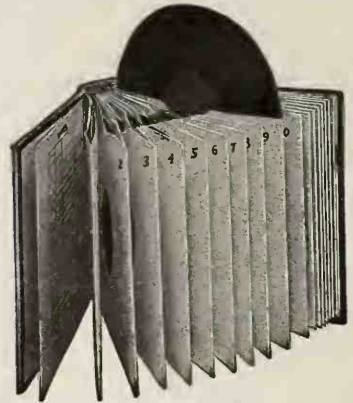


SELECTING THEIR FAVORITES

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

Record Albums

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



THE PERFECT PLAN

BLACKFEET INDIANS RETURN CALL

Distinguished Americans Call on Branson De Cou in Newark and Enjoy Hearing Records Which They Made Some Years Ago

Three years ago Branson De Cou, manager of Landay's Victrola store, Newark, N. J., visited Glacier National Park at the time of the great Medicine Lodge, the annual ceremony of worship to the sun god, which was then held in the beautiful Two Medicine Lake country. Mr. De Cou made many photographs of the pow-wow and the lodge ceremonies, which have been used in his "Dream Pictures."

A number of the Blackfeet Indians, including Two-Guns-White-Calf, whose profile adorns the Buffalo nickel, were in Newark late last month

they heard with intense delight. They showed their appreciation by grunting war whoops with themselves on the records.

Mr. De Cou once more photographed the famous group in front of the store—just 2,500 miles from their home in the Rockies, to which



Visiting Indians in Front of Landay Store they are now returning. The pictures were given wide publicity in the Photogravure Section of the Newark Sunday Call, proving excellent advertising for the Landay store.



Chief Many-Tail-Feathers, 92 Years Old—Chief Two-Guns-White-Calf on Right

dancing in a prologue to the picture, "Bob Hampton of Placer," filmed in the beautiful mountains of Glacier Park last Summer.

Their manager arranged for them to call on Mr. De Cou at Landay's, where they were given a Victrola concert. The program opened with the playing of the records they made themselves, several years ago, of the Grass Dance, Gamblers' Song and White Dog Dance, which

EDISON DISC SCORES IN LIVERPOOL

Burt Reynolds, of Graham's, Tells of Activities in Noted English City—Edison Product Scores

In a recent letter from the establishment of Messrs. Jake Graham, "sound wave exponent," Liverpool, England, Burt Reynolds, manager of the phonograph department of this house, writes: "We find The Talking Machine World, which has been reaching us for years, continuously interesting and quite an asset in the talking machine business. No doubt you are aware that we are now importing the Edison Diamond Disc product, and we were the first to give an Edison disc demonstration in this country. This was given with great success at the Waterloo Town Hall recently before a crowded house, the tone quality of the instrument coming in for most favorable comment. We have not yet given one of the tone-tests such as are given in America. No doubt this will come when we can get hold of the actual artist.

"Business at the moment is not very brisk, but we are quite optimistic and look forward to a big revival in trade, which will doubtless follow after the present slump. When labor troubles are over we will once more enter into a larger field of activity."

TAKES CHARGE OF SALES OUTFIT

T. C. Pendleton, one-time member of Desnoyer & Pendleton, of Jackson, Mich., is now connected with the Barnard Music Co., of that city, having charge of the sales work on the Brunswick phonograph. Mr. Pendleton, who is in the process of building a force of experienced salesmen, has had twenty-five years' experience in the talking machine and allied instrument trade.

Unfilled good intentions, like debts, become worthless with time.

HEMPEL SAILS TO SING ABROAD

Miss Frieda Hempel, Edison artist, who sailed on May 24 to spend the Summer in Europe, will, during her stay, sing at a special performance in San Sebastian before the King of Spain. In Copenhagen she will have several appearances with the Tivoli Symphony Orchestra, and, as guest prima donna, she will be heard on the Continent in "La Traviata" and other operas. Before returning to New York in the Fall Miss Hempel has been invited to sing at the La Scala Opera House, with Toscanini conducting.

Before her departure for Europe Miss Hempel sang for 1,200 prisoners in Auburn Prison.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

Our Specialties—

- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

The Opportunities That Lie in Cultivating the Trade of the Foreign Born in America

Progressive talking machine dealers have been included among those who have fully realized the opportunities that lie in catering to the foreign-born element in the country, the large number of foreign records issued by the various companies making it possible for the talking machine retailer to make a special and direct appeal to the foreign born in their own language.

The opportunities that lie in cultivating the trade of this foreign element not alone for cold-blooded business reasons, but as a part of the general program of Americanization, are strongly set forth in the propaganda being carried on by the Inter-racial Council. In commenting upon the advisability of having the foreigner invest in American products rather than letting him hoard his money to take back to his native land, the Council, in a recent bulletin, said:

"A concerted effort should be made by all who manufacture or sell goods to make the best use of this foreign-born element. From the retail clerk, who should be taught to show courtesy and patience to the immigrant customer, right up the line to the manufacturer, who should see to it that the immigrant learns about his product, and buys it, there should be aggressive effort to capture this 'foreign market at home.'

"The Inter-racial Council is back of a movement to bring buyer and seller together in just such a campaign among the foreign born.

"With the help of the foreign-language newspapers and other mediums of publicity the idea is being spread that 'thrift is not hoarding.'

"Thrift is intelligent investment and judicious spending of money, and this fact is to be thoroughly disseminated among the 16,000,000 foreign born in America, and their sons and daughters. This should have a prompt and beneficial effect upon business, and the co-operation of all business men is solicited in the campaign.

Sixteen Million Potential Buyers Can Be Interested by Courteous Treatment. Isn't It Worth While?

"The value to the immigrants of raising their standard of living is apparent. When they secure good homes, furnish them attractively, enjoy books, music, good clothes and the other things that make life cheerful and worth while, we will hear less rumblings of discontent and revolution.

"American business and the foreign-born buyer will both profit by coming together.

"The kind of 'foreign' money that is as good as ever is the hoarded savings held by our foreign-born population.

"As long as they keep it tucked away in a money belt or in the toe of an old sock it is 'foreign' as far as we are concerned, for we do not see it any more than if it were in China or Kamchatka.

"Now it is 'up to us' all to get that money into circulation, and every person who sells goods at retail can help. There are plenty of things that the foreign born would gladly buy from us if buying were made a pleasure for him. Nobody likes to be snubbed or ignored when he enters a store to buy goods, the foreigner least of all, because in the Old World manners are more formal than in America.

"So the first requisite in getting that 'foreign' money into circulation is courtesy.

"The second is initiative. There are many commodities on the market that the foreign born would buy if his attention were called to them and this is particularly true of all kinds of musical instruments.

"Another essential in selling goods to the foreign born is study of the customer's tastes and habits. Find out what he uses, and show him something better in the same line.

"Bear in mind that the alien's purchases depend upon whether he wants to stay in America and make his home among us, or whether he plans to hoard his money and sail back to the other side to spend it there.

"By our friendly and courteous treatment of the foreign born in our daily contacts we can make them want to cast their lot with us. And remember that their number is 16,000,000; a large number of potential buyers, even for America."

Sherman, Clay & Co.

Pacific Coast Distributors



Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

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

427 West First Ave., Spokane, Washington

IS YOUR BUSINESS INSURED?

Of course you will say, "Why yes, certainly," and have in mind the conventional fire insurance policy you have deposited in your safe as future protection.

How about your most vital insurance of all—*life* insurance? The insurance that means business permanence, vitality, progress and prosperity.

You will, no doubt, get our meaning—especially when we tell you that scores of prominent Dealers everywhere have found by actual experience that GRANBY PHONOGRAPHS and LIFE INSURANCE are one and the same thing.

Insure *your* business with the Granby and so determine upon one of the most important steps to perpetuate your business.

How to do it will be explained to you by return mail—at your request.

GRANBY PHONOGRAPH CORPORATION
N O R F O L K - V I R G I N I A
.. Factory · Newport News ..

Symposium of Up-to-date Talking Machine and Record Sales Suggestions :: By Frank H. Williams

What was the biggest selection of records sold by you to an individual purchaser last week? What records were included in this purchase? Wouldn't all your customers and all talking machine owners in the city be interested in the answers to these questions? Play up material like this in your newspaper advertising and in your show windows. It will be sure to attract a lot of attention and help business. In your show window you could show samples of the records sold and with each record you might have a card containing the comments made by the purchaser about that particular record.

Featuring Standard Records

There are some records which might be called standard favorites because there is a constant call for them in spite of the fact that they were first issued years ago. What are the standard favorites in your store? Couldn't you make an interesting display of these records and also include in your display some comment as to the reasons why they are such standard favorites? Such a window display would be somewhat different from the usual run of things in phonograph record window displays and for that reason would be quite sure to attract a considerable amount of attention and therefore boost the sales of the records quite materially.

Keeping in Touch With Musical Organization

Do you get all the talking machine and record business out of the musical organizations of your city that you should get? Of course, there are numerous such organizations in your city—there are in every city. There are church choirs, women's musical organizations, Bedouin Chanters in the local Mystic Shrine, glee clubs, school singing societies and so on. Always the folks who belong to these bodies are lovers of music. And in most instances they are folks who can afford to gratify their love of music. So it would be a good piece of business for you to secure the names and addresses of all the music organization members in your city and to personally solicit all these folks for the sale of phonographs and records. In many instances it might be found that these people already owned small phonographs and in such cases there would be a chance for a replacement sale. And in other instances it might be found that there was no talking machine in the family, so there would be a chance for a new sale. Also many records could undoubtedly be disposed of in this manner. Such a bit of solicitation would also indelibly impress the store upon all these music lovers and such a thing would be a fine thing for future business.

Putting Over Novel Bit of Publicity

Every time a famous stage or vaudeville star comes to your town you have the chance of putting over an interesting and novel bit of advertising. Get in touch with the star or with the manager of the show, find out what the star's favorite record is and then make a window display of this record and offer to demonstrate the record to people who are interested enough to come in the store and ask for a demonstration. All theatrical folks would be perfectly willing to co-operate in such a stunt for the sake of the publicity they would receive. Or, if some star makes a great local hit by the singing of some special song, make a display of the record of that song if you have it in stock. If the star chanced to be a vaudeville actor in your city for a period of three or four days or a week the display would be just that much more effective than if the star were in the city for only a single night's stand.

Hooking Up With the "Movies"

It is possible for the alert talking machine dealer to also hook up with the movies by watching for the use of talking machines in the pictures. Every now and then a "talker" is

seen in some big picture production and when this is the case the store might reproduce the scene in which the instrument appears in the show window as effectively as possible and with it might include a placard reading about as follows:

"NOTICE THE PHONOGRAPH IN 'UP AND AT 'EM,' NOW SHOWING AT THE STRAND THEATRE.

"What record is being played on the machine in this picture?

"What record do you think would be most appropriate for the scene in which the talking machine appears?

"Come in and register your opinion of the matter. To the five persons registering the most appropriate opinions we will award to each five new jazz records. The decision as to the most appropriate record will be made by the advertising managers of the local newspapers and the proprietor of the Strand Theatre. This contest will be for this week only. Come in now and register your guess."

Of course, the theatre would co-operate to the limit in helping the store make a success of this stunt, as the affair would mean a lot of desirable publicity for the theatre and the advertising managers of the local papers would be glad to help out the store in the hope of getting some extra advertising out of the stunt.

Such a stunt would undoubtedly bring a lot of people into the store and should be of distinct aid in helping record sales.

Varied Uses of "Talkers" and Records

For what varied purposes have talking machines been purchased at your store during the past month or recent months? It would be interesting to list all the varied uses to which the instruments purchased at your store during this period have been put. Such a list would probably include: Home dancing, private lesson danc-

ing at a local academy, music for a farmers' institute, helping printers in a print shop be more contented with their work, livening up a restaurant during the day, and so on.

Many folks would undoubtedly be attracted by such a list and would undoubtedly read it, and the reading of such a list would probably suggest uses to the readers which might make sales which otherwise would never be made.

In this connection it may be stated that it is always a good thing for the dealer to impress the wide variety of uses for talking machines on the public as effectively as possible, because quite a number of people are inclined to feel the instrument is a strictly home proposition.

Capitalize Your Record Purchases

Who purchase the greatest number of records at your store, men or women? Why not keep track of the record purchases for a period of a week or so and then frame an advertisement asking whether or not the sex which purchases the smallest number of records doesn't appreciate music as much as the other sex? Surely such a stunt would attract a lot of attention, especially if you gave some actual figures showing the number of records purchased by both men and women during a certain period. It would also be interesting to analyze the purchases of jazz music and classical music to see whether it is men or women who purchase the greatest number of selections of these two types.

The proposition of selling more talking machines and more records is merely a matter of going after the business.

The store which goes after the business the most strenuously and the most intelligently will get the business.

This will be a VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to
your nearest Victor wholesaler, or

KNICKERBOCKER TALKING MACHINE CO.

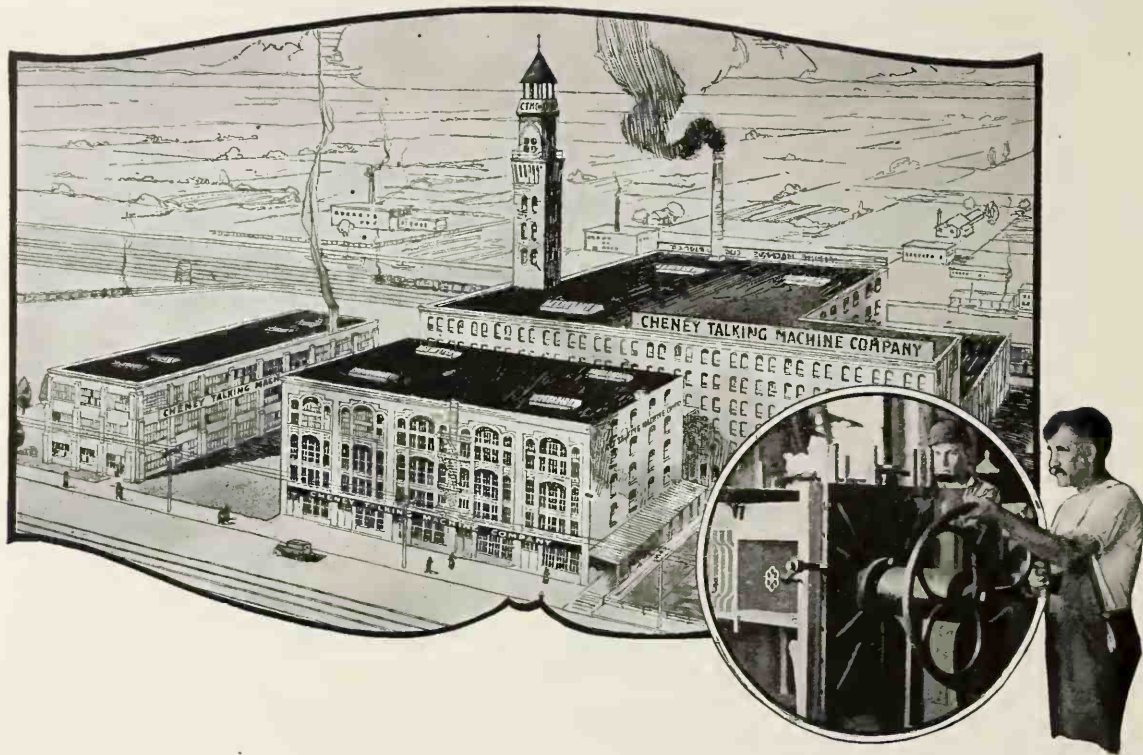
INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street

New York City



The Cheney Factories

The reputation of The Cheney for unusual quality will be maintained and enhanced as a result of our absolute ownership and control over every detail of manufacture.

CHENEY TALKING MACHINE COMPANY, Chicago



The CHENEY

*The Master Instrument
With the Violin Resonator and Orchestral Chambers*



Utilizing the Holidays and the Baseball Season as Business Developers :: :: By W. Bliss Stoddard

Talking machines and records can be pushed to decided advantage on the Fourth of July whenever they are sold by establishments which, like drug stores, are compelled to keep open on that day for the convenience of patrons. The Key Drug Co., of Riverside, Cal., is a case in point. Its large talking machine department is located in the rear of the store, where there is ample room for demonstration. On July 4 of last year this room was adorned with flags and bunting, and pictures of composers of many of the patriotic songs as well as those of several noted singers, like McCormack and Mme. Homer, who produce these songs for the records. A high glass case against the wall held a large number of records, each with name and price. Comfortable chairs were disposed about the room, where one could listen to the music as though in a private home instead of a public auditorium. Thus in the slack hours of the day two or three persons would be delightfully entertained. They also had a large number of folding chairs which could be set up at a moment's notice, offering accommodations for nearly a hundred auditors, so that when a crowd collected all could be seated. A talking machine rendering patriotic selections was kept in operation constantly, and at intervals—morning, afternoon and evening—local singers rendered some of the national airs. At the opening of the store at nine o'clock the entire store force gathered on the balcony and sang "The Star Spangled Banner."

Due notice of the arrangements made for the pleasure of the guests was set forth in an announcement made through the columns of the newspapers:

FOURTH OF JULY CONCERT
For the pleasure of the citizens of Riverside and their out-of-town guests, we have arranged a special entertainment for the

GLORIOUS FOURTH
During the morning, afternoon and evening there will be an hourly rendition of one of America's stirring patriotic songs—songs of the Revolutionary, Civil, Spanish and World Wars—by several local soloists.

At 9 o'clock, at the opening of the store, there will be the singing of "The Star Spangled Banner" by employes and visitors present.

Music by the greatest living singers will be heard at all times in our spacious phonograph department. Visitors always welcome.

At the entrance of the store was a tall bulletin board on which was chalked:

"Let the Sound of Delicious Music Fall in Your Ears!"

When wearied with the crowds and the dust and the glare—drop into our talking machine department and refresh yourself listening to some of our patriotic records rendered by the greatest living singers. Visitors cordially welcomed at all times.

This advertising was productive of splendid results. Many availed themselves of the offer to rest and hear the music in a quiet, reposeful spot. Although an attendant was on hand to demonstrate any record and make a sale if anything was desired, nobody was asked or expected to buy. They relied far more on their service, and on getting people interested in good records and in building up future business.

Baseball and Phonograph Records

Have you ever stopped to think of the wonderful opportunity there is to appeal to the hundreds of baseball fans in your town by linking your store with baseball? The interest you show in the local team will be reflected in the patronage of the fans. Of course, you are proud of the home team, but did it ever occur to you to express your admiration in a tangible manner to

the players, or to boost baseball in general? If not, the story of the method in which the B. Deutser Co., Beaumont, Texas, earned the good will of the fans and increased their sale of records will be interesting.

At the beginning of the season they planned a campaign to boost the local team. They secured a cut of the silver trophy which was to be presented to the winning team of the State League, of which the Exporters—the Beaumont team—were members. Then they took a half page in the papers, embellished it with a large photograph of the cup and printed in big black letters at the top "Beaumont Must 'Kop' That Cup!" This naturally made all the fans sit up and take notice. Their ad then continued:

LET'S GO!

Everybody will be at Magnolia Park rooting for the Exporters on April 15. Drop your business and join the crowds that are going to the opening game. The success of the season depends upon attendance. We are out to boost baseball and the Beaumont team.

KOP THAT CUP!

In order to start the season with a snappy game we make this offer to you, Exporters:

Five dollars' worth of records for the first player who makes a home run. Your choice of any records in our stock.

Come in and hear some of them played when you are down our way.

Hundreds of little labels, adorned with the picture of a baseball player, with the slogan "Kop That Cup," were printed and attached to all letters and packages sent out during April and May—or until they had gotten the whole town interested in rooting for the home team.

The window used by them during the baseball campaign was covered with green felt upon which was chalked a baseball diamond, with

(Continued on page 16)



Wholesale Exclusively

PEARSALL Dealers Say Business is Good. Is yours?

Answer—PEARSALL SERVICE.

Ask any Pearsall Dealer—he will tell you.

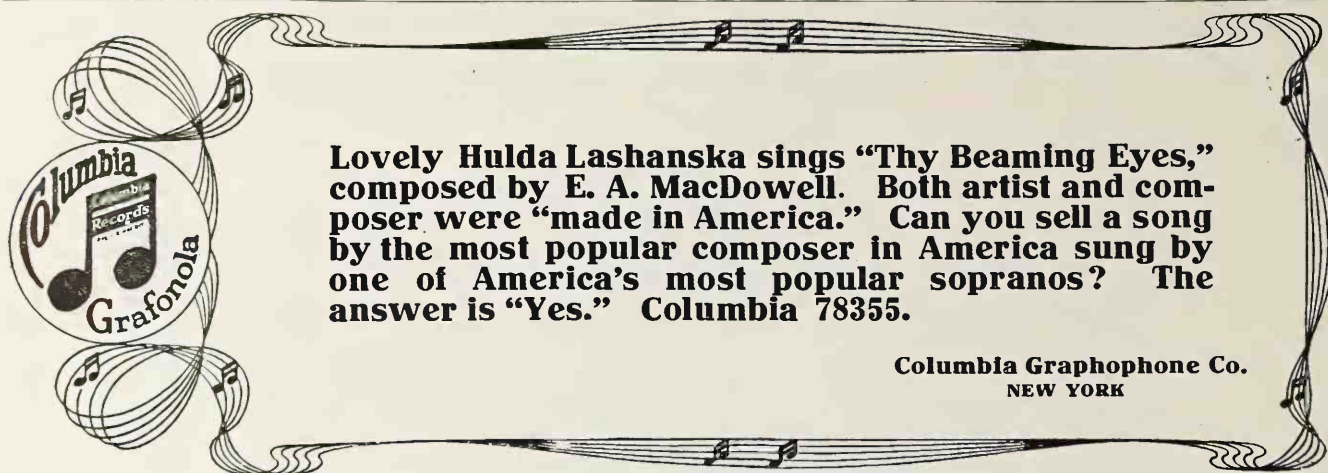
"Desire to Serve PLUS Ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



Lovely Hulda Lashanska sings "Thy Beaming Eyes," composed by E. A. MacDowell. Both artist and composer were "made in America." Can you sell a song by the most popular composer in America sung by one of America's most popular sopranos? The answer is "Yes." Columbia 78355.

**Columbia Graphophone Co.
NEW YORK**

SEASONABLE BUSINESS DEVELOPERS

(Continued from page 15)

talking machine records for bases. A large framed picture of the local team was set on an easel, with a talking machine at the other end, and overhead was a canvas sign:

BEAUMONT MUST "KOP" THAT CUP!

On posts in the middle of the display were hung a number of the new records. After the opening game they displayed in the window a photo of the local player who made a home run and secured the talking machine records, while at the other side was the list of the records he chose. Naturally the sales of these particular records increased at a great rate among the fans, who followed the lead of their baseball hero.

H. L. HOPKINS BUYS EDISON BUSINESS

CHARLOTTE, N. C., June 4.—The stock, fixtures and good will of the firm of Brown & Page, Edison phonograph dealers of this city, was recently purchased by Howard L. Hopkins and several associates. The concern is located at 231 South Tyron street. The new owners will retain the original name. Hampton S. Brown, member of the old firm, will be a director and stockholder in the new organization, whose capital stock will be increased according to officers of the company.

RECORDS CHRISTIAN SCIENCE HYMNS

Lloyd Simonson, the well-known baritone, recently recorded two of the best-known hymns of the Christian Science Church—"Shepherd, Show Me How to Go" and "Saw Ye My Saviour?" These records were announced in the May list, and the demand already indicates their popularity. Mr. Simonson was selected to make these records because of his experience as a soloist in the Christian Science Church. The records indicate that his selection was well justified, for he has beautifully delivered his musical message, his enunciation being admirable.

NEW INCORPORATION

New Comfort Talking Machine Co., Inc., of Wilmington, Del., has been incorporated under the laws of that State with a capital of \$350,000 for the purpose of manufacturing talking machines, records, etc.

VICTOR DEALERS ORGANIZE

Southwestern Association Formed in Dallas—
Hope Soon to Enroll 200 Members in Body

DALLAS, TEX., June 4.—Following fast on the heels of the convention of the Texas Music Merchants' Association held recently in this city, and indeed a sort of auxiliary to it, was the meeting of Victor dealers located in the southwestern part of the State, who came together for the first time for the purpose of organization. Twenty-five Victor merchants were present at the initial meetings, which were held in the Bush Temple, May 5 and 6. The first officers chosen to serve the new body during the current year were as follows: H. W. Gratigny, of Bush & Gerts Piano Co., Dallas, president; W. Howard Beasley, of H. V. Beasley Music Co., Texarkana, Ark., vice-president; Lester Gunst, of the Lester Gunst Co., Dallas, secretary; E. S. Goodell, of Pierce-Goodell Piano Co., Beaumont, treasurer.

The above-named officers, together with the five Victor dealers whose names follow, will form an Executive Committee for the Association: G. N. Copley, of Thos. Goggan & Bros., Houston; J. Culberson Deal, of Angelo Furniture Co., San Angelo; E. E. Hall, of Hall Music Co., Abilene; H. P. Mayer, of H. P. Mayer Music Co., Paris, and G. M. Adams, of Mitchell-Greer Co., Ft. Worth.

Much optimism and "pep" were displayed by the charter members of the newly organized association, and the belief prevailed in all quarters that this nucleus of twenty-five Victor dealers can be made to grow in a comparatively short time to a membership of 200 or more. Everyone concedes that there was a very real demand for such an organization and that when the latter begins to function it will be the instrument of much good within the talking machine trade in the Southwestern territory and beyond.

At the two-day meeting various subjects, such as charging of interest on deferred payments, terms, and other matters of like importance to the trade in general, were discussed. Beyond these discussions the meetings had a necessary value in getting the "Southwesterners" together for the first time. Membership dues were fixed at \$10 a year. Though without an elaborate program and extensive entertainment features, the two-day conclave of Victor dealers was provocative of much benefit and a more varied pro-

gram is planned for the second meeting, which will probably occur later this year. By that time the membership will have greatly increased. It is planned to have one or two factory officials and other men of national prominence present at that time to address the Association. The first session of the Association closed with a luncheon held in Sanger Bros.' cafe.

VAN VEEN & CO. MAKE SALES DRIVE

Carry on Live Campaign Among Dealers in
Five Principal Cities

An intensive drive for business was made by Van Veen & Co., Inc., New York, manufacturers of Van Veen equipment for talking machine warerooms beginning on Saturday, May 21. This energetic sales campaign was inaugurated simultaneously in five large cities—Buffalo, Pittsburgh, Cincinnati, Cleveland and Baltimore. The local dealers were called upon. The immediate importance of equipping their warerooms now for the busy Fall season was urged and the gospel of the need for attractive talking machine warerooms was preached. The decision to make this drive was greatly encouraged by inquiries received from dealers in the territories in which the campaign was made.

Attention was directed in every instance to the model shop in each of these cities equipped by Van Veen & Co., Inc., at the headquarters of the Columbia distributor. The following division of territory was made: Buffalo was covered by Arthur L. Van Veen, president of the company; Pittsburgh by Leon Tobias, secretary; Cleveland, H. A. Dalley, vice-president; Cincinnati, W. B. Richards; Baltimore, J. J. Vandergrift.

SENDS QUESTIONNAIRE TO DEALERS

Usoskin Litho., Inc., Asks Talking Machine Men
to Determine Size of Window Cards

An interesting questionnaire was recently sent by the Usoskin Litho., Inc., producers of the Usoskin Victor Window Service, New York City, to Victor dealers, asking for a statement of their preferences as between either nine small cards each month or two or three large ones. The majority preference as expressed in the replies was to rule. The response to this questionnaire was large and resulted in an equal division of choice. Accordingly the Usoskin Co. will hereafter alternate between large and small cards in the monthly service which this concern sells.

TWO ESTABLISHMENTS COMBINE

The Jessup Piano Co. and J. H. Bartlett, talking machine dealer, both of Wilmington, Del., have consolidated their businesses. The former company was organized about two years ago, while Mr. Bartlett has been in business in Wilmington all his life. The latter for several years has conducted an exclusive talking machine establishment on Seventh street, that city.



PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Records

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

Experts Tell Why The Widdicomb Amplifying Tone Chamber Gives Supremacy of Tone—The New-Day Type of Phonograph

(Important to Phonograph Merchants)

EVERY day now phonograph merchants, men of long experience in this business, write us telling how the remarkable tonal qualities of the Widdicomb increase sales. Hardly a day goes by that we do not get at least a dozen letters of this nature.

These men, dealers who are successful merchandisers, say that the Widdicomb Amplifying Tone Chamber marks a new epoch in phonograph history. They all agree that this has been a big factor in the increase of Widdicomb business. And now Widdicomb experts are telling us what this Amplifying Tone Chamber accomplishes.

A New Factor in the Phonograph

Widdicomb scientists have now invented a new factor for the phonograph. It is the Widdicomb Amplifying Vibrationless Tone Chamber. This Tone Chamber accomplishes three main results.

First: It is now possible to play all makes of records on the Widdicomb without the slightest vibration or metallic harshness. This in itself is an extraordinary feature. It gives the Widdicomb a clear, melodious, restful tone. There is not the slightest trace of harshness or metallic grinding

which heretofore has been common in most phonographs.

Second: When playing an orchestral record on the Widdicomb, the deeper, richer notes are given equal prominence. This is an exceedingly rare quality. It marks a big step forward for the Widdicomb.

Third: Full value is now given to the lower as well as to the higher musical tones. This feature, now exclusive in the Widdicomb, has never before been possible in a phonograph.

Exclusive Features—Big Sales

These three big exclusive features are directly due to the Widdicomb Amplifying Tone Chamber. It gives the Widdicomb supremacy of tone and makes greater sales possible for Widdicomb dealers.

The exclusive Widdicomb Amplifying Tone Chamber is made of a patented composition that positively eliminates vibration. The sound waves as they pass through it are extended and expanded so that you get full tonal value without

"blasting." In other words, it simply reproduces more truly.

The Widdicomb is truly a new-day type of phonograph. Dealers who sell the Widdicomb feel confident that they sell a phonograph of the highest quality, unequalled in tone, distinctive in appearance and richer in special features than any other phonograph on the market. Let us send you the details of the 1921 franchise.

Big Demand

Phonograph merchants know that the trend in the phonograph world is toward better and more artistic design. Today the phonograph is more than a musical instrument. It is used to enhance the beauty of the home and necessarily must blend with the other furniture surroundings. This development in the new type of phonograph can only be expected from master craftsmen of the cabinet-maker's art. It is but natural, therefore, that the Widdicomb Furniture Company, fine furniture designers since 1865, should be the leaders of this new-day type of phonograph.

Many Period Styles

Widdicomb console phonographs are made in many period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and the finish of the Widdicomb are the result of an organization which has more than 50 years of splendid reputation behind it for skill in the art of wood fashioning.

Widdicomb console models contain many distinctive features in design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records and Widdicomb prices range from \$95.00 to \$325.00. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

The graceful cabinet pictured above is the Widdicomb Early American console model. This remarkable machine lists for \$190.00. There is not another phonograph on the market like it at the price.

(51)

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine Furniture Designers since 1865

NOVEL STAGE HELPS FESTIVAL

Victrolas and Victor Dogs Have Prominent Position During Music Festival Program

An unusually effective scheme that went "big" with the audience attending the annual May Festival of Music by the Lamb's Concert Orchestra, of Pottstown, Pa., held recently in the Grand Opera House, that city, was the unique stage setting for the affair which quite shared honors with the program itself at the hands of the auditors.

This consisted of a background of roses, palms and ferns fronted by a semi-circle of Victrolas extending the full width of the stage, with the familiar Victor dog at "attention" before each instrument. As the varied and delightful musical numbers were delivered by artists of unusual competency, it became more and more apparent to the interested listeners how simple and satisfactory a thing it would be, after all, to carry home with them the instrument and records which could so easily and so often reproduce the identical selections they so generously applauded. The idea was an exceptionally suggestive one and no small benefit has already accrued from it in music trade circles here.

Participating in the long and generous program were Miss Lillias Taylor Egolf, leading Philadelphia contralto; Miss Beatrice Kendall Eaton, favorite Pottstown soprano, and Pietro Deiro, accordionist and well-known Victor artist. William F. Lamb, proprietor of the Pottstown music house that bears his name and widely acquainted in music trade circles throughout the State, who conducted the festival, was showered with compliments at the termination of the evening's program.

NEW INCORPORATION

The Phono-Toy Co., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of \$500,000. E. & J. Ennison are the incorporators.

OPENS NEW RECORD DEPARTMENT

Davis, Burkham & Tyler Co. Now Have Section for Demonstration and Sale of Discs

EAST LIVERPOOL, O., June 1.—The Davis, Burkham & Taylor Co., who operate seventeen music and music supply houses in Ohio, Pennsylvania and West Virginia, opened the new record department in their local store Saturday morning. The department was visited by several hundred people during the day. Souvenirs were given everyone.

The new department consists of nine sound-proof booths, electrically cooled and ventilated, for the convenience of the trade. Trained experts have been engaged to serve the patrons who visit this store for phonographs. The new addition, it is claimed, makes the local store, situated on Fifth street and Broadway, one of the most up-to-date music establishments in the Ohio Valley.

EDISON GETS BACK FIRST MACHINE

Old Talking Instrument With Cylinder of Tin Foil in Inventor's Hands After Forty Years

One of Edison's first talking machines with a cylinder of tin foil has been returned to the inventor after an absence of forty years. At that time he presented it to Robert S. Osborne, now deceased, one-time inspector for the New York Board of Fire Underwriters, who left the machine to his son, John H. Osborne, of Newark, N. J., who, in turn, gave it to A. H. Osborne, of Belleville, N. J., a friend of the family but not a relative. The latter quite recently presented it to Mr. Edison. Barely a half dozen of these machines are known to be in existence, and because of this the inventor is likely to preserve it as an exhibit.

The Rike-Kumler music store of Columbus, O., has recently installed a complete Victrola department.

BUYING RECORDS OVER 'PHONE

Impatient Admirer of Talking Machine Hears Records Over 'Phone at Pa's Expense

It was raining and Camilla decided that she could never live through the afternoon unless she could get a half dozen new talking machine records. She tried to get a taxicab, but all were taken by the theatre crowds. At last she struck upon an idea which only could originate in a bobbed blond head. She would telephone to the music store and have the man play the records for her over the 'phone. If she liked them he could send them over and she would not have to go out.

Camilla called up the store and asked the proprietor if he would mind pushing a talking machine near the 'phone so she could hear the records. As she was one of his best customers he consented. Camilla sat and listened to eleven records and decided that she would only take seven of them. Soon the doorbell rang and the boy from the music store appeared with the records.

Camilla's father hasn't a good sense of appreciation of inventive genius at all, says the New York Sun. He complained about Camilla spending \$4.70 for calling up the music shop.

E. W. KILLGORE WITH VICTOR CO.

E. W. Killgore is a new addition to the traveling sales force of the Victor Talking Machine Co., covering territory in the Middle West. Mr. Killgore was formerly in advertising and sales promotion work with the New York Telephone Co.

ADDS TALKING MACHINE LINES

Nicolas Carries, local novelty dealer of Beacon, N. Y., has entered the talking machine field, having lately added the Victor lines, both Victrolas and records, to his stock. Two sound-proof demonstration booths have been installed in space heretofore occupied by other goods.

STATEMENT *OKeh* Records have proven themselves!

QUESTION-Has your service been as good as the record?

SUGGESTION - Try **KENNEDY-GREEN** service in connection with

OKeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

Turn small change to profit

Okeh NEEDLES

"THE NEEDLE OF QUALITY"

that sell themselves
from the Okeh
Display
Case.

Place the
Okeh needle
display container
on your counter and
your cash register
will ring up more
even sales

Hundreds of
dealers are making
the *extra* profit with-
out trouble or
bother - *why not you*

Prove it to yourself
mail coupon to-day



Manufactured and Guaranteed by
GENERAL PHONOGRAPH CORPORATION
25 WEST 45th STREET NEW YORK CITY

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street New York City

Please give further information

NAME _____
ADDRESS _____
STATE _____



The Credit Manager's Problems—Analyzing 3,000 Representative Accounts :: :: By D. G. Baird

"That's one of the joys of the talking machine business," ironically remarked the credit manager of a large mid-Western music house as an investigator came in and reported that he had "pulled" three machines, while two parties who owed the major portion of the purchase price on talking machines had "skipped" without leaving any forwarding address.

The investigator had other results to report. Not only had he found it necessary to take back three talking machines, the purchasers of which had proved positively that they would not pay, and found that two families had moved away without leaving any means of tracing them, but in several instances he had been unable to find anyone at home when he called to collect, while still others had postponed payment on one pretext or another.

And so it goes, day after day. The problem of how to avoid the necessity of taking back used machines and to prevent the escape of dishonest customers who pay a small initial sum and then skip out, owing the dealer the remainder of the account, is by far the most important one the talking machine dealer has to face to-day.

What is to guide him in passing on applications for credit?

He may become a member of a credit men's association, in which case he can readily ascertain whether or not the applicant has ever opened an account with a member of the association, and, if so, whether he paid such account without coercion.

But what is to guide him in reaching his decision on applications from persons who never before asked for credit from a member of the association?

He must, briefly, be guided by past experience or else just take a chance. He knows, in a general way, that certain classes of people are good risks, while certain other classes are poor risks. He knows to avoid the account of the man who has held half a dozen jobs within the past six months or the one who has been in the city only three months, while he remained only four months in the city from which he came. He is warned, maybe, against women whose husbands are suing for divorce or who have disclaimed responsibility for debts contracted by their wives.

But what of, say, merchants, considered as a

class? Are they good risks or poor risks? Or mechanics? Or professional men? What of Russians as a race? Or Teutons? Or Englishmen? Or Negroes? Or Americans? Are they good risks, as a rule, or poor risks?

Charting 3,000 Representative Accounts

Manifestly, if the dealer knew just exactly what percentage of a large number of American mechanics had proved to be good payers and what percentage of a large number of Irish city employes had shown themselves to be poor payers, or vice versa, he would feel far safer in

and professions—a very interesting compilation.

That the 3,000 accounts chosen are representative is obvious from these facts: They represent accounts numbers 30,000 to 33,000 on the firm's books, being, therefore, accounts handled by a house that had been in business long enough to be well experienced in passing on applications and in collecting accounts; they were charted during the time when they were actually being carried on the firm's books; they cover a period of prosperity and a period of slight business depression, and they were handled in exactly the

3000 REGULAR ACCOUNTS	MECHANICS	EMPLOYERS	CONTRACTORS	ELECTRICIANS	PLUMBERS	PRINTERS	PAINTERS	CLERKS	TELEPHONE	MECHANICS	INSURANCE	REAL-ESTATE	TRAVELING	TELEPHONE	DRIVERS	LABORERS	TOTALS	PER CENTS																		
AMERICANS	428	60	16	17	8	272	16	22	21	55	33	40	18	62	10	10	50	21	37	8	1715	57.2														
HEBREWS	25	2																				6	58	1.9												
POLES & FINNS	85	2	7	3	1	14		4	3	4	3	4	1	4	1			4	1	5	2	149	5													
ITALIANS	20	1					1	2	1													1	4	31	1											
GREEKS	7	4																							16	5										
NEGROES-MALTESE	51	2	1					3	2	2															6	4	4	1	89	3						
IRISH	49		2	1	1			8	1		1			5	2	5	1	5								1	3	3	1	2	91	3				
SCOTCH-WELCH	30	1	1	2	1			6		2				2		1	1									2	1			50	1.7					
TEUTONS	83	4	9	5				27	5	2				6	1	4	1	4	1	1	4	6	1	1						168	5.6					
ANGLO ENGLISH-SAXONS	116	4	7	3	2			37	3	2	2			4	3	2	5	6	1											204	6.8					
FRENCH-BELGIANS	60		2	3	1	1	10	1	2					3	3	1	4	1		1	4	3	1	2					103	3.4						
RUSSIANS	30								4					1																2	37	1.2				
SCANDINAVIANS	27		5					10						2	1	1		2												3	52	1.7				
BALKANS	27	1						6		5																				1	41	1.4				
SPANISH	5	1																													6	2				
DOUBTFUL	99	2	5	3	2	2	35	3	8	4				1	5	1	2	5												3	5	3	1	3	190	6.3
TOTALS	1642	36	99	36	26	16	446	33	61	32				84	51	58	34	90	27	16	81	44	59	32	3000									99.6		
PER CENTS	54.7	12	3.3	1.2	0.9	5	14.9	1.1	2	1.1				2.8	1.7	1.9	1.1	3	0.5	2.7	1.5	2	1.1	1.003												

Chart No. 1.—Accounts Classified by Nationalities, Trades and Professions

passing on the application of a customer from one of these groups.

To secure just this information the credit manager of a large establishment that does a great credit business recently charted 3,000 representative accounts actually being carried on the firm's books at the time. These 3,000 persons are classified under fifteen nationalities, including one doubtful group, and are divided into twenty-two groups based on their trades

same way as are other accounts by this firm.

There are two of these charts. The one herewith shows the number of persons of each of fourteen nationalities and one doubtful group who opened accounts, divides these into groups representing twenty-two trades or professions with totals and percentages for races and trades.

Reading the first column of this chart from left to right, for instance, we see that of the

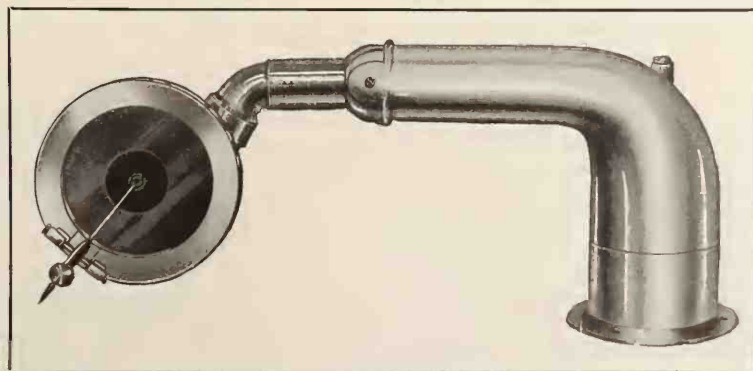
(Continued on page 21)

BIG VALUE IN BOTH TONE AND PRICE

7½ inches
and
8½ inches
centre to centre

Large size sound
box

Mica diaphragm



Our No. 5 Octagon Sound Box to fit the Victor, Columbia and Sonora is the best

Send for sample

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City

THE CONTROLA

"The Greatest Improvement to the Talking Machine in Years."

After years of careful research we are now able to offer a PERFECT and POSITIVE Automatic Control for Talking Machines.

We mean to say by

PERFECT

It is all that can be desired in construction, silence, simplicity and automatic functions.

POSITIVE

It never fails to instantly function on any record on any Talking Machine. It is not only fool-proof, but it will not get out of order.

AUTOMATIC

That absolutely no setting or attention is ever required. Once attached it may be forgotten, as it always functions with absolute precision.

The Controla is the First and Only device of its kind ever offered to the trade.

It is the First and Only device which entirely eliminates starting and stopping levers.

STARTS

Placing the needle automatically starts the motor.

LIFTS the NEEDLE

At the conclusion of the music the needle is automatically lifted, sufficiently to allow the needle and record being changed without moving the tone-arm. Lifting the needle also prevents the mutilation of the record, and eliminates all disagreeable scratching.

STOPS

Within one revolution the motor automatically stops, silently and without shock.

The Controla is Permanent, Non-Set and Inconspicuous.

Remember, you do absolutely nothing but place the needle on the record. The Controla does the rest, and the wonder of it all is

"IT NEVER FAILS"

Let us tell you about it.

Phonograph Control Corporation

120 MARKET STREET

NEWARK, N. J.

THE CREDIT MANAGER'S PROBLEMS—ANALYZING 3,000 REPRESENTATIVE ACCOUNTS—(Continued from page 19)

3,000 persons who opened accounts 928 were American mechanics; 60 were American contractors, carpenters and masons; 16 were American plumbers and electricians, and so on over to the totals, where we find that 1,715, or 57.2 per cent of the total number charted, were Americans. The next column shows that 58, or 1.9 per cent of the total number charted, were Hebrews; the next that 149, or 5 per cent, were Poles and Finns, and so on down the list.

Reading down the first column, which is headed "Mechanics," we find that 928 of these were Americans, 25 were Hebrews, 85 were Poles and Finns, 20 were Italians, and so on down the list to the totals, where we learn that 1,642, or 54.7 per cent of the total number, were mechanics. The second column shows that 36, or 1.2 per cent, were restaurant employes; the next that 99, or 3.3 per cent, were contractors, carpenters and masons; and so on over to the totals, which show the number charted to be 3,000 and the percentage 100.3—a discrepancy of .3 per cent caused by carrying the decimals to only one place.

It will be seen that the trades are in some instances grouped. "Professionals," for example, embrace lawyers, doctors, nurses, teachers and musicians. "Mechanics" include all factory workers, while "City Employees" include policemen, firemen and postal employes. This is done, of course, to prevent making the chart over large, and is done only where the different trades or professions are very closely related.

The races are in some instances subdivided into nationalities and there may be some little difference of opinion about a few of these categories. The doubtful group, totaling 190 of the 3,000, are those whose race the credit man failed to inquire or to determine.

Chart of Difficult Collections Made

The second chart herewith is arranged the same way as the one already described, but gives, instead of the total number who opened accounts, only those who proved to be difficult to collect from. It is important to bear in mind that these accounts do not represent actual losses, but merely those which necessitated the use of some pressure before collections were made. Some of them, it is true, did "skip," but as a matter of fact the actual losses of this house aggregate less than 2 per cent.

This chart shows that 334, or 11.1 per cent of the total number of persons who opened accounts during the period, failed to pay without some pressure being brought to bear upon them. Of this number seventy-eight were American mechanics, four were American restaurant employes, eleven were American builders and contractors, and so on over to the totals, which show that 166, or 50 per cent of those who failed to meet their obligations promptly, were Americans. This, at first glance, may appear rather unfavorable to the Americans, but going back to the first chart we find that 57.2 per cent of the total number of accounts were Americans, so the percentage of Americans who failed to pay without pressure is 7.2 less than the per cent of Americans who bought. Our second chart shows also that the average percentage of delinquents of all nationalities was 11.1, while the average for the Americans was only 9.7 per cent.

Of the races, the Russians, according to the chart, are the poorest to pay, 29.7 per cent of these having failed to meet their obligations. These are followed by the Balkans, with a percentage of 27; the Italians, with a percentage of 25.6, and the Greeks, with an even 25. Those whose percentages exceed the general average of 11.1 are indicated on the chart by a circle around the figures.

Of the trades the restaurant employes lead the delinquents with an average of 25 per cent. These are followed by the domestics and laundry workers, with an average of 22.7 per cent, and the porters and janitors, with an average of 22.2 per cent of delinquents.

In considering these totals due allowance should be made for the fact that in some cases only a very few of one race or trade are represented. Then, too, great care is exercised in

extending credit to groups that are well known to be poor payers. Taxi drivers, for example, are by no means the easiest group to collect from, and yet they appear on the chart with a clean slate. Only sixteen of these were granted credit and they were carefully investigated, with the result that every one of them paid up promptly. Only eleven Russians failed to keep their agreements, yet they head the list of delinquents, with a rating of 29.7 per cent and are followed by eleven Balkans, with 27 per cent.

rators, with an average of 6 per cent, and the plumbers and electricians, with an average 8.3 per cent, follow the professional group. There are thirty-three in the professional category, thirty-four painters and decorators and thirty-six plumbers and electricians on the chart.

To the layman it may be surprising to learn that 18 per cent of the merchants and 15.6 per cent of the brokers, real estate and insurance men did not pay promptly. Nor can we excuse them on the ground of small numbers. There

3000 ACCOUNTS 334 WHO REQUIRED SOME PRESSURE BEFORE PAYING	AMERICANS	HEBREW	POLES & FINNS	ITALIANS	GREEKS	NEGROES-MAITISE	IRISH	SCOTCH-WELCH	TEUTONS (GERMANS AUSTRIANS BOHEMIANS)	ANGLO-ENGLISH SAVONS (CANADIANS)	FRENCH-BELGIANS	RUSSIANS (LITHUANIANS HUNGARIANS CROATIANS RUSSIANS)	SCANDI- NAVIAN (SWEDERS DANES NORWEGIAN HOLLANDERS)	BALKANS (TURKS SERBIANS RUMANIANS ALBANIANS MONTENEGROS)	SPANISH (SPANISH- PORTUGUESE CUBANS CENTRAL-AM)	DOUBTFUL	TOTALS	PER CENT-TRADES	PER CENT-DELINQUENT				
	78	4	11	2	1	22	3	2	5	3	4	1	7	3	8	2	10	9.7	166	50			
	3	1				3	3											19.3	11	3.3			
	10	1	1															10.7	16	4.8			
	6																	25.6	8	2.4			
	2	1																25	4	1.2			
	4		1										5					5.7	14	4.2			
	3																	8.8	8	2.4			
	2																	8	4	1.2			
	10																	7.9	13	3.8			
	8	1	2			3												4.8	20	6.3			
	6																	9.7	10	3			
	9																	29.7	11	3.3			
	2																	5.8	3	9			
	9																	2.7	11	3.3			
	12																	16.3	34	10.1			
	164	9	15	3	3	42	1	11	5	8	5	7	2	9	6	3	15	10	12	4	11.1	334	100.2
	48.8	2.7	4.5	9	9	12.5	3	3.3	1.5	2.4	1.5	2.1	6	2.7	1.8	9	4.5	3	3.6	1.2			99.7
	10	2.9	5.1	8.3	11.3	9.4	3	18	5.9	9.5	9.8	2.1	6	10	22.2	18.8	15.3	22.7	20.1	26	-	-	-

Chart No. 2.—Analysis of People Who Opened Accounts, but Were Difficult to Collect From
Of the races, according to the chart, the Scandinavians—Swedes, Danes, Hollanders and Norwegians—have the best record, only three, or 5.8 per cent of the total of fifty-two who opened accounts, having become delinquent. These are followed by the Scotch and Welsh, with an average of 8 per cent, and the Irish with 8.8 per cent. A total of fifty Scotch and Welsh and of ninety-one Irish opened accounts.

Professional Men Good Payers
Of the trades the professional group proved to be the best to pay, only one member of this group having fallen behind. This places the professional at the head of the list, with an average of 3 per cent. The painters and deco-

were sixty-one merchants and thirty-two brokers, real estate and insurance men represented, and eleven of the former and five of the latter failed to pay without pressure. This is rather startling when compared with the professional group of thirty-three, with a single delinquent. There are, of course, many other things to be considered in passing on applications for credit—whether one owns one's home, length of residence in the city, length of time in present position, salary, whether applicant lives at home, and many others—but the results thus obtained by this credit manager in charting 3,000 actual accounts will certainly prove a boon to other credit men the country over.

EDUCATION—a Direct Source of Greater Sales

Victor Dealers who are interested in providing their sales people with a broader knowledge of modern merchandising, and those desiring assistance in developing business among schools and colleges, can utilize to profitable advantage the services of the Educational Department conducted by the C. C. Mellor Company.

C. C. Mellor Company

1152 Penn Avenue, Pittsburgh, Pa.

PETMECKY NEEDLES



CAUTION

THE only genuine Petmecky (combination tone) needles in the U. S. are manufactured by W. H. Bagshaw Co. Each Genuine Petmecky needle will play ten records and produce loud, soft and intermediate tones, by a change of position on the record. Owing to their peculiar construction, Genuine Petmecky needles are self-sharpening, improve the tone quality and prolong the life of the record.

A comparison with imitations, regardless of their name, will reveal that only Genuine PET-MECKY NEEDLES have the characteristic shape and produce the even tone throughout the running of 10 records.

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

When Is a "100% Perfect" Phonograph Not 100% Perfect?

HERE'S the story of an actual occurrence: Mr. Talking Machine Dealer sold an instrument to a customer. Before making delivery, the instrument was carefully inspected, the motor was accurately adjusted, graphite and oil were applied, and the dealer made sure that the sound box, mica diaphragm, tone-arm and reproducer were in perfect condition. Speed regulator and all other adjustments were conscientiously tested. The six phonograph records selected were put under the microscope, and found flawless, and absolutely free from all press marks and scratches. The phonograph and records were received by the customer in good condition, with a package of "needles." Within 24 hours, Mrs. Customer called on Friend Dealer to register a complaint. The instrument was "all wrong." The tone was "simply impossible." And "you should hear the way your records scratch and squeak."

What was the answer?

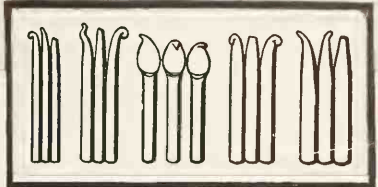
After three hours' inspection of instrument and records, the seat of the trouble was found. The phonograph was "simply impossible" only because of the "simply impossible" needles.

BRILLIANTONE
STEEL NEEDLE CO. of America, Incorporated

Selling Agents for
W. H. BAGSHAW & CO. Factory, Lowell, Mass.
347 FIFTH AVENUE,
AT 34th STREET **NEW YORK** SUITE 610

Canadian Distributors: The Musical Mds. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

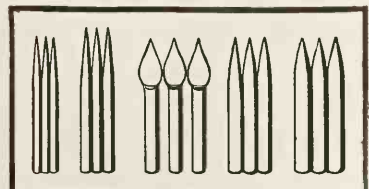
The "Simply Impossible" Kind



MORAL:

**I N S U R E
YOUR "100%
PERFECT"
I N S T R U -
M E N T S and
R E C O R D S
with GUAR-
A N T E E D
100% PERFECT
BRILLIANTONE
S T E E L
N E E D L E S**

Brilliantone Steel Needles





La Nuova Orchestra di Napoli plays the Columbia Novelty Record this month. Both the waltz "Impressions of Naples. Part 2," and the "Italian Fox-trot" are splendid examples of Italian music. Fine additions to your Novelty Record list. E-7115.

**Columbia Graphophone Co.
NEW YORK**

MODEL SHOP PROVES POPULAR

Columbia Dealers in Omaha Territory Well Pleased With Model Grafonola Shop—Dealers Using Ideas Displayed Therein to Advantage

OMAHA, NEB., June 4.—The new Omaha branch of the Columbia Graphophone Co. is proving very popular with Columbia dealers in this territory, due, in a measure, to the handsome Model Grafonola Shop which was recently installed. The shop is a building within a building, and on approaching it from the main entrance of the branch office there is displayed a complete store



Dealers Interested in Model Grafonola Shop front, with two large windows, attractively decorated with Columbia Grafonolas and records, display cards, etc. The interior presents a completely equipped Grafonola shop, embodying ideas of tested merit.

There are two hearing rooms in the rear of the shop, which, with the other panel work and equipment, are Col-Van construction. These fixtures all come in sections and can be taken out, re-erected and changed to fit any store. The lighting scheme is of the indirect type and the color scheme is exceptionally artistic. Ivory and light blue are the predominating colors, affording a handsome background for the Columbia Grafonolas.

The H. R. Bowen Furniture Co., of this city, and other dealers in the country territory have

utilized many ideas embodied in the Model Shop and have installed equipment based on these ideas. W. F. Mullen, Dealer Service supervisor of the Omaha branch, makes his headquarters in this shop, co-operating with the dealers in every possible way.

SONORA PORTABLE AT BALL GAME

At a recent baseball game between the Brooklyn and New York teams of the National League, when the excitement was at fever height, a New York roofer introduced a Sonora portable phonograph and played it to excellent advantage. This fan was an ardent admirer of George Kelly, the home-run king of the New York team, and every time he came to bat the fan played "Has Anybody Here Seen Kelly?" The record was heard throughout the stands and almost influenced George to hit one of his famous home runs.

ENRICO CARUSO OFF TO ITALY

Enrico Caruso, the great Victor artist, whose restoration to health is rapidly proceeding, sailed for Italy on May 28, to spend the Summer at his villa near Florence. He was accompanied by Mrs. Caruso and his daughter, Gloria, as well as by his brother, Giovanni Caruso, and his secretary, Bruno Zirato. General Manager Gatti-Casazza, of the Metropolitan Opera Co., has announced that Caruso will make his re-appearance with the famous New York company next season.

A ROCKFORD INCORPORATION

The Universal Phonograph Co., of Rockford, Ill., has been granted a certificate of incorporation. The officers are B. H. Guess, president; H. B. Guess, vice-president, and F. M. Ramor, secretary and treasurer.

The Lisher Music Co., Napa, Cal., has been incorporated with capital stock of \$100,000.

VICTROLAS FOR DAYTON, O., SCHOOLS

John Patterson, Well-known Philanthropist, Taking a Personal Interest in That Matter

DAYTON, O., June 2.—School children in the Dayton public schools stand a good chance of learning music, harmony and the appreciation of good music and opera, through the medium of the Victrola, if the plans of John Patterson, of the National Cash Register Co., work out.

When Mrs. Frances Elliott Clark, of the educational department of the Victor Talking Machine Co., attended the convention of the Ohio Music Teachers' Association here in April, Mr. Patterson, who is confined to his home, sent for her to come to tell of the work she is doing in education and in what way it might be of profit to him and his organization. Mr. Patterson immediately purchased a Victrola, all the books published on the subject of music appreciation, and began the selection of more than 100 good records.

Mr. Patterson, who is one of the best-known philanthropists in Ohio, is a hobbyist and gives his undivided attention to any subject which happens to catch his interest or fancy, and studies it from every angle. What the National Cash Register Co.'s educational department tries and finds efficient and profitable the Dayton public schools are almost sure to adopt sooner or later. Educators interested in the public schools have been in conference with Mr. Patterson, the possibilities of the use of the Victrola in the schools have been discussed, and courses in appreciation used in other schools in the State are being investigated, with the hope that Dayton schools may soon have music taught with the Victrola under the course mapped out by Mrs. Clark.

CORPORATION CHANGES NAME

The Excelsior Phonograph Corp., of New York City, has changed its name to the Canora Phonograph Corp.

Quality

The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

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

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

Starr
 PHONOGRAPH



The Soul of the Artist

again finds expression when the record is Starr-played. The Starr searches out each shade, each refinement, each warm glow of inflection and tone color entrusted to the record. Through the Starr's singing throat of silver grain spruce, the tones pure, and untinged by obtrusive mechanical sounds come to the music lover's ear.

To realize new records delight, hear your favorite record Starr-played. Any Starr dealer will gladly give you this opportunity. Also ask to hear the ultimate in record perfection—The New Gennett Records.

THE STARR PIANO COMPANY
 RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
 Detroit—Cincinnati—Cleveland—Indianapolis
 Boston—Jacksonville—London, Canada

STYLE III

THE RELATIONS OF THE BANKER AND THE MERCHANT

The Importance of Closer Relations of the Merchant With the Banker Constitutes a Very Informative Article Written by E. H. Jennings, Treasurer of the Sonora Phonograph Co.

In a recent issue of the Sonora Bell, the house organ issued monthly by the Sonora Phonograph Co., there appeared an interesting article entitled "The Relations of the Banker and the Merchant," written by E. H. Jennings, secretary of the company, who is well known in financial circles. Mr. Jennings' article read as follows:

"Many merchants, having had no banking connections, except as depositors, in the past, now regret their lack of foresight in not having insured closer relations with one or more banks. Merchants who did business with one or more banks, even in a small way, find less difficulty in facing tight situations than those doing business solely on their own resources.

"It seems strange that, notwithstanding nearly all self-made capitalists attribute much of their early success to having been able to secure good-sized loans from banks, there are still many merchants laboring under the impression that it is somewhat of a reflection on their business ability, standing or credit to ask a loan from a bank.

"If everyone took this view there would be no banks. It is the business of loaning money that enables banks to exist and if nobody borrowed money there would be no business for the banks. Banks cannot pay interest to depositors for the use of their money if they in turn cannot make good use of it by loaning it and securing interest from borrowers.

"The time to make your acquaintance with a bank is not when you are on the verge of financial embarrassment, but before such a stage is reached, when you can see and convince others that additional capital will pull you safely through a crisis. The wisest course is to start dealing with bankers when business is good and times are normal. When there is no cloud on the business horizon bankers are just as anxious

to loan money as the merchant is to borrow it, but a merchant who has postponed business relations with a bank until general conditions are unsettled and he is in desperate need of funds may find it rather difficult to secure the required assistance from a bank.

"Bankers having known merchants and watching their progress for many years, knowing their weak as well as their strong points, having loaned them money time and again and had it repaid, will undoubtedly give them the benefit of doubts that they would withhold from others of whom they know little or nothing.

"The relations of the banker and the merchant should be frank and friendly. The man who is held in high esteem by the community, who plays fair and honest with everyone and who lets his banker know that he has nothing to conceal, will secure greater assistance when in financial difficulties than one who the bankers think is concealing something.

Do you realize that you can borrow money from a bank in order to discount your bills and, providing you can turn over your stock sufficiently often, you may even make money on the discount? Furthermore, you are making your merchandise account one that is sought for by manufacturers and jobbers and favored above others.

"The most successful phonograph merchants go to the bank for money to insure their holiday stock by buying during the Summer months, paying interest to the bank for the use of the money, but securing the cash discount on the merchandise—all of which enables them to do a good business during the holidays, when everyone is buying phonographs and when many dealers are losing sales because they did not look ahead and stock up.

It should be remembered that the bank is entitled to a fair average balance in return for

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.

174 Wooster St., New York

the privilege of depositing your money, drawing of checks and the service rendered by an expensive clerical force. The payment of interest for loans, being a fair exchange and a separate transaction in itself, should be no reason why a merchant should maintain only a small balance. So long as a satisfactory balance is maintained, the banks do not care how many checks you draw. In fact, most banks prefer an active account to those for which the checks are large but few."

EDISON STORE IN LAKELAND

The Lakeland Phonograph Co. has opened an exclusive Edison Shop at Lakeland, Fla. The establishment has been very handsomely equipped and is making a strong appeal not only to the residents of that thriving town, but it will be a rendezvous for those musically inclined when the Winter touring season opens up.

NEW INCORPORATION

The Master Phone-Disc Corp., of Manhattan, has been incorporated under the laws of the State of New York, with a capital stock of \$51,000. Incorporators: M. Wiener and W. R. Deuel.

They're listing the slackers. Why not also the profiteers?

YOU WON'T BE DISAPPOINTED

If You Always Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

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

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Medium Tone

Three for 30 cents



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okéh Records

GOV. TAYLOR PRAISES BRUNSWICK

Hon. A. A. Taylor, Governor of Tennessee, in a recent letter to J. B. Morgan, of the Brunswick-Balke-Collender Co., of Cincinnati, O., referred as follows to the Brunswick phonograph which he owns: "Personally, I think it is the most wonderful creation of the phonograph world. I must say that if other possessors of the Brunswick are as well pleased with theirs as I am with mine it must be a pleasure to sell them."

MUSIC IN THE AIR IN AKRON

D. A. Hoffman Tells How Victrola Playing Into Wireless Transmitter Carries Tunes Broadcast, Which Are Very Keenly Enjoyed

AKRON, O., May 23.—There is music in the air. But not one person in a thousand in Akron knows anything about it. Famous bands, orchestras and vocalists contribute to the entertainment. D. A. Hoffman, of Balch street, is the angel of the concerts and he tells how the thing is done.

"I have a Victrola here," he said, "and it plays all of the latest records into the transmitter of this wireless outfit, which sends the concert broadcast. That's all there is to it."

Preceding his service in the army Hoffman was interested in wireless, and while with the signal corps he gained a thorough introduction into the intricacies of the wireless telephone. Since his return he has built for himself various sending and receiving sets. One part of his home looks like the nightmare of a lineman, so complicated are the electric wirings. Recently he conceived the idea of the concert, which is given nightly for a half hour. He estimates that hundreds of wireless enthusiasts listen in on the concert.

TO OPEN NEW VICTOR STORE

H. Lustgarten, agent for the Victor talking machines in Liberty, N. Y., has engaged one of the three storerooms in the new theatre building at Monticello, N. Y., in which he will open a new Victor shop about July 1. He will retain his store at Liberty.

Bryan M. Battey, the youthful ex-service man and skilled air pilot, who aided Orlando Kellum in perfecting the synchronization of talking pictures, learned the art of synchronizing when timing the propeller on his aeroplane to miss the Germans' machine-gun fire.

NEW VICTOR STORE IN AKRON, O.

Windsor-Poling Co. Opens Modern New Establishment in That City

AKRON, O., June 2.—The Windsor-Poling Co. recently opened a new Victor store in the room formerly occupied by the Home Savings Co. at Mill and Howard streets, this city. Victrolas and Victor records will be handled exclusively in this new store, and it is planned to build up a Victor service of unusual excellence. Large display rooms and modern sound-proof demonstrating booths are features of the new store, which was opened on May 31.

The officers of the new company are E. W. Chamberlin, president; W. T. Windsor, vice-president; G. F. Windsor, vice-president; J. F. Windsor, secretary and treasurer, and Earle Poling, general manager. Mr. Poling has been engaged in the Victor business for eighteen years, and his experience should prove valuable.

RECEIVER APPOINTED FOR COMPANY

William P. Hampson, Newark, N. J., lawyer has been appointed receiver for Reed, Dawson & Co., dealers in talking machines, records, etc., of that city, at the instance of Thomas N. Reed, who owns eighty-four shares of the capital stock of the concern, whose place of business is at 6 West Park street. According to the bill filed by State Senator Perry, counsel for Mr. Reed, the company has liabilities aggregating \$13,863.67 and assets valued at \$12,150.85.

HONORED BY TRAFFIC MEN

R. L. French, general traffic manager of the Columbia Graphophone Mfg. Co., Bridgeport, Conn., was elected chairman of the executive committee of the New England Traffic League, composed of the principal traffic managers in that section, at the annual meeting held in Boston recently.

COLLINGS SIGN SERVICE SELLS RECORDS

Victor Records are coming from the factory in larger quantities.

Attractive window signs, featuring current records, will keep your stock moving.

Collings signs classify the records under such headings as "Dance Records," "Red Seal Records," "Vocal Records," "Instrumental Records," etc.

The service consists of four new hand-painted signs monthly
2 signs 13" x 26"
and
2 signs 15" x 37"

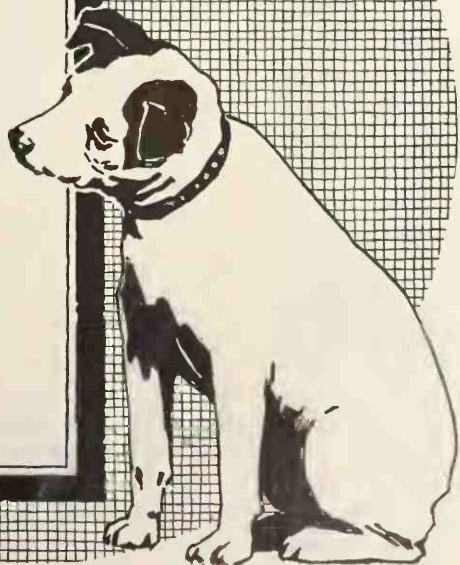
Painted in colors by leading experts in sign creation.

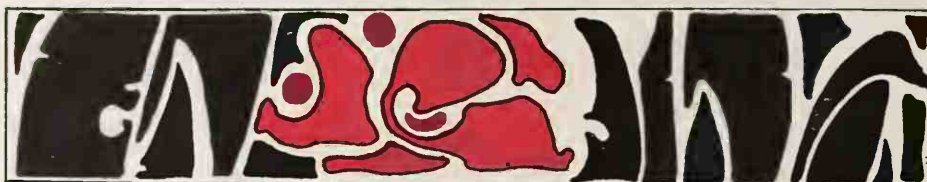
The cost is but \$9.75 per month

COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.





The experience of others tells you **Sonora** is best!

THE INSTRUMENT OF QUALITY
CLEAR AS A BELL

ASK any *Sonora dealer* and you'll discover that *Sonora* is the phonograph that is in demand and that sells. Dealers who, in the past, have carried a half dozen makes of phonographs and who now are concentrating on two or three, invariably consider the *Sonora* to be the dependable profit-maker—the backbone of a successful business.

Ask any *Sonora owners* about this instrument and from their enthusiastic commendations you'll understand why those who handle *Sonora* are prosperous.

We are now adding new dealers. A *Sonora* agency is increasingly valuable.



Adam-Hartford



SONORA, besides having important patents of its own, is LICENSED AND OPERATES UNDER THE BASIC PATENTS OF THE PHONOGRAPH INDUSTRY and Sonora's foundation and future are secure. Write today regarding an agency.

Gibson-Snow Co.,

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

W. B. Glynn Distributing Co.,

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

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,

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

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andresen Hdw. Co.,

Omaha, Nehr.
State of Nebraska.

The Magnavox Co.,

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

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
Michigan and Ohio.

Minneapolis Drug Co.,

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

Moore-Bird & Co.,

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

M. S. & E.,

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

Robinson Pettet Co., Inc.,

522 West Main St., 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 five counties of N. E. Oklahoma.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Co. of Philadelphia, Inc.,

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

Sonora Phonograph Co., Inc.,

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

Sonora Phono. Co. of Pittsburgh,

820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Southern Drug Co.,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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

Southwestern Drug Co.,

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

Strevell-Paterson Hdw. 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.

The Highest Class Talking Machine in the World

TO RETAIL CARDINAL PHONOGRAPH

Clef Music Stores, Inc., Organize to Conduct System of Chain Stores—First Opened in New York—Philadelphia and Boston Will Follow

A new system of chain stores has lately been formed through the incorporation of the Clef Music Stores, Inc., the executive headquarters of which are at 662 Sixth avenue, New York. The plans of this new organization call for a chain of representative music stores in the principal cities of the country. The first store will be opened during the present month in New York City, which will be followed by stores in Philadelphia and Boston. These stores will retail Cardinal phonographs and records, player rolls and talking machine accessories and, with the exception of the New York store, will wholesale the same products in their respective territories. The officers of the new corporation are as follows: President, Robert Clifford; vice-president, Albert Friedman; secretary, Gus Goldstein; treasurer, J. I. Forer.

HIS RECORDS CAME HIGH

Brooklyn Manufacturer Fined \$100 for Neglecting to Pay for a Number of Records Which He Removed From a Store in a Brief Case

Sixteen operatic talking machine records cost Simon Markus, of Brooklyn, N. Y., manufacturer of women's suits, the tidy sum of \$100. Mr. Markus visited the talking machine department in one of the big Brooklyn stores recently and selected sixteen high-class records, which, it is alleged, he placed in a brief case and removed to his home without the formality of making payment at the store. When brought up before the judges in the Court of Special Sessions Markus was fined \$100. Sometimes music comes high!

Even a tack is no good unless a little driving power is attached to it.



Scottford Model I Reproducer on Victor and Columbia

Plays Only Hill-and-Dale Records, but Plays Them at Their Best
Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer \$3.85 Nickel; \$4.75 Gold—Retail \$6.00 and \$7.50
Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retail \$6.75 and \$8.75
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Throop Streets CHICAGO

MAKING A WINDOW DISPLAY

Opportunities Offered by Victor Catalog and Records for Variety of Windows Pointed Out by Putnam-Page Co., of Peoria, Ill.

Some very timely words of advice on the value of the window recently constituted a part of the dealers' service bulletin sent out by the Putnam-Page Co., Inc., Victor distributors, Peoria, Ill., which reads:

"Your window display is your star salesman," says an authority, and it is wise for a Victor dealer to contemplate how far better off he is than is the average merchant. Leave the display of Victrolas out of the question entirely and consider the opportunities offered by the Victor catalog and Victor records for a variety of windows.

"Do you know where you can borrow a really good-looking violin and, if so, can you imagine a window display consisting of a violin resting on a soft, colored piece of velvet, surrounded by an unusual selection of Red Seal violin records?"

"Is your community dance-enthusiastic? If so, haven't you sufficient dance records to create a dance record window? Have you made any window use of the artists' pictures sent you with your monthly supplement literature by the Victor Co.? The picture of any of those artists, surrounded by their records, is a window display in itself. The best advice in window display is that you utilize one thought and carry it out to simple perfection."

Many a business suffers from too much conversation and too little conference.

**Extend Your Frontage
With An Oplex Sign**

A FLEXLUME Oplex Electric Sign doubles the attractiveness of your storefront. It is just the same as if you increased your frontage. Wouldn't that be worth while if you could do it at a cost of only a few cents a day?

Flexlume Oplex Signs are the kind with the raised, snow-white glass letters—perfect day signs as well as night signs. greatest reading distance, lowest upkeep cost, most artistic designs.

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

FLEXLUME SIGN COMPANY

36 KAIL STREET BUFFALO, N. Y.

Knowledge of Constructive Features of the Talking Machine a Helpful Sales Point

In talking with an experienced talking machine repair man he brought out several points in salesmanship which should be taken into consideration by every talking machine salesman. Being a repair man of many years' standing in the trade, his remarks carried added weight, and were as follows:

"In the talking machine there are any number of important little facts that a salesman should make himself thoroughly conversant with, so that when a customer wants to know this or that about the construction of the machine he is demonstrating he will be able to answer accurately and promptly. The placing on the market of so many different machines in the last year or so has put the salesman in a different position than he held formerly when he sold his goods by name only, the customer never asking or, for that matter, caring what was in the inside or under the lid of the machine.

"To-day one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are, and how the cabinet is made and finished to be equal to or better than another make. A salesman should first get all the information he can from the manufacturer of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

"He should acquaint himself with the different parts of the motor, the width and length of the mainsprings, the number of springs in the motor and the number of records it will play with one winding. He should be able to point out to the

customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks, to prevent wear of parts and to insure perfect running.

"He should be able to point out the construction of the governor and explain the action of the governor regulator, how moving the spiral

of why one is used in preference to another," remarked this speaker in *The Puritan*. "Has the tone arm a universal joint enabling you to play any make of record; can you regulate the volume of sound other than by changing to a softer-toned needle? These and many other facts should be carefully learned by the salesman. When this is done then and only then is he ready to meet all comers in the selling game."

There Are a Number of Technical "Talker" Facts With Which the Progressive Salesman Should Be Familiar

or screw in turn moves the governor lever and friction pad, allowing the governor to go faster or slower, which raises or lowers the pitch of the music or voice, as the case may be.

"The sound box is most important and a customer is always very much interested in how the voice is obtained from it.

"Get acquainted with its construction. Is the diaphragm of mica, paper, aluminum, or some special composition? Are the gaskets solid rubber or tubing? Be able to answer the question

PRACTICAL RECORD CAMPAIGN

Inaugurated by the Standard Talking Machine Co. to Aid Its Dealers in Sales Development

PITTSBURGH, PA., June 7.—"List a Record—Sell a Record" is the keynote of an interesting sales campaign recently introduced by the Standard Talking Machine Co., Victor wholesalers. In conjunction with this campaign the company issued record slips, listing twenty Victor records. Six slips comprise the series and the records listed were good stock selections, long in demand, but only recently available.

It was suggested that Victor dealers distribute these slips broadcast, using them in all packages, letters, invoices and supplements. It was even suggested that a house-to-house distribution be made wherever possible and that the co-operation of the dealers' outside salesmen could be used to advantage in emphasizing the sales value of these lists.

Mme. Melba, the well-known Victor artist, is leaving London this month for Australia on the advice of her physician. She is homeward bound by way of the United States.

An Exquisite Console Model

THE graceful lines and pleasing proportions of this exquisite Jewett console, as well as the absolute fidelity with which it adheres to the delicate style of the Queen Anne period, stamp this model as the achievement of master artisans in phonograph designing.

Combining the attractiveness of artistic cabinetwork with the charm of a beautifully clear, rich tone, it is unquestionably the finest expression of expert craftsmanship ever attained in the building of a musical instrument.

The Jewett Phonograph Co.
1730 Penobscot Building
Detroit, Michigan



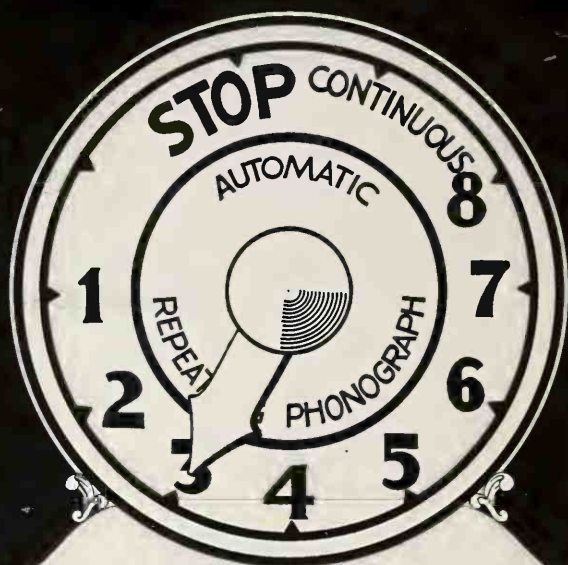
List Price—
\$225

JEWETT

PHONOGRAPHS

The Jewett line of console models is designed to meet the popular demand for high-grade consoles at moderate prices. Write today for our dealer proposition.

The
Brooks
 AUTOMATIC
 REPEATING
 PHONOGRAPH



**Something to Talk About
 and Help You Make Sales**

IT'S tough going trying to sell just any kind of a phonograph in 1921. People are counting their dollars. They are looking for *value* and lots of it.

The phonograph dealer who has the Brooks to sell has something to talk about—something that will make the buyer forget his dollars, while thinking of what you have to offer him. He has a phonograph with tonal qualities that match the best—a magnificent music-producing instrument that graces cottage or mansion.

Added to all these things there is the Brooks exclusive combined automatic repeating and stop device. Plays favorite records over and over again without re-starting. This is *exclusive* with Brooks.

We are entrusting our selling franchise only to live dealers who want a humming business with an article their sales people can enthuse over. Exclusive territory still available for the right kind of dealers. Discounts, terms and literature on request.

Brooks Manufacturing Company
 Saginaw Michigan

The Dealer's Vital Part in Music Memory Contests Held in the Schools :: :: By W. A. Willson

Mgr. Educational Department, Columbia Co.

[Editor's Note.—In connection with this interesting article, Mr. Willson has prepared for the use of dealers a valuable list of records that are particularly adaptable for use in memory contests. After listing each record, Mr. Willson has given a brief description of the theme and purpose of the selection, and dealers will find it to their advantage to communicate with Mr. Willson regarding this list.]

In almost every large city, and in many of the smaller cities throughout the United States, music memory contests are held in the schools. The purpose of these contests is to familiarize the children with our best music and composers. Schools that have conducted these contests find that a new interest in music is awakened in the home, schools and community. The contests can be given in rural schools, beginning with a few selections, as well as in large city schools, using the phonograph and records throughout.

It will be of interest to dealers to know something of the rules commonly observed in conducting these contests.

The way to conduct a music memory contest is as follows: First, choose carefully a varied list of records which offer different types of music, played by different types of instruments, and sung by different types of voices.

Second, agree upon rules for the contest. Furnish each pupil with a list of the records. Encourage home study of the music. This will help spread the gospel of good music in the home. In school the music should be played in class-room and assembly, the teacher, of course, expounding on the characteristics to be noted and the lives of the composers. This study should cover a period of two or three weeks.

Third, conduct a preliminary contest for the choice of ten pupils to represent the school in the final contest, following the same plan in the finals, to be indicated later.

Fourth, enlist the interest of the general public by newspaper accounts and by announcements and discussions at the meetings of musical organizations of the city.

Fifth, plan for the final contest to take place in the high school, or some other public hall, and invite the general public. Seat all the contestants on the stage or in the front rows of the auditorium. Provide each contestant with a blank sheet of paper and pencil. Then play each selection on the phonograph in some order of sequence never employed in the preliminary study, and with no comments whatsoever. The audience may be given paper if desired, and they may take part in the contest on their own account. Contestants should write on the papers their names and the name of their school, and the names of the composers and the titles of the compositions played, in the order in which they are played.

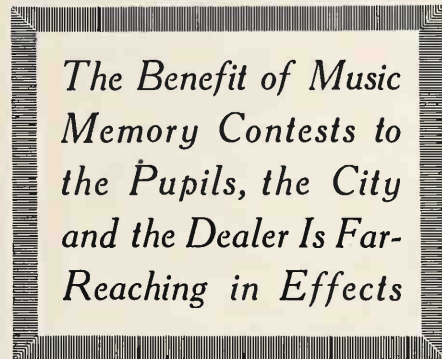
After the papers have been collected and the judges are making their decisions (the judges need not be musicians, but other representative citizens) local talent may be used to entertain the audience, or an address given by a prominent citizen or a school official on the need of more and better music in the schools. Also the audience may be led in several community songs.

The returns may be scored on the basis of three points for correct titles and two points for correct names of composers. A deduction of one-half a point may be made for each misspelled word. The local newspaper, or some citizen, or some local organization should be solicited to furnish the prizes, a pennant to the winning team to be owned by the school it represents, and an individual prize for the pupil with the highest personal score.

The benefit of such an enterprise to the pupils, the schools and the city is far-reaching in its effect. Not only will the pupils become more familiar with good music and learn to prefer it, but the musical life of the school will be improved. Also the community at large will be stimulated to increased concert attendance and

to manifest more intelligent discrimination and enjoyment of the music they hear.

Music memory contests are distinctly valuable to all dealers. In many instances the Educational Department of the Columbia Graphophone Co. has been able to place its facilities at the service of leading music supervisors about the country by furnishing lists of selections which its representatives find are in constant use in



the schools, and by co-operating with dealers for immediate shipment of records for use in the contest in the schools.

Not a little publicity has accrued to the dealers, because these music memory contests always receive the co-operation of the local press. The local papers will furnish notes of the contest with record numbers and give credit to those dealers who actively participate in making the contest a success. Through this publicity a great many records are sold to the schools and

to the homes. As a matter of fact many letters have come to us from school authorities stating that they are unable to secure a sufficient supply of needed records for this work.

This movement is in its infancy. Not only have large cities taken it up, but it is now spreading to small towns and rural communities. Music supervisors all over the country are aware of the exceptional list of recordings offered, and it behooves every dealer to keep constantly supplied with the list. The movement is a school movement. That means sales of records and phonographs to schools. It is also a home movement. Nothing yet done has had such an immediate effect in stimulating the desire for good music. Every dealer, his salesmen and record attendants should be thoroughly familiar with the records that are widely used. It means increased musical culture for everyone, but it also means new business. It means business in the homes long after the music memory contests have closed.

MAX ROSEN GOES ABROAD

Max Rosen, the celebrated violinist, whose recordings are issued by the Brunswick-Balke-Collender Co., sailed the closing days of May for a concert tour abroad. He made his debut in London early in June with great success. He will later be heard in France, Holland, Belgium and Italy.

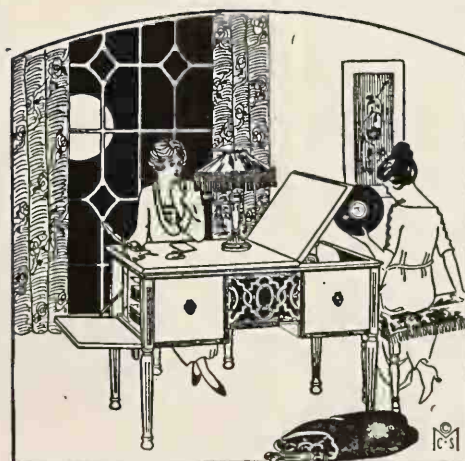
The Kirsch Phonograph Co., of Brooklyn, N. Y., has been incorporated under the laws of the State of New York, with a capital stock of \$10,000. Incorporators: J. & B. Kirsch and J. N. Halperin.



PERIOD MODELS

Louis XVI Model—also Queen Anne Period

A High Grade Phonograph and Library Table Combined



To
Retail
at
\$150.00

Write
for
Dealers'
Discounts

No. 175. Pat. applied for. 42" long, 26" wide, 31" high. Finished on all sides—golden oak, mahogany or walnut

Complete Your Line with These High Class Library Table Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

Now Ready for Delivery

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

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

"KEEPING IN TOUCH" TRITE SLOGAN

Talking Machine Buyers Like to Be Remembered After Their Purchases, Says Mr. Birns

"Keeping in touch," to quote the slogan of the talking machine and piano house of Saul Birns, 111-113 Second avenue, New York City, and "keeping in touch all the time," in fair weather and otherwise, has put this establishment in a position where it continuously utilizes to advantage every ounce of its selling energies. This concern is always busy—even now. No complaint is heard that trade is dull at 111-113 Second avenue for the simple reason that "Saul," known as "King of the East Side Talking Machine Men," is on the firing line all the time, keeps his stocks fit as a fiddle, maintains only the best lines and doesn't try to concoct schemes which will keep legitimate and business-getting publicity expenses down. Then, again, he keeps "in touch" with his customers and prospects.

Mr. Birns, who handles the Victrola and Victor records, is a firm believer in the idea that buyers, even in these days of cautious spending, are more and more concerned with the best that the talking machine and allied lines possess. Catering to this desire on the part of the consumer has brought him the success that he enjoys to-day—which is second to none among East Side talking machine merchants. Some axioms at bottom of Mr. Birns' success in business are uncovered in the following:

"The purchasing public to-day is looking for fruitful value," he says, "reasonably regardless of price, and we find that the only way to satisfy this desire is by offering nothing other than standard merchandise to customers. Realizing this fact, all far-sighted talking machine dealers should line up their future accordingly and come, as we have, to the point where they will handle none but the well-advertised lines of talking machines. Quality, not price, should be their objective for the simple reason that the pur-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

<p>MOTORS TONE ARMS REPRODUCERS</p>	<p>CASTINGS Grey Iron and Brass for</p>	<p>TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS</p>	<p>Stylus Bars Screw Machine Parts Talking Machine Hardware</p>
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Direct Quantity Importations On

<p><i>EASTERN REPRESENTATIVE</i> CHERINGTON MFG. CO. <i>IRONCLAD MOTORS</i></p>	<p>D. R. DOCTOROW</p>	<p><i>JEWEL and STEEL (Bulk or Packed)</i> PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA</p>
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*Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462*

chasing public has so willed it. Then there are other things that the merchant should do, and do consistently, which have their favorable reactions on talking machine store profits. He should give a square deal and give it every time; back up every sale with a promise of service and keep his promise afterwards; maintain a comprehensive mailing list and utilize it monthly and semi-monthly in sending out supplements and refuse to economize on his window display. Finally, he should keep constantly in touch with his patrons."

No wonder it is a fact that at this house invariably every purchaser of a talking machine comes back in the due course of time for a piano. Mr. Birns said the other day that business had shown no drop with him and that he didn't expect any.

CONDUCTING ACTIVE CAMPAIGN

Wm. Phillips, president of the Wm. Phillips Phono Parts Co., New York City, is a firm believer in the slogan of the Chicago Tribune, "1921 will reward fighters." He is practicing what he preaches, which has resulted in a good share of business coming his way. Mr. Phillips recently completed an out-of-town trip, which resulted not only in substantial orders, but also in a number of new accounts being opened.

DALION DEALERS ARE OPTIMISTIC

Secretary Roth, of the Milwaukee Talking Machine Co., Tells The World of Conditions

Stanley Roth, secretary of the Milwaukee Talking Machine Mfg. Co., Milwaukee, Wis., was a recent visitor to New York, calling on some of his friends in the trade and investigating a number of new ideas that were recently brought to the attention of the company's factory executives.

In a chat with The World, Mr. Roth stated that the Dalion talking machine is making rapid headway in all parts of the country, and that Dalion dealers are optimistic in their reports of business conditions, basing their optimism on their sales totals for the past few months. The company recently increased its factory facilities, and Mr. Roth and his associates are making plans for an active Fall trade.

NEW MUSIC STORE IN VENICE, CAL.

Robert Sheehan, formerly secretary of the Venice, Cal., Chamber of Commerce, has opened a new and attractive music store on Ocean Front, Venice, under the title of the Sheehan Music Co. He will handle Columbia Grafonolas and records.

**The General
Phonograph Mfg. Co.**

Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO

Announcing Brunswick Style No. 105

For Immediate Delivery

Specifications:

- Mahogany and Fumed Oak
- Width 17 $\frac{1}{4}$ "
- Depth 20 $\frac{1}{4}$ "
- Height 15"
- Oval Tone Amplifier.
- Single Ultona Reproducer and Tone Arm.
- No. 3 Brunswick Motor and Automatic Stop.
- Turntable—with Felt Cover. Three Needle Cups.
- 1 Needle Cup with Cover.
- Tone Modifier.
- Speed Indicator.
- Rubber Feet.



A few significant *facts* and *figures* concerning the makers of The Brunswick Phonograph

- They manufacture every part of the Brunswick Phonograph from top to bottom.
- Are the only phonograph manufacturers in the United States, and probably in the whole world, actually doing this.
- Have at present eight factories in which Brunswick Phonographs and parts are manufactured, and two factories devoted to the pressing of Brunswick Records.
- Operate their own timber lands in Northern Michigan.
- Cut their own veneer logs and slice their own veneer.
- Manufacture their own panels.
- Manufacture their own shipping cases for phonographs.
- Are capitalized for \$56,000,000.
- Have branch offices in twenty-five principal cities in the United States, five in Canada, two in Mexico, one in France, one in Cuba and one in South America.

In the light of these facts the notable confidence and enthusiasm which, shared alike by all connected with the Brunswick Phonograph in any capacity, are easily understandable.

THE BRUNSWICK-BALKE-COLLENDER CO.

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

Branch Houses in Principal Cities of United States, and in Canada, Cuba, Mexico, France and South America

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

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

The Brunswick-Balke-Collender Co., La Calle De Capuchinas No. 25, Mexico City, Mexico

Brunswick

PHONOGRAPHS AND RECORDS





DEALERS KEENLY INTERESTED

Model Grafonola Shop in New York Branch of the Columbia Co. Furnishes Dealers With Ideas—Dealers Renovating Establishments in Accordance With Model Shop Layout

Since moving into its new home at 121 West Twentieth street the New York branch of the Columbia Graphophone Co. has been visited by dealers from all sections of the metropolitan territory. They have been most enthusiastic re-



Corner of New York Model Grafonola Shop regarding the practical layout of the equipment of the branch and have been particularly interested in the Model Shop which was installed.

The dealers in the New York district have been quick to take advantage of the timely and co-operative ideas represented in this Model Shop, and many of them have removed their old equipment, moved into new locations and installed brand new interiors and store fronts, patterned on the lines of the Col-Van Model Grafonola Shop.

Kenneth Mills, manager of the New York branch, together with his assistants, has left nothing undone to co-operate with the dealers in receiving the full benefits of the Model Shop, for example, a live Columbia dealer located at Broadway, Brooklyn, who had been contemplating a new location, carefully investigated every phase of the Model Grafonola Shop. Mr. Oblo, this progressive Columbia dealer, was quick to appreciate the advantages of the Col-Van construction and adopted the system admirably to a store of a unique shape which runs through the block from one street to the other.

A member of the Columbia wholesale staff visited a Mr. Shapiro, who had rented a store which was formerly an old bakery and who had intended to invest a nominal amount in renovating it as a Grafonola shop. Mr. Shapiro visited the headquarters of the branch and after

inspecting the Model Shop in every detail decided that it could be used as the basis for his Grafonola warerooms. The plan worked out successfully from every angle and during the first week Mr. Shapiro sold \$185 worth of records.

The Model Shop in the New York branch is a real, full-sized store, and in it the dealer may see exactly what Col-Van construction represents and just how it will look in his establishment. Geo. E. Luders, supervisor of the Dealer Service department of the New York branch, who makes his headquarters in the Model Grafonola Shop, is providing the dealers with practical ideas that have proved profitable and invaluable.

INCORPORATED

Schwartz & Chakerin, of Brooklyn, N. Y., has been incorporated under the laws of the State of New York with a capital stock of \$20,000, for the purpose of conducting a retail talking machine business. Incorporators: N. Katz, A. Deutsch and L. J. Cohen.

RECORDS PRIZE WINNING SONG

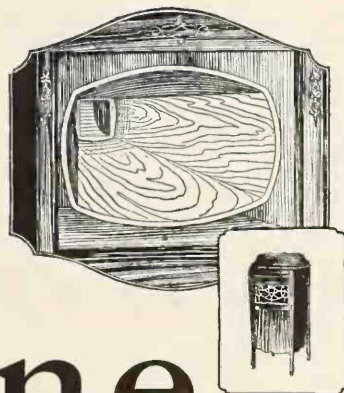
"Santa Lucia Lontana," Sung for Vocalion Record by Crimi, the 1920 Prize Winner in the Annual Neapolitan Song Contest

There is rather an interesting story connected with the song "Santa Lucia Lontana" (Santa Lucia Far Away), which was recorded for the Vocalion records by Giulio Crimi, the well-known Metropolitan Opera tenor, and is found in the June Vocalion list. Every year in Naples, Italy, a prize is offered for the best Neapolitan song written during the year. The prize is known as the Pedigrotta Prize, and arouses much competition among musicians. The song "Santa Lucia Lontana" was the 1921 prize winner, and is therefore conceded to have much merit.

Lorin F. Deland, who in days ago was in charge of publicity for Oliver Ditson Co., Boston, used to say that a high price with a good reason will sell more goods than a low price with a poor reason. Multum in parvo.

HARPONOLA

the Phonograph with the "Golden Voice"



tone
wins

Without tone a phonograph is nothing. In its richness, clarity and beauty of tone, the Harponola is winning an ever increasing host of friends. Its golden spruce (unstained) horn is scientifically perfect and is responsible for tonal qualities that keep Harponola in its high place in the trade. The Harponola proposition is synonymous with success,—WRITE FOR IT TODAY.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up-to-date factory.

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

Edison Message No. 96

An advance in Edison phonograph prices will be compulsory should the Government increase the Excise Tax on phonographs.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

Going After the Summer Talking Machine Business Where the Summer Business Is

Summer talking machine and record sales resemble Summer farm crops in that if the ground is properly cultivated and the seeds rightly sown the results are pretty sure to come up to expectations, but results cannot be expected if intelligent effort is not put into the work.



L. A. Murray

Talking machine dealers who have made a practice of going after Summer vacation trade in the past have already mapped out their campaigns and began early in June to carry them out through the medium of special advertising and by other means.

There are very few localities in which the campaign for Summer business will not bear fruit, for Americans of all classes are great believers in vacation and most of them manage to get close to nature if only for a week or two during the Summer. There are others who forsake their urban habitations for the entire Summer period and practically live in the open. To all of these music in one form or another is one of the requisites for complete enjoyment.

One dealer in discussing Summer campaigns recently declared that with a fairly plentiful sup-

ply of higher-priced cabinet machines on hand there is no real incentive, as was the case a couple of years ago, to get rid of an unusually large number of small portable models, and that the effort put into the sale of small machines

might just as well be put into the selling of the larger types with the greater profits. For the individual who makes a drive on small machines during the Summer months, and having made a sale lets it go at that, the logic of the dealer referred to may prove right, but the retailer who is on the job simply regards the

business wherever it happens to be, and in regions favored by vacationists these demonstrations on the spot, so to speak, are comparatively easy.

Perhaps the recital of actual experiences in the selling of small machines to campers may prove an inspiration to other dealers. L. A.

HEAR IT AT MURRAY'S

CAMPERS

TAKE MUSIC WITH YOU

Invite the great stars of Opera, Concert, Vaudeville and Cabaret to your Camp. Remember you can hear these great artists as they wish you to hear them only on the Victrola.

Take the portable style Victrola with you to Camp, then bring it back and use it if you choose, in your home. It's standard and can always be repaired if out of order. Genuine Victrola IV. \$25.00. Ask about our special camper's outfit for \$39.60.

Use our Exclusive Victor Service.

305 Brady St. Phone Dav. 1284.

L. A. MURRAY
VICTROLAS & VICTOR RECORDS

HEAR IT AT MURRAY'S

MAKE ARRANGEMENTS NOW FOR YOUR CAMP MUSIC

A phone call will do it. Just phone Dav. 1284 and a representative will call on you and explain our proposition to campers or prospective campers. This does not obligate you.

Special Victrola Outing Outfit

\$39.60

Cash or payments.

Genuine Victrola IV.	\$25.00
Strong Fibre Carrying Case	9.50
12 Record Selections	5.10
	\$39.60

(See illustration.)
"Make Your Camp a Home by Moving Music."

305 Brady St. Phone Dav. 1284.

L. A. MURRAY
VICTROLAS & VICTOR RECORDS



L. A. Murray's Headquarters

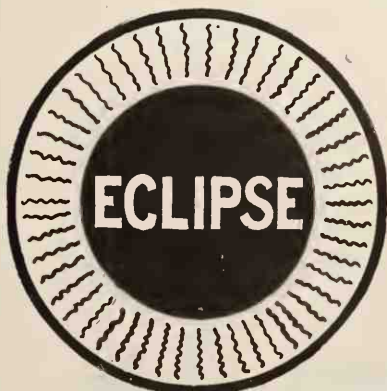
ply of higher-priced cabinet machines on hand there is no real incentive, as was the case a couple of years ago, to get rid of an unusually large number of small portable models, and that the effort put into the sale of small machines

Two of the Typical Summer Advertisements Murray, who specializes in the Victor line in Davenport, Ia., has for several years gone after the business of the vacationists consistently and successfully. "Gone after it" is right, for the salesman takes a machine and a supply of records right to the camp. In telling of the method pursued Mr. Murray says:

"About dusk at the camping spots, just about the time the campers are coming to their cottages ready to lounge around for the rest of the evening, one of our men starts his canoe down the river; incidentally he places a Victrola IV and a few records in his boat and at the psycho-

(Continued on page 40)

(Continued on page 40)



RESPECT



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



RECORDS

Sapphire or **Actuelle**
STEEL NEEDLE

First in Tone and Quality
First out with the Popular Favorites
First in point of Salability

Sapphire Record No.	LATEST DANCE HITS	Actuelle Record No.
20555	{ I'M NOBODY'S BABY—Fox-trot. Della Robbia Orchestra PAPER DOLL—Fox-trot. Della Robbia Orchestra	020555
20561	{ ALL BY MYSELF—Fox-trot. Merry Melody Men A BABY IN LOVE from "The Last Waltz"—Fox-trot, Hazay Natzy's Orchestra	020561
20558	{ LUCKY DOG BLUES—Fox-trot. Synco Jazz Band SATANIC BLUES—Fox-trot. Synco Jazz Band	020558
20556	{ TOREADORA—Fox-trot. Piedmont Dance Orchestra YOU'RE THE SWEETEST GIRL IN ALL THE WORLD—Fox-trot, Della Robbia Orchestra	020556
20557	{ JUST KEEP A THOUGHT FOR ME—Fox-trot, Waldorf-Astoria Dance Orchestra NESTING TIME—Fox-trot. Jazz Syncopaters	020557
20559	{ CROONING—Fox-trot Casino Dance Orchestra GOOD AS GOLD—Waltz. Casino Dance Orchestra	020559
20560	{ WAIT UNTIL YOU SEE MY MADELINE—Fox-trot, Casino Dance Orchestra DO ANOTHER BREAK—Fox-trot. . . . Green Brothers' Novelty Band	020560
POPULAR VOCAL HITS		
20554	{ PUCKER UP AND WHISTLE The Harmonizers PEGGY O'NEIL Billy Jones	020554
20553	{ SINGIN' THE BLUES. Jack Norworth AIN'T WE GOT FUN! Jack Norworth	020553
20552	{ MOONLIGHT AND HONEYSUCKLE Orpheus Trio DROWSY HEAD Orpheus Trio	020552
20551	{ HELD FAST IN A BABY'S HANDS Lewis James CAROLINA LULLABY James and Hart	020551
20554	{ HOW MANY TIMES—Dance Rhythm . . . Lavinia Turner and Her Band CAN'T GET LOVIN' BLUES—Dance Rhythm, Lavinia Turner and Her Band	020554



Pathé Frères Phonograph Company

20 GRAND AVE.

BROOKLYN, N. Y.



The Best Salesmen Need Convincing Talking Points

The exclusive features of the *Pathé* line account for the *Pathé* dealer's ability to "put sales across"

The Actuelle

a Pathé Frères invention, represents the biggest forward stride in sound reproduction in 25 years.

The Pathé Phonograph

embodies 6 exclusive advantages: A full, clear tone produced by the pure tone chamber and the Pathé sapphire ball; no needles to change; records do not wear out; plays all makes of records better; always ready to play; volume can be delicately shaded with the Pathé controller.

The Pathé Electric Motor

with only two moving parts is a marvelous new improvement in electric motors equipped in Pathé machines at the same retail prices as spring motor machines.

Pathé Sapphire Records

played with the famous sapphire ball do not scratch or wear out, and because the ball fits the groove perfectly render a full, round, natural tone.

Actuelle (steel-needle) Records

are the only steel-needle records made with the supreme Pathé tone.

These invaluable exclusive assets, backed up by prices attractive to the public, and the Pathé Selling Plan, the most successful plan for retailing phonographs under present conditions, are enabling Pathé dealers to move right on toward prosperity.



Pathé Frères Phonograph Company

20 GRAND AVE.

BROOKLYN, N. Y.



GOING AFTER SUMMER BUSINESS

(Continued from page 37)

logical moment starts to play a good instrumental or a good tenor duet. Here in the wilds of Iowa music in canoes is not at all common and this little stunt brings them out of the camps just like the first 'horseless' carriages used to terrorize our peaceful neighborhood.

"Of course that excites curiosity, and those who have heard and have not seen naturally and innocently ask what it is and who it is. Some-



The Demonstrator Making His Rounds

body has found out and answers that it's Murray's representative and a Victrola and a canoe. Then if they want to know who Murray is, of course there is someone else who can answer that. That starts the propaganda, which is backed up by a circular letter, a newspaper campaign and a vigorous camp-to-camp canvass all over the Tri-Cities wherever there are camps.

"The object primarily was, of course, to sell Fours and Sixes, but another big asset grew from our work in this line which we carelessly

overlooked at the time we planned this campaign, viz., advertising and good will. Our demonstrator at the camps brought us elbow to elbow with a great many residents of the Tri-Cities who are now our record patrons, and who we believe we can safely say are advertising us to other people. A great many of those who bought Fours and Sixes for their camps also bought Sixteens and Seventeens for their homes in the Fall. They told us they would. That doesn't mean that we did like some dealers promise to do, viz., take the Fours or Sixes in at full value on the larger instrument. We did not promise in a single instance to take the Four or Six back. We sold these Fours and Sixes.

"Our salesmen were instructed to make no such promises in their sales talks. It was pointed out to all these buyers of portable Victrolas that, although they had a cabinet style Victrola in their home, the small one would still be useful for next year's outing party or for the nursery, veranda, auto trips, little private dancing parties, etc. We made it appear that the buying of the small Victrola had nothing to do with the buying of the large one and the result is that no one expects us to take them in trade.

"We try to keep out of the 'trade' business as much as possible, but we will, of course, take a Victrola back in certain instances. Other makes of machines we will not accept in trade."

As a preliminary to the visit of the salesman with his canoe and his Victrola, Mr. Murray

carries a substantial advertising campaign in the local papers, using copy that is calculated to make a direct appeal. The accompanying reproduction gives some idea of the type of copy used, the same occupying space three columns wide and approximately a half page deep. The practical manner in which the music is brought to the campers is also shown in the illustration.

There is no reason why the average retailer, especially the man located in the sections favored by vacationists, cannot follow the example of Mr. Murray with equal success.

LAVINIA TURNER WITH PATHE

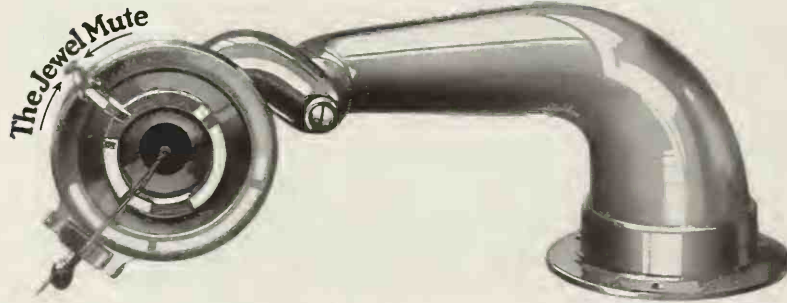
Popular "Blues" Singer to Make Records Exclusively for the Pathé Library

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the acquisition of Lavinia Turner as an exclusively Pathé artist. Lavinia Turner is an inimitable singer of "blues" and will be accompanied by her own jazz band in the various Pathé recordings. Her fame grew from her performance in a number of the best cabarets of uptown New York, and she also gained considerable popularity through her performance in "Tickle Me."

The first Lavinia Turner record includes a pair of irresistible blues songs written especially for Miss Turner by J. Russel Robinson, composer of "Margarie" and "Palesteena." The selections are "How Many Times" and "Can't Get Lovin' Blues." They are released in both the Actuelle needle cut and the Pathé sapphire ball records. The tremendous popularity of this type of record, combined with the large following of Lavinia Turner, indicates that it will prove a big success.

A flashy eye-catching window streamer has been prepared and a campaign to push this number will be conducted broadcast throughout the country.

Half the failures in life come from pulling one's horse when he is leaping.



FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



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

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

NOM-Y-KA

THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

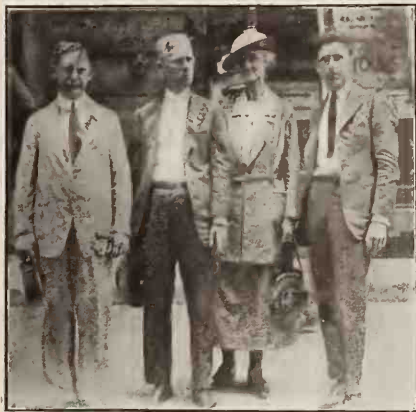
Perfect regulation without in any way changing character of tone.

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

Convention of Southern Victor Dealers

Most Successful Meeting of Southern Victor Dealers' Association Held in New Orleans on May 19th and 20th, With Retailers from Several States in Attendance—Program a Constructive One—Visitors Elaborately Entertained by Local Jobbers—Interesting Convention Chat

NEW ORLEANS, LA., May 31.—With business sessions abounding in constructive, forceful thoughts and ideas, New Orleans' hospitality liberally exemplified, an inspiring message brought from the Victor Co. by its representative, John G. Paine, and other notable features, the third



Local Reception Committee, left to right—J. V. Dugan, New Orleans, La.; Ned Wilson, New Orleans, La.; Mrs. M. F. Saunders, Memphis, Tenn. (not on Committee); Jack Hofheinz, New Orleans, La.

annual meeting of the Southern Victor Dealers' Association, held here May 19 and 20, proved the greatest gathering of its kind held so far.

The first day the dealers met in morning and afternoon sessions to hear welcoming addresses and topics that struck home. They carried on still more enthusiastically in the evening out at Spanish Fort, the South's favorite playground, as the guests of Philip Werlein, Ltd., where they were dined and feted at Tranchina's restaurant.

On into the second day they went with still



Prominent Visitors, left to right—L. D. Woodruff, Hattiesburg, Miss.; S. G. Wilson, Greenwood, Miss.; O. R. Dom, O R S Music Roll Co, Chicago, Ill.; L. G. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.

more business discussions of a vital nature in the morning—then the afternoon gathering to hear, as President Burton put it, "the whole wheat"—John G. Paine's masterly and inspiring address on Victor ideals—to the wind-up at night with the Association banquet in the Assembly of the St. Charles Hotel—all serving to make it a never-to-be-forgotten, memorable rendezvous of the "leading lights" of Victor representation in the Southland.

Weather conditions were ideal—the real warm season just having about started down here—so this was one of the splendid things to make the convention go over big; also the local dealers, as well as visiting jobbers, helped to put the occasion over successfully by co-operating.

The Subjects Discussed

Among the subjects discussed in the convention, from all of which much good was drawn, were: "Come Back to Normalcy," "Interest on Deferred Payments," "Trade-ins," "Including

Records on Contracts," "The Question of Terms," "Outside Selling," "The Victor Knows No Competition," "Selling IV's and VI's," "Opinion as to Newly Qualified Dealers." Most of the subjects were presented in the form of papers read by members and were then thoroughly discussed by the meeting in general.

Important Resolutions Adopted

The convention also went on record as adopting a number of important resolutions, among them:

"Be It Resolved, That we, the Southern Victor Dealers' Association in annual meeting assembled, strongly reaffirm our loyalty and allegiance to Victor product, which to-day, as in the past, stands pre-eminent in the talking machine industry of the world:

"That we convey to John G. Paine, and to the Victor Talking Machine Co., our deep appreciation of his valued time and presence in our meeting and his wonderfully inspiring address, and that we further convey to the Victor Co. our most hearty good wishes for a continuance of the phenomenal success and high recognition which have already been bestowed on Victor supremacy by an appreciative public."

The convention went on record as favoring a



Some Officers, left to right—R. G. Brice, Charlotte, N.C.; B. B. Burton, Birmingham, Ala.; R. G. McDavid, Birmingham, Ala.; F. E. Mahoney, Chattanooga, Tenn.; and Parham Werlein, New Orleans, La.

building up of the membership to make its importance more forcibly felt in the musical industry of the South. It was recommended that the membership at least be doubled by the next meeting, and that interest be charged on deferred payments.

The meeting favored the inauguration of a

record exchange bureau service, one that would be of substantial benefit to all; extended greetings to a new organization of the Southwestern Victor Dealers' Association, and cordially welcomed its representative, E. C. Goodell, of Beaumont, Tex., giving a pledge of hearty co-



Jobbers at the Convention, left to right, top row: J. D. Moore, Talking Mach. Co., Texas; R. D. McLemore, O. K. Houck Piano Co., Memphis, Tenn.; Parham Werlein, Philip Werlein, Ltd., N. O. Bottom row—Ben Hammond, Talking Machine Co., Birmingham, Ala.; Paul S. Felder, Philip Werlein, Ltd., New Orleans; W. H. Reynolds, Reynolds Music House, Mobile, Ala.

operation and assistance in every way possible.

A resolution was also passed thanking the jobbers and dealers of New Orleans for the wonderful entertainment provided for the visitors, and special thanks were tendered Philip Werlein, Ltd., for the hospitality offered by that house.

John G. Paine's Message

Mr. Paine, who was the official representative of the Victor Co., spoke on "Victor Ideals." Telling the story of Eldridge R. Johnson, guiding genius of the Victor Co., as essentially a dreamer whose visualization and extreme practicability have given the world's best music to the world's masses, Mr. Paine said that Mr. Johnson, his success already established, was not ready to concede it himself until every

(Continued on page 42)

Need-A-Clip FIBRE NEEDLE CUTTER

Hardened Tool Steel Knife



Points the needle perfectly.

FULLY GUARANTEED

The best cutter made and at a price everybody buys

Retail 75c

Sample Dozen, \$6.60. BY PARCEL POST, C.O.D. ONLY

USELESS TO PAY MORE. NO OTHER AS GOOD
GENEROUS TRADE DISCOUNTS

We also make the PHONOSTOP, well known everywhere. Send us your orders

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 41)

Victor dealer was successful. This is the "great ideal of Mr. Johnson," stated the speaker.

"The Victor Co. is the trustee of every dollar you put into our merchandise and your money is as secure in it because of its 'built-in' quality. Our policy is as broad as is the quality of the product we sell, and when we say the Victrola is 'supreme' we prove it!" Mr. Paine then cited some of the standards exacted in the manufacture of Victor products, touching upon the lumber going into the cabinets, its process of seasoning in the extensive yards and dry kilns "one year for each inch of thickness"; how the forests of China and Japan contributed their

have forgotten the Soul! We're all out of tune. Life!—We've got to bring it back!"

Mr. Paine's word pictures and passages were only surpassed by his enthusiasm and rounds of applause greeted him frequently during his address as well as at the conclusion.

J. J. Rockwell's Paper Read

Due to illness, J. J. Rockwell, of Reincke-Ellis Co., was prevented from attending the convention, but his paper, which was forwarded, was read by Jack Hofheinz, of the Werlein Co.

The dealers are indebted to Mr. Rockwell for the many splendid thoughts contained in his address, and only regretted that Mr. Rockwell

ment of employes to a "fighting pitch" for business, all were stressed as vital contributors to progress at this time.

Not "Hard Times Coming" but "Soft Times Going" illustrated Mr. Rockwell's ideas as to being alive to what the present situation demanded.

Mr. Rockwell offered some excellent and practical suggestions on means for getting business under existing conditions by the use of a large mailing list and by other methods. He declared that too many dealers have let their "selling muscles" get flabby and must go into training again to get the business. He declared that the



Guests at the Association Banquet, May 19, in the Cable-Shelby-Burton Piano Co., Birmingham, Ala.; John G. Paine, Victor Talking Machine Co., Camden, N. J.; Parham

Assembly of the St. Charles. Three prominent personages, seated at the table from left to right: B. B. Burton, of Werlein, President Philip Werlein, Ltd., New Orleans, La. Victor dealer and his salesmen were really salesmen-teachers and had an important place to fill in the social and business world.

seated at the table from left to right: B. B. Burton, of Werlein, President Philip Werlein, Ltd., New Orleans, La. Victor dealer and his salesmen were really salesmen-teachers and had an important place to fill in the social and business world.

share to Victor quality; what extreme measures made for a never-warping Victor cabinet construction. Mr. Paine continued by telling how during the war period insistence upon Victor quality prevented other concerns from turning out Victor cabinets, and said that now, as then, "no lure of present gain can induce us to lower our quality."

The speaker paused here to tell of the world's greatest artists choosing the Victor for the faithful reproduction of their genius, which was food for thought.

Speaking feelingly of how the little Victor Dog stands for faithfulness, Mr. Paine said his company would always be the guardian of every dealer's dollar of investment, but in return the Victor Co. would like to hope for a return of this faith in the company itself, from every Victor dealer by honest merchandising, loyalty and co-operation. Then it would be the ideal combination. Apropos present conditions in the business world, Mr. Paine stirred his hearers with this thought: "We ask, 'What's wrong with business?' because we don't ask, 'What's right?' The reservoir is full. Take your buckets and go and dip it out!" The speaker reached the climax of his address when he said: "We

could not be present himself to deliver the address. Mr. Rockwell's address assured the hearers that now was the time to work harder than ever

for business. More intensive advertising, better attention to details of the business, such as store arrangements and window displays, develop-



Prominent Visitors, left to right: J. S. Smith, Lake Charles, La.; Joe B. Gressett, Meridian, Miss.; Gene Gifford, Port Arthur, Tex.; C. W. Troy, Tupelo, Miss.; Dave Rice, Jackson, Miss.

for business. More intensive advertising, better attention to details of the business, such as store arrangements and window displays, develop-

"Loving Tribute" to the Jobbers

One of the bright spots of the meeting was the left-handed tribute paid to the jobbers by Ned Wilson, a tribute that brought forth considerable applause.

"The jobber's main aim in life is to keep the dealers posted on the specials of Paul Whiteman and his orchestra.

"No dealer appreciates the jobber. The jobber is the best friend the dealer has. Doesn't he make the dealer regularly a shipment on the 30th or 31st of each month? I don't mean the records that are scheduled for the 1st. Doesn't he always have hymns when we want jazz and nice music? Doesn't he always have American walnut machines? He is one guy that doesn't know anything about mahogany.

"From the number of letters we get there must be ten jobbers or more to each dealer. The Victor Co. writes a letter to the trade and by the time we hear from every jobber from Augusta, Me., to Portland, Ore., and down each coast line, that letter is as well known as the Victor dog.

"Once a year the jobbers just like to get together and have some '378' 'n' everything. The only difference is that they wonder what they are going to give us and we wonder what we are going to get. But, after all, they are good fellows and we are glad to have them with us once more."

The Werlein Entertainment

The entertainment program was generous and varied. "Positively the best entertainment of its kind at any time, any place." Such summed up what practically everyone thought of the dinner and dance given the first night of the convention at Tranchina's, Spanish Fort, by Philip Werlein, Ltd. Something like 150 guests were conveyed out to the Lake in three big sight-seeing cars. The start was made in front of the Werlein store at 605 Canal street, and on the way out several beautiful residential and boulevard sections were traversed.

The guests sat down at the banquet tables at 8 o'clock, and from then on till the "wee sma' hours" joy reigned supreme. The feast was enough to satisfy the most exacting gourmand or gourmet, being typically New Orleans in this respect, and nothing was lacking to put everyone in good spirits for all the features that made it so enjoyable.

COTTON FLOCKS
 .. FOR ..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

The New Better Werlein Service

To Southern Victor Retailers!

Actually Helping
You Sell
What You Buy

You'll Like This Policy, Mr. Dealer. Seventy-nine Years of Successful Musical Merchandising Is Behind It!



PHILIP WERLEIN, Ltd.
NEW ORLEANS
Wholesale Victor Department

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 42)

With everyone in such a jolly mood and with such splendid company in the way of local as well as visiting members of the fair sex, who were present, added impetus for a good time was given by the dancing, which then began to the strains of Piron's famous orchestra. In addition the "Spanish Fort Quartet," an organization of negro singers and dancers, kept the crowd in a high state of merriment with their unique entertainment.

The endeavors of Parham Werlein, the president of Philip Werlein, Ltd., and Paul Felder, secretary-treasurer, to extend hospitality to their guests, and the evident pleasure they themselves got out of their cordiality, was the subject of comment upon every side.

In addition to the Werlein entertainment at Spanish Fort, both Mr. Werlein and Mr. Felder, as well as Mr. Hofheinz, of the Werlein Wholesale Victor Department, were active all during the convention to see that nothing was left undone to contribute to the welfare and comfort of everyone in attendance.

The Association Banquet

The Association banquet, which was held the second night of the convention in the Assembly of the St. Charles Hotel, was a splendid affair. This large hall was ideal for the occasion and the setting represented a levee scene on the Mississippi River.

The banquet itself was exemplary of New Orleans fame in this respect, and showed the St. Charles chef at his very best, much to the delight of those present.

The "Jazzo Six" furnished excellent music for dancing, which was indulged in until a late hour. John G. Paine, of the Victor Co., was called upon for a few remarks and ably responded, as usual. Several others also had a few things to say, which were well received. Some 100 people attended this gathering, and it was a fitting finale to the convention.

Mrs. Hazel Dare Wilder, the Louisiana soprano protegee of Mary Garden, and hailed as an artist of great prominence, sang a number of selections during the course of the evening.

Those in Attendance

R. P. McDavid, Clark & Jones Piano Co., Birmingham, Ala.; D. H. Rice and wife, Rice Furniture Co., Vicksburg, Miss.; E. L. Staples, Philip Werlein, Ltd., New Orleans; E. W. Wilson, Jr., Collins Piano Co., New Orleans; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; W. G. Quinn, Cable-Shelby-Burton Piano Co., Birmingham, Ala.; C. W. Troy, St. Clair Drug Co., Tupelo, Miss.; S. G. Wilson, Wilson Furniture Co., Greenwood, Miss.; M. J. Dreyfus, Dreyfus Hardware Co., New Iberia, La.; H. N. Ellis, Ellis Jewelry Co., Ensley, Ala.; A. D. Pedan, Laurel Furniture Co., Laurel, Miss.; W. P. Berry, Dwyer Piano Co., New Orleans, La.; R. P. Hamilton, Victor Talking Machine Co., Camden, N. J.; L. Hammonds, Foster Jewelry Co., Monro, La.; F. W. Raggio, City Drug Co., De Ridder, La.; W. L. Schroeder, Philip Werlein, Ltd., New Orleans, La.; T. M. McLemore, O. K. Houck Piano Co., Memphis,

Tenn.; F. E. Gifford, Crowell-Gifford Co., Port Arthur, Tex.; E. W. Guttenberger, Talking Machine Co., Mobile, Ala.; Ben. Hammond, Talking Machine Co., Birmingham, Ala.; B. B. Burton, Cable-Shelby-Burton Piano Co., Birmingham, Ala.; Mr. and Mrs. L. M. Willis, Beckwith-O'Neill Co., Minneapolis, Minn.; R. A. Young, Philip Werlein, Ltd., New Orleans, La.; C. W. Parker, Dulion Mercantile Co., Biloxi, Miss.; W. D. Miller, Reynolds Music House, Mobile, Ala.; Mrs. M. F. Saunders, Bry-Block Mercantile Co., Memphis, Tenn.; W. H. Spitzkeit, Adam Glass & Co., Mobile, Ala.; M. H. Wheat, Reynolds

Unit Construction Co., Philadelphia, Pa.; Ollie Dom, Q R S Co., New Orleans, La.

The following from the local Victor stores attended the various business as well as social sessions of the convention:

From Philip Werlein, Ltd.: Miss B. Hoit, Miss M. Drago, Miss C. Caruthers, Mrs. M. Wilmot, Mrs. John A. Hofheinz, B. L. Adler, C. Sadler, L. L. Abbott, Mr. and Mrs. P. M. Harris, Mrs. Hazel Dare Wilder.

From Maison Blanche Co.: Miss F. Johnson, Miss G. Britton, Miss E. Hardy, Miss B. Sewell, Miss L. Lawley, Mr. Powell.



Group of Conventioneers Taken at Side Entrance to the St. Charles

Music House, Mobile, Ala.; J. G. Paine, Victor Talking Machine Co., Camden, N. J.; R. G. Brice, Parker Co., Charlotte, N. C.; J. D. Moore, Talking Machine Co., Houston, Tex.; John A. Hofheinz, Philip Werlein, Ltd., New Orleans, La.; V. B. Richard, Phoenix Drug Co., Jennings, La.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.; C. A. Tyler, Montgomery Talking Machine Co., Montgomery, Ala.; H. Spang, Philip Werlein, Ltd., Baton Rouge, La.; J. B. Gressett, Gressett Music House, Meridian, Miss.; Paul S. Felder, Philip Werlein, Ltd., New Orleans, La.; E. A. Sarchie, Sarchie Jewelry Co., McComb, Miss.; J. S. Smith, Smith Music House, Lake Charles, La.; F. E. Mahoney, Rhodes, Mahoney Co., Chattanooga, Tenn.; E. C. Goodell, Pierce Goodell Piano Co., Beaumont, Tex.; J. V. Dugan, Dugan Piano Co., New Orleans, La.; A. E. Malhot, Malhot Co., Thibodaux, La.; L. D. Woodruff, L. D. Woodruff Furniture Co., Hattiesburg, Miss.; B. G. Powell, Maison Blanche Co., New Orleans, La.; Miss E. Delery, Philip Werlein, Ltd., New Orleans, La.; L. M. Baish,

From Dwyer Piano Co.: Miss Johnston, Miss Regan, Mr. and Mrs. Berry.

From Dugan Piano Co.: Miss M. Boos, Miss B. Boos, Ben. Mayer, Miss M. St. Hillare, Mrs. Dugan, Miss M. Rodrigues.

From Collins Piano Co.: Miss G. Caczneuve, Miss C. Bienvenu, Miss G. Bofil, Miss G. Adolph, Mrs. Wilson.

CONVENTION SIDE LIGHTS

As usual, Miss Emma Delery was right on the job welcoming guests down at the wholesale house, as well as at the various meeting and gathering places of the convention. Miss Delery's long service in the Werlein organization has enabled her to form many friendships in Victor circles in this territory, and she practically knows everyone. She was ably assisted by Miss L. Monteleone and Miss M. Guzzardo, as well as N. G. Nicolich, of the wholesale force.

As usual, B. B. Burton made an ideal master of ceremonies and presiding officer. However, (Continued on page 45)



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

LONG
QUALITY
HANOVER, PA., U.S.A.

Making a Console out of A Table Model

The Console type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five "CONSOLES" are intended to be used in connection with the popular Victrola VI, producing a combination outfit that *looks like* a complete unit costing \$250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for these Console Cabinets indicate that they have caught the popular fancy, and they are bound to be big sellers. Place your orders NOW.

Write for copy of catalogue.

The Geo. A. Long
Cabinet Company
HANOVER, PA.

CONVENTION OF SOUTHERN VICTOR DEALERS—(Continued from page 43)

everyone believed Mr. Burton really came down to go fishing with Paul Felder and Johnny Dugan, for this was their sole topic of conversation every spare minute.

Someone told us about a play, "The Passing of the Third Floor Back," but "Room 378" kept them from passing up the third floor back at the St. Charles.

The convention enjoyed a visit from our good friend Lew Willis, of Beckwith-O'Neill Co. Lew's "Selrex" Counter did not arrive in time to be displayed before the dealers, but from every indication Lew has a dandy proposition for every dealer, and all of his friends wish him much luck in putting over his clever sales-getting idea. Mrs. Willis was with Lew and was a much sought-for dance partner.

Ollie Dom, of Q R S fame, was not so clever with his "African golf" stuff as he is selling Q R S rolls. Ask F. Raggio, of De Ridder.

John G. Paine was billed as the headliner of the convention, and no one from the "big time" circuit ever got a more enthusiastic reception on any stage.

As usual, the Birmingham delegation was large and enthusiastic. Tyler and Quinn gave all the ladies a treat—thus living up to their reputation.

Bob McDavid "lost his voice," but being such a "vamp" on the dance floor he hardly missed it, as his "wicked steps" will testify.

Looks as if Bill Reynolds will be host at the next convention, in Mobile. Bill brought along a good delegation as usual, and was right there with his 100 per cent Victor ideas.

Ralph Young was the only fellow who did not lose sleep during the convention, and was full of "pep" (?)—during the entire evening.

R. G. Brice and J. V. Dugan, as the new officers of the Association, assure a live organization from now on, and everyone extended congratulations.

Ed. Goodell and Gene Gifford were the two live wires from East Texas at the meeting. Ed. brought along Mrs. Goodell. They were only recently married, and of course were kept busy receiving congratulations.

The membership was glad to welcome W. H. Spitzkeit, who is manager of the newly installed Victor account at the Adam Glass Furniture Co., Mobile, Ala.

As usual, F. E. Mahoney, of Chattanooga, was on hand and lent his guiding genius toward making the convention the big success it was.

Everyone will remember with pleasure meeting Mrs. M. F. Saunders, manager of the Victrola department of the Bry Block Mercantile Co., at Memphis, Tenn., who succeeded John A. Hofheinz in that position several months ago when Mr. Hofheinz came to the Werlein organization here. Mrs. Saunders has already made quite a success in her new work and is, without a doubt, one of the best-posted women in the Victor game.

It is understood that at next year's meeting the question of naming an official "vamp" for the organization will be brought up. Tyler and Quinn will no doubt boom our worthy June Bernice Jalenak, as both the Memphis and New Orleans convention attendance will testify. In addition to having all the qualifications, Miss Jalenak is making a name for herself in Victor circles for the "peppy" way she is handling the Dugan Victrola department here.

The convention enjoyed having R. P. Hamil-

ton, of the Victor traveling forces, who dropped in unexpectedly. Mr. Hamilton is a Victor enthusiast despite his regular stipend from the Victor Co., for he has spent years in building up a library of Victor records and now owns some 4,000 choice selections.

When the dance music started at Spanish Fort someone said: "Now we will see Terpsichore," and, sure enough, Will Berry waltzed right out on the floor, the living personification of the the popular Muse. Berry was "full of hops"—meaning, of course, his remarkable agility as a dancer—and several of his dance partners will testify that he was the cleverest fellow who ever stepped on their feet.

Also among those missing were Lou Pitts and Bill Sutherland, from the Houck forces at Memphis. Lou's absence made it easier on the bell-boys at the St. Charles.

Favorable comments were heard from every side relative to the new wholesale headquarters of the Philip Werlein, Ltd., on Bienville street. The establishment is equipped like a model Victor shop, and many dealers who are contemplating installing new equipment got good pointers in the Werlein place.

Walter Schroeder and Ernest Staples, who have been recently added to the road force of Philip Werlein, Ltd., were about every minute of the time, looking after everybody's requests and wants. Ernest was quite a high financier—ask Ollie Dom. Walter and A. D. Pedan, of Laurel, Miss., were "big buddies" and, like Grape Nuts—"there's a reason."

The Local Arrangements Committee, composed of J. V. Dugan, of the Dugan Piano Co.; Ned Wilson, of Collins Piano Co., and Jack Hofheinz, of Philip Werlein, Ltd., were on the job from morning to night, and received the

praise of everyone for the successful way they handled details at the convention.

Dave Rice, from Jackson and Vicksburg, was here with his mighty attractive little wife. They are recent newlyweds, and Mrs. Rice particularly enjoyed her first visit to New Orleans immensely.

Gordon Powell, of the Maison Blanche Co., was right there with the entertainment. In fact, his several "brands" were most sought after. Gordon also handled the local reception details in his characteristically good way.

Another familiar figure at the convention was C. D. Troy, of Tupelo, Miss. Mr. Troy is a veteran Victor dealer and never misses a gathering of this kind.

Ellis Sarphie, of McComb, was one of the live Victor dealers in attendance; also L. D. Woodruff, of Hattiesburg. Among the other live dealers were Marcel Dreyfus, of New Iberia, La.; J. S. Smith, of Lake Charles; Mr. Burns, of Covington, La.; Mr. Parker, of Biloxi, Miss.; A. E. Malhot, Thibodaux, La., and V. B. Richard and Mrs. Richard, of Jennings, La.

Among those missing were Mr. and Mrs. Frank Murphey, Alexandria, La., and Frank Allen, of Meridian, Miss., unavoidable circumstances keeping them from attending.

P. M. McLemore, of the O. K. Houck Piano Co., Memphis, Tenn., and H. Baish, of the Unit Construction Co., greeted their many friends.

RECENTLY INCORPORATED

The Vulcan Record Corp., of Wilmington, Del., has been incorporated under the laws of the State of Delaware, with a capital stock of \$550,000. Incorporators not named.



KICHLER
VALANCES

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

THE L. A. KICHLER CO.

717 Lakeside Ave. N. W. (Dept. W) CLEVELAND
Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City

OKeh Records

Service



Our Service is a natural result of a finely equipped Service Department.

Always abundantly stocked in *OKeh* Records we are well able to furnish you with material to establish an *OKeh* Record Agency.

We are glad to share with you our thorough experience in the Record industry and give personal and spontaneous cooperation.

OKeh Records excel because of their round full tones.

OKeh Records satisfy because the dance music is brilliant and vigorous.

You should be proud to sell *OKeh* Records

Consolidated Talking Machine Co.

OKeh Record *Distributors*

227 W. Washington St.

Chicago, Ill.

Van and Schenck are at their best and funniest in "Sweet Love" and "She Walks in Her Husband's Sleep." And Van and Schenck at their best and funniest have always meant surprising sales. Order big. A-3408.

**Columbia Graphophone Co.
NEW YORK**



COMMENTS ON THE PATHE FUTURE

President E. A. Widmann, of Pathé Frères Phonograph Co., Waxes Enthusiastic Over the Business Outlook in Interview With World

Eugene A. Widmann, president of the Pathé Frères Phonograph Co., struck an enthusiastic note regarding the future as it affects Pathé in a recent interview with The World. Mr. Widmann spoke of the individuality and superior points of the Pathé electric motor and the exclusive sales advantage of this motor for the Pathé dealer. In summing up general conditions Mr. Widmann said in part: "A big thing that



Eugene A. Widmann

has been staring in the face of each manufacturer, whether he be a manufacturer of steel or candy, textiles or phonographs, has been the high price of the finished product on hand and the inventory commitment prices of the raw materials in stock. At the beginning of the year we faced this problem, and for that reason it was not possible for me to give my customary message to the trade. I am happy to say that we have now entirely adjusted the situation and have taken our medicine. We are going into the future with our inventory brought down to present-day prices. This has enacted to the advantage of the Pathé dealer, as it enables us to protect him in any declining price to the public during the first six months of the year. Every Pathé distributor and Pathé dealer is combining with us in the energetic featuring of the Pathé line. The intensive sales energy that is being expended is already bringing good results. Not only have we got an exceptional electric motor, but I believe it is the best on the market, and it can be offered at a price approximating that of the spring motor.

"The Pathé Actuelle needle cut record is another big selling feature for the Pathé dealer. The Pathé record, equipped with the Pathé sapphire ball, has always held a high place in the record field and now we have given our most careful attention to the perfection of the Actuelle

record until it now stands in the first rank of needle cut records. Betterment of general business conditions is reported from all sections of the country, and I am entirely optimistic over the future."

NEW VICTOR SHOP IN PEORIA

Elaborate Musical Program Marked Formal Opening of Peoria Music Shop, Inc.

PEORIA, ILL., June 1.—The formal opening of the new Victrola shop of the Peoria Music Shop, Inc., was held last Saturday at the company's building, 218 South Adams street. An elaborate program was a feature of the opening, one of the stars being Princess Watahwaso, the noted Indian singer and exclusive Victor artist, who appeared in native costume. There were also several other artists and Hoffman's Orchestra played a number of selections. The Peoria Music Shop is conducted by Arthur E. Severe, Russell L. Stutzmann and Margretta S. Scherff, all experienced in the music industry.

SONORA JOBBER IN MEXICO

The Sonora Phonograph Co., New York, announced recently the appointment of M. E. Raya & Co., Mexico City, as distributors for the Sonora product in Mexico. This company, which is well known in Mexican industrial circles, is planning to give the Sonora product a representation commensurate with its high standing in the musical field.

NEW BRUNSWICK DEALERS IN UTAH

Half Dozen New Concerns Take on Brunswick Line During the Past Month

SALT LAKE CITY, UTAH, June 4.—G. C. Spratt, in charge of Brunswick phonograph sales for the Brunswick-Balke-Collender Co.'s branch at 55 South Temple street, this city, states that business has shown substantial advance during the past sixty days over that of the preceding months since January 1. Travelers for the local branch are doing well, and during the past fortnight the following new dealers have been signed up: Lundstrom Furniture & Carpet Co., Preston, Idaho; Allen Mercantile Co., Hyrum, Utah; Lunt Pharmacy, Nephi, Utah; Davis County Drug Co., Kaysville, Utah; Broadway Drug Co., Green River, Utah, and the Richfield Furniture Co., Richfield, Utah. Incidentally it is reported that Brunswick records are proving sufficiently popular in this section of the country.

GO AFTER BOY SCOUT BUSINESS

The spread of the Boy Scout movement throughout the United States and the coming of the season when scouts get into the open and enjoy camp life has directed the attention of a number of talking machine dealers to the possibilities of selling small machines, together with supplies of records, to various Boy Scout troops. There are a number of special records that are found to fit in particularly well with the Boy Scout programs.

**Proper Chippendale—Trimming costs no more than
Proper Queen Anne—but a lot of beautiful Period
models are spoiled by using the wrong Trim.**



We can show you the RIGHT TRIM for your needs.

Weber-Knapp Company
Jamestown, N. Y.



The Dalion Dealer has these important Advantages

TO your own efforts in building a profitable phonograph department we offer the aid of a superb line of instruments and a factory organization which is tireless in its sincere, sustained co-operation. The Dalion phonograph is the right one to sell. The Dalion contract is the right sort to sign.

Tonal Quality

Prime consideration in any musical instrument is *tone*. The single quality of tone which counts in phonographs—is *fidelity*. The Dalion is designed and built to *reproduce* tone. It does so without adding to, or taking from the original. Hear one play.



Dalion selling advantages that push past mere talking points are numerous, and real. The Dalion agency in any territory is a valuable franchise. For these reasons:

There are nine models in the Dalion line. They offer a range in style and price which means a well-rounded stock of instruments on which you can concentrate your interest and effort.

Tonal qualities of any Dalion will measure up to those of any machine on the market by any test you or

your customer can make. Universal tone-arm. Plays all records.

Mechanical excellence of Dalions evidenced by our specific guarantee which is the strongest in this field and includes protection against spring breakage. Silent motor. Auto-file for records (exclusive).

Beauty of design, quality of cabinet-work and every detail of finish all so far above average that Dalion has not a close second in favorable appearance. Correspondence with merchants invited.

Milwaukee Talking Machine Mfg. Co.

Milwaukee, Wisconsin, U. S. A.





NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

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

NYOIL is put up in 1-oz., 3/4-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

NEW MOTOR INTERESTS TRADE

Serenado Announcement in May World Produces Remarkable Results—Motor May Be Manufactured for General Distribution

The Serenado Mfg. Co., Cedar Rapids, Ia., manufacturer of the Serenado talking machine, which recently advised the trade that its instruments will be equipped with the new Serenado motor, guaranteed for five years, has received inquiries from all parts of the country regarding this new motor. The first announcement in connection with this matter appeared in the May issue of The World, and M. E. Lusk, Jr., sales manager of the company, states that requests for information were received from manufacturers and dealers before the company had even seen its own advertisement.

Referring to the company's plans for marketing this motor, Mr. Lusk said:

"When we used our advertisement we had no idea of furnishing a Serenado motor except in the product manufactured by ourselves, and we do not know that we will make any change in this decision. However, there have been so many inquiries received from firms of high standing that we are considering the marketing of the motor in a general way.

"This ready response seems to prove to us that manufacturers generally realize that no matter how good a talking machine may be otherwise it cannot properly function unless the motor is of consistent speed and gives a minimum of trouble.

"Serenado dealers have found that they can eliminate their repair departments, and we believe that our new motor is as near trouble-proof as a piece of machinery can be made. If it were not so we certainly could not guarantee it for a period of five years and replace any motor that may become inoperative during that period with a new one."

REPRODUCE WITH GALENA CRYSTAL

As far back as 1913 Brazier and Dongier showed that the passage of a sufficiently strong alternating current across the surface of contact of a metal point with a crystal of galena caused a sonorous effect. P. Collet, writing in Comptes Rendus, tells of his experiments along this line. By using an undamped wave arrangement and a primary and secondary circuit properly tuned and including a microphone, he has been successful in reproducing the singing voice with the galena contact.

Ernest I. Van Doren, phonograph dealer of Troy, N. Y., has filed recently a voluntary petition in bankruptcy, with liabilities of \$20,248 and assets of \$14,785.

NEW SHOP IN NEWBURGH OPENED

Columbia Music Store of Messrs. Burger & Morse Is One of Finest in Hudson Valley

The new establishment of the Columbia Music Store, in the Academy of Music Building, Newburgh, N. Y., was opened auspiciously to the public of that city recently. Messrs. Burger & Morse are the proprietors of this shop, which is conceded to be one of the best equipped in the Hudson River Valley. The new premises occupy over 2,000 square feet of floor space. The talking machine department has six demonstration booths. Columbia, Sonora and Brunswick machines comprise the group represented by this house. A full line of records and general musical instruments, as well as sheet music, is handled by this concern.

The Victor line of talking machines and records have been added to the Music Shop, Spokane, Wash., owned and managed by Ray A. Grombacher and Mrs. Grombacher, who are handling Columbia talking machines.

NEW POST FOR A. W. ROOS

Former Columbia Co. Manager Joins General Phonograph Corp. Staff

A. W. Roos, formerly manager of the Cleveland and Indianapolis branches of the Columbia Graphophone Co. and more recently assistant manager of the Columbia Co.'s St. Louis branch, has joined the sales organization of the General Phonograph Corp. Mr. Roos has been appointed an assistant to W. C. Fuhri, general sales manager of the Okeh record division, and will make his headquarters in New York. He has been identified with the industry for many years and his thorough knowledge of every phase of record merchandising ideally qualifies him for his new post.

The New Comfort Talking Machine Co., of Wilmington, Del., has been incorporated under the laws of that State, with a capital stock of \$350,000. The name of the incorporator given is that of The Corporation Service Co., instead of the usual individual names.



HONEST QUAKER
MAIN SPRING

TEMPER-LENGTH-WIDTH GUARANTEED

E.T.M. Co. Phila.

Packed in rust and dust proof numbered cartons.
Special prices to manufacturers and jobbers.

A FEW OF THE SIZES WE CARRY:	Prices in Assorted Lots of				
	6	12	25	50	100
No. 25 5/8" x .020 x 8 feet. For Sonora, Pathe and Swiss. Pear shape holes	\$.22	\$.20	\$.19	\$.18	\$.17
No. 29 3/4" x .022 x 10 feet. For Columbia, Heineman, Markel, Van-O-Phone, Pathe, Etc. Pear shape holes43	.42	.40	.38	.35
No. 51 7/8" x .022 x 10 feet. For Koch, Talk-O-Phone, Alura, Etc.47	.46	.44	.42	.40
No. 33 1" x .025 x 12 feet. For Heineman motors No. 33 and No. 77, Mandel, Pathe, Vitanola, Aeolian, Meisselbach new styles, etc. Pear shape holes..	.70	.67	.60	.55	.50
No. 35 1" x .028 x 10 feet. For all styles of Columbia motors. Pear shape holes54	.52	.50	.48	.45
No. 34 1" x .025 x 12 feet. For Sonora, Saal, Silvertone, Krasco, Dayton, Etc., Etc.75	.70	.65	.60	.55

TERMS:—To customers with satisfactory commercial rating, 2% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C. O. D. Kindly include Parcel-Post charges, if wanted that way.

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

EVERYBODY'S TALKING MACHINE CO.
Largest Distributors of Main Springs in America
38 North Eighth Street PHILADELPHIA, PA.
Exclusive Distributors for the General Phonograph Corporation

GRANBY LINE IN WIDENER'S STORES

Widener's, Inc., Will Retail Granby Line in Its Fourteen Stores, Nine of Which Become Factory Representatives of the Granby Corp.

NORFOLK, VA., June 5.—The Granby Phonograph Corp., of this city, has announced an important deal recently consummated whereby Widener's, Inc., will retail the Granby line in its fourteen stores, nine of which have become factory representatives of the Granby Phonograph Corp. and will distribute the line in the territories in which its stores are located. The Widener-Granby deal was made at Granby headquarters between James G. Widener, president of Widener's, Inc., and Harry Levy, president, H. H. Schumaker, secretary, and E. C. Howard, sales director of the Granby organization.

Under the arrangements made Widener's, Inc., has become wholesale factory representative in the following nine cities: New York, Philadelphia, Boston, Newark, Cincinnati, New Haven, Indianapolis, St. Louis and Worcester. Granby phonographs will also be retailed by the Widener organization in these cities in addition to the other five stores of the Widener chain. Much careful investigation was made on both sides before the conclusion of negotiations and entire satisfaction is mutually expressed. J. G. Widener was enthusiastic over his inspection of the Granby plant at Newport News and Secretary Schumaker was equally enthusiastic after he had visited several of the important Widener locations.

An idea of Mr. Widener's opinion of the Granby line is found in a letter which he recently sent from his headquarters in Boston to the Granby Phonograph Corp. in this city.

"We have searched the field for months and have gone over all talking machines, endeavoring to find something to fit what we needed most, viz.:

"First, an instrument that would give our customers satisfaction; second, a tone that the majority would like; third, an instrument that would keep our time accounts using and paying on them; fourth, one that would give least mechanical troubles; fifth, an instrument from a furniture standpoint that would fit in the majority of homes. After six months' exhaustive study we have found it—the Granby."

(Signed) "J. G. Widener President."

The various warerooms of Widener's, Inc.,

Your Problem Is Ours

**Good Profits (to you)
+ Good Service (to your customers)**

Answer: TONAR RECORD BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

have been large retailers of Columbia products for many years and constitute probably one of the largest talking machine chain stores in the country. It is stated that the representation of the Columbia line will continue as heretofore. It is also stated by E. C. Howard, sales director of the Granby organization, that the new deal will not disturb the national distribution of the plan of the Granby Corp. outside of the territories covered by Widener's, Inc., and that additional territories will be opened soon.

The Kennedy-Schultz Co., of Cleveland, O., and the Iroquois Sales Corp., of Buffalo, N. Y., will continue as jobbing representatives as heretofore. Both houses report exceptional success in the sales of the Granby phonograph in the territories which they cover. The Granby Phonograph Corp. recently received another order for three carloads of Granbys from the Iroquois Sales Corp. and Edward Ginsburg, Granby factory salesman, has been assigned to

assist the Iroquois Sales Corp. in the excellent work which it is doing.

The opening shot of the Widener-Granby campaign, which is indicative of the enthusiastic way in which Widener's, Inc., has taken on the new line, is to be found in the big display given the Granby phonograph in the Widener shop, west of Fifth avenue, New York. The announcement of this deal, which is one of the most important in recent history of the talking machine trade, has attracted much attention and enthusiastic congratulations are being received at both Widener and Granby camps.

BELLE BAKER SINGS "ELI-ELI"

Records Favorite Jewish Folk Song for the Pathé Actuelle Steel-Needle Records

An announcement of interest to Pathé dealers is that Belle Baker's singing of "Eli-Eli," one of the favorite Jewish folk songs, is now available on Pathé Actuelle steel-needle records. The dealers have been anticipating the news for some time, as there has developed a great demand for this particular record, now available to phonograph owners generally.



Belle Baker

Regarding the record Dr. Joseph Kalman, manager of Pathé's foreign record department, said: "No folk song of the Jewish people is more loved than 'Eli-Eli,' a heart-song fraught with the emotions and sufferings of the Jewish race. This song has been sung again and again by leading artists, but never before has it inspired such an appeal as Belle Baker recently created on the American vaudeville stage. This young artist, who was born and bred on the East Side, amid the sufferings and trials of her people, puts new soul and fervor into the plaintive song—and we feel that our efforts to give the Jewish public what they want have been well repaid by winning the gifted Belle Baker to the Pathé ranks."

The Stradivara Phonograph Shop was recently opened in San Diego, Cal., an elaborate musical program being provided for the occasion.

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



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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

QUALITY

Oké
ANNOUNCES

The World-Famous Irish Tenor

John McCormack

IN THREE FAVORITE SONGS

- | | | |
|------------------------------------|---|--|
| 70003 | { | ABSENT, John McCormack, Orchestra Accompaniment |
| 10 ³ / ₄ in. | | |
| \$1.00 | | |
| 70001 | { | DEAR LITTLE SHAMROCK,
John McCormack, Orchestra Accompaniment |
| 10 ³ / ₄ in. | | |
| \$1.00 | | |
| 70002 | { | A NATION ONCE AGAIN,
John McCormack, Orchestra Accompaniment |
| 10 ³ / ₄ in. | | |
| \$1.00 | | |

These Records Are John McCormack Himself—No More Need Be Said

Also the Famous Coloratura Soprano

FRIEDA HEMPEL

- | | | |
|------------------------------------|---|---|
| 70101 | { | LA TRAVIATA-ARIE DER VIOLETTA (Sempre Libera)
(Verdi) (Sung in German) Frieda Hempel,
Orchestra Accompaniment |
| 10 ³ / ₄ in. | | |
| \$1.25 | | |

These recordings were made in Europe by the International Talking Machine Company. We have secured, at great expense, a license to offer them to the American Public.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street
NEW YORK

Oké Records



Nestle In Your Daddy's Arms



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

TALKING MACHINE TRADE IN NEWARK, N. J., INCREASES

General Run of Dealers Optimistic Regarding Conditions—Unsettled Labor Situation Chief Difficulty Just Now—Some Live Publicity Is Getting Excellent Results

NEWARK, N. J., June 2.—If labor conditions in Newark, which have been upsetting building operations there for some time, particularly as affecting masons who have been on strike, are finally settled the new musical establishment of Doll & Sons, of that city, which is in the course of construction, will house one of the most artistic and adequate talking machine departments in the entire State within the next few months.

The talking machine and record business of this house achieved remarkable dimensions long before the concern decided to move from its old premises at 607 Broad street to the present location at 561 Broad street, so it was small wonder that it was decided to make the new headquarters the very last word in completeness and beauty as it relates to the demonstration and selling of this type of musical merchandise. Though it is true that all departments of this company's new store will be fitted in the most modern way, exceptional stress is being laid on their new talking machine and record department, the firm realizing that the manner in which machines are displayed, the demonstration facilities accorded them and their position in the store play the most important part in sales next to the virtues of the instruments themselves.

One of the distinct advantages that the new store will possess will come from the fact that all its departments will be "sun-lit," quite apart, of course, from the elaborate electric devices which have been planned for the store. The talking machine and record section, for instance, situated on the ground floor of the remodeled building, will contain eight all plate glass booths of the latest sound-proof design, and will be veritable reservoirs of natural light. The latter arrangement will characterize all the other departments.

Even while workers are busy remodeling the new establishment business goes on uninterrupted, there seemingly being no let-up in its volume or in the number of new patrons.

L. W. Collings, of Collings & Co., the well-

known Victor jobbers of this city, in speaking of general business conditions, said: "We are exceedingly pleased with the progress being made in spite of the present curtailment affecting business conditions. We are working our territory very hard, assisting dealers in the promotion of sales, and, on the whole, we have secured splendid co-operation, with good results to the trade. We note an improvement in local industrial conditions and in the coal regions which we also serve."

Collings & Co. are making a special drive on their hand-painted sign service, which is issued each month. This assists them materially in selling records, and as dealers are getting records in good quantities the use of such material is found advantageous.

Trade at the O. Wissner store at 903 Broad street is in a flourishing condition, a big demand being shown there for ballad and operatic records especially. Of the popular records "Over the Hills" and "I Found a Rose in the Devil's Garden" have achieved the greatest success here. So great has been the demand for the records made by Duci de Kerekjarto, famous violinist, a newcomer to the ranks of Columbia stars, that Manager W. H. Paullin, of the talking machine department at Wissner's, has had to put in an extra stock of all records made by this virtuoso. All of this artist's records go equally well, there seemingly being no greater demand for one than the other.

Manager Paullin reports that collections are being kept up in fairly good shape, less complaint being necessary of this important phase of the business than for some time past.

There are many signs that the talking machine and record business is picking up in Newark if one takes the big volume of business being done in this musical merchandise by Hahne & Co.'s store as a criterion. Not for a long time have prospects been so plentiful and good and never have inquiries poured in by person and letter in reference to these instruments as they have for the last month or two. Paul Whiteman's Victor "jazz" records are the most popular sellers at this store just now, while the first selling popular songs are "Whispering," "Honolulu Eyes," "Rosie," "I Never Knew," "My Mammy," "Bright Eyes," "Love Bird" and "Humming."

ROUSH ON TRADE EXTENSION TOUR

J. C. Roush, head of the Standard Talking Machine Co., Pittsburgh, Pa., Victor wholesaler, was one of the party of 150 Pittsburgh business men who made the Twentieth Trade Extension Tour early in May, under the auspices of the Chamber of Commerce of Pittsburgh. The tour lasted four days and covered Ohio and a large section of West Virginia.

On their own merits modest men are dumb.

CONCEIVES UNIQUE SALES IDEA

Okeh Dealer Arranges for Display of Relics Which He Owns—Gives a Concert to Aid Sales

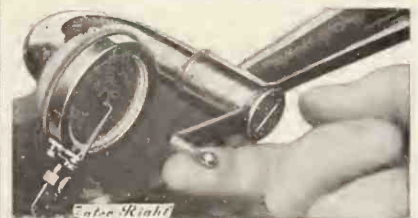
ROCK ISLAND, ILL., June 5.—W. H. Whitney, a progressive dealer in this city, handling Okeh records, is using unusual publicity to bring these records to the attention of the trade in his locality. Mr. Whitney makes arrangements with one of the leading stores in a nearby town to feature a three-day window display of relics which he owns and the feature of which is an old Dulcimer dated 1771. Mr. Whitney is an accomplished player of this instrument and on the last day of the display he gives a concert in the store, using the Dulcimer and a Persian lute, interspersed with the playing of several Okeh records on a talking machine.

The plan stimulates the sale of Okeh records materially, especially as the latest Okeh records are scattered in different parts of the exhibit. It has produced tangible results to date and incidentally has developed machine prospects in addition to record sales.

RECENTLY INCORPORATED

The Naturelle Reproductions Corp., of New York, has been incorporated under the laws of that State for the purpose of manufacturing talking machines with a capital stock of \$37,000. Incorporators: S. W. Hanson, H. L. Ward and C. I. Morgan.

ENTER-RIGHT NEEDLE GUIDE



Made for both Old and New Style Tone Arms.

The Best Thing Ever put on a

VICTROLA

Excepting a Victor Record

An "ENTER-RIGHT" used—eliminates dropping of Sound Box on Records, thereby protecting both records and Tungstone Points.

Keeps the hand-shadow off record and needle when playing by artificial light. Protects the Plating on Goose-neck. Makes playing more easy and pleasant, encouraging use of Victrola. Easily sold. Attached in a minute. Lasts a life time and improves the appearance.

Not an Accessory—but a Necessity
Sold and approved by hundreds of Victor Dealers
WHY - NOT - YOU?
Nickel Plate 50c Gold Plate \$1.00
Regular Discounts to Dealers

EUREKA NOVELTY CO.

RICHMOND, INDIANA
MAKERS OF NEED-A-LITE, THE GUARANTEED PHONOGRAPH LAMP



No. 35767/10 Palm Plant, 48" high, 10 leaves—with pot, \$3.00; without pot, \$2.50; natural prepared, everlasting.

My SEASONABLE CATALOGUE No. 35 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be MAILED FREE FOR THE ASKING.

	Inches High	Palm Leaves	With Pot	Without Pot
35767/4	24	4	\$1.10	\$0.60
35767/5	30	5	1.25	.75
35767/7	42	7	2.50	2.00
35767/10	48	10	3.00	2.50

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.



DISTINGUISHED
FOR TONE · BEAUTY ·
& UTILITY.

THIS wonderful machine opens a new field for Phonograph Sales. Every feature about it is new and different. With the lamp feature it gives an economic appeal as well as artistic effect.

The Modernola is easily displayed to good advantage—being extremely attractive in appearance.

Furnished in various woods and finishes and a wide selection of lamp shades from which to choose.

Already firmly established it makes a desirable addition to the Phonograph Business.

Anticipating a big demand for the Modernola we ask that you place your order *now* for early delivery.

We offer a very attractive proposition on the Modernola and to take advantage of it at once, please address Dept. D.

THE
MODERNOLA COMPANY
JOHNSTOWN, PA.

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

Don't Delay

Fire destroyed our entire new plant April 25. But we are already in temporary quarters and expect to be ready to ship Modernolas September 1st, 1921.

**So
Order
Now**



NORTHWESTERN TRADE QUIET BUT DEALERS OPTIMISTIC

Demand for Records Very Active, but Machines Behind in Sales—Dealer Service Department for Beckwith-O'Neill Co.—Brunswick Progress—New Columbia Booth Installation—Other News

ST. PAUL and MINNEAPOLIS, MINN., June 4.—Talking machines are not talking very loud throughout the Northwest these days, but are playing an humble role and speaking easy. Dealers generally are hopeful and optimistic, but readily confess that they are not doing very much business. The demand for records is up to normal and for special numbers often is very active, but machine sales distinctly are below normal. No particular activity is to be expected until Fall, as there is nothing in sight to give an impetus. Wage disputes still are unsettled, building operations are nil, and on top of these conditions the railroads are closing their shops, throwing thousands of men out of work. It is announced that the shutdowns will not be for long, but whether for short or long the effect is depressing.

At the same time there is business to be had. Beckwith-O'Neill Co. is enlarging its force and taking on new accounts for the Victor products. A dealers' service department has been organized with A. J. Bloom in charge. He will look after the interests of the rural dealers, giving suggestions of improvements, advertising, merchandising and other features. Walter C. Madden, formerly with the L. S. Donaldson Co.'s Victrola department, has been added to the road force and has been assigned to northern Minnesota.

The Selrex service counter, of which Beckwith-O'Neill Co. controls all the rights, is making headway. The Golden Rule has installed the device on its ground floor. Dayton's dry goods store and the New England Furniture Co. will be equipped with the Selrex in the near future.

The Stone Piano Co. is conducting a special advertising campaign featuring the monthly appearance of Vocalion records. The venture is proving successful and according to Manager Gerlick the Vocalion records are becoming great favorites wherever they have become known. The demand for instruments is only fair, but even so the number of sales are considered satisfactory.

"Business is poor and it serves no purpose to try to delude ourselves and others that business is good," remarked Sewell D. Andrews, manager of the Sonora department of the Minneapolis Drug Co. "Of course we are doing some business, but it is not enough to make us over-optimistic. The record business has been good and we are correspondingly pleased thereat, but when it comes to machines the buying public shows little interest."

The Brunswick people are satisfied with their returns. E. L. Kern, director of the Brunswick-Balke-Collender Co., declares that the Brunswick phonograph is holding its own in the race with its competitors, both in the Twin Cities and the Northwest. George M. Nye, department manager, is out most of the time and is meeting with

fair success, particularly in the mining districts, which appear to be the liveliest places in the Northwest.

The Columbia Graphophone Co. recently has completed a series of demonstration booths and model display windows and store interiors in the Northwestern headquarters, 16-20 Third street north, Minneapolis. These features are of the most modern design and are sure to greatly interest all the local dealers who visit the place, as they will be full of ideas which may be adapted for home use.

In the meantime efforts are being made by W. L. Sprague, Northwestern manager, to push business. Several new accounts have been established of late and things look better. Collections are somewhat slow. Mr. Sprague was a member of the big Minneapolis crowd who toured through South Dakota. He remained in that State when the party went into Iowa, which is outside his territory.

"WINDOW NIGHT" FESTIVAL

Effective Way of Securing Sales and Introducing People to Your Shop at Night Evolved

An idea which has recently been introduced by the retail merchants of Jackson, Mich., might be adopted by other cities through the instigation of local talking machine merchants. The retailers of Jackson put on a sort of festival which they called "Window Night." The affair was conducted with the aid of the local Chamber of Commerce, and proved a novel and effective way of securing sales and introducing people to shop at night time. Of course, this idea does not appeal either to merchants or to the public if conducted too frequently. Once a year, however, in the mild weather season, it has some excellent points. "Window Night" in Jackson also served to stimulate greater effort for fine window displays.

NEW SUMMER VICTOR FOLDER ISSUED

Attractive Piece of Literature Designed to Stimulate Sales of Small Models

The Victor Talking Machine Co. has just issued a most attractive and generally appealing bit of literature for the use of dealers in developing Summer business. It is in the form of a folder, with an attractive Summer scene in colors on the cover, and is captioned: "This Summer—a Victrola." The center of the folder is in the form of a spread and shows illustrations, together with descriptions of Victrolas IV, VI, VIII, IX and No. 80. The folder is designed to permit of the dealer's own imprint on the back and should prove of distinct value in stimulating Summer sales.

AN ORIGINAL PUBLICITY STUNT

Colorado Merchant Puts Into Being Means of Getting a Store Close to the Public That Must Be Considered Distinctly Out of Ordinary

A merchant in the clothing business, operating in Colorado, has perfected a clever idea whereby he attracts the public and at the same time saves a part of his electric light bill. At one side of the entrance to his store, high enough so that it cannot be reached by children, this merchant has placed a push button with a metal sign over it. The sign instructs the passer-by to press the button and illuminate the store.

When the passer-by does this a row of white lights along either side of the salesroom inside floods the interior with light. The person outside gets a fine view of the interior and of the stocks. He is likely to remember that store during the opening hours.

The advantage is: A man may come into the city some evening and, finding the stores closed, decide to do a bit of window shopping that same evening. He thus locates the store, gets acquainted and knows where to go the next day to buy whatever he happens to be looking for on the previous evening.

NEW STORE IN SYRACUSE, N. Y.

Will Operate Under Title of Crippen Service and Will Feature Crip-N Ejex System

SYRACUSE, N. Y., June 5.—A new store in the phonograph field has recently been opened at 14 Gibb street, this city, under the name of Crippen Service. This company will sell high-grade phonographs in which the Crip-N Ejex system for filing records will be featured. It will also carry a stock of records and phonograph accessories. The store will be in charge of J. D. Burns, who is already known in the phonograph industry in this city.

DEMPSEY LIKES "TALKER" MUSIC

Champion Keeps Machine Going Almost Constantly at Atlantic City Training Camp

From the training camp of Jack Dempsey, America's champion heavyweight, who is to try conclusions with Georges Carpentier on July 2, comes the report that Dempsey's one consuming weakness, if it may be so called, is talking machine music. He has it with his meals, during his rest periods, while he is training, and as he goes to sleep, and he keeps his secretary busy digging up new records. Jack's favorite talking machine is of rosewood, inlaid with mother-of-pearl, and equipped with all the latest devices. It is significant that his training camp is at Atlantic City, where the talking machine jobbers have so frequently held their conventions.

Watt & Shand, who conduct a department store in Columbia, Pa., have just taken on the Brunswick line of phonographs and records.

FAMOUS SINGERS RECORDS
INCORPORATED



NOVELTY DANCE RECORDS

Exclusive monthly series by

12 HITS

Chas. K. Davis and His Orchestra

12 HITS

- 5050 10 in. { PAGAN, Valse Bacchanal, by Chas. K. Davis
- 85c { DREAMING, Fox-trot, by Jas. N. Canuso.
- 5051 10 in. { LOVE'S APPEAL, Hesitation Waltz, by Chas. K. Davis
- 85c { MOONLIGHT, Fox-trot, by Con Conrad.

- 5052 10 in. { ROZALIA, Valse di Concert, by Chas. K. Davis
- 85c { SUNSHINE and SNAP YOUR FINGERS, by Louis Silvera
- 5053 10 in. { KIDLETS, Waltz, by Chas. K. Davis.
- 85c { IRISH MEDLEY, by Crup and Ineci.

- 5054 10 in. { WHERE SWEET DADDIES GROW, One-step, by H. Von Tilzer
- 85c { IRISH MOTHER OF MINE, Waltz, by H. Von Tilzer
- 5055 10 in. { MADELINE, Fox-trot, by Von Tilzer and Lew Brown
- 85c { OHIO, Fox-trot, by Jellen and Olman

(Correspondence invited with Dealers and Jobbers to market these records at special Discount prices.)

Address: 249 West 34th Street, New York

Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Thank You, Business Is Good!

OUR Back-To-Pre-War-Price Movement is getting BIG ACTION!

Every day more dealers are ordering more ARIETTA PHONOGRAPHS and more EMERSON RECORDS!

There can be but one explanation: *More consumers are buying more from them!*
Quality Goods at Right Prices—that is

today's demand. Every dealer is face to face with it. Every *live* dealer will supply it.

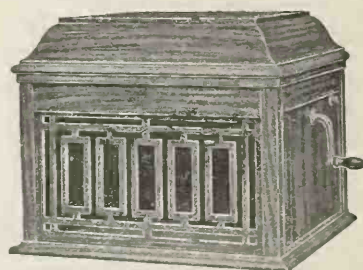
ARIETTA PHONOGRAPHS and EMERSON RECORDS prove squarely up to both requirements.

If you are a believer in giving the public what it wants, write today for our proposition.

ARIETTA PHONOGRAPHS

Here are the revised prices:

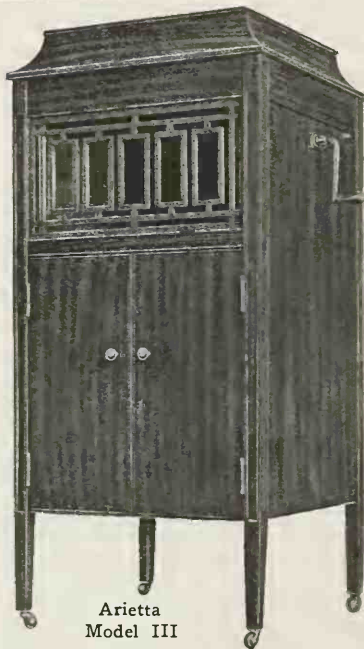
MODEL	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$70.00	\$60.00
No. 2	\$115.00	\$100.00
No. 3	\$150.00	\$130.00
No. 4	\$175.00	\$150.00



Arietta—Model I



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON JULY RECORDS—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

(List prices subject to usual trade discount).

All 12-inch Records Now \$1.25

Releases for July now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.



PHONOGRAPH

All Phonograph Accessories Reduced!

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Richmond, Virginia

Distributors of
EMERSON RECORDS



ANENT LOW INSTALMENT TERMS

Some Pertinent Comments on This Subject Offered by Collings & Co. Which Will Be Perused With Interest by Readers

The "Fallacy of Low Instalment Terms" is the title of an editorial appearing in the June number of *The Record*, the house organ of Collings & Co., Victor distributors for Newark, N. J. The editorial, which touches a vital angle of selling psychology, is reprinted below:

"Merchandising Victrolas on the instalment plan is a most creditable sales policy and undoubtedly has been the backbone of the present large volume of machine business. It has proven itself profitable when properly applied; used otherwise it becomes a menace to satisfactory financing and lowers the dignity and prestige of the article you market.

"A study of the deferred-payment plan, as applied to various lines of merchandise, will reveal the fact that articles of inferior quality are offered on ridiculously low terms, whereas any product of proven quality will command terms commensurate with its high rank.

"Thanks to the brains and ingenuity of our good friends in Camden, Victor products, because of their quality and general superiority, demand the respect of the buying public. So, instead of the very weak argument of low terms, you have at your service an instrument that sells on its merits at the terms you ask.

"Certainly it is good business to make the monthly instalments and down-payments attractive, but never lower your standard to the demoralizing dollar-down-and-dollar-a-week point. It is being done in some lines, but such merchants are selling terms, not a quality product.

"Naturally your terms differ according to the model which is being sold. Two dollars down and a dollar a week on a Victrola IV or VI would be tolerable. But we are now referring to cabinet models of one hundred dollars or more.

"Bear in mind that the purchasers' enthusiasm for paying instalments wanes after a few months and if your contract is of very long duration, say over a year, collections may become difficult. And it is perfectly good psychology to believe that a person who cannot make a reasonable payment down and substantial weekly or monthly payments cannot afford the expensive types on which such payments must be expected. It would be far better business for you to induce the purchase of a less costly model on which the terms are in keeping with the buyer's means.

"When you oversell a customer and he or she becomes delinquent it invariably means that their record business will disappear, as, as has been proven, they will avoid your store and buy their records from your competitors.

"Victor dealers have always maintained a high standard for terms and we hope they will continue this good work. Just remember that Victor products are manufactured with the highest ideals in mind and that they deserve to be merchandised with similar idealistic tactics, on terms in keeping with their high quality."

SCORES A BIG HIT

Gus Goldstein, the versatile Jewish comedian and singer, whose exclusive recordings are found on Cardinal records, has made a tremendous hit at the Second Avenue Theatre, on the East Side of New York, where he is playing an engagement. Mr. Goldstein is also manager of the foreign record department of the Cardinal Phonograph Corp.

A MOTTO WITH A MORAL

Mr. Armour's motto was: "I employ optimists to produce results and pessimists to figure them up."

He himself was a great optimist. So is every forward-thinking business man. If he were not he would not have the courage to run a business and could not run it successfully. A man can be an optimist and still be a conservative business man.—Business Language.

SOME INTERESTING CENSUS FIGURES

Number of Establishments Increases from 18 to 167 During Five-year Period From 1914 to 1919—Products Increase in Value From \$27,116,000 in 1914 to \$158,668,000 in 1919

A preliminary statement of the 1920 census of manufactures has just been issued by the Bureau of the Census Department of Commerce, furnishing statistics for industries relative to the number of establishments and the value of products for the year 1919, with comparative figures for the preceding census year 1914. The figures, which are subject to such correction as may be found necessary, indicate that while in 1914 there were eighteen establishments manufacturing phonographs and graphophones which were taken to include talking machines in general, with products valued at \$27,116,000, the number of establishments had increased in 1919 to 167, with an output valued at \$158,668,000.

Although the figures are naturally not to be considered as very accurate they nevertheless represent about all the available statistics re-

garding the growth of the industry. There is food for thought, too, in the consideration of the figures as offered, for although there was over 800 per cent increase in the number of establishments during the five years the value of the products of the industry increased in value only 485 per cent. The increase in valuation of products is, of course, tremendous, but it is not in proportion to the increased number of factories operating.

WHITE & CO. SHIP ORDER TO BAHIA

AUGUSTA, GA., June 6.—J. B. White & Co., of this city, recently sold a Victrola XA and \$86 worth of records to M. G. White, a missionary in Bahia, Brazil. The instrument was purchased in Augusta, to be shipped to New York, thence by boat to Brazil. This Victrola and records will be practically the only form of entertainment Mr. White will have, as he makes a great many trips to the interior of Brazil.

The man who doesn't advertise discounts his own future, says Class.

Why Give Satisfaction



ANY one trying to hold prosperity by the weak thread of price is in the same position as the gambler who depends on chance.

The Victor dealer sells satisfaction, the element of price being subordinate to the quality of the merchandise and the service which he renders.

That is why the Victor dealer grows.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



The reason for its "over-night" success.

Made from start to finish in Lowell, Mass. by W. H. BAGSHAW CO.



Write for Samples and Prices

REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

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

UNFAIRNESS OF EXCISE TAX ON MUSIC IS SHOWN

Chamber of Commerce Files Exhaustive Brief With Senate Finance Committee, Showing How Proposed Excise Tax on Musical Instruments Will Drain Cash Resources of Retailers—Table of Interest to Trade

According to information received by the Music Industries Chamber of Commerce, the sales tax movement as embodied in the Smoot bill is making favorable progress. Outside of Congress sentiment has for some time tended that way and the influence of public sentiment is being felt at the Capitol at Washington. Newspapers which formerly were inclined to the belief that there was no chance for the passage of a sales tax now say that the chances are fifty-fifty. Inside information indicates that the chance of the adoption of the sales tax is better than the newspapers have stated.

The Chamber declares, however, that the ultimate fate of the Smoot bill is in the hands of the voters of the country and lays stress on the necessity of the individuals in the music trade making clear to their friends in other lines and through them to their Representatives and Senators at Washington that in the last analysis the consumer pays the tax and that he will pay less under the Smoot law than under the wartime excise tax law now in effect.

Supplementing the oral testimony of George W. Pound, its general counsel, before the Senate Finance Committee at Washington on May 13 in support of the sales tax, the Chamber filed with the Committee an exhaustive brief along the lines of the report of the legal committee.

In the brief were inserted the following analyses of sales of pianos and phonographs, indicating clearly the disastrous effects of an excise tax which drains the cash resources of the industry in the initial stages of every sale:

Analysis of 1914 Piano Sales	
Total Number, 712.	
	Per Cent of Total Number
Cash received at time of sale:	
Less than 2½ per cent of price.....	12
Less than 5 per cent of price.....	26
Less than 10 per cent of price.....	23
Less than 15 per cent of price.....	8
Less than 25 per cent of price.....	8
25 per cent and over.....	21
Analysis of 1920 Piano Sales	
Total Number, 1,010.	
Cash received at time of sale:	
Less than 2½ per cent of price.....	4
Less than 5 per cent of price.....	11
Less than 10 per cent of price.....	26
Less than 15 per cent of price.....	17
Less than 25 per cent of price.....	15
25 per cent and over.....	24
Analysis of 1914 Phonograph Sales	
Total Number, 2,049.	
Cash received at time of sale:	
Less than 2½ per cent of price.....	7
Less than 5 per cent of price.....	3
Less than 10 per cent of price.....	15
Less than 15 per cent of price.....	24
Less than 25 per cent of price.....	20
25 per cent and over.....	28
Analysis of 1920 Phonograph Sales	
Total Number, 4,794.	
Cash received at time of sale:	
Less than 2½ per cent of price.....	2
Less than 5 per cent of price.....	22
Less than 10 per cent of price.....	29
Less than 15 per cent of price.....	23
Less than 25 per cent of price.....	23
25 per cent and over.....	27
Analysis of 1914 Piano Sales	
Total Number, 657	
Elapsed time between dates of sale and final payment:	
Less than one year.....	10
One to two years.....	12
Two to three years.....	27
Three to four years.....	33
Four years and over.....	15
Analysis of 1920 Piano Sales	
Total Number, 934.	
Elapsed time between dates of sale and final payment:	
Less than one year.....	8
One to two years.....	34
Two to three years.....	30
Three to four years.....	21
Four years and over.....	4
Analysis of 1914 Phonograph Sales	
Total Number, 1,926.	
Elapsed time between dates of sale and final payment:	
Less than one year.....	60
One to two years.....	33
Two to three years.....	4
Three to four years.....	1
Four years and over.....	1
Analysis of 1920 Phonograph Sales	
Total Number, 4,183.	
Elapsed time between dates of sale and final payment:	
Less than one year.....	55
One to two years.....	42
Two to three years.....	1
Three to four years.....	1
Four years and over.....	0

BROWN CO. OPENS BRANCH STORE

J. W. Brown Has New Shop in Alliance, O.—Talking Machines and Players Also Handled

ALLIANCE, O., June 4.—The J. W. Brown Piano Co., of Canton, O., has opened a branch store at 51 East Main street, that city, carrying a line of pianos, players and talking machines. The new J. W. Brown Piano Co. took over the business of the late J. W. Brown.

The J. W. Brown Piano Co., located at Third street and Walnut avenue, S. E., is one of Canton's oldest music stores and was established by the late J. W. Brown. This store recently held a most successful piano sale, during which time a special advertising campaign was conducted in newspapers of Canton and surrounding cities.

WILL OPEN VICTROLA STORE

SEBRING, O., May 30.—The Drake & Moninger Co., with stores in Alliance, Canton and East

Liverpool, has leased a storeroom on Fifteenth street and, on or about May 20, will open a branch store, with a complete stock of Victrolas, records and musical merchandise. The large room in the Stewart block will be used as the display room. The Drake & Moninger Co. recently opened its new store at Alliance, O.

C. E. BYRNE HONORED

Secretary and Treasurer of Steger & Sons Piano Mfg. Co. Admitted to the Practice of Law Before United States Supreme Court

C. E. Byrne, secretary and treasurer of Steger & Sons Piano Mfg. Co., Chicago, and Steger, Ill., was singularly honored last month when he was admitted to the practice of law before the United States Supreme Court in Washington.

Mr. Byrne, accompanied by Mrs. Byrne and his mother, stopped in New York a few days the latter part of last week on their return from Washington.

Back to the Old Price—

HERE'S some real news! Bubble Books "that sing" are now selling at the price that made them famous—\$1.25.

"Good stuff," you say—well, we're just as glad as you are. When you can offer a book with wonderful colored illustrations, new fairy stories and three real phonograph records for the price of one record or story book alone—it means real business for you.

When you sell one Bubble Book, you create a steady customer. Invariably they continue to buy until they have the complete series of twelve. That's why we say, "When you sell one, you sell a habit."

Bubble Books are an all year round proposition—backed by a house with 104 years of honest merchandising. For a minimum investment and a maximum turnover you can't beat—

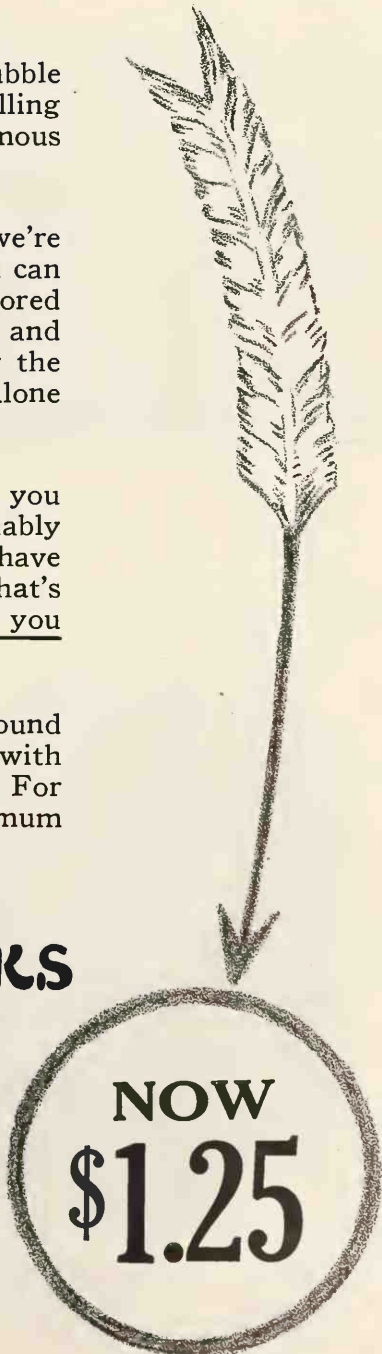
BUBBLE BOOKS

"that Sing"

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street
NEW YORK CITY





Frank Crumit's "Pucker Up and Whistle (Till the Clouds Roll By)" is such a snappy, cheerful selection it will bring you a world of customers. And they'll all stay to listen to his new "daddy" song "Nestle in Your Daddy's Arms," played last month as a fox-trot by Art Hickman's Orchestra. Be sure to order a big supply of A-3406.

Columbia Graphophone Co.
NEW YORK

Mlle. BORI VISITS UTICA

Famous Victor Artist Calls on Victor Dealer— Wins Many Friends and Admirers

Utica, N. Y., June 6—Mlle. Lucrezia Bori, famous operatic star and exclusive Victor artist, was a recent visitor to this city, calling at the



Mlle. Bori in Roberts Store

Victor department of the John A. Roberts store. Mlle. Bori was entertained by Manager Stocher and his staff and won hosts of friends through her pleasing personality.

The John A. Roberts store is one of the Henderson chain of department stores and handles

Victor products exclusively in its talking machine department. The store has developed a splendid clientele for Victrolas and Victor records and its list of patrons is steadily increasing.

GRAFONOLA AIDS TYPISTS

Underwood Typewriter School Using Grafonola to Help Students "Speed Up"

The Columbia Grafonola is being used to advantage in the typewriting class of the employment department of the Underwood Typewriter Co., New York. Several members of the Columbia Graphophone Co.'s educational department visited the Underwood building a few days ago and were gratified to find that the Grafonola was giving splendid service. Using a small-size instrument (the type C), and with thirty-three typewriters in operation, and traffic noises outside, the tone of the Grafonola could be heard distinctly. The students were controlled by the rhythm of the music and the typewriting exercises, and many of them attained a speed far beyond their expectation.

Harold W. Smith, of the Gregg Shorthand School, who is the instructor in charge of the class, referred to the use of the Grafonola as follows: "I prefer the Columbia Grafonola in my typewriting work for its purity and volume of tone, its simplicity and convenience of attachments which make regulations possible with little waste of time and distraction."

"THE MAKER'S MEDALLION"

Opportunity for Dealers to Educate the Public Against Fraud by Use of Cut

The Brunswick-Balke-Collender Co., Chicago, Ill., recently issued what is entitled "The Maker's Medallion," which is designed to be used by dealers in advising the buying public to see that



The Brunswick Medallion

when they buy an instrument it contains this medallion showing the maker's serial number. It is pointed out that it is a protection against imposition and fraud. Dealers are urged to use this cut in their advertising copy, and therefore take the offensive against the "gyp."

COLUMBIA PATRIOTIC ENVELOPE

The Dealer Service department of the Columbia Graphophone Co. has just completed an attractive patriotic record envelope that can be used to advantage by Columbia dealers in con-



Envelope Suitable for Patriotic Occasions
nection with all patriotic holidays. The design is distinctive and the use of the envelope cannot fail to furnish excellent publicity for the dealer using it and for Columbia product as a whole.

Any man or book that will cause us to think of ten things that we never thought of before is worth listening to, or reading, and it makes no difference whether we agree or not.

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

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

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St. New York City
- Yahr & Lange Drug Co.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, GLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

BARNES CO.'S UNIQUE PUBLICITY

The Brunswick Co. announced recently that the Barnes Music Co., Los Angeles, is now featuring the Brunswick exclusively. The Barnes organization was one of Brunswick's earliest dealers on the Coast. The accompanying illustration shows H. E. Wallace, of the Barnes Co., as he looks when on the job boosting the Brunswick by means of a giant model of this well-known



Manager Wallace Boosting Brunswick machine set on the back of his runabout. When calling on a customer it isn't necessary for Mr. Wallace to put the prospect to the trouble of coming down to the store, as he carries a Brunswick machine with a full complement of records within this giant model, which is in reality a container for just such purposes.

The Auburn Music Co., Auburn, N. Y., has recently taken the agency for the new Edison phonograph, which finds a prominent place in the handsome remodeled store of the company, of which R. H. Hole is manager.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

	Each
3/8 inch x 10 feet for all small motors.....	\$.40
1/2 " x 10 " " Columbia, Pathe, Heinenman.....	.45
1 " x 10 " " Columbia.....	.50
1 " x 11 " " Columbia with hooks on end.....	.50
1 " x 13 " " Victor.....	.50
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heinenman and Pathe.....	.60
1 1/8 " x 18 " " Heinenman and Pathe.....	1.05
1 " x 10 " " Saal Silver-tone and Sonora.....	.60
1 " x 13 " " Brunswick, Saal and Sonora.....	.70
1 " x 16 " " Brunswick, Saal and Sonora.....	.85
1 1/4 " full size for Edison Disc Machines.....	1.90

SAPPHIRES—GENUINE
Pathe, very best, loud tone, genuine, each 15c, 100 lots \$11.50.
Edison, very best, loud tone, 15c each, or \$12.00 in 100 lots.

TONE-ARMS
The very best in throw-back style, very loud and clear, \$5.00 each.
Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES
We are jobbers in Brillantone Steel Needles, Magnedo, Wall-Kane, Tonofone, Nupoint, and the Gilt EDGE Needles.

ORDER RIGHT FROM THIS AD
Send for price list of other repair parts and motors.
Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if wanted by parcel post, or we will ship by express.

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

HONORED BY PUTNAM-PAGE CO.

Miss Margretta S. Scherff and Arthur E. Severe
Given Dinner by Peoria Jobbers

PEORIA, ILL., June 1.—The Putnam-Page Co., Victor distributor, gave a dinner Friday evening, May 27, at the Peoria Automobile Club, in honor of Arthur E. Severe and Miss Margretta S. Scherff, who, with Russell L. Stutzman, are opening the Peoria Music Shop, an exclusive Victor store.

Both Mr. Severe and Miss Scherff were for many years connected with the Putnam-Page Co. in the wholesale business, and the dinner gave their former associates in the Putnam-Page Co. an opportunity to express their good wishes for their success in their new venture.

Besides Mr. Severe, Miss Scherff and Mr. Stutzman as guests of honor, the dinner was attended by the Princess Watahwaso, a noted Victor artist, who is to sing at the opening of the new store, and R. N. Macdonald, who is the accompanist for the Princess.

F. H. Putnam, president of the Putnam-Page Co., made a short address in which he expressed the sentiment of his fellow workers in the Putnam-Page Co. wishing the new firm success in the Victor business. Among those present were: Misses M. A. Cloud, Margretta S. Scherff, Rose Herndon, Anna Thumma, Bernadine Riegel, Marie Kaiser, Marie Spitzer, Eva Wonder, Loo Kcirna, Princess Watahwaso, R. N. Macdonald, F. H. Putnam, Roy Page, P. A. Ware, A. E. Severe, R. L. Stutzman, J. D. O'Malley, Lyle Straight, C. J. Carey, L. S. Putnam, B. J. Oltmanns, Everett Reed, Chas. Stahl and W. P. Mosher.

MRS. E. M. McCLUSKY PROMOTED

PORTLAND, ORE., May 28.—Evelyn McFarland McClusky, who has had charge of the educational department of the Sherman-Clay retail store of this city, has been promoted to the position of educational director for the Sherman-Clay wholesale department, with headquarters in this city, under the direction of Elmer B. Hunt. Mrs. McClusky has developed a very splendid educational department in the retail store and was the motive force back of the successful musical memory contest which was staged by her in the public schools of this city. She will now give her attention to the Oregon district, which covers a very large territory, and she is very enthusiastic over the great opportunity given her to extend her work and promote musical education in the enlarged field given her.

TESTING THE CURIOSITY APPEAL

A certain business man, located in California, has secured some excellent results through the curiosity appeal. This man places a photograph of himself on the left-hand side of his letter envelopes. Underneath this photograph appears the words "Let's Get Acquainted." There is nothing else to indicate who is sending the letter. Some talking machine man might find it worth while to try the scheme.

A SIAM SOO WINDOW DISPLAY

The Walgreen Co.'s Talk Shop, 7101 Cottage Grove avenue, Columbia dealer, recently used Siam Soo, the celebrated Columbia novelty dancing doll, as the basis for an effective window display. This window attracted the attention of all passersby and was responsible for an increased volume of sales, in addition to the sale of several Siam Soos.

L. HAMMOND CRABTREE A VISITOR

L. Hammond Crabtree, sales manager of the International Mica Co., of Philadelphia, Pa., was among the recent visitors to the metropolis. He spent several days in the New York territory calling upon the manufacturers of talking machines and distributors of talking machine accessories.

**They sell easily
and make good
profits for YOU**

For every phonograph you sell, you sell many records, and for every record you sell you should sell many needles. *Wide-awake dealers are making needles a steadily increasing source of income.*



Semi-Permanent

NEEDLES

are neither new nor experimental. They've been on the market for a long time, they've demonstrated their superiority, they are well advertised, they're well known, and *they're in demand.* It pays to push these famous quality needles which mean money for you and satisfaction for your customers.

Loud — Medium — Soft

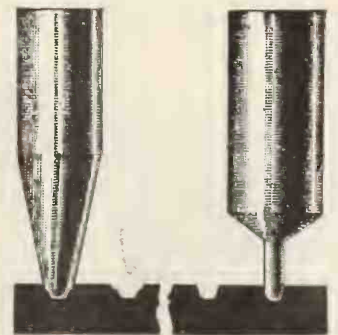
25c. a card of 5
(40c. in Canada)

Today send in your order

**Sonora Phonograph
Company, Inc.**

GEORGE E. BRIGHTSON, *President*
279 Broadway New York

Canadian Distributors
I. Montagnes & Co.
Toronto



The ordinary steel needle (left), being tapered, increases in diameter and wears the sides of the record grooves. The Sonora needle (right) has parallel sides, increases the records' life and plays many times without changing.

Large Market for Records Among Summer Cottagers If Trade Is Intelligently Developed

A Summer cottage without a talking machine is like a choir loft without an organ—at least so it seems to those inveterate talking machine fans who long since have found the singing and instrumental disc an unfailing necessity and source of gratification in the home.

Yet, granting a talking machine is a fine thing to have in a Summer cottage, it is sometimes a deucedly hard thing for the occupiers to get records. The dealers are not always there or in sight, for that matter. There are numerous points to which cottagers go for their supplies during the months of May, June, July and August—stores which supply all their needs but talking machine records. The Talking Machine World has in mind a little village bordering the Hudson, on the fringe of the Catskill Mountains. There are three general stores in the place catering to the cottagers and yet one cannot secure records anywhere in the village. The same conditions can be duplicated in scores of cases which might be cited by persons familiar with the Summer resorts in the Eastern States.

A talking machine can hardly be expected in every Summer cottage, boarding house, hotel and ice-cream parlor at the various resorts unless these people are followed up with an adequate record service. Would people bother taking cameras with them in the Summer if they could not buy rolls of films at the shopping centers of their districts? Would people buy motor launches or "put-puts" if they had to take up enough gasoline to do them for the Summer? Would people think a fountain pen a handy thing at the Summer hotel if they could not buy ink locally? How limited would be the service of a Summer post office that did not

sell postage stamps and many other essentials.

To have the talking machine in general use as it ought to be at the Summer resorts it will become necessary to see to it that Summer boarders, cottagers and Summer boarding house proprietors will be able to easily secure supplies of new records and needles.

A case comes to mind that should be cited as a warning. In a village where there is a certain

Much Attention Given to Phonograph Sales in Summer, but Insufficient Effort to Sell Records to Cottagers

all-year-round trade, but which is largely increased through the coming of Summer cottagers and boarders, a druggist was enterprising enough to secure a phonograph agency. But he so overcharged and gouged the public in their purchases of drugs, etc., that he earned their ill-will instead of good-will. He was the sort of fellow who, when he saw a young fellow coming in with a girl for ice-cream cones, would inquire if he wanted the 5-cent or 10-cent size. No matter which he wanted the young fellow would be

ashamed to say the cheaper in front of the lady, consequently he would say, "Oh, the larger ones." He would pay his 20 cents, but get two 5-cent cones just the same.

Of course, the druggist could not ask more than one dollar for a dollar record, but his policy of "soaking people" was so generally noted that naturally his record business never had a square chance to see what it could do.

Two cases have come to the attention of The World where a branch talking machine store for the Summer is to be tried out. Also one or two cases of new dealers applying for a record agency so as to be in a position to cater to the Summer trade.

MUSIC HELPS ENGLISH WORKERS

Talking machine and player-piano music is being tried with some success by English firms who want to introduce a better morale among their workers. The production of these employes, as well as their efficiency, has perceptibly increased, according to the employers, since the introduction of rhythm into the workshops. Waltz music, it is said, brings the best results, while jazz has been proven demoralizing. The experiment is not unknown in the United States where great success has been achieved.

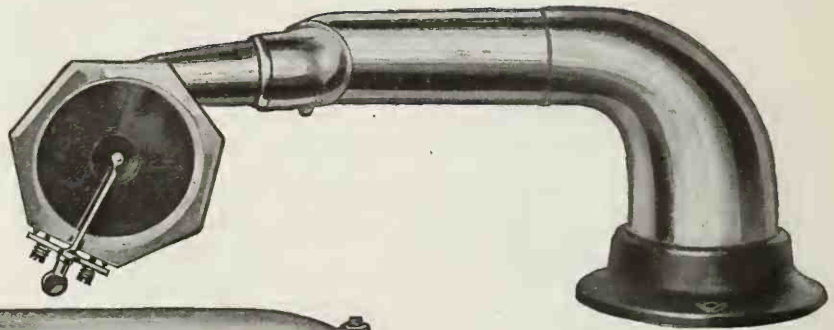
The F. F. Herrmann Talking Machine Corp., of Richmond, Va., has increased its capital stock from \$10,000 to \$20,000.

Are you advertising in a favorable atmosphere and where the "trade winds" are strongest? is a timely question.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

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

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

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

FIGURES ON TALKING MACHINE EXPORTS AND IMPORTS

Total Exports for Ten Months Ending April Amounted to \$10,508,905—March and April Show Decided Falling Off in Trade—Imports for These Months Also Show Decline

WASHINGTON, D. C., June 4.—In the summary of exports and imports of the commerce of the United States for the months of March and April, 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 March, 1921, amounted in value to \$51,566, as compared with \$96,559 worth which were imported during the same month of 1920. The nine months' total ending March, 1921, showed importations valued at \$583,633, as compared with \$606,801 worth of talking machines and parts during the same period of 1920.

The dutiable imports of talking machines and parts during April, 1921, amounted in value to \$88,517, as compared with \$34,784 worth which were imported during the same month of 1920.

The ten months' total ending April, 1921, showed importations valued at \$672,150, as compared with \$641,585 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,289, valued at \$125,508, were exported in March, 1921, as compared with 4,987 talking machines, valued at \$259,305, sent abroad in the same period of 1920. The nine months' total showed that we exported 59,607 talking machines, valued at \$2,689,874, as against 56,316 talking machines, valued at \$2,501,570 in 1920, and 37,441 talking machines, valued at \$1,103,526, in 1919.

Talking machines to the number of 3,159, valued at \$146,409, were exported in April, 1921, as compared with 8,238 talking machines, valued at \$380,719, sent abroad in the same period of 1920. The ten months' total showed that we exported 62,766 talking machines, valued at \$2,836,283, as against 64,554 talking machines, valued at \$2,882,295, in 1920, and 41,184 talking machines, valued at \$1,244,583, in 1919.

The total exports of records and supplies for March, 1921, were valued at \$204,053, as compared with \$357,256 in March, 1920. For the nine months ending March, 1921, records and accessories were exported, valued at \$2,378,600; in 1920, \$2,940,697, and in 1919, \$2,060,841.

The total exports of records and supplies for April, 1921, were valued at \$225,548, as compared with \$403,040 in April, 1920. For the ten months ending April, 1921, records and accessories were exported valued at \$2,604,148; in 1920, \$3,343,737, and in 1919, \$2,327,571.

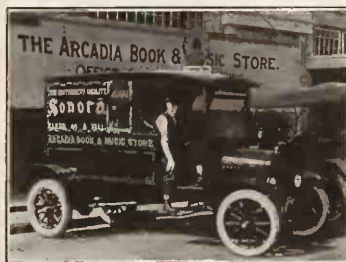
HARROLD AT P. B. WHITSIT PLANT

Great Metropolitan Tenor Meets Victor Dealers and Compliments Perry B. Whitsit on Plant

COLUMBUS, O., May 31.—During the recent visit to this city of Orville Harrold, the Metropolitan tenor and Victor artist, who was heard in song recital, accompanied by Emil Pollack, he was the guest of honor at a reception given in the parlors of the Perry B. Whitsit plant. The Victor dealers of this city were invited to meet him, and they were all delighted to get in touch personally with this celebrated singer, whose records are so well and favorably known. Mr. Harrold remarked that the Whitsit plant is the finest of its kind in the country, and he has visited nearly all of them.

TIMELY ADVERTISING ON TRUCK

The Arcadia Book and Music Store, Arcadia, Fla., Sonora dealers, recently bought a new delivery truck and used the entire space of the



Enterprising Florida Dealer large panel to illustrate and advertise the Sonora line. The display shows up to advantage, as will be seen by the accompanying photograph.

INTRODUCE THE CLAROLIN

The Clarolin, a new device for improving tone quality, has recently been placed on the market by Montgomery, MacDonald & Co., New York, and territorial rights are now being allotted to jobbers. A sales campaign has also been introduced in behalf of this new device.



BLANDIN

THE tone reproduction of the Blandin Phonograph, controlled through the sound chambers, is the exact tone created by the artists when the records were in the making. There are no confusing elements of sound. Nothing is added, nothing is lost. A comparative demonstration in your store will reveal Blandin qualities heretofore unknown to you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



DICTAPHONE USED IN JUNGLES

The Board of Foreign Missions of the Methodist Episcopal Church have put the dictaphone to a new use in the jungles of Africa, which opens up a new field for the use of this instrument. The missionaries from this organization are using the dictaphone to correctly correlate the speech of the bush natives into an organized grammar which can be expressed in chirographic symbols. This is done with the idea of teaching the natives to read and thus establishing the fundamentals of education.

He was a mean and cynical man who remarked that the English language was called the mother tongue because father never got a chance to use it.—Van Duprim Magazine.



Keep your shop busy during the Summer

Dress Up Your Window With

UKULELES

They are popular summer vacation instruments, and sell quickly, because they are

Inexpensive
Easy to Play
Easy to Carry
Easy to Pack

Add a few Mandolins, Guitars and Banjo Ukuleles

Write for complete lists of all musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)

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

You can HEAR IT
and BUY IT HERE!

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS, FRANCE
PUBLISHED IN AMERICA
By LEO. FEIST Inc New York

**MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING
AMERICA AS IT ALREADY HAS WON EUROPE**

REAL CONSTRUCTIVE WORK OF THE TRADE IN DENVER

Celebration of Music Week a Great Success—Knight-Campbell Music Co. Activities—Great Assemblage of Dealers Attend Gathering in Denver—Meet Edward Johnson, Grand Opera Star

DENVER, COL., May 30.—Denver's Music Week has closed in a blaze of glory. During last week practically every musical house had a program of entertainment of some variety, and many foreign and local musical organizations were heard in the local theatres and auditoriums. "Give a Thought to Music" was the slogan adopted by the Music Week Committee and, judging from the great interest created and the number of out-of-town visitors, it is very evident that Music Week in Denver has done much in the way of advancing music appreciation. Naturally this concentration of the public's mind upon music has had a very beneficial effect upon music houses from a sales standpoint, practically all of whom have left nothing undone to capitalize the opportunity thus presented.

Mr. Weidensaul, of the Mason & Weidensaul Co., proprietor of the Victrola Shop, located in the Daniels & Fisher Storage Co., is now attending the Victor School of Salesmanship at Camden. From letters which have been received from him it is very evident that he considers his trip well worth the time and expense required for visiting the school. Mr. Weidensaul will be away for several months, visiting various points

in the East, including Boston and an extended visit to his home in Allentown, Pa.

Of greatest interest to the local talking machine trade is the appointment of Joe Spain as manager of the talking machine department of the American Furniture Co. Mr. Spain at one time was proprietor of a successful music store in El Paso, Texas.

T. P. Pattison, of the Pattison Music Co., has been confined to his home for a period of several weeks, due to sickness, and his friends regret that he is not yet able to attend to business at his downtown store.

The following concerns have recently opened up Victrola departments: Laman & Johnson, 35 South Broadway, Denver; Craigs Drug Store,

Craigs, Col.; Pioneer Pharmacy, Wheatland, Wyo.; Elquest Furniture Co., Torrington, Wyo.; E. L. Montgomery, Chappell, Neb.

Grand Opera Week in Denver was a very wonderful event, and unquestionably was a great success from every standpoint. Many out-of-town visitors attended all performances of the Chicago Opera Company, among whom were



Edw. Johnson Autographing Victor Records for Dealers

Mr. and Mrs. W. C. Alexander, of the Alexander Drug and Jewelry Store, Salida, Col., Victor dealers at that point. Mrs. E. G. Paster, of Colorado Springs, proprietress of the Paster Music Shop, was also a visitor.

Victor dealers and their sales people were invited to the Victor wholesale quarters of the Knight-Campbell Music Co. to meet one of the opera stars, Edward Johnson, in person. Mr. Johnson gave a very interesting talk to the sales people on his experiences as an opera star and his experiences as a record maker. The very enthusiastic endorsement of the Victrola and Victor records by Mr. Johnson delighted the hearts of the sales people. Many other things taken up during his talk caused them to go away with the determination to devote more time, in their selling work, to Red Seal selections.

R. A. Bryant, manager of the Victor wholesale department of the Knight-Campbell Music Co., and J. A. Frye, sales manager, recently visited dealers in Garden City, Kan.; La Junta, Col.; Pueblo, and other Arkansas Valley points. They report that Joe Adamek, proprietor of the La Junta Jewelry and Optical Co., La Junta, proved to be a very gracious host. Mr. Adamek is located in a very prosperous Colorado city, and has for years conducted a very successful music department.

Miss Grace Hunter, educational director of the Victor wholesale department of the Knight-Campbell Music Co., has just returned from a month's tour, where she gave demonstrations of educational work in various schools in the southern part of Colorado and the northern part of New Mexico. This work was carried on in the

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory
Representative:

LOUIS A. SCHWARZ, Inc.

1265 Broadway
New York City

dealers' behalf. Considerable enthusiasm over the educational phase of the talking machine business was created.

C. G. Campbell, president of the Knight-Campbell Music Co., and A. W. Landay, manager of the Victor retail department of the company, have just returned from the music trades convention in Chicago. E. A. Cox, president of the Denver Music Co., also attended.

H. D. Leopold, traveling representative of the Victor Co., has been transferred from the Colorado territory to the California territory. He succeeds Otto May, who is to fill the position of assistant in the traveling department at Camden.

Mr. Saunders, of the Denver Music Co., has been confined to his home for a considerable length of time, owing to a throat operation. His friends are pleased to note that he is again on duty at the Denver Music Co., where he shapes the destiny of the talking machine department.

ROAD SIGN WELL RECEIVED

Metal Sign Advertising Co. Attains Considerable Success With Its New Victor Road Sign—Factory Facilities Doubled to Meet the Requirements of the Talking Machine Trade

The Metal Sign Advertising Co., Inc., Muscatine, Iowa, has recently introduced a Victor road sign, which is meeting with exceptional success. Victor dealers and distributors in all parts of the country have placed orders for these signs and they are now making their appearance along the most important roads and highways.

The company is manufacturing this sign in conjunction with its complete line of metal signs that has been on the market for quite some time. These signs have all attained popularity in their respective trades, as they embody a new process which is distinctive and artistic.

The Metal Sign Advertising Co. started in business only two months ago, being an Iowa corporation, formed by H. B. Lord, as president and treasurer of the company, and H. W. Zeug as vice-president and secretary. In this very short space of time the company has doubled its factory facilities in order to meet the demand of its trade and has gone to considerable expense in perfecting its product. The construction of its beaded sign is a patented process, which forms a most attractive framing. The bead is formed by rolling the sides and ends of one piece of galvanized steel, which gives an artistic effect, and makes the sign durable.

AN INTERESTING BULLETIN

The "Imico" bulletin issued by the International Mica Co., Philadelphia, Pa., has gained a place for itself among house organs produced by manufacturers. This interesting folder has already reached its sixth volume and sixteenth number, and is valuable to a high degree in the sales campaign of the International Mica Co.

On the first page of the June issue is reproduced the photograph of James A. Crabtree, vice-president of the company, who is at present in European fields investigating trade conditions. Mr. Crabtree is expected to return in a month or so and will probably bring with him much valuable information regarding foreign conditions. His previous investigation, in the same field, of one year ago proved so valuable that the present trip was undertaken.

Besides the plans of Mr. Crabtree's trip, the "Imico" bulletin contains an interesting listing of the large number of purposes for which "Imico" mica is used.

The Paul Whiteman records of the Victor line are increasing in popularity. This orchestra seems to be just what the people like for dancing—it is away from the loud jazz, of which the people have had their fill, apparently. In other words, people still like syncopation, but they want it played moderately and not with all the noise that most orchestras have played such music in the past.

ATTRACTIVE AMBEROLA WINDOW DISPLAY FOR JULY



That the oldest of phonographs, the Edison Diamond Amberola, is still going strong is one of the most encouraging signs of the talking machine industry. The series of Amberola window displays created by Edison Litho, Inc., New York, are meeting with great favor by Amberola dealers as powerful aids to selling. The July display illustrates a happy outdoor scene featuring the portability and convenience of the new portable Amberola model.

TALKING MACHINE MEN, INC., MEET

Monthly Meeting of Local Association Held This Week—Numbers From Jack Mills, Inc., Catalog Heard—C. D. Isaacson Talks

The Talking Machine Men, Inc., an organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, held their regular monthly meeting at the Cafe Boulevard on Wednesday, May 18.

The meeting was well attended and was preceded by a luncheon, during the course of which several professionals rendered the current song hits from the catalog of Jack Mills, Inc., the well-known New York publishing house, and in addition demonstrated several numbers which are to be featured by that organization during the Summer months.

Sidney C. Caine, of the Mills Co., made an ad-

dress in which he described the merits and the special features of the songs rendered and also told of the plans of the Mills organization to give the newer numbers unusual publicity. The songs included "Sleepy Head," purchased by Jack Mills during his recent trip to the Pacific Coast, sung by Alice Shedon; a new Indian number, "Wana," sung by Jack Strauss; a ballad entitled "Calling" and a novelty, "Oh, Marie."

Irwin Kurtz, president of the association, read several letters which had been received from Senators and Representatives in Washington commenting upon the possible passage of a bill for an increased special tax on musical instruments. The members of the association were asked to write their Washington representatives, showing the unjustness of any increase.

Charles D. Isaacson, editor of the "Music in the Home Page" of the New York Globe, made a very interesting address.

This splendid record cabinet number 404 goes to the dealer for \$9.00



FOLLOW up your table type phonograph sales with UDELL record cabinets. When you get a UDELL cabinet in the home you not only make that extra profit but you immediately start again the buying of phonograph records

Number 404 for VICTROLAS IV and VI. Height 32". Width 17". Depth 17". In either quartered oak or mahogany front. Holds 208 Victor records.

The UDELL WORKS

Indianapolis, 1255 West 28th Street



STEGER

*the finest reproducing
Phonograph in the World*

Prestige and Profits



Model 506
\$295.00



Model 502
\$145.00



Model 503
\$165.00



Model 509
\$235.00

EVERY form of musical entertainment finds in the Steger that rare charm of perfect tone-reproduction which has made this delightful phonograph a big favorite in thousands of homes.

Its remarkable fidelity to original tone-values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

Artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the beautiful Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

Steger Phonographs are backed by a great and profitable merchandising plan. Write for the Steger proposition and Steger Phonograph style brochure today.

Desirable territory open.

Phonograph Division

STEGER & SONS

Piano Manufacturing Company

Steger Building, - - CHICAGO, ILL.

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

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



Model 500
\$95.00



Model 505
\$220.00



Model 504
\$200.00



Model 501
\$115.00



Model 510
\$290.00

GREAT OPPORTUNITIES EXIST

Abram Davega Talks Most Interestingly and Optimistically Anent Business

Abram Davega, vice-president of the Knickerbocker Talking Machine Co., New York City, Victor wholesaler, gave his view on current conditions and the attendant opportunities in a recent interview with The Talking Machine World. Mr. Davega said, in part: "A year ago Victor dealers everywhere were clamoring for more goods. To-day general business conditions are not so good and, of course, the talking machine industry is feeling its share of the slowing up. While orders are being received in goodly number they, of course, do not equal the tremendous demand of last year. Present conditions, however, offer exceptional opportunities to both the distributor and retailer. The opportunities are greater than last year; goods are not only more plentiful, but we are able to help the dealer more. There are many helps available, not only our own individual sales co-operation, but many of the well-advertised services. With good use of the many sales helps at his command I believe that the Victor dealer will find good business coming his way."

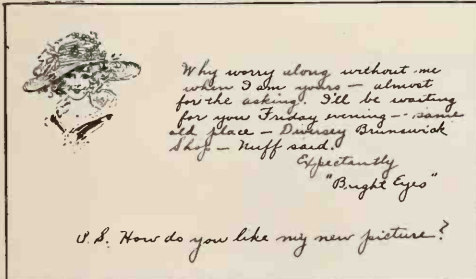
NEW QUARTERS FOR OFFICES

Efficiency Electric Corp. Now Has Headquarters at 342 Madison Avenue, New York

The executive offices of the Efficiency Electric Corp. have been moved from 149 Broadway to 342 Madison avenue, New York. The Efficiency Electric Corp. is the manufacturer of an electric motor produced in its own factory at Lowell, Mass. The company has just issued a new illustrated, descriptive booklet on its "True-Time Motor," which is now being forwarded to the trade.

EFFECTIVE INTEREST STIMULATOR

The Diversey Brunswick Shop, of Chicago, has a novel and interesting plan to effectively bring to the attention of customers its wares, service and store. The illustration, featuring "Bright



Card on "Bright Eyes" That Won Out Eyes," reproduced below is printed on the reverse side of a plain United States postal card and is mailed to the customer. The plan has proved very effective, noticeably increasing the number of inquiries regarding this number.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
 41 Union Square, New York City

DIRECTING CHAMBER OF COMMERCE

Several Talking Machine Men Among Officers and Directors of Music Industries Chamber of Commerce for the Coming Year

Members of the talking machine trade will, during the coming year, play a prominent part in the conduct of the Music Industries Chamber of Commerce through the election of several prominent members of the industry as officers and directors in that big central organization.

At the annual convention of the Chamber of Commerce held in Chicago last month a budget totaling \$129,400 for carrying on the Chamber's work during the year was approved by the various affiliated organizations. This budget provides for the payment into the Chamber's coffers by the talking machine industry of \$40,000 during the year. Practically all this sum will come from the manufacturers, several of whom are individual members of the Chamber of Commerce.

At the election held at the last meeting of the

Chamber Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., was named as second vice-president, and John G. Corley, head of the Corley Co., Richmond, Va., Victor wholesaler, was elected treasurer. The directors include C. A. Grinnell, past president of the Chamber and head of Grinnell Bros., Victor wholesalers in Detroit; James F. Bowers, chairman of the board of directors of Lyon & Healy, Victor wholesalers in Chicago; L. C. Wiswell, of the same house, as president of the National Association of Talking Machine Jobbers; H. L. Willson, general manager of the Columbia Graphophone Co., and William Maxwell, vice-president and general manager of Thos. A. Edison, Inc.

TRIBUTE TO A GREAT TENOR

"Thank God that somebody still lives to uphold the standard of bel canto," is the inscription on a card from Jean de Reszke, one of the cherished mementos brought back from France by John McCormack, the great Victor artist.

ODEON RECORDS

ARE THE TALK OF THE TRADE

We release this month

THE NEWEST POPULAR HITS
 catalogued in our new supplement

Also Ready for Delivery
 many of the good sellers of our
STANDARD REPERTOIRE
FOREIGN LANGUAGE RECORDS and ARTISTIC SERIES

Place your order now for these

FOUR VERITABLE GEMS
 Sung by
JOHN McCORMACK
 Made in Europe by the Odeon Co.

Am 33011 Absent (John W. Metcalfe)
 " 33017 A Nation Once Again
 " 33018 Dear Little Shamrock
 " 33020 Roses (Stephen Adams)

American Odeon Corporation
 100 WEST 21ST STREET
 NEW YORK

THE WINDOW AS A TRADE BUILDER

Iowa Mercantile Co., Newton, Ia., Emphasizes Its Progressiveness by Utilizing the Window of Its Store to Very Profitable Purpose

The value and importance of the window as a trade stimulator and business getter have been referred to frequently in *The World*, but the



Special Victor Artist Window

subject will bear repetition because of its timelessness. It is notable that those dealers who realize the sales value of their windows are steadily forging ahead. They command the at-



Window Display Devoted to Dancing

tention and support of the community. This is a point that other dealers should keep in mind when somewhat indifferent to the importance of the window.

These remarks are adduced by photographs which were recently received from the Iowa Mercantile Co., Newton, Ia., showing two special window displays prepared by H. Lionel Webster, which, it will be admitted, are cleverly handled. The first is devoted entirely to Victor artists and emphasizes not only the great roster of artists whose records are handled, but the attractive display in itself interests. The second photograph is that of a Victor dance record window, in which all the standard dances are represented in the records which appear right in front of the display. It will be observed that this window is also artistically arranged and Display Manager Webster is entitled to congratulations. Too much emphasis cannot be placed on the artistic arrangement and the frequent changing of the windows. The dealer who concentrates on this department of publicity intelligently is going to derive marked benefits.

INTRODUCE NEW NEEDLE CUTTER

Phonomotor Co. Markets Needle Cutter With Unique Features—Planning for Large Output

ROCHESTER, N. Y., June 6.—The Phonomotor Co., of this city, manufacturer of the Phonostop, is now placing on the market a new needle cutter which is the result of extended laboratory experiments. W. F. Hitchcock, of the Phonomotor Co., has invented a number of successful talking machine accessories, and recently conferred with the trade regarding his new needle cutter.

The cutter that will be placed on the market by this company will retail at 75 cents, and Mr. Hitchcock states that orders for over 30,000 have already been received as the result of his demonstrations on his recent Western trip. The company is providing factory facilities for an output of 250,000 during 1921, and plans are being made for an aggressive sales campaign.

The New York Band Instrument Co., of Manhattan, N. Y., has increased its capital from \$100,000 to \$150,000.

L. M. COLE BACK AT HIS DESK

Sales Manager of Iroquois Sales Corp. Recovers From Operation—Tells of His Experiences With St. Peter and Other Happenings

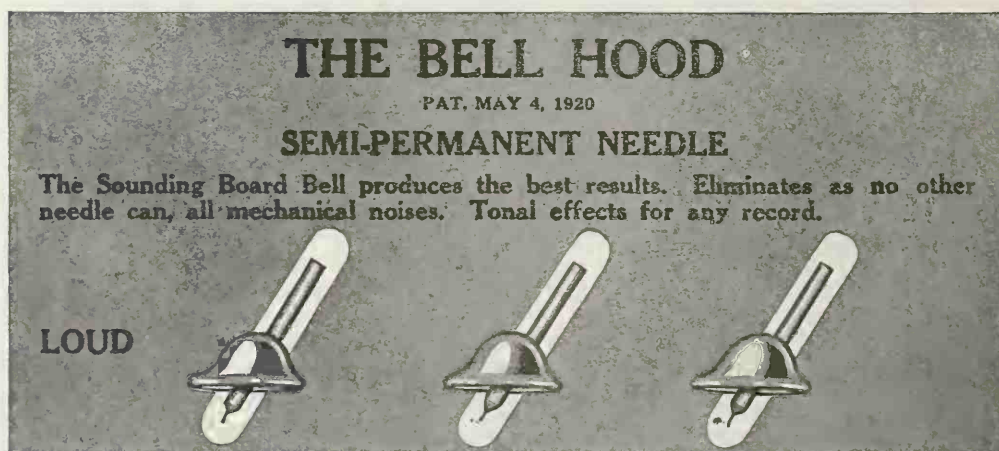
BUFFALO, N. Y., June 4.—Lionel M. Cole, sales manager of the Iroquois Sales Corp., distributor for Granby phonographs and Okeh records, returned to his desk this week after spending a few weeks in the hospital, battling with an old-time illness. Mr. Cole is apparently in the best of health and spirits and has resumed his work with his usual vim and energy.

In a chat with *The World* Mr. Cole commented as follows regarding his sojourn in the hospital: "While 'enjoying' one of the delirious spells incidental to coming out from under the various dopes given me when in the hospital I imagined that I had left this troublous old world and gone straight up to heaven, of course (I told you I was 'delirious'), and was met at the door by the traditional kindly faced old gentleman with a bunch of keys and a nightie on below his whiskers. They were about to fit me out with the usual set of wings, harp, etc., when I put up a roar, saying, 'Heaven won't be heaven to me unless I can have my Granby phonograph and receive all the new Okeh records as they come out—take back your old harp.' This seemed to strike a new angle for the management, though taken kindly and given every consideration. It didn't seem to conflict in any way, as I was informed that there wasn't another talking machine man registered, anyway.

"This fact was my undoing in the end, however, as it was finally decided that perhaps I would be happier with my kind, so they tried to let me down ('down' is good) easy. I was informed that there was a place where they permitted every kind of phonograph and record to be played at the same time, and so I was told to go there. About this time my nurse grabbed me and said gently, 'I wouldn't try to get out of bed if I were you,' and that 'pipe-dream' was ended."

BELL HOOD *Semi-Permanent Neale*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. More than 2000 dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.

July **OKeh** Records Bulletin

- 70001 { DEAR LITTLE SHAMROCK—Tenor with
10 3/4 in. { Orch. John McCormack
\$1.00
- 70002 { A NATION ONCE AGAIN—Tenor with Orch.,
10 3/4 in. { John McCormack
\$1.00
- 70101 { LA TRAVIATA (Arie Der Violetta) (Sempre
10 3/4 in. { Libera) (Verdi)—Soprano with Orch.—(In
\$1.25 { German) Frieda Hempel
- 4344 { GOD BE WITH YOU TILL WE MEET AGAIN
10-in. { —(Sacred)—Contralto-Baritone Duet with
85c. { Organ & String Trio. Helen Clark-Joseph Phillips
- 4346 { JEAN—Baritone with Orch. . . . Bernard Ferguson
10-in. { WHEN THE BELL IN THE LIGHTHOUSE
85c. { RINGS DING DONG—Bass with Orch.,
Wilfred Glenn
- 4341 { NOW I LAY ME DOWN TO SLEEP—Tenor-
10-in. { Baritone Duet with Orch.,
85c. { Charles Hart-Elliott Shaw
- 4324 { DO YOU EVER THINK OF ME—Tenor &
10-in. { Quartet with Orch. Lewis James & Shannon Four
85c. {
- 4325 { AINT WE GOT FUN—Tenor with Rega Or-
10-in. { chestra Billy Jones
85c. {
- 4326 { MY MAN (Mon Homme)—Contralto with
10-in. { Rega Orchestra Aileen Stanley
85c. {
- 4329 { PEGGY O'NEIL—Tenor & Quartet with Or-
10-in. { chestra Sam Ash & Shannon Four
85c. {
- 4340 { THE LAST LITTLE MILE IS THE LONGEST
10-in. { —Tenor with Orch. Lewis James
85c. {
- 4345 { LOST YOUR MIND—Baritone with Rega Or-
10-in. { chestra Shelton Brooks
85c. {
- 4346 { MURDER IN THE FIRST DEGREE—Bari-
10-in. { tone with Rega Orch. Shelton Brooks
85c. {
- 4345 { MONDAY MORNING BLUES—Vocal Quartet
10-in. { The Norfolk Jazz Quartet
85c. {
- 4342 { STANDING ON THE CORNER—Vocal Quar-
10-in. { tet The Norfolk Jazz Quartet
85c. {
- 4342 { IN A MONASTERY GARDEN—(Incidental
10-in. { Voices by Gounod Quartet—Bird Voices
85c. { by Sibyl Sanderson Fagan) . . . Hager's Orchestra
- 4343 { LOVE IN LILAC TIME—Valse—Whistling
10-in. { Solo with Orch. Gertrude Willey
85c. {
- 4343 { MILLIONS D'ARLEQUIN—(Drigo's Sere-
10-in. { nade)—Cello Solo with Piano Julius Berger
85c. {
- 4343 { MELODY IN F—(Rubinstein)—Cello Solo
10-in. { with Piano Julius Berger
85c. {

- 4321 { THE HEATH'RY BREEZE—(Irish Reel)—
10-in. { —Accordion Solo, Piano Accomp.,
85c. { Peter J. Conlon, Accordion
Joseph J. Garry, Piano
- 4336 { MEDLEY OF HIGHLAND SCHOTTISCHES
10-in. { —Accordion Solo, Piano Accomp.,
85c. { Peter J. Conlon, Accordion
Joseph J. Garry, Piano
- 4337 { CAROLINA LULLABY—Waltz,
10-in. { Green Brothers' Novelty Band
85c. {
- 4337 { WHERE THE LAZY MISSISSIPPI FLOWS—
10-in. { Waltz Markel's Orchestra
85c. {
- 4337 { PAPER DOLL—Fox-trot,
10-in. { Rudy Wiedoeft's Palace Trio
85c. {
- 4338 { TEA CUP GIRL—Fox-trot,
10-in. { Julius Lenzberg's Harmonists
85c. {
- 4338 { WHO'LL BE THE NEXT ONE (To Cry Over
10-in. { You)—Fox-trot—Incidental Saxophone by
85c. { Sam Feinsmith) . . . Julius Lenzberg's Harmonists
- 4339 { SIGHING JUST FOR YOU—Fox-trot—(Inci-
10-in. { dental Cornet Obligato by Abe M. Small),
85c. { Rega Dance Orchestra
- 4339 { THE MEMPHIS BLUES—Fox-trot,
10-in. { Tim Brymn and His Black Devil Orchestra
85c. {
- 4339 { CAMP-MEETING BLUES—Fox-trot,
10-in. { Tim Brymn and His Black Devil Orchestra
85c. {
- 4327 { PUCKER UP AND WHISTLE—Fox-trot—
10-in. { (Incidental Singing by Billy Jones, Whistling
85c. { by Margaret McKee) . . . Rega Dance Orchestra
- 4328 { NESTING TIME—Fox-trot. Rega Dance Orchestra
10-in. {
- 4328 { I LOST MY HEART TO YOU—Fox-trot,
10-in. { Markel's Orchestra
85c. {
- 4328 { ORANGE BLOSSOMS—Fox-trot,
10-in. { Markel's Orchestra
85c. {
- 4330 { MY MAN (Mon Homme)—Fox-trot,
10-in. { Green Brothers' Novelty Band
85c. {
- 4331 { WAIT UNTIL YOU SEE MY MADELINE—
10-in. { Fox-trot Banjo Wallace's Orchestra
85c. {
- 4331 { TEA LEAVES—Fox-trot,
10-in. { Ben Selvin and His Novelty Orchestra
85c. {
- 4331 { MOONLIGHT—Fox-trot,
10-in. { Ben Selvin and His Novelty Orchestra
85c. {
- 4332 { I'LL KEEP ON LOVING YOU—Fox-trot,
10-in. { Natzy's Hotel Biltmore Orchestra
85c. {
- 4332 { SUNSHINE—One-step,
10-in. { Natzy's Hotel Biltmore Orchestra
85c. {
- 4333 { CROONING—Fox-trot,
10-in. { Erdody's Hotel Pennsylvania Orchestra
85c. {
- 4333 { WHAT COULD BE SWEETER?—Fox-trot,
10-in. { Erdody's Hotel Pennsylvania Orchestra
85c. {
- 4334 { CHERIE—Fox-trot. Rudy Wiedoeft's Palace Trio
10-in. {
- 4334 { MOONBEAMS (Intro. Chorus of "Hi-Yo")—
10-in. { Medley Fox-trot Perry's Syncopators
85c. {
- 4335 { IRISH MEDLEY WALTZ (Intro.: My Wild
10-in. { Irish Rose, When Irish Eyes Are Smiling,
85c. { Mother Machree)—(M. Perry, Accordion—
Joe Green, Xylophone)—Medley Waltz,
Rega Dance Orchestra
- 4335 { OLD FAVORITES (The Sidewalks of New
10-in. { York, Sweet Rosie O'Grady, Comrades,
85c. { The Bowery)—Medley Waltz—(M. Perry,
Accordion—Joe Green, Xylophone),
Rega Dance Orchestra

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.





With handy cans of Grafonola oil your salespeople can use their spare time by going to customers' homes, oiling their Grafonolas, and playing a few records. This service builds record sales.

Columbia Graphophone Co.
NEW YORK



NEW BRUNSWICK ARTIST

Miss Florence Easton, Famous Operatic Artist, Now Exclusive Brunswick Artist—Records Will Be Released at an Early Date

The Brunswick-Balke-Collender Co., Chicago, has announced that Miss Florence Easton, famous dramatic soprano and one of the most popular artists in the Metropolitan Opera Co.,



Miss Florence Easton

has signed an exclusive Brunswick contract. Miss Easton's records will be released shortly and will undoubtedly meet with a hearty welcome from Brunswick dealers everywhere.

For a number of years past Miss Easton has been one of the featured artists of the Metropolitan Opera Co. and has attained exceptional success in the most exacting roles. She has been enthusiastically praised by musical critics throughout the world and in adding Miss Easton to its fast-growing list of exclusive artists the Brunswick Co. well deserves the congratulations of its trade.

FIRE DAMAGES MUSIC STORE

The Pincus & Murphy music store located in the Rapides Theatre Building, Alexandria, La., was badly damaged by fire on May 25.

The monthly bulletin issued by the Mickel Bros. Co., of Des Moines, for May contains three interesting articles, one by J. Warren Stevens, manager of the Mickel Co.'s Marshalltown store, on the "Value of Location," an article on "Service" by L. A. Murray, of Davenport, and an article on "Store Equipment" by C. B. McGregor, of Creston, Ia.

CONCERTS HELP DEALERS' SALES

Concert Manager for Pathé Artists Links Up Their Appearance With Sales Campaign of Local Dealers—Good Results Ensue

Mark Byron, concert manager for Pathé artists, has been exceptionally successful in linking up their appearance in various cities with the sales department of the local Pathé dealer. Mr. Byron has recently conducted concerts in Pittsburgh, Pa., Johnstown, Pa., Worcester, Fitchburg and Fall River, Mass. In each city the local Pathé dealers were given a place in the limelight which resulted in many immediate sales as well as an invaluable increase in prestige. In Worcester, where Mullholland and Debrulle appeared on May 4, thirteen Actuelles were sold as a direct result of Mr. Byron's co-operation with the local dealer.

The concert is usually conducted under the auspices of some local society. Supplementing the appearance of the artist, Mr. Byron arranges a series of Actuelle recitals before groups of local townspeople. At these recitals the dealer is given an opportunity to get in touch with a very valuable selection of prospects. In Worcester fifteen Actuelle recitals were held, in Johnstown eleven and in Pittsburgh twelve.

The schedule for Pathé artists for the month of June shows a wide latitude of territory covered and undoubtedly will have a stimulating effect upon the record sales in the cities in which they appear during the Summer months.

The development of the Actuelle needle-cut record has received much of the attention of the Pathé staff. Not only the recording but the record itself has been perfected to a high degree. Almost unbelievable wearing qualities are claimed for it.

Bristol & Barber, New York City, recently wrote a highly complimentary letter to the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, N. Y., stating that one of their dealers had played an Actuelle record for two solid days without its showing any wear.

SECURES MUCH MORE FLOOR SPACE

Brilliantone Steel Needle Co. Arranges for Larger and Splendidly Equipped Quarters

The Brilliantone Steel Needle Co., New York City, has long felt the necessity of increased facilities for the handling of its large needle business. During the month of May it was able to secure space, approximately four times that of the former offices, on the sixth floor of the same building at 347 Fifth avenue. In addition to the space occupied by the general office force, there are well-appointed private offices for both Byron R. Forster, president of the company, and Harry W. Acton, secretary. An attractive salesroom has been fitted out and another room has been provided for the sales staff.

Mr. Forster recently returned from Montreal, Canada, where he had gone in the interest of the Brilliantone needle.

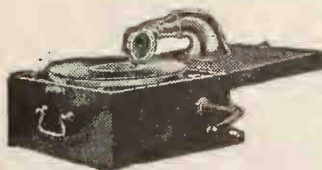
THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors of
The CIROLA



Price Now, \$35.00

Regular Trade Discount to Dealers
Write or Phone for Representative to call

The New Cirola Dance Needle is now ready. Use it to get the best results. Send for sample.

Get All Your Accessories from One Source

- Lundstrom Convento Cabinets
- Bubble Books
- Record Albums
- Record Delivery Envelopes
- Motrolas
- Gilt Edge Needles
- Record-Lites
- Fibre Needle Cutters
- Tonofone Needles
- Cabinets
- Talking Machine Toys
- Brilliantone Needles
- Fletcher Needles
- Red, White & Blue Needles
- Polishes and Oils
- Repeaters and Rotometers
- Wall-Kane Needles
- Record Cleaners
- Dust and Moving Covers
- Motor Spring Safety Device

Have you seen our new Console table?

By Special



Appointment

An Impressive Tribute to the Supremacy of the

VOCALION

CABLEGRAM

*H. B. Tremaine, Esq.,
Aeolian Company, New York.*

*Have great pleasure in advising you that
the Vocalion is now being used in both the
Royal Academy and the Royal College of
Music for educational purposes.*

*A. J. Mason, Mgr.
The Aeolian Co., London*

THE above cablegram, notifying us of the installation of the Vocalion for educational use in England's two foremost institutions of musical instruction, is an impressive tribute to the instrument.

Its real significance is that it proves the Vocalion to be rapidly attaining the same position abroad which it occupies in America; a position of unquestioned supremacy in the phonograph field.

Teachers are trained to detect every fault and imperfection in

a musical performance. Their tests of a phonograph are more searching and severe than any others to which the instrument can be subjected.



In such tests there is no consideration other than genuine musical superiority. And wherever they have been made, whether by those specially trained to criticize, as in this instance, or by those with natural musical discrimination, the Vocalion invariably demonstrates its unequivocal title to leadership among instruments of its type.

VOCALION PRICES

Conventional Models from \$60. With Graduola, \$150. Period Models from \$300

THE AEOLIAN COMPANY

NEW YORK

LONDON

PARIS

MADRID

SYDNEY

MELBOURNE



EDISON'S \$10,000 PRIZE OFFER

Offers to Pay That Sum for Best Phrase of Four or Five Words Describing Edison's Musical Creation—Big National Publicity Campaign

One of the striking advertisements appearing in the June national magazines is that signed by Thomas A. Edison, in which he offers to pay "\$10,000 for the best thoughts on one of my problems." The text of the ad is as follows:

"In 1851 Ralph Waldo Emerson said: 'Could I only have music on my own terms, whenever I wished the ablation and inundation of musical waves, that are a bath and a medicine.' Emerson spoke the thoughts of millions, and voiced a need of all humanity.

"It is obvious that the phonographic reproduction of music affords the only means of providing music of practically every variety, wherever and whenever it is desired; without this means even those who live in the great centers of music can hear it only at conventional hours—and then not always the kind of music they most need and desire.

"To make the phonographic reproduction of music serve the need expressed by Emerson it is necessary that the reproduction shall preserve—undiminished and undistorted—the true beauties of the original music. The greatest shortcoming of the phonograph has been its lack of realism. It is this shortcoming which I have sought to remove. The result is a degree of realism in our new phonograph which is baffling to even the most expert ears when direct comparison is made between living singers or instrumentalists and the reproduction or Re-Creation of their work by our new instrument.

"Were Emerson alive to-day I feel that our new phonograph would be accepted by him as a satisfactory answer to the need which he expressed. At any rate, the psychological research work which we have been conducting for nearly two years indicates that the well-known and almost incalculable benefits of music can be derived, in full measure, from the proper use of this new instrument.

"Psychologists, physicians and other scientists appreciate that our object is to provide music of the best sort, under conditions that will insure the largest benefits. The new phonograph which we have developed is merely the instrumentality by which I am endeavoring to place truly fine music at the command of every household.

"A great many people have said that they regard this new instrument as the best phonograph in existence. While such statements are naturally gratifying to me, I find that the importance of our work in the field of music is somewhat obscured by the fact that so many people continue to think of this new instrument merely as a phonograph. They may think of it as the best phonograph—but it still is only a phonograph to them.

"I want a phrase which will emphasize that our new instrument is not a mere machine, but

that it is an instrumentality by which the true beauties and the full benefits of music can be brought into every home.

"The phrase should not contain more than four or five words. I want a dignified expression which will clearly distinguish the instrument from all other sound-reproducing devices.

"I have authorized that \$10,000 in prizes be paid for the best ideas submitted.

"(Signed) Thomas A. Edison."

In this connection it is pointed out that details of Mr. Edison's offer can be obtained from the Edison dealer situated nearest the party interested. Meanwhile Edison dealers are carrying ads in the local papers supplementary to the general publicity of Thomas A. Edison.

BATTLE OF THE BIRDS

DURHAM, N. C., June 4.—The magnetic drawing power of the well-known Pathé red rooster was demonstrated in this city a short time ago when a hostile chicken hawk was drawn to his death by the compelling force of the Pathé trademark. In describing the interesting episode a local newspaper says: "The Burtner Furniture Co. has a large Pathé rooster posted on the big glass front of its building. Tuesday morning a crash was heard and it was thought someone had thrown a rock against the glass. Investigation found a big chicken hawk breathing its last upon the pavement. The hawk had seen the

Pathé rooster in the window and had dropped down to get it, striking the glass so hard that it broke its neck and died within a few minutes."

OBTAINS RECORD THROUGH AD

Unable to Obtain Record in Music Stores, Kansas City Man Advertises and Succeeds

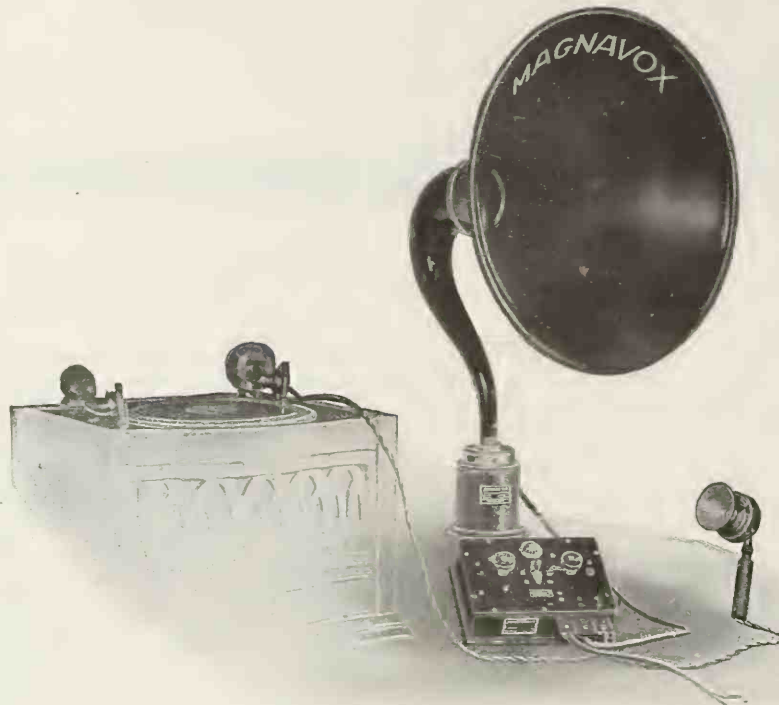
A Kansas City man, S. C. Sherman, was exceedingly anxious to obtain a talking machine record manufactured by the Victor Talking Machine Co. more than six years ago. A thorough canvass of the local music stores proved unsuccessful, as did also an appeal to the Victor factory at Camden, N. J. Mr. Sherman received word from the factory that the record was no longer being manufactured and that they had none in stock, but he was determined to obtain the record if such a thing were possible, so he inserted an advertisement in the Kansas City Star with the result that he obtained what he sought. The foregoing is indicative of the lengths resorted to by music lovers when in search of a favorite selection.

The Continuous Phonograph Player, Inc., of 49 Real Estate and Law Building, Atlantic City, has just been incorporated with a capital stock of \$125,000 for the purpose of manufacturing talking machines, etc. The incorporators have not been named.

6 RAILROADS
3 BOAT LINES
 BESIDES A NETWORK OF ELECTRIC INTERURBAN FREIGHT LINES
 SERVE
COHEN & HUGHES, INC.
 VICTOR DISTRIBUTORS
WASHINGTON, D.C.
 WASHINGTON HAS UNEQUALLED FACILITIES FOR SHIPPING TO POINTS IN ALL DIRECTIONS. THESE FACILITIES PLUS PERSONAL CO-OPERATION ARE THE COMPONENT PARTS OF COHEN & HUGHES SERVICE

Use Magnavox Equipment

AND INCREASE YOUR PHONOGRAPH AND RECORD SALES



The Magnavox equipment, type MV-1, as shown here on the left, is completely equipped to amplify the music from a phonograph or piano* or the speaker's voice. It is entirely fool proof, does not wear out and is always ready for its own particular type of work.

*Note: To amplify piano music, hold hand transmitter firmly against sounding board of piano, either upright or grand type.

AS A BUSINESS BOOSTER

MAGNAVOX

Music and Voice Telemegafones Are Unique

Commodities must be sold these days. Selling effort has taken the place of order taking. What better salesman in the phonograph game than the always accommodating MAGNAVOX? It plays your records with perfect reproduction many times amplified on any type of machine. It demonstrates and sells phonographs, records and needles to the greatest number of people with the minimum of labor on your part. It will reproduce your sales talk loud or soft at a finger's touch. Simple, practical and efficient, it will utilize electrical power to do the same amount of sales effort as could be put forth by many men. It will pay you to get in touch with the distributor nearest you.



MAGNAVOX DISTRIBUTORS

J. O. Morris, Inc.,
1270 Broadway, New York City

J. W. Sands Company,
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Company,
Indianapolis, Ind.

Minneapolis Drug Company,
Minneapolis, Minn.

Telephone Maintenance Company,
17 North LaSalle St., Chicago, Ill.

Southwestern Drug Company,
217 South Market St., Wichita, Kan.

Sonora Distributing Company,
1707 Elm St., Dallas, Texas

I. Montagnes & Company,
Ryrie Bldg., Toronto, Canada

The Magnavox Co., Oakland, Cal.

The Magnavox Co., 1270 Broadway, New York City

LATEST PSYCHOANALYSIS FEAT

Hubby Cured of Snoring Through "Suggestion" Due to a Talking Machine Record

Mrs. Spoogle was having tea with Mrs. Dinkle. Crash! One of Mrs. Dinkle's best tea cups splintered on the floor. "Oh! I'm so sorry," apologized Mrs. Spoogle, "but I am becoming a nervous wreck. My husband snores so at night that I can't sleep a wink."

Mrs. Dinkle straightened up from the operation of removing the remains of the tea cup and nodded in a knowing way. "I know just how you feel. My husband snored until I cured him. That is, he did, but he doesn't now. I cured my Bill's snoring after I had taken my seventh lesson in psychoanalysis. It was in that lesson that I learned that even my Bill had a subconscious mind."

"You don't say so!" marveled Mrs. Spoogle, listening eagerly.

"So I deduced from what I read in lesson three," Mrs. Dinkle continued, "that Bill's snoring was a product of his subconscious mind. I immediately set out to curb his sleeping songs by appealing to his subconscious mind, which, according to lesson five, never sleeps."

"One dull Sunday afternoon I was reading in the parlor while Bill napped on the couch in the adjoining room. He made the most awful noises, ranging from a moo cow to the water running out of the bath tub. The time was ripe, thought I, for my first practical psychoanalytical experiment."

"I went to the 'talker' and adjusted the loudest needle I could find. I then played Tosti's 'Goodby,' as sung by Caruso. My dear, when Caruso struck those high B notes I couldn't hear a thing, not even Bill's snoring, but when the song was over Bill was as silent as a mouse. I peeped at him to see the effect of my experiment and found that his mouth was open, as it usually is when he snores, but no sound came from it. He seldom snores nowadays. He is psychically trained."

"You see, Mrs. Spoogle, Tosti's 'Goodby' arrested the unconscious functions of Bill's subconsciousness."

"I see," said Mrs. Spoogle, who didn't, "and I'm going to buy my Alex a Tosti's 'Goodby,' if only to drown out his moo cowing."

QUIT HOWLING "HARD TIMES"

Some Straight-from-the-shoulder Remarks of an Oklahoma Man

The Cabinet and Accessories Co., wholesale distributor of talking machine accessories, New York City, recently received a letter from one of its customers in Calvin, Okla., on the back of which was a general message which was particularly timely: "Let us quit howling 'Hard Times.' We have howled it ourself, and we have heard it howled until we are sick and tired of it. We are all in the same boat. Let's quit it and show the fighting qualities that are in us; let's work hard, quit worrying and get out from under the load we are carrying. Let us all pray together, pull together and enjoy with each other the proverbial cornbread, buttermilk and turnip greens. Here's for success in 1921 in spite of Low Cotton."

INVENTS NEW SOUND BOX

MINNEAPOLIS, MINN., June 6.—E. P. Moffit, of this city, has perfected a device which he calls his "oscillating sound box." This device consists of a unique connection between the tone arm and the sound box, which, Mr. Moffit states, causes the needle to automatically maintain itself at all points in the record in a substantially tangential relation to the groove. Mr. Moffit has perfected this device after extensive laboratory experimenting and many members in the local trade have evinced keen interest in his invention.

The rust rots the steel which use preserves.

DEATH OF LEWIS HANSEN

Lewis Hansen, formerly connected with the record sales department of the Columbia Graphophone Co., New York, died recently at Jamaica Hospital, Jamaica, L. I. Mr. Hansen, who was twenty-four years old at the time of his death, resided at Flushing, L. I. He is survived by his mother and a brother.

MARKETING A NEW PORTABLE

The Wonder Talking Machine Co., of South Norwalk, Conn., and New York City, manufacturer of motors, tone arms and small types of talking machines, is now marketing a new portable style produced with a carrying case. This product is being manufactured in large quantities and while it is a sturdy machine, made to withstand rough usage, it is sold at a popular price.

Let your ambition in life be to do small things in a great way; great things in a quiet way.

WILL OPEN RETAIL STORE

Fred H. Walter to Open Exclusive Brunswick Shop in Lowell, Mass.—Was Formerly Wholesale Manager of Kraft-Bates & Spencer, Boston

Boston, Mass., June 6.—Fred H. Walter, manager of the wholesale department of Kraft-Bates & Spencer, Inc., of this city, Brunswick distributors, has resigned from his position to open a retail store in Lowell, Mass., where he resides. Mr. Walter is succeeded by Kenneth Finney, who has been associated with the Kraft-Bates & Spencer wholesale department for some time past.

According to his present plans, Mr. Walter will open an exclusive Brunswick shop at 108 Merrimac street, Lowell, Mass. The warerooms will be called the "Bungalow Shop," and the interior decorations will carry out this idea as closely as possible. Mr. Walter is a Brunswick enthusiast, and his thorough knowledge of retail merchandising should enable him to attain signal success as a Brunswick dealer.

QUALITY

QUALITY alone causes repetition of purchase. Whether the product be expensive or cheap, it is the quality for the price which causes repetition of buying. It is the unquestionable and superlative quality of Victor merchandise which is one of the biggest factors in making Victor dealers so successful.

And it is the true co-operative quality of our dealer service which causes so many dealers to use our institution. You know Victor quality, but do you know the quality of our service? TRY IT.

Buffalo Talking Machine Co.
Buffalo, N. Y.

UNIQUE SUMMER SALES IDEA

Manager Brennan, of Wurlitzer Victor Department, Makes Appeal to Boat Owners—Sells Many Table Model Victrolas Through This Publicity, Which Is Admirably Presented

The Rudolph Wurlitzer Victor department, at 121 West Forty-second street, New York, is making extensive drives in every direction for Summer business. The latest innovation introduced by Herbert A. Brennan, manager of this department, is a threefold broadside, which has been sent to every owner of a boat, yacht or canoe in and around New York City. The outside cover has a blue background with white letters forming a boat, and a table model Victrola is shown on the deck of this boat.

Nautical vernacular is used throughout the entire broadside, giving it a decidedly marine atmosphere. The inside of the broadside shows the three table model Victrolas, which can be used in boats or canoes, giving the space required for each model. This unique appeal to the yacht owner has met with favorable comment by every one who has seen it, and considerable business has been obtained from the use of this folder. Individually designed publicity of this kind always makes the strongest kind of appeal.

"NEW MUSIC SHOP" OPENS

Johnson City Now Has Modern Store Carrying Complete Victor Line

The desires of Johnson City, N. Y., residents for a thoroughly modern music store have at last been realized in the opening of the "New Music Shop." The management is featuring a full line of Victrolas, Victor records and musical merchandise. Four sound-proof rooms, where the prospective customer can listen to records being played without interruption, have been constructed.

A complete repair department is conducted in connection with the shop where a full line of accessories and parts needed for Victrolas and other instruments are kept in stock to meet the needs of purchasers.

MORE ROOM FOR REFLEXO CORP.

The Reflexo Products Corp. has taken largely increased space at 347 Fifth avenue, where it has been located for several years. The volume of sales of the Gilt Edge needle, produced by this company, is growing constantly and its popularity has spread to China and Australia, from which countries substantial orders have been received.

CARRIES PHONOGRAPH ON TRAVELS

Motion Picture Actress Entertains Fellow Travelers With Small Phonograph

A new fad in the shape of a small phonograph, which she calls her "traveling companion," has been adopted by Miss Sylvia Jocelyn, motion picture actress of Hollywood, Cal. Miss Jocelyn carries the machine along with her on all her travels to pass away the time and, incidentally, entertains fellow travelers. The machine was carried by Miss Jocelyn for the first time when she started from Hollywood for a visit to friends and relatives in the East, including Syracuse, Burlington, Vt.; Tampa, Fla., and Brooklyn.

The machine is a miniature model, is carried in a small leather case and the music is of a quality equal to that of a larger machine.

INCREASES CAPITAL STOCK

The Jewel Phonograph Co., of Indianapolis, Ind., announces an increase in the number of its directors from four to six and an increase in the capital stock of the company from \$75,000 to \$100,000.

The Elite Phonograph Corp., of Manhattan, N. Y., has been dissolved.

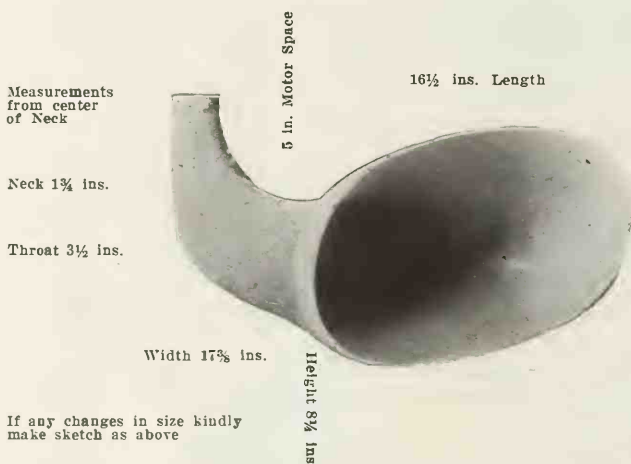
Patented U. S. February 22, 1921

Canada, January 25, 1921

Winterrath Composition Amplifier

405 Evergreen Avenue, Brooklyn, N. Y.

Manufacturer of the IMPROVED PHONOGRAPH AMPLIFIER



AMPLIFIER WITH GRILL REMOVED
Amplifier set behind frame as shown below



All Inside Measurements
Thickness of material 1/4 inch. Weight from three to five pounds.

Our one-piece Amplifiers are unbreakable. Our amplifiers are guaranteed not to warp—they are damp-proof. These amplifiers can be laid in water for any length of time and will not lose their shape. Made to order any size or shape, from our own composition and by our own process. Send sample amplifier and we will duplicate it.

SIZES IN STOCK

On all stock sizes Neck 1 3/4 inches and throat 3 1/2 inches. All stock amplifiers finished in a light ivory gloss enamel. Can be finished in any color, in quantity lots.

Order by Number

OVAL AMPLIFIERS				OVAL AMPLIFIERS			
No.	Length	Width	Height	No.	Length	Width	Height
13	16 1/2 in.	17 3/8 in.	8 1/2 in.	23	16 in.	18 in.	10 in.
14	17 "	"	"	24	16 1/2 "	"	"
15	17 1/2 "	"	"	25	17 "	"	"
16	18 "	"	"	26	17 1/2 "	"	"
17	18 1/2 "	"	"	27	18 "	"	"
18	15 1/2 in.	14 3/8 in.	7 3/4 in.	28	16 1/2 in.	16 3/8 in.	9 in.
19	16 "	"	"	29	17 "	"	"
20	16 1/2 "	"	"	30	17 1/2 "	"	"
21	17 "	"	"	31	18 "	"	"
22	17 1/2 "	"	"	32	18 1/2 "	"	"

ROUND AMPLIFIERS

No.	Length	Width	Height	No.	Length	Width	Height
43	15 1/2 in.	11 in.	11 in.	51	17 in.	13 in.	12 in.
44	16 "	"	"	52	17 1/2 "	"	"
45	16 1/2 "	"	"	53	18 "	"	"
46	17 "	"	"	54	18 1/2 "	"	"
47	16 in.	12 in.	12 in.	55	16 1/2 in.	14 in.	14 in.
48	16 1/2 "	"	"	56	17 "	"	"
49	17 "	"	"	57	17 1/2 "	"	"
50	17 1/2 "	"	"	58	18 "	"	"

Prices \$1.75 in Dozen Lots F. O. B., N. Y.

Special Prices in Quantity Lots

CONVINCE YOURSELF

Send us \$2.50 and we will send you any one of these stock sizes, for your approval. If not up to our guarantee, return amplifier, and we will refund your money.

TERMS: 2 per cent 10 days or 30 days net, to houses with satisfactory commercial rating. To others, 3 per cent discount, cash with order.

"Hokum" is a fox-trot by the great Art Hickman's Orchestra. And "Cherry Cherokee" is a medley by them too. This record's a wild war cry to every merry dancer. Stock up and see the business this dance record makes you do. A-3402.



**Columbia Graphophone Co.
NEW YORK**

PITTSBURGH TRADE GETS RESULTS BY STRENUOUS WORK

Sales Show Up Remarkably Well—Proof That It Pays to Advertise—Governor Vetoes Much-desired Bill—Edison Caravan Convention Interests—New Stores Opened—Victors in Schools

PITTSBURGH, PA., June 9.—While trade conditions in the talking machine industry in the Steel City have not been as satisfactory the past month as the major portion of the dealers would have desired, it can be said that sales for the month of May showed up remarkably well in comparison with the same month a year ago and also in some of the talking machine shops it was stated that April sales records were surpassed.

The industrial situation in the Pittsburgh district has undergone little if any change for the better over a month ago. The large iron and steel mills are not operating at anything like capacity to date, and it is safe to say that it may be another month before conditions change for the better. Orders for iron and steel are coming in slowly and in such small quantities that it will require a large quota to make anything like a decided impression on the number of idle men that now frequent the Pittsburgh territory.

With idle men there is the inevitable slowing up of buying, and it will require busy mills and active factories to bring back the trade that the talking machine fraternity is accustomed to. In some of the talking machine shops the past week small cards were observed which read as follows: "No, Hard Times Are Not Coming, But Soft Times Are Going." This little sentence contains a world of truth that is plainly seen by the various dealers here who handle talking machines and records.

Advertising Campaigns Get Results

In order to attract business, many of the dealers are using liberal advertising space in the newspapers, especially the smaller weekly publications that serve given communities. In these papers the dealer can, with a reasonable cost, present his case to his neighbors in a very satisfactory manner. Other dealers are circularizing the sections in which they do business, many of them using the New Records Magazine in a well-selected mailing list. Other dealers are going direct after business and are sending some of the sales staff to prospective patrons, the visit being made at the pleasure of the patron.

That business can be done in this manner was shown by an authenticated instance the past week where a man answered a key advertisement of a downtown Victrola dealer. When the inquiry came in a 'phone call was utilized for making an appointment. Within three hours one of the salesmen was at the house of the inquirer and an hour later the same salesman and his prospect were in a demonstration booth. As a result a Victrola XI was sold, together with an assortment of records passing the \$30 mark.

There is, it is noticed, an optimistic feeling among the talking machine dealers, who are convinced that in due time there will be a "turn of the tide," and when the industries of the Pittsburgh district are in full swing again, as they will undoubtedly be in due time, it will

have a marked effect on business of all kinds and stimulate buying.

Waiting for Wage Readjustments

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, is convinced that in due time there will be a "turn in the road" that will lead to better business conditions. In speaking to The World representative Mr. Brennan said: "We are preparing for what I believe will be a very satisfactory business in the Fall, just as soon as the wage scales of the large industrial plants and the railroads have been readjusted. The business for the talking machine trade in the Pittsburgh district is here and can be secured. We show our faith in the future of the trade as far as the Pathé line is concerned in keeping out on the road our entire sales force. There is every indication that the Pathé line will have a successful run this season."

Systematic Advertising Brings Results

John Henk, the well-known general manager of the Columbia Music Co., exclusive Columbia dealers, is carrying on a systematic advertising campaign which, he stated, brings results. Mr. Henk stated that while trade was showing a sort of hesitancy, he felt that this state would be remedied in due time and that better business conditions would follow. Mr. Henk is one of

the veteran talking machine dealers of the Pittsburgh district and has one of the leading shops in the city.

Governor Vetoes McDade Bill

The McDade Bill, which had been passed by both the Senate and General Assembly of the Pennsylvania Legislature, and was endorsed by the talking machine trade and the musical trade in general, due to the fact that the bill provided for the exemption of talking machines from seizure on landlords' warrants, after due notice had been given to owners of houses, apartments, etc., was vetoed by the Governor. The bill was introduced in the Legislature in January and met with little or no opposition. However, some weeks ago it became apparent that the Governor was inclined to veto the bill. Letters were sent to him from interested dealers in the hope of convincing him that talking machines should be placed in the same status as pianos and organs. But to no avail, as the executive approval was withheld and the bill failed.

H. E. Young, manager of the Victrola department of McCreery & Co., stated to The World representative that he was pleased with the results of business for the month of May. He stated that the call is for high-grade goods.

Victrolas for Altoona Schools

In response to a call by the educational authorities of Altoona, Pa., Miss Lillian A. Wood, supervisor of the educational department of the Victrola department of the C. C. Mellor Co., spent several days in the schools of that busy

(Continued on page 74)



Putnam-Page Company
INC
VICTOR DISTRIBUTORS

VICTOR IN ILLINOIS AND VICINITY

- ☞ An exceptional service to acceptable Victor Dealers is offered by a distinctively Victor Organization.
- ☞ The map is your guide and if we are in proximity to you we are your logical wholesaler.
- ☞ Ask a Putnam-Page Dealer what he thinks of our organization.
- ☞ Then ask us about our individual service to individual dealers.

PUTNAM-PAGE COMPANY
Exclusive Victor Distributors
PEORIA, ILLINOIS

A NEW FLETCHER PRODUCT

Fletcher
REG. TRADE MARK



Reproducer
and Connection

for

NEW EDISON

Plays all Records

Dealers, Send for
Prices and Terms

FLETCHER-WICKES CO.

6 EAST LAKE STREET, CHICAGO, ILL.

PITTSBURGH TRADE GETS RESULTS

(Continued from page 73)

central Pennsylvania city demonstrating to teachers and pupils the work of the schoolroom Victrola. That her work was highly appreciated and successful was shown by the substantial recognition fully accorded Miss Wood, who selected a list of Victor records that will be used in the school. Miss Wood also spent some time in Altoona previously for the benefit of the Victor dealers there, and did most effective work. She is under the direction of the wholesale Victor department of the C. C. Mellor Co., which is under the management of Thomas T. Evans, who aims to have all Victor dealers in his territory who wish the services of Miss Wood to be pleased.

Mr. Evans is viewing the immediate future with keen satisfaction relative to Victor business and believes that he will be able to surpass for the next few months the volume of business handled in similar periods a year back. The service department is a new feature of the Mellor Co. that is being developed rapidly for the accommodation of Victor dealers, and it is stated that plans are under way for the installation of a modern printing plant in the wholesale department so as to expedite the work of that growing part of the Mellor organization.

Attended Edison Caravan Convention

H. M. Swartz, assistant manager of the Buehn

Phonograph Co., Edison distributor, and E. J. Condon, H. C. Trader and J. K. Nichol, of the sales staff, attended the Edison Caravan sessions in New York. A number of Pittsburgh zone dealers accompanied them. A. A. Buehn, treasurer of the company, will attend the Edison Caravan sessions in Chicago. Mr. Buehn stated that business for May in the Edison line showed up remarkably well, considering present-day industrial conditions. He is very optimistic concerning the future of the Edison line in this section. The retail Edison Shop is under the management of L. A. O'Neill, who is preparing for a brisk Summer season. By reason of its location the Edison Shop is always cool in Summer and is a favorite resort for Edison enthusiasts and their friends.

H. Milton Miller, manager of the Sonora Phonograph Co., of Pittsburgh, stated that his roadmen were reporting trade conditions better than they had anticipated. New dealers are being placed and the outlook for Fall trade, Mr. Miller stated, was most bright.

Kaufmann's Celebrities

Mrs. C. H. Walrath, the well-known manager of the Victrola department of Kaufmann's (The Big Store), was one of the participants in the Golden Anniversary celebration of the establishment which was started fifty years ago. In honor of the event a series of Golden Anniversary concerts were arranged to be carried on all through the month of June, free of charge

to the public. The first public concert was held June 2 in the Kaufmann Auditorium, and was featured by the appearance of Anna Case, the famous Metropolitan Opera Co. star. She was greeted by an audience that tested the capacity of the huge auditorium. Other artists to be heard under the auspices of Kaufmann's are Marie Rappold, Anna Fitzu, Paul Althouse, Florence Macbeth, Harold Bauer, Evelyn Scotney, Percy Grainger, Mishel Pastro, Helen Stanley, Arthur Hackett, Leo Ornstein, Nelle and Sara Kouns, David Bispham, Helen Jeffrey, Cyrena Van Gordon, Leopold Godowsky, the Salzedo Harp Trio, Rafaelo Diaz and Clarence Whitehill.

Opens New Store in Bedford, Pa.

S. H. Koontz, the well-known music and talking machine dealer of Bedford, Pa., held a formal opening of his new store on May 20 which was well attended. The Bedford Band, of which Mr. Koontz is the leader, was present and rendered a number of selections to the edification and delight of a large crowd. Mr. Koontz has a modernly equipped and up-to-date store.

On Chamber of Commerce Trip

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co. and a member of the Pittsburgh Chamber of Commerce quartet, participated in the Golden Rule Tour of the Chamber through western Pennsylvania, Ohio and West Virginia. Mr. Parsons, for the tour, placed on one of the cars a Victrola XVI and a number of Victor records.

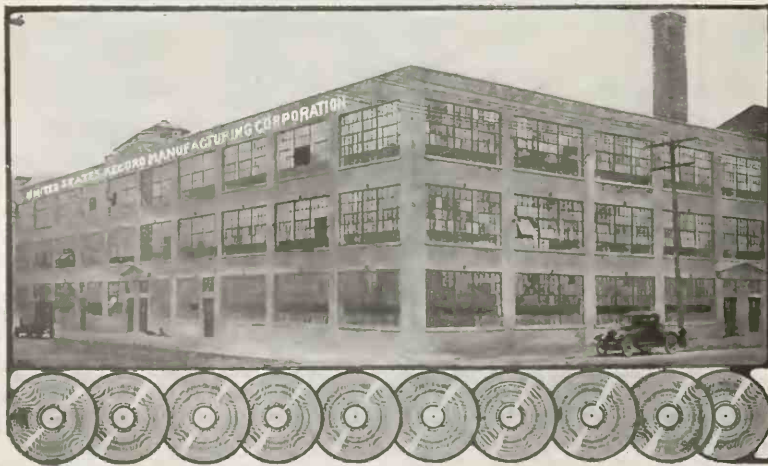
Occupy New Quarters

The National Phonograph Co., manufacturers and distributors of the Ultraphone and also retail dealers in the Brunswick and Vocalion, have taken possession of their new building and storeroom at 633 Liberty avenue. It is a most complete talking machine shop and a pleasing addition to those already located there.

Reports Business Progress

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that business for May showed an increase over the same month a year back and that he anticipated June would be a highly satisfactory month. Mr. Nichols said: "The man in the talking machine trade to-day who is landing the business and making sales is the dealer who goes out and hunts his customers. The time has gone past for a dealer to remain in his shop and await patrons. They are to be found, but they must be sought. Our campaign among Columbia dealers to have them start the truck sales movement is meeting with success, and many dealers who have invested in a truck are so pleased with the results in actual sales that their sole regret is that they did not start the truck sales plan earlier."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is very hopeful for better business conditions as the year grows older. He is strongly of the opinion that more Victor merchandise will be sold in the Pittsburgh territory this season than ever before.



ATTENTION

Phonograph Manufacturers and Dealers

Market Records Under Your
Own Label

We will furnish you with every essential to make you a factor in the record business. Advertise yourself, and be free to get the bulk of the profits. WRITE FOR INFORMATION.

United States Record Manufacturing Corporation
PIERCE AVE., LONG ISLAND CITY, N. Y.

"RED SEAL DERBY" HELPS TO STIMULATE RECORD SALES

C. C. Mellor Co. Designs a Clever Chart to Promote Selling Races Among Record Salesmen—Designed to Arouse Sporting Interests—Serves as Check on Popularity of Artists and Records

PITTSBURGH, PA., June 4.—With a view to stimulating Victor record sales for the dealer the wholesale Victor department of the C. C. Mellor Co., this city, has what is known as the "Red Seal Derby," a race to be participated in by the dealer's salesmen.

A miniature race course is laid out on a large card and the contestant is eligible to enter the race after he has made sales totaling \$55 or more. For each five dollars in sales the contestant advances one point and the salesman who is first to record \$500 in record sales crosses the finish line and is declared the winner. The course pro-

also of the exact records that were sold. This information should afford a key to the artist and the type of music most favored in any one particular locality.

Before being offered to the retailers the Red Seal Derby will be given a practical tryout in the well-known Pittsburgh store and it is declared that within a period of four weeks Red Seal records to the value of \$1,667.55 were sold. It is understood, of course, that only sales of Red Seal records are counted in the race, and this feature has made a strong appeal to retailers with substantial stocks of such records.

Red Seal Derby

KEY—

- Red: _____
- Black: _____
- White: _____
- Green: _____
- Yellow: _____
- Red & Black: _____

Helpful Suggestions for Selling Red Seal Records

- You can become more efficient in the selling of Red Seal Records by playing the Complete With Numbers mentioned at the top of the Ready Reference Label of the new record as they appear each month, through entering the "Selling Race," the "Book of the Open," "How to Sell the New One," "The Victor," "The Victor Label," and "What We Think of You," and better yet by attending the Victor School of Salesmanship.
- Learn to appreciate the songs that come from the phonograph records—get on the Ready Reference Label.
- Put up some specific figures mentioned on the Ready Reference Label to you take the record from one's and call it to the customer's attention before playing the record, so as to give him something definite to talk to him.
- Use the Complete With Numbers on Ready Reference Label to satisfy taste of customer liking record played and to furnish an appropriate reference of the record called for in use of stock.
- Play records for customer in unattended order, working in as much variety of appeal as possible and never playing in succession two records of the same general appeal.
- Suggest the value of having as many different kinds of records as possible in a collection, so as to have something to appeal to other members of the family and friends, recommended with the Victor.

How Many Red Seal Records Do You Know Intimately?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

Special "Track" for Record-selling Races

vides for six contestants and with suitable prizes offered to the winner the progress of the race is calculated to keep the sales race up to a high pitch.

Around the edges of the card are squares bearing the names of various Red Seal artists and various organizations making Red Seal records. As each sale is made a check-mark is made in the square appropriated to the particular artist whose record has been disposed of. At the end of the contest, therefore, the manager has an accurate record not only of the total amount of sales made during the period of the derby, but

The accompanying reproduction gives some idea of the general character of the Red Seal Derby layout, which has been copyrighted by the C. C. Mellor Co.

TIMELY HINTS IN PATHE NEWS

Interesting and Helpful Pointers Set Forth That Must Hold Dealers' Attention

Many interesting topics are discussed in the current issue of Pathé News, a paper published by Pathé Frères Phonograph Co., Brooklyn, N. Y., in the interest of the Pathé dealer.

Attention is called to the June bride as being the best of phonograph prospects, and also the wisdom of making a strong appeal to the Pathé owner through his or her children. The subject of making the window sell more goods is forcefully presented. Many successful selling experiences of other dealers provide inspiration. Following the usual custom, many excellent advertising suggestions for the Pathé dealer are given. A new column headed "Foreign Record Topics," and edited by Dr. Joseph Kalman, head of the foreign record department of the Pathé Frères Phonograph Co., appears with this issue. This column is interesting to a high degree and many excellent ideas in the selling of foreign records are set forth.

PASSES PREFERRED DIVIDEND

Directors of the Columbia Graphophone Mfg. Co. have announced that action on the preferred dividend due at this time had been deferred. The company had been paying at the rate of 1 3/4 per cent.

It was said that "in view of the present business conditions which are affecting the operations of this company, in common with practically all other lines of industry, the directors deferred the quarterly dividend on the preferred stock." Earlier in the year the company passed its dividend on the common.

NEW JEWEL AUTOMATIC STOP

Simplest and most effective automatic stop made. Watchlike in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.



JEWEL PHONOPARTS CO.
154 West Whiting Street
CHICAGO



Quality

100 pkgs. to a Carton



Medium, Loud, Extra Loud



Metal Display Stand

FREE A beautiful display stand in colors holding 100 boxes of NUPPOINTS, Free with trial outfit. This makes a practical silent salesman for the dealer's counter.

Here Is the Ideal Dealer Outfit

Dealer's Price	{ 100 packages of Nupoint Needles (40 ex. loud, 40 loud, and 20 medium). One Display Stand. Free sample envelopes, window strips, display cards.	Retail Value
\$7.00		\$15.00

Order From Your Jobber

JOBBERS
Some jobbing territories still open. Write for samples and our proposition.

Nupoint Mfg. Co.
1208 W. 59th St.
Chicago, Ill.

Our Factory Representatives
LOUIS A. SCHWARZ, INC.
1265 Broadway, New York
525 Forsythe Bldg., Atlanta
21 E. Van Buren St., Chicago.



CRITONA RECORDS

PIANO RECORDINGS

Lovers of piano music for the first time find available phonograph records which will reproduce the TRUE TONE and VOLUME of the piano. The most convincing test of piano recording may be made by noting in a record the vibrations of the strings when a full chord is struck with the *loud pedal open*. In CRITONA RECORDS the vibrations will be heard dying out to the last degree exactly as if one were listening to the instrument itself. We invite your consideration of this remarkable phase of CRITONA piano records.

The most successful recordings of the piano up to the present time have only been an *approximation* of the tone of the instrument. Though "musically interesting" the quality has never been the true tone of the piano. Select at random any of the CRITONA piano records listed below and compare with the best records previously recorded of this instrument. You will at once note the marked *fidelity* with which CRITONA records re-state the tones of the piano. The metallic sound IS NOT in evidence, and the restrictive vibrations of the strings do not now deplete the overtones of their value. The full, resonant, string tone and the brilliant, true piano quality unmistakably reach the ear, with the overtones so fully developed that the longing for the real music of the piano is completely satisfied.

PIANO SOLOS

EIGHTY-FIVE CENTS EACH—10-inch, D. F.

- | | |
|--|--|
| 715 COME BACK TO ERIN (Claribel). Piano Solo, Jack Glogau | 721 THE ROSARY (Nevin). Piano Solo.....Phil Ohman |
| MOTHER MACHREE (Olcott-Ball). Piano Solo, Phil Ohman | IN THE GLOAMING (Orred-Harrison). Piano Solo, Phil Ohman |
| 716 DIXIE'S LAND (Emmett). Piano Solo.....Jack Glogau | 722 LAST ROSE OF SUMMER (Moore). Piano Solo, Phil Ohman |
| OLD FOLKS AT HOME (Foster). Piano Solo, Phil Ohman | AULD LANG SYNE (Burns). Piano Solo, Jack Glogau |
| 717 MELODY IN F (Rubinstein). Piano Solo, Jack Glogau | 701 HOME, SWEET HOME (Payne-Bishop). Piano Solo, Jack Glogau |
| ANNIE LAURIE (Douglas-Scott). Piano Solo, Phil Ohman | OLD BLACK JOE (Foster). Piano Solo....Jack Glogau |
| 718 I LOVE THEE (—). Piano Solo.....Phil Ohman | 702 BELIEVE ME, IF ALL THOSE ENDEARING YOUNG CHARMS (Moore-Stevenson). Piano Solo, Jack Glogau |
| GOOD-BYE (Tosti). Piano Solo.....Phil Ohman | GLOW WORM (Lincke). Piano Solo.....Jack Glogau |
| 719 HEARTS AND FLOWERS (Tobani). Piano Solo, Phil Ohman | |
| JUST A SONG AT TWILIGHT (Bingham-Malloy). Piano Solo.....Phil Ohman | |
| 720 SILVER THREADS AMONG THE GOLD (Rexford-Danks). Piano Solo.....Phil Ohman | |
| SWEET ADELINE (Armstrong). Piano Solo..Phil Ohman | |

We suggest that dealers order—now—your selection of numbers on this list and determine for yourselves the genuine merit of Critona Records. Write for catalogue.

CRITERION RECORDS, Inc.

1227 Broadway

New York City

INDIANAPOLIS DEALERS RIGHT "ON DECK" AFTER TRADE

Stewart Publicity Wins Praise—Brunswick Artists Heard—Miss Streeter's Great Educational Work—Many New Edison Dealers—Pathé Shop Reopened—Sonora Line With Herz Store—Other News

INDIANAPOLIS, IND., June 4.—Nearly every city in the trade territory of the Stewart Talking Machine Co. contains billboards owned by an outdoor advertising company which is co-operating with the Victor jobbers in the maintenance of the first complete outdoor poster advertising campaign ever conducted through any Victor agency in this locality.

The posters bear a handsomely reproduced likeness of the Victrola XVII in natural colors with a background showing a gay dancing party and a ballroom decorated with varicolored Japanese lanterns. The dealer's name is given equal display with the word "Victrolas," and the whole effect of the poster is most interesting and compelling.

Practically every city in the territory contains the boards placed to dominate the traffic of the city and to gain what is called the greatest possible amount of circulation.

B. O. Wilking, president of the Ready File Co., of Indianapolis, has bought the patent and manufacturing rights of the Wade Fibre Needle Cutter, and will soon begin manufacturing the device in this city. Mr. Wilking has appointed the Stewart Talking Machine Co., Victor jobber, as distributor for this territory.

E. L. Snapp, of the Brooks & Snapp Drug Co., Paris, Ky., in the territory of the Mooney-Mueller-Ward Co., Pathé distributor, is now conducting the Pathé department of his firm under his own name. Mr. Snapp has been able to place several Actuelles in the schools and is doing an otherwise large business in his community.

J. M. Wallace, of the Wallace Music Co., Pathé dealers of Marion, Ind., visited the office of the distributors recently and reported somewhat slack business, which he does not expect to become much better before Fall. This firm has just placed a Pathé model 17 in the Soldiers' Home at Marion. The home recently was converted by the Government from a home for Civil War veterans to a convalescent hospital for World War veterans.

The Isham Jones Orchestra, Brunswick artists, is meeting with much success in Indiana. On May 16 it played at a second engagement for the Elks' Club at Elwood. It was accorded an ovation when it played at the Indianapolis Canoe

Club and plans were made to have it return in the near future for an engagement of two or three nights. It played during the month of May at Lafayette, Terre Haute, South Bend, Goshen and Fort Wayne. The result of these and other engagements has been to largely increase sales of Brunswick records, according to the Brunswick-Balke-Collender Co., of this city, distributors.

The Frelinger Music Co., exclusive Brunswick dealer at Lafayette, has moved into a new building on the south side of the Square and reports steadily increasing business in that territory.

Brunswick dealers are sending many queries to the distributors concerning the new financial proposition of the company whereby the dealers are relieved of the burden of carrying time paper.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports continued good business in the Brunswick machines recently taken on by that firm. He has employed E. V. Johnson, formerly of the Pathé shop, as an outside salesman.

Business is not good now, says O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., but he sees indications of much better business in the early Fall. The new Sonora Etude, to retail at \$100, is being received by distributors, he says, and is being distributed to agencies and it apparently is going to be decidedly popular.

"Our most satisfactory single bit of business in May," said Mr. Maurer, "was done when we signed up the A. Herz department store, of Terre Haute, as Sonora agents for that city. The store is one of the largest in the State and we are anticipating big results from so progressive a firm."

Miss Minnie Springer, of the Victor department of the Taylor Carpet Co., says her department did a larger business in May than was done in the corresponding month last year. April also, she said, was a better month than April last year. Miss Springer has detailed one of her salesladies, Miss Norma Bronson, to attend the salesmanship school at the Victor factory. Another of her salesladies, Miss Lottie Mitchell, will be married this month to Earl Mitchell, of Indianapolis. She will continue her work as saleslady.

The Circle Talking Machine Co. has increased its capital stock from \$20,000 to \$40,000. This has been done, said Manager Whitman, for the purpose of providing for increased business. Other salesmen will probably be added this Summer, he said.

Packed houses have greeted the return of the Eight Victor Artists in this territory. Victor dealers, under whose auspices the concerts were given, report that they not only realized more than expenses on the concerts, but that they are still enjoying sales from the stimulated interest in Victor records made by these artists. In Louisville the artists appeared under the auspices of the Krausgill Piano Co. and in Terre Haute under the management of the firms of A. Herz, Root Dry Goods Co. and W. H. Paige & Co.

Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co., was a guest of the Stewart Talking Machine Co. and the seven Victor dealers in Indianapolis for several days early in May. She did extensive educational work in the city and among the schools of the Indianapolis territory.

Front-page newspaper publicity was obtained by J. A. Coffing, Victor dealer at Attica, when he entertained a number of teachers of the Attica schools at a Victrola recital given at his store. After the program Mr. Coffing served his guests with refreshments.

More than one hundred and fifty people listened to a Victrola concert arranged in the public library at Rochester, Ind., by W. A. Howard, Victor dealer of that city. To present the Vic-

trola in its artistic rather than its commercial aspect, Mr. Howard obtained the co-operation of a teacher of piano and music theory and a teacher of music in the public school. These two people told a story of each record before it was played and succeeded in establishing a feeling that the artist himself was present in person rather than that the music came from a record.

"There is every reason to believe that the talking machine business will be back to normal before long," said E. H. Jarrard, manager of the talking machine department of the Capital Paper Co., wholesale distributors of Kimball phonographs. "By July first, it has been estimated, all idle railroad men will be back at work. This one factor will mean that a mighty big buying group has been brought back into the market. Also billions of bushels of grain will be moved for the farmers this Summer. In most instances there will be a two years' crop instead of one. Farmers will be buying freely again before long, I believe."

Business for the month of May among Edison dealers of the State shows a very steady improvement over preceding months, according to H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor.

"Quite a number of our dealers' sales for May, 1921, show a decided gain over May, 1920," said Mr. Anderson. "Recent group meetings conducted throughout our territory were the most successful ever held. Ninety per cent of our dealers attended the meetings and practically every dealer expressed himself as well repaid by the many new ideas and new sales promotion plans developed. Our school for Edison salesmen, recently established, is proving very popular with the dealers. New salesmen are sent to us and they are thoroughly schooled in selling the New Edison. They also are given a thorough course in mechanical construction."

"Beat 1920" is a slogan that has been adopted by W. O. Hopkins, of the Edison Shop, and he and his salesmen are working hard to make good with the slogan. They are getting much new business through the Mood Change Chart parties, the most interesting of which, and probably the most successful, was given before the singing classes and musical appreciation classes of the Technical High School. Mr. Hopkins obtained at this party some exceptionally

(Continued on page 78)

**Why Break Records?
Just File Them!**

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

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office

Southern Wholesale Branch

711 MILWAUKEE AVENUE
CHICAGO

1530 CANDLER BLDG.
ATLANTA, GA.



Free!

TINTED PHOTOGRAVURE OF McCORMACK

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These photogravures are FREE to Victor Dealers, who send requests on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photogravures will be filled as long as a limited supply lasts. *Send immediately.*

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS





The Quickest and Biggest Hit of the Year

CHERIE

"You can't go wrong with any Feist song."

INDIANAPOLIS TRADE GETS RESULTS
(Continued from page 77)

intelligent reports. Requests for similar parties have been received by Mr. Hopkins from several high schools in the State. He has given the parties at every fire station in this city at the request of the assistant fire chief.

In line with his determination to "beat 1920," Mr. Hopkins will take his entire sales force, with the exception of one clerk, to the Edison Caravan convention at Chicago June 19 and 20.

The Pathé Shop has been opened after being closed a month following the fire that resulted in damage amounting to \$15,000. The loss was covered by insurance. The shop has been re-decorated so that it is much handsomer than before.

T. W. Hendricks, manager of the talking machine department of the Pearson Piano Co., is going to devote himself to the Victor, Edison and Vocalion records, with particular attention to the Victor, of which he had a stock of 26,000 on April 1. Mr. Hendricks says he finds business continuing to be more steady, with the demand chiefly for high-grade instruments.

Widener's Grafonola Shop has received its first shipment of Granby phonographs, for which it will be distributor for Indiana and part of Kentucky. W. G. Wilson, manager, says he will begin his advertising campaign on them about the middle of June, giving particular attention to the quality and the low cost of period models.

Charles J. Orbison, Federal prohibition director for Indiana, was a speaker at a district convention of Edison dealers held at Evansville. "The man who lies down under the tree and waits for the cherry to drop into his mouth is out of luck; it's the fellow who shins up the tree and grabs the cherry that is going to get it," said Mr. Orbison in reference to the work that every salesman faces at the present time.

OPEN BRANCH OF BRUNSWICK SHOP

A new branch of the Brunswick Shop has been opened in the Avenue Bank Building, Oak Park, Ill., by H. E. Geise, of Oak Park, and S. W. Henderson, of River Forest. Brunswick phonographs and records will be handled exclusively.

To build a well-rounded career, be square.

MOOREHOUSE-MARTENS' NEW STORE
Old Building Destroyed by Fire—New One Erected on Same Site—Million-dollar Store Opened—Dedicatory Exercises Held

COLUMBUS, O., June 8.—Although it is little more than a year since the old store was destroyed by fire, the new million-dollar Moorehouse-Martens establishment was formally opened last Tuesday on the site of the old store. Governor Harry Davis and Mayor Thomas made the formal dedication and Col. John Y. Bassell and officials of the store assisted in the dedicatory exercises. The store was open to the public, but no goods were sold. The opening program is to continue throughout the week, each day being set aside for some special group.

Of special interest is the talking machine shop, which is located in the basement. Here an Edison or Victrola machine of any size or type can be purchased. The shop is pleasingly finished in delicate ivory and blue tints and is a model of convenience for its patrons. Sixteen sound-proof booths have been built for the demonstration of records, and the record files are so arranged that customers can find the records they seek without reference to catalogs.

Photographs of the record-making artists are incorporated in the fixture containing their respective productions. The demonstrating instruments in the booths are equipped with Motrolas, eliminating the necessity of frequent rewinding. A new concert telephone has been installed which permits friends of the store to hear concerts by favorite artists in their own homes. Lester I. King is manager of the new phonograph department, officials of the store announced Monday. Many congratulatory telegrams were received.

Experience teacheth us that resolution is a help in need.

FEATURES STRIKING SONORA SIGN

There appeared in a recent issue of the New York Tribune an unusual photograph showing the mammoth Sonora sign that is displayed on the building on Forty-seventh street between Broadway and Seventh avenue, in the heart of the "Great White Way." This giant electrical



Sonora Sign Featured in New York Tribune

display, which is 107 feet in length, can be seen from a great distance, and as it is in the center of the theatre district it is viewed daily by thousands of people. It has been shown in at least six moving picture plays, countless newspapers and magazines, and was even included in the back drop curtain of the "Ziegfeld Follies" for almost a year.

TO DISTRIBUTE THE MASTERPHONE

The James L. Hatch Music House, of Altoona, Pa., has been appointed distributor of the Masterphone sound reproduction device for Altoona and vicinity by the manufacturers, The Masterphone Corp. of America, New York.

TONE ARMS and SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable motors playing four ten-inch records. Strictly high grade and fully guaranteed. We can better your equipment and save you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY
722 ATLANTIC AVENUE
BROOKLYN, N. Y.
TELEPHONE STERLING 1120

"PARLOR PARTIES" FOLLOW SALES

Houston Concern Has Evolved Exceedingly Effective Advertising Plan of Increasing Sales

HOUSTON, TEX., June 1.—The Jonathan Cox Phonograph Co., of this city, has adopted a novel advertising plan which is proving very satisfactory. Whenever a machine is delivered to a customer a "parlor party" is arranged. Friends and neighbors and anyone known to be interested in music are invited. Programs, including popular, secular and sacred music, are arranged by Mrs. Statley, manager of the record department. This plan is proving very popular and many sales of phonographs and also of records to those who already possess talking machines can be traced directly to it.

BIG VICTOR RECORDS IN DISPLAY

Oberlin Furniture Co. Features Coming of Eight Victor Artists to Kankakee With a Window Display of Unusual Character

KANKAKEE, ILL., June 4.—The appearance of the Eight Famous Victor Artists in this city recently was celebrated by the Oberlin Furniture Co., Victor dealer, with an elaborate and un-



Striking Victor Record Window

usual Victor display, the feature of which was a series of eight immense reproductions of Victor records, each with a typical Victor label, on which appeared the name of one of the eight artists in place of the usual song title. Each of the records was over three feet in diameter and the eight of them, set at various levels, practically filled the window. The display attracted much attention.

VITULLO & ULISSE START BUSINESS

Their New Music Shop in East Utica, N. Y., a Handsome Structure on Busy Street

UTICA, N. Y., May 30.—A new music store was recently opened at 672-674 Bleeker street, East Utica, by Vitullo & Ulisse, both well-known Uticans. The establishment is decidedly one of the most handsome and well-arranged business structures in that busy part of town. All the recognized lines of musical merchandise, such as pianos, players, sheet music, player rolls, etc., are handled by this house, including the Victor and Columbia lines of machines and records. Three sound-proof booths for record and player roll demonstration have been installed.

BANGOR HAS NEW HOUSE

Rice's Shop Opens Its Doors in Fine Structure With Complete Musical Lines

Occupying handsome quarters in the new Stetson Building on Central street, near Hammond street, Bangor, Me., Rice's Music Shop recently had an auspicious opening, the proprietor, H. Edward Rice, personally greeting the hundreds of his friends and patrons who came to inspect the store and congratulate the owner. The new shop will carry a full line of musical merchandise, sheet music and orchestrations and talking machines. Manager Rice is the leader of the orchestra that bears his name and was manager for ten years of the music department of Andrew's Music House on Main street, that city.

"The criticism of enemies is more valuable than the praises of friends, because friends desire only to gild our defects."

BRUNSWICK MUSIC STORE FORMALLY OPENED IN DUBUQUE

The Brunswick Music Store, of Dubuque, Ia., formally opened last month, is one of the best-appointed piano and phonograph ware-

and two for the demonstration of player-pianos. There is also a big display room for pianos and an attractive player roll and sheet music depart-

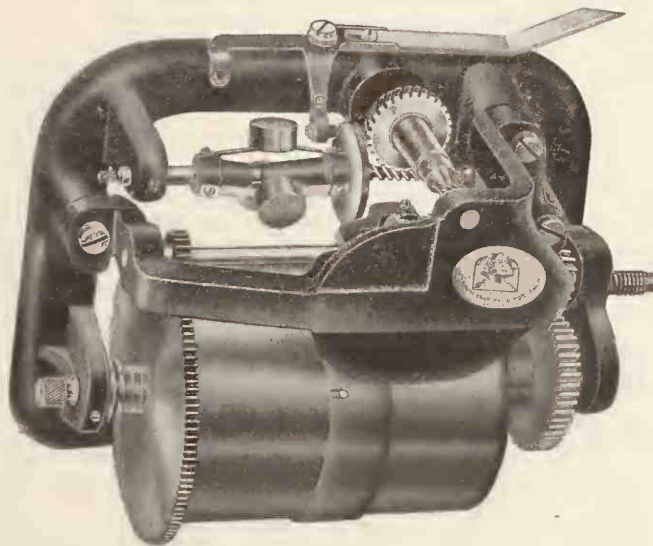


Views of New Music Store Recently Opened in Dubuque, Ia.

rooms in that city. The appointments of the store were installed under the supervision of Fred. J. Feller, manager, and the equipment includes eight sound-proof booths for phonographs

ment. The lines handled include the Estey, Milton and Gulbransen pianos and player-pianos and the Brunswick phonograph and the new Brunswick records.

The SPHINX MOTOR



The only real advance in Phonograph Motor Construction

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

STYLE SHOW WEEK INTERESTED THE TRADE IN CLEVELAND

Lectures and Demonstrations Valued—Dealers Concentrate on One Style—New Stores Opened—Columbia Dealer News—Victor Record Exchange Started—Edison Activities—Other Live News

CLEVELAND, O., June 7.—Furniture interests who feature talking machine departments presently will be benefited in increased business in both divisions as the result of a style show week for furniture held by the Cleveland Retail Furniture Dealers' Association. The main object was not to sell furniture immediately, but to increase the public interest in good home interiors and increase that same public interest in home owning. Thousands of persons visited the retail stores conducting this exposition and thousands attended the lectures and demonstrations conducted by Ross Crane, head of the extension department of the Chicago Art Institute, who was brought here especially for this event. Leaders in the enterprise already report that numerous prospects for both furniture and talking machines have been developed which will be worked upon as their plans for entering new homes mature.

Firms that could benefit in both talking machines and furniture business through this medium included the S. Kohn & Sons Co., the Vincent-Barstow Co., Brown Bros., Bing Co., Henry Leopold Co., Clifton Furniture Co., Mayer-Marks Co., Starr Piano Co., all of whom sell one or more makes of the Victor, Columbia, Pathé, Cheney, Starr, Brunswick or other machines and records.

Of particular significance to the talking machine trade was the use of Pathé period models by Professor Crane in his demonstration lectures, which were conducted at Masonic Auditorium. It was claimed by Mr. Crane that the Pathé adhered truthfully to period design and in his lectures he pointed out the fact that no home may be considered complete without music in one form or another.

Some Concentrated Advertising

Campaign for interesting the people in all models of the Victor talking machine through concentration of publicity upon one model is being conducted by twenty-five dealers, members

of the Talking Machine Dealers' Association of Northern Ohio.

This move, in the opinion of C. K. Bennett, general manager, the Eclipse Musical Co., Victor jobber, is expected to give added impetus to the new business of firms that have opened in the last few weeks, or contemplate holding their openings during June. And this in spite of the setback to general business through the strike of approximately 40,000 operatives in the building, printing and other trades through May and into June.

Many New Stores Opened

The latest enterprise to make its bow in Cleveland proper is the new establishment of C. C. Lipstreu, long identified with the talking machine trade at Payne avenue and Forty-first street. The formal opening of the new Lipstreu store at Lexington avenue and East Fifty-fifth street was held May 27. The location is in the same territory, but more advantageous to increased business, according to Mr. Lipstreu. The opening was heralded with newspaper publicity and 1,200 invitations to individuals were sent out. Local musical talent entertained and souvenirs were distributed.

An unique method of impressing the Lipstreu establishment upon the minds of the people was adopted. Every visitor was given a blank card with ten lines. At the top the name and address of the holder was written. Then ten records, all reminiscent of the Civil, Spanish-American and World Wars, were played, and the names of these airs were written in the ten blank spaces. Those naming all the records had their names printed in the newspapers and were entitled to any record free that they might choose.

At Cuyahoga Falls, O., the W. M. Hale Co. marked its official talking machine department openings with the distribution of balloons and Victor dogs. Attendance was in excess of 1,300, according to M. C. Smithisler, manager of the

new department. The Hale establishment is not new in Cuyahoga Falls, having for many years been identified with the jewelry trade. Prestige from this source is expected to be an added factor in talking machine business for the immediate future.

More new stores or departments make their appearance with the advent of Summer in the Cleveland district. Conspicuous among these is the Victor department of the Scheuer-Frankle Co., Sandusky, which uses practically the entire first floor for this division, opening with five hearing rooms and with provision for several more booths to be added later. The strike of building trades operatives did not interfere with the opening and a big attendance of people from Sandusky and surrounding towns was had. Miss Ruby Cummings comes here to take charge of the new department.

The formal opening of the Windsor-Poling Co., Akron, O., was held May 31, a feature being the presentation of the store to the visitors by Earle Poling, formerly traveling representative for the Eclipse Musical Co., and who has for several years made similar openings successful for other dealers in the territory. Miss Charlotte Roderick, formerly of the May Co. talking machine organization, will be a member of the Windsor-Poling staff.

The R. Svehla Music House is completing plans for a formal opening of its new home on the West Side. Long identified with the music industry in the West Twenty-fifth street section of Cleveland, this firm presently will blossom out in new front and interior that will make it one of the distinctive talking machine enterprises of the community. M. S. Fenn, long identified with the talking machine trade in this section, has been appointed general manager. The record and accessories departments will have a prominent place in the forward part of the store and in the rear will be several hearing rooms opening off a reception room. The sales staff will have the benefit of a sales educational campaign, to be conducted by Mr. Fenn. Special attention will be given toward increasing record sales, so that customers will come to recognize the establishment as a record headquarters. The Victor record ordering system will be used, it being claimed by Mr. Fenn that this feature forestalls the overstocking of any particular record.

Still another new establishment for South Side folk has been opened by John Ortili, in the Ortili Music House in lower West Twenty-fifth street. Mr. Ortili has a large following among the musical people of Cleveland, having long been associated with Cleveland orchestras. The Brooks phonograph and the Okeh records will be featured here.

Columbia Dealers Visit Cleveland

Special trips for Columbia dealers in the Cleveland territory are being planned regularly by J. L. Du Breuil, general manager, the Columbia Graphophone Co., and Stanley B. Lee, publicity director, largely for the purpose of introducing the new store recently completed in the Cleveland headquarters of the company. This store is as complete as modern merchandising ingenuity can make it. Nothing is lacking to make it the most attractive to visitors and officials at Cleveland demonstrate to dealers just how business is being increased for them through use of this model store's features. Many dealers plan to install stores complete, either in their present or future locations, and all are using some of the features set forth in this display according to H. C. Cooley, headquarters manager.

Sales interests in and out of the talking machine industry in this section were benefited by the address of C. K. Woodbridge, sales manager

Sales from the Window

WITH a story dramatically told in their dealer's window, our customers are nullifying the general apathy of the buying public.

Window displays that convey a distinct selling message, such as are created and lithographed by the Einson Organization, are today the logical and most economical means for maintaining and increasing Phonograph and Record sales.

Call us in to work with you on the idea of your window display. From sketch to lithography, you will have the benefit of specialists in window display advertising.

EINSON LITHO INCORPORATED

Executive Offices, Art Department, Manufacturing Plant

327 East 29th Street,

NEW YORK CITY

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

of the Columbia Graphophone Co., who spoke before the national convention of the Taylor Society here this week. He pointed out faults in both the salary and commission systems of payment to salesmen. Mr. Woodbridge suggested a point system, by which a salesman would be paid not only for his sales, but for all activities that tend to increase business for the firm and himself. Present methods create a tendency to oversell, which handicaps the retailer, according to Mr. Woodbridge.

Several Columbia dealers in the Cleveland district have started to rebuild their stores, under supervision of H. Allen Dalley, vice-president, the Van Veen Co. Mr. Dalley made the tour through Ohio with J. L. Du Breuil, general manager of the Cleveland district, and Karl Karg, member of the Cleveland organization.

The regular monthly meeting of the Columbia sales organization in the Cleveland territory was held this week. Reports of both city and out-of-town representatives showed that a marked increase in business for dealers is being attained through the use of the Columbus house-to-house rural truck sales and fancy gift-record envelope plans.

Association Starts Record Exchange

A unique feature for Victor dealers throughout Ohio and campaign for increasing the membership to 200 has been started by the Northern Ohio Talking Machine Dealers' Association in the establishment, June 1, of a record exchange. Miss J. A. Agate, at present with the Euclid Music Co., becomes assistant secretary and manager of the record exchange. Miss Agate's appointment follows the retirement as secretary of Ed B. Lyons, sales manager, the Eclipse Musical Co., who has advised President Grant Smith that increased demands from clients of the Eclipse require that he relinquish his post with the Association. It is the belief of the Association officials that the new record exchange will fill a long-felt want of dealers and serve to bring about the creation of one of the largest organizations in the country.

Going After the Sporting Trade

In business building practices the plan of E. A. Friedlander, manager of the Bailey Co. talking machine department, stands out. Mr. Friedlander is catering especially to the professional sport folk, baseball, boxing and other adepts. He does not let the opportunity pass to advertise this to the people who admire those baseball or fight artists, and increased business is coming thereby. The move started with the sale of a Victrola to a private individual who presented it to the Cleveland Baseball Club. Sale of a similar machine followed to Doc Johnson, first-baseman. Then Roger Peckenpaugh, shortstop, took an Edison, and so it has gone since then. Johnny Kilbane, prize fighter, is buying all his records at the Bailey Co. because "Eugene knows how to pick out the ones with plenty of Irish in them," he asserts.

Some Edison Activities

Increased record demand at the Phonograph Co. has resulted from the use of an unique system inaugurated by Harry Tucker, sales manager. Members of the staff have compiled lists of machine owners from the office ledgers. These persons have been called upon on the telephone and asked to hear a dozen records on trial. Records are sent to the homes, and almost invariably sales have followed immediately. The mood change charts of the Edison also are being used successfully here. A new department has been created and through this the schools, colleges and other institutions are being visited, as well as the homes. Results are being obtained largely through concentrating upon the

announcement of physicians that music is now recognized as having certain curative powers.

A Victor Club has been formed by the Sell Bros., Delaware, O. Every present customer of the firm who suggests a buyer of a machine will be rewarded with a certain number of records in proportion to the size of the sale. The plan is being advertised throughout the country, and although in effect only a few weeks has been productive of big results.

What is expected to be the largest billboard campaign ever conducted by a talking machine

house will be started soon by the Buescher Co., which has taken the full quota of boards assigned to one firm in Cleveland. This firm has been using billboards successfully in a small way, but results justify expansion in that direction, according to I. H. Buescher, general manager.

A. H. Lichtig, lately prominent in other business in Cleveland, has joined the Kennedy-Green Co. Mr. Lichtig will have charge of the inside business of the firm, and will receive callers from out of town.

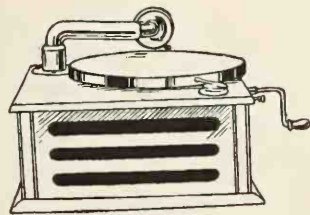
SALES CAMPAIGNS BRING RESULTS

Pathé Dealers Who Make Special Efforts Are Fittingly Rewarded

Many exceptional results are reported by Pathé dealers in widely separated sections of the country from the extensive sales campaign which they are conducting. H. F. Maier, Bergenfield, N. J., through intensive efforts sold ten Pathés and secured eleven excellent prospects

within eight days in a territory that has not yielded much since the first of the year. Another exceptional campaign was conducted by the Lea Lewis Co., of Danville, Va., who, on the first day of its campaign, sold six Pathés. In Alabama the Louis Pitz D. G. Co. succeeded in selling twenty-five Pathés in one week. Many other reports from other sections of the country are being received which clearly indicate that the dealer inspired with the "go get 'em spirit" is getting the business.

**QUICK PROFITS
During HOT WEATHER**



Model No. 2
Height, 9½ inches; depth, 14 inches;
width, 14 inches

Retails at \$20.00

Here are the summer specials, bringing quick cash sales and good profits.

Our new model Charmaphone No. 2 will sell on sight.

Made for Camps, Outings and Travel.

Loud, clear tone—a sturdy machine for outdoors.

And at a price



Height, 12¾ inches; depth, 20 inches; width, 18 inches

Retails at \$40.00

**CHARMAPHONE
NEW MODEL No. 3**

Here, too, is a fast summer seller. Mahogany finish, quality cabinet—best equipment. A good profit maker in any season.

Send for new illustrated catalog of complete line

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

NEW PEARSON PIANO CO. STORE

**Eighth Branch of Indianapolis Music Concern
Opened in Greensburg, Ind.**

INDIANAPOLIS, IND., June 2.—The Pearson Piano Co. has opened a new store at Greensburg, under the management of Dan Williams, manager of the store at Shelbyville. Greensburg is a town of 5,000 population and the new store has been opened as a temporary proposition, the permanency of which will depend on the business developed in the next few months. Mr. Pearson says the opening of the store was attended by more than 4,000 people.

This makes the eighth Pearson store in the State, in addition to the one in this city. The seventh store was recently bought by Mr. Pearson at North Vernon from G. R. Williams, father of H. P. Williams, manager of the Pearson store at Columbus. The younger Mr. Williams is managing both the Columbus and North Vernon stores.

E. W. Stockdale, manager of the Indianapolis store, reports business more stable, with high-priced instruments continuing to sell better than the less costly instruments. General conditions, he thinks, point to a steady betterment of trade that will end with business close to normal in the Fall and Winter.

COLUMBIA NEWS GLEANINGS

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. spent a few days last week in Montreal and Toronto, visiting the Columbia headquarters in these important cities. He found business conditions very satisfactory, with the dealers optimistic in their comments anent the future.

Henry Kahn, of Kahn's Music Shops, Boston, Mass., accompanied by Mrs. Kahn, visited the Columbia executive offices last week, making a tour of inspection of the eight floors occupied by the company in the Gotham National Bank Building. Mr. Kahn spoke favorably of business conditions in New England, stating that he was making preparations for an active Fall business.

E. O. Rockwood, general credit manager of the Columbia Co., spent a few days last week at the Columbia branches in Boston and Philadelphia.

The Music Shop, Bartlesville, Okla., to deal in musical instruments, has been incorporated with a capital stock of \$25,000.



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

AMellower, More Musical Tone on All Makes of Records

Makes the Owner of an Old Machine a "Live" Record Buyer

SAMPLES ON APPROVAL

Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.35
Retail \$6.50 and \$8.50

Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Superior Reproducer with 21-P Connection for O. S. Pathé—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Quantity Prices on Application



Superior Specialties for Phonographs

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

MOVES TO LARGER QUARTERS

Famous Singers Records Now Located in New Home—Will Issue General Catalog

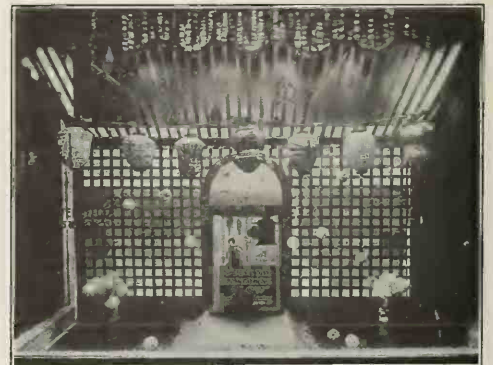
The Famous Singers Records, Inc., formerly located at 231 Lenox avenue, New York, has moved to 249 West Thirty-fourth street, where it has greatly increased facilities and is in a position to handle the requirements of its trade. The executive personnel of this company consists of Frank A. Lappan, business manager, who has had extensive experience in the recording field, and John Stege, who has specialized in recording for a number of years. Mr. Lappan will be in general charge of the business, with Mr. Stege in direct charge of recording.

Chas. K. Davis has been appointed musical director of Famous Singers Records, Inc., and a number of records have been produced under his able direction. Mr. Davis was formerly director of the Orpheum Quintet and the orchestras which played at the Café Boulevard, Churchill's and Temple Bay Hotel.

For the purpose of developing trade in Cuba and adjacent islands in the South, Louis Unger, sales representative of the Brilliantone Steel Needle Co. of America, sailed late last month by the "Calamares" for Havana, where he contemplates establishing agencies.

F. C. Jacobs Doing Thriving Grafonola Business at Stevens Point, Wis.

Stevens Point, Wis., is a town of about 7,500 population and F. C. Jacobs, Columbia dealer in that thriving community, is an old pioneer in the music industry. He has spent many years



Window Display Featuring Columbia Record in the business and through the use of consistent and effective publicity is known throughout this section of the country as "The Columbia Man."

The photograph shown herewith, featuring a window display prepared by Mr. Jacobs in behalf of the Columbia record, "Where the Lanterns Glow," is typical of the publicity methods used by this progressive Columbia dealer.

BRYANT WINS PROMOTION

The general sales department of the Columbia Graphophone Co., New York, announced this week that J. Bryant, formerly connected with the general sales division at the executive offices, has been appointed assistant manager of the St. Louis branch, succeeding A. W. Roos, resigned. Mr. Bryant has been connected with the company for a number of years and will undoubtedly render valuable assistance to E. M. Morgan, manager of the St. Louis branch.

B. Pinkham, who has been a member of the general sales department for the past few years, has been appointed to take care of the particular work heretofore handled by Mr. Bryant in the Grafonola division of this department.

NEW SMALL PORTABLE MACHINE

The Charmaphone Co., whose executive offices are at 39 West Thirty-second street, New York City, and whose factory is in Pulaski, N. Y., has just placed on the market a new small, portable model talking machine. This style, known as the Charmaphone, No. 2, is particularly adapted for camps and outings and made to sell at a popular price.

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE ON THE MARKET

Retails at **10 cents** per box of 50 needles



Each needle guaranteed to play 10 records

THE FAMOUS STEEL NEEDLE WITH THE GOLD FINISH



This metal and glass display case given away free with orders of 3 cartons

Magnedos are in great demand since Dance Records have become so popular, because they eliminate the nuisance of frequent changing of needles



50 needles to box, equal to 500 ordinary steel needles

SOLD BY ALL THE LEADING JOBBERS

**MAGNEDOS PRODUCE SWEETER AND CLEARER TONE
MAGNEDOS REDUCE SURFACE NOISE**

MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK

The Trade in **BOSTON** and **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., June 7.—Quite generally throughout the talking machine field in this territory indications continue to point to a more encouraging state of affairs. This, at any rate, is the impression gained from reports of jobbers and dealers alike, who, without attempting to gloss over affairs as they stand at present, assert quite unanimously that the situation is steadily improving, although slowly. On the whole, business during May, judging from reports, showed to considerable advantage over April, and while the trade generally makes due allowance for the normal Summer quiet that ignores no line of business they see ahead the prospect of fine activity in the early Fall.

The general outlook for the upward trend of pretty nearly the entire industrial world is noted with satisfaction, but perhaps more particularly does the talking machine trade find satisfaction in reputable reports of general conditions in New England, especially. There is, for instance, the report of Frederick H. Curtiss, Federal Reserve agent of the Federal Reserve Bank, Boston, for May, following his usual monthly survey of industrial conditions in this territory. In this report it is stated that unemployment is generally held to be less than during the Winter, due partly to "better conditions existing in several of New England's predominant industries, such as textiles and shoe manufacturing." The talking machine industry has already felt the improvement that has obtained in some of the manufacturing centers, jobbers particularly noting this in their transactions with dealers in cities where a short time back the depression was especially marked.

Improvement Reported at Steinert's

Steady improvement generally and well-sustained record business is reported by Kenneth E. Reed, wholesale manager of M. Steinert & Sons Co., Victor distributors. Mr. Reed expressed himself as optimistic with regard to the outlook, and stated that so far as the house of Steinert is concerned all goods obtainable from the Victor factory continued to be received at the Boston headquarters without restriction. More particularly with regard to the record situation, Mr. Reed expressed satisfaction over the fact that

Steinert Service Serves

Have you made use of our Educational and Personal Service Bureau?
 Let us help you with Practical Store Ideas.
 Promotion of Educational Work in the Schools a Specialty.
 At your command—anywhere in New England.



An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments.
 Build up your Record Stock now—through our Back Order Record Service.
 Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

with improved shipments from the factory there would appear now to be opportunity to replenish record stocks, doing away with the inconvenient and rather unsatisfactory condition that has hitherto prevailed in this respect.

Small Type "Talkers" in Demand

At the present time the local trade is devoting attention perhaps more particularly to the sale of the small type talking machines, making the customary drive on these styles with the opening of the vacation season. While these machines have been to the front only a relatively short time reports are that quite satisfactory re-

sults are being obtained. The majority of dealers are showing attractive window displays of the machines, urging upon the public the desirability of the instruments for camps and cottages during the Summer.

Spoke on "Music Appreciation"

"Music Appreciation" was the subject of a talk which Miss Grace Barr, of the Steinert Co., gave before a gathering of 200 school teachers in Portland, Me., toward the end of the month. Miss Barr has within recent months been especially active in such work, letting slip by no opportunity to advance the cause of the talking machine in the school, and with results that have been very gratifying.

Two Golf Enthusiasts

Now that real golf weather has set in—although enthusiasts will insist that almost any old weather is golf weather—Robert Steinert, of the Steinert Co., and Wholesale Manager Reed are getting in some fine work on the links hereabouts. Within a short time Mr. Steinert undoubtedly will be heard from in tournament play, now that the season is in full swing. Probably no two followers of the game watched with greater interest the recent international amateur tournament in England than Messrs. Steinert and Reed, and, like all other Americans, were greatly disappointed that the American contingent did not fare better in the tilt across the Atlantic.

Eastern Co. Provides Autos for Road Men

Herbert Shoemaker, general manager of the Eastern Talking Machine Co., Victor distributor catering to a large clientele throughout New England, takes a distinctly encouraging view of conditions, noting gradual improvement and prospects for excellent business later on. Mr. Shoemaker makes it a point to follow closely the conditions obtaining in the general industrial field, and finds the situation at present pointing inevitably to improvement that will be quite marked in the early Fall. The Eastern Co. has recently provided Buick automobiles for its road men, and this motor equipment, according to Mr. Shoemaker, is proving a valuable investment, both in point of adding to the reputation of the house and in giving service to dealers. The car doors bear in attractive form the name

(Continued on page 84)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



HIS MASTER'S VOICE

NEW ENGLAND is the summer playground of the United States.

This extra population should enable you to maintain normal sales of Victrolas and Victor Records.

But go after the business aggressively.

Eastern Service will lend a helping hand.

Eastern Talking Machine Co.

85 Essex Street
Boston, Mass.

latest hits to New England people before they are available on records manufactured elsewhere. The selections marked with a star (in the advt.) in the printed list have either not yet been even issued by any other manufacturer, or at least are extremely difficult to obtain except at Grey Gull dealers." Reports are to the effect that the Summer street store has been operating since its establishment with very satisfactory success.

Jobbers Help Success of McCormack Concert

A highly successful concert in aid of the suffering women and children of Ireland was given by John McCormack, the celebrated Victor artist, in Symphony Hall on the afternoon of Sunday, May 22. An audience that taxed the capacity of the hall was on hand, and among the distinguished guests was Lord Mayor O'Neill of Dublin. Credit for the success of the concert was due in part to the advertising given the event by the Boston Victor distributors—M. Steinert & Sons Co., the Eastern Talking Machine Co. and Oliver Ditson Co.

Fred E. Mann Visits Portland Trade

The middle of the month Manager Fred E. Mann, of the Columbia Co., in his Studebaker car took a trip among the Maine agencies of the company, and on his return after nine days reported that he was greatly encouraged over the situation he found in that territory. Mr. Mann, who was accompanied from Portland by W. R. Ingalls, the salesman in that territory, visited thirty-four towns and called on more than fifty dealers and covered 1,150 miles. Some of the manufacturing centers he found rather hard hit, but many of the dealers through the use of auto vans were doing a good suburban business.

Attractive Osgood Window Display

Chester J. Sylvester, head of the talking machine department of the C. E. Osgood Co., has just been exhibiting an attractive window of the new convertible talking machine and library table of Colonial design which has been attracting a great deal of attention. The machine in-


For Every Month of the Year

Dealer helps of practical value have long been an important factor of Cressey & Allen service to the progressive Victor Dealer.

In every month of the year there is a timely, vital dealer help that we have prepared for just that particular month. It is not guess-work, but knowledge based on experience that has made our dealer service a practical success.

CRESSEY & ALLEN

PORTLAND, MAINE



stalled is a Victrola VI and the combination has found a ready sale.

Columbia Dealers Meet

Manager Fred E. Mann, of the Columbia Co., who is planning a western Massachusetts trip within the next few weeks, presided over the usual monthly dealers' meeting the latter part

of last month, and he was much encouraged to find the better feeling that obtained, for May, up to that time, was found to be a far more productive month than was April, which was even better than March. Plans for a vigorous campaign during the succeeding months were made.

(Continued on page 86)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

A PHONOGRAPH IN A CLASS BY ITSELF

TH**E**R**E** is only one phonograph which can play all makes of records exactly as they should be played, without the use of bothersome attachments. Dealers who have investigated thoroughly know that it is The Brunswick.

Some other phonograph may play one or two makes of records correctly, **without using attachments.**

Another phonograph may play one or two makes of records by **using attachments.**

But no phonograph, except The Brunswick, plays all records **correctly, without using attachments.**

KRAFT, BATES & SPENCER, Inc.
1265 Boylston Street - - - Boston, Mass.

Tonofone	Motrola	Victrolene	Record Flashers
Steel Needles	Albums	Record Brushes	Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Fred E. Mann, by the way, was chairman of an unusual entertainment entitled "Who's Who in the Blighted Lamp," a burlesque, which was pulled off at the Boston City Club a few nights ago with great success. Mr. Mann also was in the cast, and as a prominent member of this big civic organization he does a lot to keep things a-booming.

Hopkins at Dedication of Masonic Temple

George W. Hopkins, of the Columbia Co., came over to Boston during the latter part of May to assist at the dedication of the new Masonic Temple in Concord, Mass., the local lodge of which he is a past master.

Columbia Dealers Getting Together

Practically all of the preliminary work looking to the formation of the Columbia Dealers' Association of New England has been accomplished, according to Arthur C. Erisman, manager of the Grafonola Co. of New England, and prime mover in the proposed organization. Persuaded that there is great good to come from such an organization, Mr. Erisman is actively and energetically spreading his enthusiasm for the project, setting forth to the hundreds of Columbia dealers in the New England territory the advantages which real organization inevitably brings.

It is Mr. Erisman's idea to make it 100 per cent strong, and to this end he insists that it is the duty of each and every Columbia dealer to support the Association with his membership, thus contributing not only to something that will be of real service to all, but to the upbuilding of the music trades generally. It is up to the New England Columbia dealers, Mr. Erisman states, to get busy on this proposition and show the spirit that does not wait for the other fellow to do something first. With a 100 per cent organization, Mr. Erisman sees benefits to all members which can scarcely be conceived in advance.

Prime Evidence of Business Activity

That New England dealers expect, and are preparing for, good Fall business is evidenced by the number of inquiries and requests for estimates received by Frank B. Curry, of this city, manufacturer of modern equipment for phonograph stores.

Mr. Curry has finished, in the last few weeks, a number of attractive installations. Among them are the Schwartz Music Shop, Dorchester, Mass.; F. S. Henderson & Co., Boylston street warerooms, in Boston, and James Ahearn, Framingham, Mass. The Schwartz installation

Treasurer, Salesmanager and Lawyer

Several years' experience in office routine and management. Now treasurer and sales manager of two corporations. Seeks new association. Especially adapted for wholesale phonograph and record business having clientele of over five hundred dealers, with full knowledge of their credit ratings, etc. Highly efficient on sales, collections and thoroughly understands commercial paper. Will invest small capital. Address Box "962," care of The Talking Machine World, 373 Fourth Ave., New York City.

consists of four large booths, two record cases, one counter and a sheet music rack. The Henderson installation consists of six booths, and that of James Ahearn an entire new department.

Mr. Curry's activities, while centered in New England, have not been confined to that section of the country entirely. He is now preparing an equipment for Wertz & Doran, of Brooklyn, N. Y., consisting of three booths, record case and counter which will be attractively finished in silver gray.

The Model Grafonola Shop

"An excellent idea for my shop" and "A sale display that is certainly different" were the remarks of two Columbia dealers who were recently inspecting a record display in the large window of the Model Grafonola Shop in the Boston branch of the Columbia Graphophone Co. The Model Grafonola Shop in this branch, which is under the management of Fred E. Mann, is one of the series of model shops just installed by the Columbia Graphophone Co. in its various branches.

This Model Grafonola Shop is similar in size and design to the other shops built by Columbia for its branches, covering a width of twenty-two



feet and a depth of forty feet. It is a full-size model in every respect, featuring Col-Van construction, which has been developed and perfected after years of study and experience. Included in this equipment are two display windows, backed by special-designed window screens, the foyer of a Grafonola showroom, two display corners suitable for the display of period model Grafonolas, two different sized hearing rooms, exposed record racks and a wrapping counter for the display of small accessories. The ivory-colored arch in the center of the shop and the blue panel designs serve as the main background for this Model Grafonola Shop.

J. J. Moore, Jr., Dealer Service supervisor of the Boston branch, makes his headquarters in the model shop and dealers are constantly making use of the practical ideas embodied in the construction of the shop to increase the attractiveness and efficiency of their own establishments. One of the many dealers in this territory who is planning to erect a model shop is W. L. O'Brien, of Hudson, Mass., whose new store is practically a duplicate of the model shop in the Boston branch.

The broader the service the better the results. The better the results the more opportunities for service.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yuell.

IF!

If you sell EDISON, VICTOR, or COLUMBIA Phonographs, we say: *Send for our catalog right now!* Not just because **PERFECTION ATTACHMENTS** increase the value of your machines 50% by equipping them to play all of the best records. No—but—

Mind you, **PERFECTION ATTACHMENTS** do more than that. They actually sell those machines for you. How? Just put a **PERFECTION ATTACHMENT** on one of your machines—one you've been listening to day after day: Then listen once more. You'll whistle with happiness!

And that isn't all. Take a **PERFECTION ATTACHMENT** into your hands. Examine it. Man! There is workmanship to gladden the heart of any expert. In gold or nickel finish—the best you ever looked at.

Think what this means to your business. Think hard! Then spend two cents to bring our catalog. Two cents!

—One of the best investments you've made since you opened your shop!

"PERFECTION ATTACHMENTS" FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS



PERFECTION Ball-Bearing
Tone Arm No. 4
Combined With No. 7 Reproducer

NEW ENGLAND TALKING MACHINE CO.

MANUFACTURERS

16 BEACH STREET

BOSTON, MASS.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City



ANNOUNCES NEW RECORD

R. M. C. Record Will Be Made and Marketed by Record Mfg. Co.—Will Continue to Press for Trade—To Have Monthly Issues

FRAMINGHAM, MASS., June 6.—The Record Mfg. Co., with offices and factory in this city, will shortly place on the market a new record, which will be known as the R. M. C. record. The company plans to manufacture and market every month from ten to twenty of the newest popular dance numbers and popular songs, together with standard and classical selections.

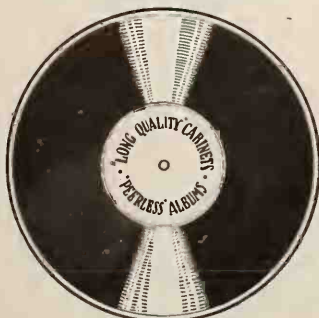
In a chat with The World L. F. Burns, factory superintendent, stated that the company is well equipped to take care of this new phase of its business and that it will continue to press records for the many record companies for whom it has been pressing for some time past. The factory is now equipped with hydraulic presses throughout and twenty new presses have been recently added to the equipment.

AN ENTERPRISING BATH DEALER

BATH, ME., June 8.—There is one concern here that seems to be forging ahead in commendable shape and that is the Mikelsky Music Co., which is located on Main street. Miss Sophie M. Mikelsky is the head of the business and she has with her a brother and five sisters, all of whom are veritable hustlers. What Miss Sophie doesn't know about the business isn't worth knowing and she keeps three auto trucks canvassing the surrounding country, with the result that she has been able to place any number of Columbia machines in homes that otherwise might be without music. The Mikelsky sisters bid fair to soon become known throughout all of Maine.

The J. M. Kurtz Music Co., of Augusta, Ga., has secured the exclusive agency for the Kimball line of phonographs, pianos and players for South Carolina and greater part of Georgia.

TWO POPULAR RECORD RECEPTACLES



Words and Music by
L. W. HOUGH, Factory Representative
20 Sudbury St. Boston, Mass.

Consider These 12 Points Well

then get in touch with us. We assure you of prompt and efficient service.

- 1st—Each dept is designed to meet the dealers' requirements.
- 2nd—Every booth is made as sound-proof as wood and glass can be made.
- 3rd—Every section in each booth is complete from top to bottom.
- 4th—All glass in each section is set in felt.
- 5th—Any pattern of glass can be selected, and it's all quality A.
- 6th—Each ceiling in each booth has ventilation facilities.
- 7th—Any design can be had in Single or Double Construction.
- 8th—We match any sample of color or finish.
- 9th—There are no small parts to sort out and put together.
- 10th—Special arrangement is made when erecting booths on tile, marble or concrete floor.
- 11th—No order is too large or none too small to get prompt and efficient service.
- 12th—Our prices are very moderate.

FRANK B. CURRY 72-74 Dedham St., Boston

A SERVE-SELF PLAN OF SELLING RECORDS

By CHAS. H. SMITH

One of the largest department stores in a city of about two hundred thousand recently installed a novel scheme in its record department. This firm sells a great many talking machine records and the usual way of selling them—of having a girl in attendance on each customer playing the records while the customer listens—would involve the employment of a great many record girls. Instead, only three or four girls are needed. These girls are able to wait upon as many as fifty customers at one time in very short order, thus effecting a big saving for the merchant with a "thirty-second service" which the store advertises.

This is how the plan operates. At one end of the balcony is a long counter with stools and comfortable chairs before it. Behind it in cases are thousands of records. Around the entire balcony is a string of small rooms tastefully decorated and carpeted and each containing two or three chairs and a large-size talking machine. The customers go to the record counter, get the records they wish to hear and take them to the individual parlors containing the machines and then play their selections over, using the kind of needle they prefer—steel, fiber or tungsten—thus obtaining just the volume of music they like. If they care to they can play each record over twice or three times before making a final selection—something they would not care to ask a record girl to do.

This service on the serve-self plan is very popular with a great many people, as it enables them to get very prompt service—the girls merely handing out the records—and they are able to listen to their selections in the privacy of individual parlors and play them as they like to hear them without feeling under any obligations to anyone. Furthermore, there is no one to urge them to like a record. They return the records to the record counter when they have heard them and either purchase or not, just as they please. The balcony contains thirty individual "listening" parlors.

SPAIN'S NEW TARIFF HITS U. S.

WASHINGTON, D. C., May 30.—The new Spanish customs tariff made effective May 21 favors nations with depreciated currency and is more unfavorable to American products than the last tariff. The changes in the new Spanish tariff will not apply to merchandise accompanied by documents, which show that shipment was made by rail or vessel before May 21. Most-favored-nation treatment is eliminated by the tariff, but there is an invitation to all nations to negotiate favorable treatment in return for reciprocal concession to Spanish exports.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size
43"x20"x23 1/2"

\$6.50

large size
49"x23"x24 3/4"

\$7.35

extra large
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



Eliot and Warrenton Sts.
BOSTON, 11, MASS.

Here's good news for all Columbia dealers. Barbara Maurel is back! She sings those two famous love songs, "Oh, Promise Me" and "I Love You Truly." Here's a combination that will put cash in your till. A-3396.

**Columbia Graphophone Co.
NEW YORK**



MODEL SHOP AROUSES INTEREST

Columbia Dealers Quite Enthusiastic About Model Grafonola Shop Recently Introduced in Columbia Co.'s Kansas City Branch

KANSAS CITY, Mo., June 6.—The sales staffs associated with the Columbia Graphophone Co. dealers in this territory were introduced to the new Model Grafonola Shop in a most unique way, for E. A. McMurtry, manager of the local branch, provided them with a signal surprise on



Record Department of Model Grafonola Shop the occasion of the recent Columbia party in the new home of the branch.

The guests had just completed an inspection tour of the first floor and were waiting to see the main offices. It had been announced that a surprise was in store for them and everyone was trying to guess what was going to happen. The word was given, and after the lights were turned out all that was visible was a brilliantly lighted Columbia sign, which stood out in mid-air with seemingly no other background. In the next instant the brilliant lights of two full-sized display windows were flashed, followed by another

set of lights which gave the sales people the first view of the interior of a retail shop. As each battery of lights was turned on the details were emphasized more strongly and finally there was displayed a modern Columbia Grafonola shop, complete in every detail.

The guests were astounded, for they had not imagined that an actual shop of regular dimensions, fully equipped and modern in every detail, would be presented for their approval. J. C. Clinkenbeard, Dealer Service supervisor of the Omaha branch, stepped out of the shop into the doorway and invited the sales folk to examine the Model Shop thoroughly.

The shop is the pride of the whole Columbia organization and the dealers are using it to excellent advantage. Equipped with its up-to-date bearing rooms, modern record racks, efficiency display fixtures and period model display platforms it affords an ideal for any dealer, whether he is located in a large city or a small town. It is all standard Col-Van construction, and can be adapted to suit the requirements of every type of store or location.

HAS BRUNSWICK LINE IN DES MOINES

DES MOINES, IA., June 8.—Davidson Bros., of this city, one of the largest furniture houses in this part of the country, has arranged to handle a complete line of Brunswick phonographs and records. This house has had considerable experience with the Brunswick line in the past, as the line has been featured in its Waterloo branch. Frank Kiethly, district manager of the Brunswick Co. at Des Moines, closed this important deal, which gives the Brunswick product splendid representation in this city.

George E. Buss, Edison distributor of New Philadelphia, O., is one of the 4,000 Edison dealers from the four corners of the globe whose picture appeared in the April number of the Ladies' Home Journal. The group was snapped at the annual convention held last July in Chicago.

THE BRUNSWICK IN MEXICO

Headquarters Established at Monterey and Mazatlan on West Coast and Nogales on Border

The Brunswick-Balke-Collender Co. announced recently that headquarters had been established in Mexico at Monterey and Mazatlan on the West Coast and Nogales on the border. The addition of these three cities to the Brunswick chain in Mexico gives it effective representation in this country. The company was recently advised by Wm. H. Stanley, its Mexico City representative, that the Brunswick line is steadily increasing in popularity throughout Mexico, and that the dance records in particular are meeting with a ready sale.

DEATH OF A. H. JACOT

President of Ideal Music Co., New York, Dies After Brief Illness—Well Known in Trade

A. H. Jacot, president of the Ideal Music Co., 29 John street, New York, exclusive Victor retailer, died recently at his home in Stapleton, S. I., after a brief illness. The funeral was attended by a number of Mr. Jacot's friends in the trade, including J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York.

Mr. Jacot was one of the pioneers of the talking machine industry, having been the founder of the Jacot Music Box Co., which many years ago was an Edison and Victor jobber. He was also secretary of the Eastern Talking Machine Jobbers' Association, an organization which was active in the early stages of the wholesale trade, and for many years was identified with numerous talking machine activities.

The concerts which are conducted the first of each month by the Anderson Music House, of Charles City, Ia., are attracting large audiences and considerable praise.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

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

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

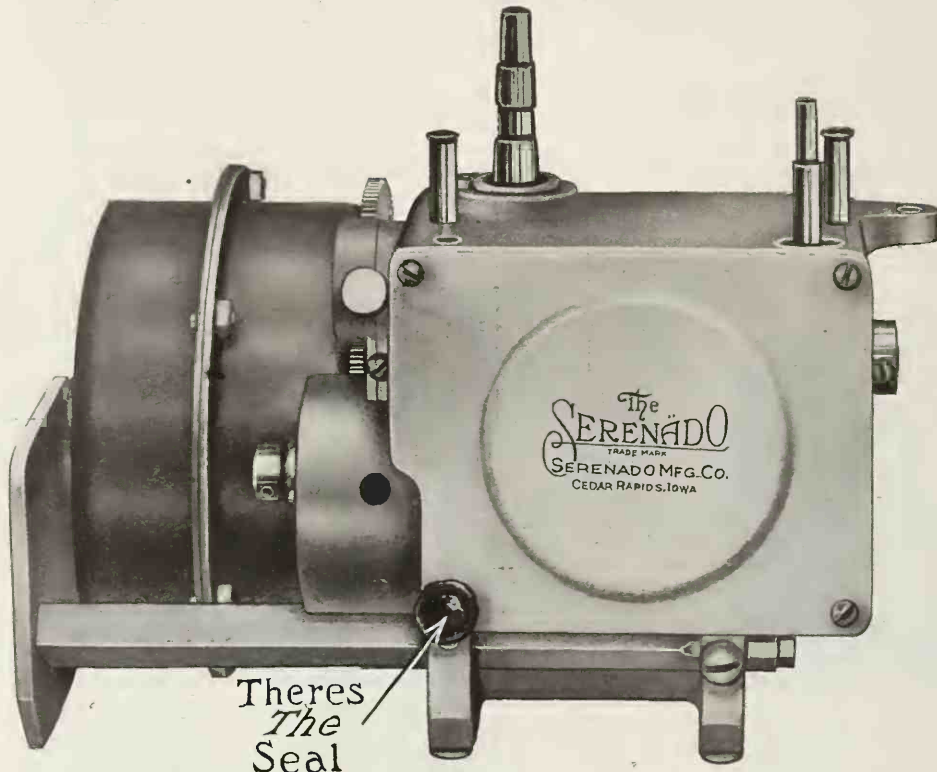
F. W. MATTHEWS

Telephone Mulberry 1176

The
SERENADO
TRADE MARK
SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

**A MOTOR WORTHY
 OF ITS GUARANTEE**



Theres
The
 Seal

**THE GOODNESS — SEALED IN
 THE TROUBLES — SEALED OUT**

GUARANTEE:— The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.

SERENADO MFG. CO.

SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

INTEREST IN MUSIC GROWS IN SOUTHERN CALIFORNIA

Music Week Scores Big Success—Business Is of Fair Volume—Boothe Talks of the Convention—Welcome for Salyer—Columbia Surprise Party—Important Association Meeting—Other News

LOS ANGELES, CAL., June 6.—Music Week commenced in Los Angeles and surrounding towns on Sunday, May 29, with an enthusiasm exceeding the expectations of the most sanguine, and additional interest will doubtless grow as the week progresses. The effect of this great musical festival will be not only to accomplish the purpose which was intended, namely establishment of the community spirit through music, but it will doubtless stimulate the desire to own more and better musical instruments.

Phonograph and talking machine business, according to reports from the various houses, was very fair for the past month and compared very favorably with the corresponding period of last year.

J. W. Boothe Returns From Convention

J. W. Boothe, general manager of the music department of Barker Bros., has returned from the Chicago national convention. He reports that the retail talking machine merchants from all over the country who attended the convention expressed great satisfaction over the outcome of the special session with regard to the formation of a national association or committee for retail talking machine men. There was never any intention of separating or being distinct from the National Association. There are a number of associations listed as associations on the letterheads of the National Association, which are in reality and in fact committees within the National, so there can be no objection to the committee of retail talking machine men calling themselves the N. T. M. A. The main object, after all, is to see that the committee or association (within the National Association of Music Merchants) functions. It was pretty well demonstrated at Chicago that there was a need for such an organization.

Walter S. Gray in Los Angeles

Walter S. Gray, president of the Walter S. Gray Co., phonograph accessory supply house of San Francisco, spent a week in Los Angeles visiting the trade. He motored from San Francisco; he declared that it was his intention to visit Los Angeles at least every sixty days and combine business with pleasure. Arthur H. Soule has been appointed traveling representative for southern California for the Walter S. Gray Co. and has already made many friends in the trade.

Frank J. Salyer Returns to Old Love

After temporarily taking up an altogether different line of business, which proved successful but non-satisfying, Frank J. Salyer has returned to the talking machine field. Irving Westfall, manager of the talking machine department of the Southern California Music Co., has secured Mr. Salyer's services for his department.

Sonora District Manager Here

Morley Somers, district manager of the Sonora phonograph division of the Magnavox

Co., Sonora distributor for the Pacific Coast, visited Los Angeles last week. Mr. Somers has established offices at 310 East Third street, Los Angeles, and will devote considerable time to developing Sonora business in southern California.

New Grafonola Department Opened

Remick's Song and Gift Shop, on Broadway, has for some time been making extensive alterations and additions and on Saturday the new Grafonola department on the lower floor was formally opened to the public. The new department is handsomely decorated and every attention was given by L'Anglaise, Los Angeles manager, to devices and arrangements for facilitating the selling of instruments and records, as well as for the convenience of the public.

Good Business in Whittier

J. D. Scouller and E. M. Nelson, proprietors of the Whittier Music Co., report excellent sales in their Victrola department. Mr. Scouller was for some time manager of the Edison department of the Fitzgerald Music Co.

Columbia Surprise Party

A surprise party was planned and very successfully carried out by the Los Angeles sales force of the Columbia Graphophone Co. The surprise party was for L. C. Ackley, newly appointed manager of the San Francisco branch, and, from all accounts, there was no simulation in his surprise. W. F. Stidham, manager of the Los Angeles branch, started two automobiles—his own Buick and Harry Allen's; the surprisers numbered eight and included Manager Stidham; C. Mack, Los Angeles city salesman; Harry Allen and Frank E. Newmann, southern California field salesman; W. O. Ryle, Los Angeles Dictaphone manager; H. N. Elliot, of the Long Beach Music Co.; C. W. Pfisterer, assistant manager of the Los Angeles branch; L. V. Felger, proprietor of the Broadway Music Shop of Santa Maria. At San Luis Obispo the Harry Allen machine broke down, so the whole party, with their baggage, piled into the Stidham auto and reached San Francisco in record (Columbia) time. Surprised and surprisers had a good time, pow-wowed, swapped ideas and yarns, and returned home safely.

Open House for Elks

J. W. Boothe, general manager of the music department of Barker Bros., announces that Barker Bros. will keep open house to all Elks during the National Convention, which will be held in Los Angeles in July. All visiting Elks are cordially invited.

Subject of Payments Discussed

At the last general meeting of the Music Trades Association of Southern California the subject of payments on talking machine outfits was discussed. It was the unanimous opinion of members that where an outfit included rec-

**RECORDING
PLATING
PRESSING**

Phonograph Manufacturers and Dealers are offered an opportunity to have recorded and manufactured exclusive records of their own selection and under their own label or trade mark.

Complete facilities for engaging talent, recording, plating and pressing 10 in. disc records.

Commercial department specializes in records for advertising and sales demonstration.

Inquiries solicited.

The New York Recording Laboratories, Inc.

1140 Broadway
NEW YORK, N. Y.

ords the first payment should at least equal the price of the records. For instance, if the outfit consisted of a hundred-dollar machine and \$25 worth of records the first payment should be no less than \$25 (the cost of the records). The discussion arose through the action of a member in advertising an outfit like the above for only \$12.50 down, in conformity with the Association's resolution of a minimum first payment of 10 per cent.

Wegman Bros., makers of talking machines at 45 Clinton avenue, Rochester, N. Y., suffered damage estimated at \$10,000 as a result of a fire which broke out in the company's plant recently. The loss was covered by insurance.

Victor Dealers,

Your needs in Victor repair parts will be taken care of promptly.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

PROGRESSIVE POLICIES IN SAN FRANCISCO TRADE

Association Resolutions Help Stabilize Trade—
Stern Activities at End—New Stores Opened
—Music Week Idea Grows in Favor—Aeolian
Line With Hanson—News of Month

SAN FRANCISCO, CAL., June 4—The general business situation on the Pacific Coast has not improved in the last two weeks and the outlook is rather unfavorable for the near future, owing to various labor troubles and the consequent shipping difficulties and building curtailment. Unemployment is a serious problem and will become worse unless there is a speedy settlement of wage disputes. Retail business is quite generally reported quiet throughout California and wholesale business is only fair. Industrial activity is at the lowest ebb. Merchants handling talking machines and other music lines do not expect a normal demand until the people become convinced that prices are permanently readjusted. The working people, of course, are retrenching now in all directions by absolute necessity.

Progressive Policies Inaugurated

Progressive policies have been outlined by the newly organized Music Trades Association of Northern California, which will undoubtedly do much to stabilize conditions in the trade and promote harmony of the true co-operative type. At a recent meeting of the Association the following resolutions were adopted:

1. To standardize trade practice so that dealers will refrain from interfering with sales when completed by another firm it is provided that a sale should be considered made (a) when a contract has been signed by the customer and the instrument delivered, (b) when a delivery has been made on open account, (c) when a contract has been signed by the customer and a deposit on the first premium made of a minimum of \$10 for a piano and \$5 for a talking machine.
2. Providing for the offering of a reward by the dealer interested to all repairmen and tuners for information leading to the recovery of lost or stolen talking machines or pianos. The reward is to be a percentage of 10 per cent on talking machines and 5 per cent on pianos, calculated on the basis of "balance due" on such instruments respectively, with a minimum reward of \$5. The secretary is also instructed to collect numbers and descriptions of all lost machines or pianos.
3. The secretary to collect from members



Scotford Tonearm and Superior Reproducer

Illustrating STYLE 1 FINISH
A combination of Japanned and Plated Parts
Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on Application

BARNHART BROTHERS & SPINDLER
Superior Specialties for Phonographs
Monroe and Throop Streets CHICAGO

each week slips showing unsatisfactory accounts and "pulls" and from these complete a list to be sent to all members.

4. The maximum length of contract for sale of talking machines to be fifteen months. The minimum amount of first payment to be 10 per cent of the full price. The contract is to contain the name of the model and retail price.

5. No commission on talking machines sales be paid to other than regular employees.

6. Talking machines not regularly carried by a dealer must not be displayed in the window.

7. The practice of giving away player rolls with player-pianos is to be abolished.

Permanent offices of the Association have been opened in the Phelan Building, San Francisco, Room 806, and a permanent secretary, M. B. Bowman, appointed. A drive for membership is under way and already the majority of the dealers in the interior have signified their intention to join.

Frederick Stern in Trouble

The Mercantile Finance Corp. and the Stern Talking Machine Co., both of which organizations were promoted by Frederick Stern, who was president of the enterprises, have come into serious difficulties with the authorities this month. An attachment for \$5,000 was placed by the Western Phonograph Co., to which concern it is alleged that \$25,000 is owed. It is further claimed by attorneys representing the

Pathé Co. and others that the corporations have liabilities totaling over \$200,000. The most serious charges of all are those of fraud in stock selling made by stock purchasers. Mr. Stern has been arrested, and the books of his company are being investigated by expert accountants. He is at liberty on \$5,000 bail. The Mercantile Finance Corp. is the holding company for the Stern Talking Machine Co., which is the backer of several phonograph stores in San Francisco and vicinity. The Pathé and Rex talking machines were featured extensively and apparently a big business was built up in a few years. Many of the stockholders are employees. The affairs of the companies will be threshed out in the United States Court.

Open Stanford Music Shop

John M. Camp, formerly of Sherman, Clay & Co., and O. G. Stratton, of San José, have opened the Stanford Music Shop at Palo Alto. The new concern carries talking machines, featuring the Sonora phonograph and pianos and other musical merchandise.

Open Branch Store in Oakland

The California Phonograph Co., of San Francisco, has opened a branch store at 1432 San Pablo avenue, Oakland, which carries Victor goods exclusively. This store is under the management of Edgar I. Jessen, a wide-awake and progressive young man who has had much experience in the talking machine business, both with the California Phonograph Co. and other concerns.

Hale Bros., of this city, announce that they will be exclusive Victor dealers hereafter.

Great Columbia Campaign

L. C. Ackley, the new manager of the local office of the Columbia Co., has infused a spirit of co-operation among the Columbia dealers in northern California and the co-operative advertising campaign recently launched by the exclusive Columbia dealers is bearing good fruit. The "Little Columbia Shops" are making a strong appeal to the public.

Music Week Idea Popular

The Music Week idea has hit the Coast hard and those cities which have adopted the plan are rejoicing at the results. The various business and professional organizations of San Francisco are planning to have a big "Music Week" here soon.

Formal Opening of Hanson Music House

The Hanson Music House, 137 Powell street, was formally opened this month and the public has been lavish in praise of the artistic establishment. A full line of musical merchandise is carried. Bert Davis, formerly of the Aeolian Co. of California, is manager of the talking machine department. Aeolian-Vocalion goods are featured with splendid effect. Arline Ryan, formerly of Bush & Lane, Seattle, is in charge of the Vocalion record department.

Walter King, 78 Ellis street, this city, has announced that in the future he will be an exclusive Columbia dealer.

Independent Jobbing Co.

SPECIALIZE IN

Improving Record Business

for Dealers with OKEH SERVICE and

Okeh Records

INDEPENDENT JOBBING CO.

122 E. CENTRE ST., N.

GOLDSBORO, N. C.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., June 4.—There is a general feeling of optimism among talking machine dealers at this time which was noticeably lacking during the month of May. While business was exceedingly poor during the early part of the month a steady and decided improvement is noticed, which, if it continues, will soon bring the business up to the normal standard of former years at this time.

The machine and record situation has assumed a decidedly favorable aspect and the former complaint of want of stock is rarely heard. Labor troubles are not exerting any detrimental influence on the trade at present.

Joseph Joiner's Sphere Broadened

During the month the talking machine department of John Wanamaker fell heir to a new manager in the person of Joseph Joiner, head of the Wanamaker piano department. Mr. Joiner, who was signally successful in the piano department, is a capable man for the job and it is likely that he will introduce some innovations into the talking machine department. A year ago ten makes of machines were handled in this department, but they have been gradually reduced until at the present time only five makes are listed. Mr. Joiner replaced Mr. Quinn, who was in temporary charge following the resignation of Grant Rowbotham, who recently assumed the management of the talking machine department of the Baldwin Co., Cincinnati.

Business Progress of Louis Buehn Co.

The Louis Buehn Co. reports that its business is showing a material improvement. Sales have been more active and during the month the successful working of the company's period model shop was demonstrated. It was used

almost daily during the month by the Buehn dealers, bringing in their customers to have a look at the period models and to make a sale of these styles. A number of the \$1,065 and \$1,265 period models were sold during the month.

During the month the Buehn firm entertained, among other distinguished visitors, Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York; French Nester, of the Standard Talking Machine Co., Pittsburgh; C. N. Andrews, Victor distributor for Buffalo, and E. J. Youngjohns, of Norristown.

Misleading Advertisement Statute

The misleading advertisement statute of Pennsylvania, thus far, has failed to affect the music business with one exception, that of the Cunningham Piano Co. Exception was taken to an advertisement of the company which contained the following: "The only piano factory in Pennsylvania which sells directly from the factory to the home." After several hearings the case was dismissed by Judge Barrett as being too ridiculous for judicial consideration.

Donovan Co.'s Successful Sales Drive

The Donovan Co., of Lancaster, Pa., has been making a special sales drive and as a result it obtained the names of 600 talking machine owners who were not receiving Victor supplements and 500 names of persons who did not own talking machines of any kind. The J. H. Troup Music House, of Harrisburg, Pa., is about to institute a campaign of a similar character.

New Pathé Dealers Appointed

The Interstate Phonograph Co., Pathé distributor, reports a recent decided improvement in business and a steady increase is looked for

during the remainder of the Summer. A number of new accounts have been opened recently, including a new Pathé representative in Hagerstown, Md.

President Walter E. Eckhardt recently suggested to a number of Pathé dealers in Wilkes-Barre, Reading, Easton, Baltimore, Pottsville, Hagerstown, etc., that a house-to-house campaign be instituted. This idea was followed with very favorable results.

Mr. Eckhardt attended the piano convention, held in Chicago, and the local assistant of Mr. Eckhardt, C. W. Flood, who is the sales manager, recently spent the week in Baltimore, where he closed several new deals.

E. A. Widmann, president of the Pathé Co., visited the local offices during the past week. LeRoy Goldberg, of the Richmond Phonograph Co., was also a visitor.

Increased Vocalion Demand

Manager Burkart, of the Philadelphia Show Case Co., Vocalion distributor, reports a steady and encouraging business increase during May. Mr. Burkart, during the latter part of the month, visited the large interior cities of the State and also Baltimore and Washington. Everywhere, he states, he found the general business conditions quite fair, with the dealers all sanguine. They all feel, he says, that the business is going to be fine in the early Fall and all through the season.

"In a conversation with one of the Washington dealers," said Mr. Burkart, "that gentleman said: 'There are 75,000 Government employes in Washington, all of whom are getting about the same money they were getting in the past five years, and yet they are not buying. Why are

(Continued on page 94)

"What You Can Sell"

ONCE it was "what you can get" and your ability was judged by the capacity of the factory to turn out the product.

Now it is WHAT YOU CAN SELL and you, yourself, make your own rating as to sales volume.

Your sales of Victrolas and Victor Records, with the co-operation of Buehn Service, are without limit. Many Victor dealers are way ahead of last year, due to concentrating upon one product and to increasing their salesmanship energy.

Our constructive service is of vital help to the dealer.

The Louis Buehn Company
of Philadelphia



SUMMER PLEASURES AND SUMMER PROFITS



are waiting for dealers who are selling *Okeh* Records. Our dealers are selling them. The reasons why will help you sell them.

SONORA CO. of PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

they not buying? For the reason that they have joined what is being termed a buyers' strike. There are certain conditions to be adjusted to bring about a breaking of this strike, and the railroad situation is one of the most important. There is nothing to indicate a real reason why business should not be good."

Buys Porch Bros. Stock

F. A. North & Co. have purchased all of the Victor stock of Porch Bros., Johnstown, Pa.

Add Demonstrating Booths

T. Hayes Harmon, of Chambersburg, is adding a number of new demonstrating booths to his store.

Kiefer Band Records for Vocalion

This has been Kiefer week in Philadelphia. Lieut. J. P. Kiefer, head of the municipal band here, has written two military marches which he has called "The Iron Division" and "The Buckeye State," which are being played at all Kiefer concerts on the City Hall plaza this week. Both selections have been recorded by the Vocalion Co., and the Vocalion and records are used at these concerts.

Columbia Co. Activities

Manager Cummin, of the Columbia Co., local distributor of the Grafonola, during the month visited practically all of the firms that sell Columbias in the State. He returned home reporting that the Columbia dealers in every section note a gradual increase in their business

which they expect to be most satisfactory by Fall and through the Winter.

The recently elected president of the Columbia made a first visit to the firm during the latter part of the month, and among other visitors were: Frank Crumit, of the Greenwich Follies Co., who makes records for the Columbia; J. W. Maus, of Shamokin; Neal Connaghan, Mt. Carmel, and R. L. Porter, the field sales manager of the Columbia. Recently the firm secured a new dealer at South Bethlehem—the Bethlehem Music Store, Second and Webster avenues.

Picnic of Columbia Forces June 15

The "Note-the-Notes" Girls' Club of the Columbia is giving a benefit at the Stanton all this week. The object is to raise sufficient money to secure a bungalow for the Summer for the girls to go on their vacations and to spend the week ends. The annual picnic of the entire Columbia force—always a most enjoyable event—will be held on June 15, but the place has not yet been selected. The same club has just had an open-air meeting on the Belmont Plateau.

Lorenzo Addresses Dealers

Mr. Lorenzo, the new Dealer Service man of the Columbia, has been taking active hold of the work here and has been infusing much spirit into the local dealers. On the last Saturday of the month he arranged a sales meeting for the Model Shop, which was addressed by

Mr. Cummin, and which was very well attended. He reports that the Columbia business has been picking up in a satisfactory way. C. A. Oschman, who has just joined the firm as city salesman, has been with the Lauter Piano Co. for nine years and was manager for that company in Easton, Pa.

The Columbia dealers in this district have taken quite kindly to the company's record exchange for the benefit of the retailers.

Banquet of Penn Co.'s Traveling Staff

The traveling staff of the Penn Phonograph Co., Victor distributor, together with T. W. Barnhill, president, and H. F. Miller, secretary and treasurer of the company, held a dinner during the last week of May at the Hotel Hanover, this city. The gathering was informal in every respect and after the dinner a general discussion took place. Ideas were interchanged freely and the meeting proved of great value to all who attended.

Weymann's Big Record Trade

H. W. Weymann, of H. A. Weymann & Son, Inc., of this city, Victor distributors, reports that Victor records are coming through in fair-sized shipments and they are now able to complete many of the back orders which have been accumulating and that they are now able to keep their stock in such a condition as to be able to fill orders on demand. He states that there has been a notable improvement during the past week on orders being received for styles 4, 6, 11 and 14 and which orders it was possible to fill the same day. Mr. Weymann stated, in closing: "Prospects in our territory are most promising and I look for a substantial business in the Fall."

Wurlitzer Co. Will Be Exclusive

The Wurlitzer Co. is now cleaned out of all the machines and records owned by its predecessor, and will shortly be an exclusive Victor shop. It is having a number of fine booths built for the machines and the extent of the counter space has been doubled.

Emerson Dealers Meet

The Emerson Philadelphia Co. held a very important and interesting meeting here during the month, which was attended by more than fifty Emerson dealers in this territory. The leading speaker at the meeting was Louis D. Rosenfeld, who was accompanied by Charles Usher. The former is the manager of the foreign record department and the latter one of the field representatives.

The meeting was an all-day affair and was very much enjoyed by those who attended. He spoke optimistically of the future Emerson outlook and what pleased them immensely was his statement that the Emerson had planned an extensive advertising campaign in this territory, which has already been begun. Mr. Rosenfeld also showed the dealers how a record is made, including the difficulties that are encountered. He also had several test records with him to show the record-making process. He

Greater Sales



Greater Prestige

The buying public more and more is demanding greater value for each dollar it spends.

The dealer selling VICTOR products has a decided selling advantage.

Our wholesaling facilities are unsurpassed. Weymann Service insures the dealer best results.

VICTOR PRODUCTS

**Musical
Merchandise**

**Q. R. S.
Player Rolls**

H. A. WEYMANN & SON, Inc.

1108 CHESTNUT STREET

PHILADELPHIA

"The Best in Everything Musical Since 1864"
Write for catalogue and special stock list

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

RAYBURN CLARK SMITH TELLS OF EUROPEAN CONDITIONS

President of Unit Construction Co. Sees Great Future for Talking Machine Trade in Great Britain—Instalment Sales and Artistic Wareroom Equipment Favored—Conditions in France

PHILADELPHIA, PA., June 6.—Rayburn Clark Smith, president of the Unit Construction Co., of this city, returned from Europe during the latter part of May, after several months spent in England and the Continent. His return to

during the strike of stewards in England many influential men and members of the nobility volunteered to take their place on the voyage. He was among those fortunate to be served by titled stewards. Commenting on European conditions after his return, Mr. Smith in an interview with *The World* said in part: "In England I found conditions upset from the various strikes which had been brewing. Of course, the general strike which was predicted never occurred, but it had its undermining effect on business, nevertheless. In fact, when I arrived in London, early in April, it reminded me greatly of an army camp. This was because of preparations caused by the expected general strike. The coal strike is also tying up business generally. Conditions might be attributed to general industrial unrest.



Rayburn Clark Smith (third from the left), Mrs. Smith and fellow passengers ready to embark on the London-Paris air trip. Pearl White, famous moving picture star, is seen in aviatrix costume

this country was made on the "Aquitania" on the trip which received so much comment in the newspapers. It will be remembered that

normal, but there is a wonderful future ahead of this industry in Europe. I say this for the reason that the consumption of gramophones is

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

probably not 25 per cent of ours. The deferred payment plan, or, as they call it in London, the 'hire purchase' plan, is just being introduced on the other side. Up to the present time the buying of the gramophone constituted a cash transaction. Many other American merchandising ideas are being put into effect. Also the use of audition rooms is being actively taken up by English houses.

"One of the largest and most beautiful talking machine wareroom equipments, not only in London, but in the world, will be opened up in the London warerooms of the Gramophone Co. during this month. It is expected this will have a stimulating effect on the entire British trade. During the five months I was in London I had the pleasure of calling upon all of the leading dealers in that great city and many of the principal dealers in other sections of England. As a result of the survey of this field the Unit Construction Co. is making extensive plans to introduce "Unico" equipment throughout England and the Continent. An educational campaign projected by the English dealer is winning the English people to the musical attributes of the gramophone. It is no longer considered as a musical toy and the English dealer is, therefore, securing the proper fittings for his wareroom for the merchandising of an instrument of art."

Mr. Smith, accompanied by Mrs. Smith, had the interesting experience of a four-hour trip by airplane from London to Paris. This passenger-carrying service between these two great capitals has been perfected to a great degree. The passenger is called for at his hotel and taken to the flying field and at the other end of the journey is taken from the flying field to his hotel. Mr. Smith stated that the appointments were excellent and that a remarkable view was obtained at all times throughout the flight. Among the fellow passengers of the trip undertaken by Mr. Smith was Pearl White, the famous motion picture star, to whom an airplane is no longer a novelty, as she has already won her pilot's license.

In speaking of conditions in France Mr. Smith stated: "I found business conditions depressed. There was a shortage of money and people did not seem to have recovered as yet from the depletion caused by the war and seemed to be waiting for reparation money from Germany. While in France I had the opportunity of making a short trip through the devastated regions where the battles of the great World War had been fought."

When in London Mr. Smith made an inspection trip to the Gramophone Co.'s plant at Hayes. While not as large as the plant of the


WE BUY AND SELL RECORDS WE BUY AND SELL

Mr. Dealer—We can supply you with records by the World's Most Famous Artists

Also
Latest Monthly Issues at attractive prices.

Keen Talking Machine Supply Co.

49 N. 10th ST., PHILADELPHIA, PA.



The organization of the
**Interstate Phonograph
Company, Inc.**

is not only prepared to stock a retail Pathé Merchant acceptably, but also to teach his sales people the most approved selling practice applied to successful phonograph and record placement. Let us explain to you how we can increase your business and build up a lasting good will with Pathé Merchandise.

(Pathe Franchise available wherever not actively represented)

INTERSTATE PHONOGRAPH Co. Inc

1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

Victor Talking Machine Co., at Camden, N. J. Mr. Smith stated that it was remarkably well equipped and operated on a high plane of efficiency. The entire product of the company, both gramophones and records, is manufactured in its entirety in this plant, no outside production being used.

BELIEVERS IN WINDOW DISPLAY

Penn Phonograph Co. Arranges Historical and Holiday Windows That Win Favorable Notice—President Barnhill's Prize Possessions

PHILADELPHIA, Pa., June 2.—The exceptional growth of the talking machine industry in the last twenty-five years was cleverly depicted in a recent window display by the Penn Phonograph Co., Victor wholesaler, at its headquarters in this city.

On the left side of the window was placed a wooden table covered with an old-fashioned, red-and-white table cloth, and upon which was a Victor talking machine which was popular in the days of 1898, which the scene portrayed. It was a machine type A7171 and consisted of an iron-encased motor, screwed down to a motor board, a brass horn, small turntable and winding crank that revolved when the motor unwound. A homy effect was obtained through

the introduction of a pair of old-fashioned spectacles and a much-used corn-cob pipe, which lay on the table with the talking machine.

On the right side of the window and in direct contrast was the modern Victrola in a rich setting. This display drew much attention and numbers of people were in front of the window from morn till night each day.

The Penn Phonograph Co. is a believer in the value of window displays and practices what it preaches with its own windows. An exceptionally attractive, patriotic display for Memorial Day was achieved through the use of Miss Liberty, of the group of operatic figures produced by the Penn Phonograph Co., together with artistic drapings of the flag and a wreath of poppies.

In addition to the old type of talking machine which was used in the window display T. W. Barnhill, president of the company, has lately secured two early numbers of Victor records. Both are single-face—one is a seven-inch record and the other an eight-inch, and the label bears the imprint, "Victor record, manufactured by Eldridge R. Johnson." The seven-inch record is entitled "Whistling Mike" and the eight-inch, "Yanke Doodle," recorded by Harlan and Stanley. These two discs are hung over Mr. Barnhill's desk and attract much attention from the visiting Victor dealers.

ENERGY AND ENTHUSIASM FACTORS IN SELLING RECORDS

A Dealer Described Interestingly How He Moved Old Records and Back Numbers, at the Same Time Building Up New Trade—Proves That Advertising Pays Big When It Is Continuous

"Some time ago we found ourselves overstocked with some old records and back numbers. We thought they were very good music and songs and could not understand why people were not buying them. But the buying was not very lively at that time nor were the people buying any new records," writes a subscriber of The World, located in a Kansas town. "At last we decided something must be done, so we started the ball rolling and the records selling by a little energy and enthusiasm on our part.

"We had quite a lot of back or old records. Such a one was, 'Who Played Poker With Pocahontas?' sung by Al Jolson. We arranged an advertisement of this record in the paper. Ran it two weeks. The space we used was double column by four inches deep. We advertised other records in this advertisement, but used the above record as a main feature of the ad.

"We ran a slide at the picture show in the form of a teaser campaign. The first night we used the wording of the title only. Nothing else. The second night we printed on the slide, 'Al Jolson wants to know "Who Played Poker With Pocahontas?"' The third night the wording, 'Would You Like to Know,' etc., and we kept this up for two weeks. We painted the sidewalks around town with slogans about this record. Made window trims, sent out postcards

about it, and every piece of literature that left our store carried something about the songs. The postcards were sent out twice a week for two weeks. People couldn't help but notice it.

HELPS FOR THE REPAIR MAN

New Devices Designed to Simplify the Handling of Talking Machine Main Springs

Everybody's Talking Machine Co., of Philadelphia, Pa., well-known manufacturer and distributor of talking machine accessories, main



No. 1



No. 2

Two Convenient Tools for the Repair Man springs, motors, etc., is offering two new repair tools, made to simplify the handling of talking machine main springs. Illustrations of these prod-

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme

Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

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

We did not make anything on this one song, but the profits we received from the sales of other records more than made up for our trouble and expenditure. Besides, we became acquainted with many new customers and record buyers. Advertising pays and pays big, but you have to keep plugging at it continually. Sudden splurges never helped much and never will. It takes the steady grinding on the softest tone to wear it away. Why not use the same principle in advertising? It will work all right."

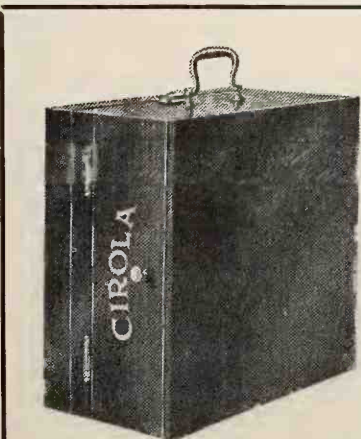
The Editor of The Talking Machine World commends this achievement and passes it along for the consideration of those who are "on the fence" regarding the importance of going after trade—and getting it.

acts, which are called "The Repair Man's Friend," are shown herewith.

Tool No. 1 is particularly adapted for the removal of kinks in the center of springs regardless of the shape of the twist. It is also adapted to enlarging or reducing the center hole of the spring. The product illustrated in figure 2 is a spring vise which lends itself to the insertion of any size spring in a simple and time-saving manner.

BARNES-SHUCK MUSIC STORE OPENS

An artistic music house has lately been opened in Glendale, Cal., at 211 North Boulevard avenue, by Barnes & Shuck, the former widely known for his compositions of popular music and the latter with considerable reputation in California as a salesman of musical instruments. The concern handles pianos, talking machines, sheet music and player rolls. Commodious, sound-proof demonstration booths are a part of the talking machine division of this very attractive store.



Size: 12 1/2 x 11 1/2 x 6

"Take Your Music With You"

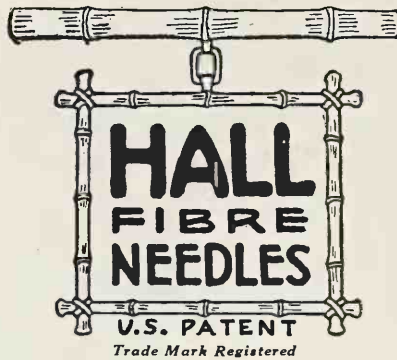
"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.
 Distributors of the
CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.
 Phone Spruce 6337
PHILADELPHIA, PA.
 U. S. A.



Warning:—

The reputation which has been built by the HALL FIBRE NEEDLE and the universal use into which it has come have been due to the special process of manufacture developed by this concern.

The HALL MFG. CO. intends to protect that reputation and assures its dealers that it will prosecute, under Letters Patent 870723, any firm which illegally attempts to duplicate the HALL FIBRE NEEDLE.

HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the eighth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

A TIMELY STORY AND A MORAL

A few weeks ago the following letter was received by the editor of this publication. Pressure on our space has prevented its earlier reproduction, but the matter to which it refers is just as much a matter of importance to-day as anything can be.

For a good long time past we have been pointing out in these columns that salesmanship means knowledge. If salesmen do not know anything about the goods they have to sell it will be the customer who buys, not the salesman who sells. And the customer will buy, therefore, ignorantly instead of the salesman selling intelligently. Neither party gains, but both lose by such a transaction, which is, however, typical of the talking machine business, of the player-piano business and of certain other branches of the music industries.

Here is the story which furnishes my text: "I wonder if you are interested in the experiences of one who sought education via the musical route? A short time ago an item in the Chicago Tribune stated that all country schools were to be equipped with talking machines. The instruments were to be used in teaching geography and history, as well as music. Being interested in history, I started out to find records that would illustrate the subject. My search led me to three Loop dealers in Chicago, three dealers in outlying sections of the city and two dealers in a small city.

"The information I gained was enlightening, to say the least. One salesman assured me that all songs used in the Revolution were lost long ago. From none could I gain information that was at all usable.

"Now, I know from the advertisements and pamphlets put out by talking machine producers that there are some such records. There might be more, and from the point of view of the historian they might be more illustrative than most of the so-called 'educational' records are. But the salesmen seem ignorant of the fact that there are such things produced. Some of their suggestions were amusing, to say the least.

"Are you interested in the subject? Or are you interested in what manufacturers might do on such a subject? Yours truly,

"Jessie J. Kile, Chicago."

Decidedly, we are interested, and interested because manufacturers who make educational records have gone into this important branch of the

business very deeply and have spent a great deal of time and money on its development. It is not fair that such expenditures should be wasted.

But there is another and a more important side to the matter than even this.

A Specialty Business

The talking machine business is distinctly a specialty business. That is to say, it is concerned with making and selling goods which do not immediately appeal to the consumer by reason of any practical purpose which they obviously subserve. This has nothing to do with their value, it merely has to do with the speed or readiness of the customer's recognition. The customer buys groceries because the need for groceries is an elementary need and one which is so common to the human being that no special effort is required to think it. But the customer does not buy a talking machine, at least in most cases, or a bundle of records because of any fierce primal elementary need for the same. On the contrary, that need, genuine and right as it is, has been stimulated by advertising and must now be brought to a head by careful salesmanship. Nothing else will give the customer the right mental slant.

So when a man goes into the talking machine business his first need is to find out how to sell. And when his business begins to grow the next need is to get hold of some salesmen and saleswomen who also know how to sell. Now, knowing how to sell talking machines and records is, in reality, knowing how to sell music. And that brings us around again to the general subject of our series: the exploitation of the musical possibilities of the talking machine.

Why the Ignorance?

When our correspondent went in search of records of music, of oratory, of narrative, of historical subjects, when she went looking for Revolutionary songs, folk-tales of the Colonial time, and what not, she could not find a salesman or saleswoman who knew that such material is to be found in large quantities in the Victor educational catalog, and in other catalogs issued by Victor, Columbia, Edison and other companies. Why did not these salesmen know this? Some of them certainly represented Victor records and machines (to take the first example that comes to mind). Why did they not know the contents of their catalogs?

Mainly because it never seems to have occurred to talking machine men in general that selling records is selling a highly specialized product, which cannot be intelligently sold until it has been intelligently studied. Does anybody suppose that an automobile salesman does not know the points of his machines? Of course, he does. He knows them all. In just the same way the record salesman or saleswoman ought

to know the selling points of his or her goods.

The trouble extends far beyond the specific subject of complaint. Wherever one goes it is as plain as can be to every observer that the customer has to do his or her own buying in most cases. The salesman is content to find out what the customer wants, if the customer knows, and to get the corresponding records out of the shelves. But that is not salesmanship. Salesmanship comes in when a salesman or saleswoman can find out, from the customer's obscure and confused talk, what is really wanted, and can then guide that taste along natural lines into a desire for more and better of the same stuff. That is salesmanship. The other is mere order-taking and not very good order-taking, either.

Merchandising and Music

It would be putting the matter quite correctly and not at all too strongly to say that the biggest need in the merchandising of the talking machine, and especially of the talking machine record, is better understanding of music, better acquaintance with the catalogs and greater sympathy with the general idea for which the talking machine business stands and of which it is the embodiment. This idea is the idea of giving to every owner of a talking machine, by the sale of that machine to said owner, a key whereby he or she can open the door into the land of music. Music is contained in the records and the gift of that key is an invitation to the possessor thereof to enter into the delightful land and pick from the inviting branches which spread out their arms everywhere the desired buds and blossoms of music. But how can the unaccustomed thought know how to choose? In truth it cannot and does not.

The people do not know what they ought to buy and in consequence they buy in small quantities and with poorer discrimination than they ought to employ. This is not their fault. Nor is it the fault of the salesman in the first instance that a man or woman is ignorant how to choose music aright. But it is decidedly the fault of the salesman if the customer remains ignorant.

Knowledge to Hand

Miss Kile's letter points to ignorance and indifference on the part of those who sell. But no such ignorance or indifference need continue to exist. It is only necessary to study the catalogs. The salesman who cares for the job will also be a salesman who cares for music, who will put in otherwise idle time playing over and becoming familiar with all sorts of selections, who will read the biographies of musicians and the stories of operas, who will learn to distinguish between a symphony and a sonata, between an

(Continued on page 101)

The Perils of Pauline Had Nothing on the Fellow in

"OH, THEY'RE SUCH NICE PEOPLE"

The Biggest Comedy Song of the Season. You Can't Go to Vaudeville Without Hearing it. Orchestras Play it in One-Step and Fox-Trot Form

BROADWAY MUSIC CORP., 145 West 45th Street, New York

Sell Records Under Your Own Label

**Advertise your own concern, not some other concern.
Having your own record strengthens prestige and
makes money for you in many ways.**

You deal with a *manufacturer* instead of a middle-man and can buy records carrying your own name and trade-mark for *less than you have been paying for some other concern's records.*

We offer you the facilities of a large established concern which records and manufactures records complete in its own plant—being one of the few concerns in the country that does so. This concern has, for over two years, been manufacturing records under its own label as well as under the labels of other concerns and individuals, including phonograph manufacturers, retail stores, musical institutions, fraternities and others.

Allow us to submit samples and quote you a price in quantities, large or small. A large catalog to select from, including all the latest popular hits as well as standard selections. All records in the standard 10-inch size, double disc, lateral cut.

Record Sales Agency

25 West 42nd Street

New York City

A TIMELY STORY AND A MORAL
(Continued from page 99)

aria and a cantata. That is the sort of knowledge which the customer has not and the salesman ought to have. How otherwise can musical possibilities of the talking machine be featured?

In fact, of course, they cannot be featured by ignorant and indifferent salesmanship. Knowledge is the need. But knowledge cannot be justly rejected on the ground that it is hard to acquire. On the contrary, it is easy to acquire. The record shelves of a retail store provide an education in music. The salesman has that education at his hand.

MAGNAVOX POPULAR IN SUMMER

J. O. Morris Co. Reports Increased Activities Among Dealers—Used for Many Outdoor Purposes—Co-operating With the Dealers

The J. O. Morris Co., New York, distributor of the Magnavox, sound amplifying device, which has attained phenomenal success throughout the country, reports increasing activities among talking machine dealers in New York and New England territory. The Magnavox is being used to advantage in the ballrooms of many hotels and also as a medium of entertainment at bathing pavilions and other Summer resorts. It is admirably adapted for dancing purposes, as it increases the tone volume tremendously.

The J. O. Morris Co. is co-operating with Magnavox dealers in every possible way, and the results of this co-operation are reflected in the increased sales throughout the metropolitan district.

EMERSON CITY SALES DEPARTMENT

Distribution of Emerson Products in This Territory Will Be Handled Direct by Company—Irving Wendling Joins Sales Staff

H. T. Leeming, general manager of the Emerson Phonograph Co., announced this week that the distribution of Emerson product in metropolitan territory would hereafter be handled by the company's city sales department, under the direction of Harry G. Neu. The Emerson Record Sales Co., formerly distributor of Emerson phonographs and records in this territory, is now being liquidated, and all of this company's previous activities will be in the hands of the city sales department of the Emerson Phonograph Co.

Irving A. E. Wendling, formerly connected with the Griffith Piano Co., Newark, N. J., has been appointed a member of the sales force of the city sales department of the Emerson Phonograph Co.

NEW OKEH RECORD ARTIST

The General Phonograph Corp., New York, announced recently that Miss Daisy Martin, well known in musical circles in Richmond, Va., and other parts of the South, had signed an Okeh record contract and would record for this library. Miss Martin visited the recording laboratories a few days ago and made several records which will be released in the near future. There is no doubt but that her records will meet with a ready sale through the South and other points, as they are typical of modern jazz music and the standard melodies of the sunny South which are so greatly in favor throughout the world these days.

REMINGTON STORE FOR LANCASTER

LANCASTER, PA., June 1.—A new Remington agency has been opened here by C. H. Horn and Harvey E. Butzer. Mr. Horn was formerly manager of the talking machine department of Leinbach & Co. and has been in the business for the past ten years.

PHILLIPS & CREW IN NEW HOME

New Store in Atlanta Is Commodious, Modernly Equipped and Favorably Located

ATLANTA, GA., June 1.—Phillips & Crew, one of the oldest and best-known music establishments in the South, are now occupying their new home at Peachtree and Ellis streets, in the heart of the hotel and theatrical districts. The new store will have one of the finest and most modern showrooms and demonstration parlors in the South. Provisions have been made for a recital hall on the second floor which will accommodate between 200 and 300 people comfortably.

The company handles the Steinway, Knabe, Fischer and other well-known lines of pianos. It has the exclusive Aeolian agency in Atlanta for the Pianola and the Duo-Art reproducing piano. It is also distributor of the Victor Co.

The music department, which has facilities to carry more than 100,000 sheets of music, will be operated by the G. Schirmer music stores of New York.

RECEIVER FOR CREMONA PHONO. CO.

Action Taken to Protect Investors—Assets Given as \$170,856 and Liabilities as \$165,000

PORTLAND, ORE., June 6.—The Cremona Phonograph Co. has gone into receivership and Fletcher Linn, who is both a stockholder and creditor, has been appointed temporary receiver by Presiding Judge Kavanaugh, of the Circuit Court. The company was sued by E. N. Wheeler for \$507 for work done by him and his attorneys told the court that the company was on the verge of insolvency and that some step had to be taken to protect the investors. The assets of the company were given as \$170,856 and it was said that only \$25 of this amount was in cash, while the liabilities were placed at about \$165,000. The attorneys of both the plaintiff and defendant concurred in the appointment of Mr. Linn as receiver.

There can be no economy where there is no efficiency.



KIMBALL PHONOGRAPHS

Faithful reproduction is precisely the result achieved in the Kimball Phonograph and a demonstration will quickly establish our claim.

The visible beauty; the thorough workmanship throughout; exclusive features; and a comprehensive line of distinctive designs in upright cabinets and console types are factors that produce ready sales.



Kimball Style J Mahogany Walnut

The Kimball prestige and their co-operative financing plan for the dealer make this line a safe and profitable merchandising proposition.

Write for Agency Terms

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave. CHICAGO



The attractive Unico Department of the S. Kohn & Sons Co.,
Cleveland, Ohio

There is a Reason for Unico Quality

*It begins with the selection of proper raw material
and is carried thru every phase of Unico endeavor*

Construction Counts

Each unit is built with exacting care to assure its enduring quality.

An idea of Unico construction of quality and permanence may be obtained from the cross section illustrated.

Cabinet Work—Not Mill Work

NOTE!

— **Core built up of chestnut**

Ten separate pieces to prevent warping and assure durability.

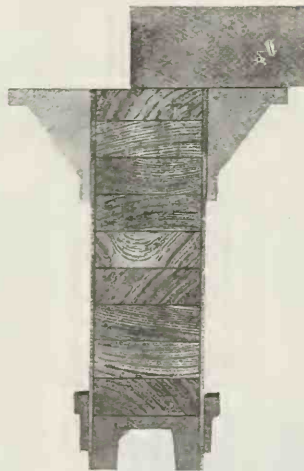
— **Birch Surface**

To secure excellence of finish obtainable only with hardwood.

— **Moulding built on**

A permanent part of the unit—not just applied.

Each unit built on this system of enduring quality—explains the merit of the Unico system of flexibility.



Cross section of Unico
Cornice

Make a Comparison

The necessity for store improvement every few years to meet business expansion is well recognized. With the Unico System a change in arrangement can be effected with little loss of time and minimum labor cost.

Therefore, Unico Equipment, assembled from patented, cabinet constructed units, is an *economical* investment.

Built-in equipment is an expensive investment. Changes are difficult and result in loss of time and money.

Do not stop with superficial appearance—insist that the quality be enduring; not just temporary.

The Unico System is Sales Insurance—a guaranty that your equipment will always be most efficient and possess attractive sales qualities regardless of changing conditions.

Unico Service is at your command! Investigate the true economy of the Unico System!

Unico Construction is Patented.



Unico Designs are Patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard

OPENS NEW VICTOR DEPARTMENT

New York Band & Instrument Co. Opens Handsome Victor Warerooms—H. Wilson Is Manager of Artistically Arranged Department

The New York Band & Instrument Co., 111 East Fourteenth street, New York, formally opened its new Victor department on Saturday, May 21, and to properly celebrate the event two orchestras were secured to give concerts throughout the day. The opening was attended by music lovers from all parts of the city and



Partial View of Very Complete Equipment

floral tributes were received from many Victor wholesalers in Greater New York.

This company heretofore handled a complete line of band instruments exclusively, and, realizing the tremendous sales possibilities for the Victor product, started negotiations some time ago to secure a Victor franchise. Its efforts were rewarded a few months ago and its new Victor department is one of the most attractive retail showrooms in the city.

Twelve Unico booths were installed by the Unit Construction Co. on one side of the store and on the facing side there is an artistic showroom for the display of Victrolas. "One-minute-service" record racks and counters near the entrance provide for maximum efficiency.

"THE STUFF THAT COUNTS"

"The test of a man is the fight he makes,
The grit that he daily shows;
The way he stands on his feet and takes
Fate's numerous bumps and blows.
A coward can smile when there's naught to fear,
When nothing his progress bars,
But it takes a man to stand up and cheer
While some other fellow stars.

It isn't the victory, after all,
But the fight that a brother makes;
The man whom driven against the wall,
Still stands up erect and takes
The blows of fate with his head held high,
Bleeding, and bruised, and pale,
Is the man who'll win in the by and by,
For he isn't afraid to fail.

It's the bumps you get, and the jolts you get,
And the shocks that your courage stuns,
The hours of sorrow and va'n regret,
The prize that escapes your hands,
That test your mettle and prove your worth;
It isn't the blows you deal,
But the blows you take on the good old earth
That shows if your stuff is real."

H. Wilson has been appointed manager of the department and his sales staff will include George Brennan, Mary Bryant and Dorothy Smith. They have all had extensive experience in the Victor field and are well equipped to give the store patrons efficient service and co-operation.

A MAN OF ORIGINAL IDEAS

Mr. Marsh, of the Davis County Drug Co., Kaysville, Utah, who has recently taken on the Brunswick line, is a man of original ideas. He has just completed an attractive booth for the display of the Brunswick phonograph, which he has placed in the front of the store, thus attracting attention to his house and his product. He reports large Brunswick phonograph and record sales.

R. G. BRICE CHOSEN PRESIDENT

Of the Southern Victor Dealers' Association at Convention Held in New Orleans

The Southern Victor Dealers' Association, at its well-attended convention in New Orleans, La., May 18 and 19, and reported on pages 41 to 44, elected R. G. Brice, of Parker & Co., Charlotte, N. C., as president. Other officers selected were: J. V. Dugan, of the Dugan Piano Co., New Orleans, vice-president; R. P. McDavid, of Clark & Jones Piano Co., Birmingham, Ala., secretary; W. G. Cummings, Huntsville, Ala., treasurer; R. G. Burton, of the Cable-Shelby-Burton Piano Co., chairman of the resolutions committee.

MUSIC FIRM MOVES TO DORCHESTER

Waltham Music Store to Open New Headquarters in Massachusetts

The Waltham Music Store, Waltham, Mass., whose recent closing-out sale has been under the direction of Hugh H. MacDonald, will open a similar shop in Dorchester, Mass., because of the inability to find a suitable location in the former city. A Columbia line of machines and records will be a feature of the new store. R. F. Carlmark, manager of the Waltham store, will be put in charge of the new enterprise in Dorchester, when the site of the latter has been chosen.

JOINS PEARSALL SALES STAFF

Herman Steinbruck has been appointed a member of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler. Mr. Steinbruck has had general experience in the Victor retail field, and is, therefore, equipped to co-operate to advantage with Pearsall clientele.

Salesmanship used to be regarded as the art of talking. The ablest salesmen to-day listen quite as much as they talk.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL JEWISH RECORDS

ALL HITS

- | | | | | | |
|---|-------------|--|---|---|--|
| <p>1112</p> <p>The
Phonograph
With The
Tongue</p> | <p>1113</p> | <p>A Cale Bazetzen—Orch. Accomp.,
Gus Goldstein & Co.</p> | <p>1114</p> | <p>Kinder Shreibt a Brivele—Orch.
Accomp. . . . Morris Goldstein, Tenor</p> | <p>The
Record
That
Talks</p> |
| | | <p>Der Mesader Kedushin—Orch. Ac-
comp. . . . Gus Goldstein & Co.</p> | <p>1115</p> | <p>A Mames Shlof Liedele—Orch. Ac-
comp. . . Rachel Rosenfeld, Soprano</p> | |
| | | <p>Got Sheink Jeden Kind Zein Mame—
Orch. Acc. . . . Jos. Feldman, Tenor</p> | <p>Die Liebe (By Jos. Rumshinsky)—
Orch. Accomp.,
Rachel Rosenfeld, Soprano</p> | | |

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

BRUNO

"That Magazine Has Real Value!"

Numerous methods are in vogue whereby the Victor dealer is steadily increasing his sales of Victrolas, Victor Records and Needles. Many of them possess real merit but there is nothing that quite equals the live, accurate and up-to-the-minute mailing list.

Keeping your name; your store; your efficient service everlastingly fresh in the minds of the people in your community is the one big idea of the resourceful and seasoned dealer. He has learned that by steady, forceful and dignified repetition the results sought will sooner or later be brought home.

And equally important to the reliable mailing list is the style and kind of literature distributed—for good, clean, interesting copy will cause the same mailing list to multiply by leaps and bounds. Ideally suited for this purpose is the

"New Records Magazine".

It is a small pocket size, snappy little publication gotten up for the exclusive use of Victor Dealers for general distribution to the public. It is just such a magazine that will bring the dealer substantially more trade, cause the mailing list to become a most valuable asset and bring that which every honest merchant seeks—prestige.



The "NEW RECORDS MAGAZINE"—a monthly publication printed in two colors on fine coated stock—lists the new Victor Records of the current month and is crammed full of real human interest relating to music, musical subjects, Victrolas and Victor Records, that every music lover will be delighted to know.

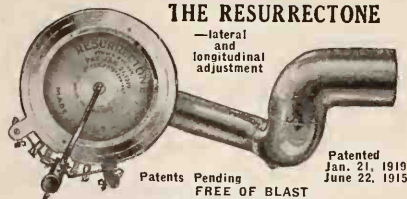
Your wholesaler can give you detailed information regarding the "NEW RECORDS MAGAZINE". Don't fail to write him today.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue
New York

Victor Distributors to the Dealer Only

THE RESURRECTONE
 —lateral and longitudinal adjustment



Patented Jan. 21, 1919
 June 22, 1915

Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Order a sample now. Subject to return if not satisfactory.
 "Tuned Up Like a Piano" Write for Quantity Prices
HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City
 Makers of the "Air-tight" Tone Arm and Hoffay Phonograph

INVENTS COLORED TALKING MOVIES

German Scientist Perfects Device to Produce Talking Moving Pictures in Colors

An article in a recent issue of the "Phonographische Zeitschrift," of Berlin, describes an invention by Dr. Ing. Max H. Handsdorff, a German scientist, of motion pictures that not only talk but which are presented on the screen in their natural colors as well.

A description of the invention follows: "The proof or record is taken with an ordinary cinema photo machine on mechanism, the film being about 1 cm. broader than the ordinary film. The front of the recording machine is fitted with delicate microphones which are able to register the lightest and finest sounds at a distance of over 300 yards. In these microphones (better known as the Detectophone) the sound waves are transformed into electric energetic vibrations, and these serve in turn to the magnetic electrical employment of a contrivance for a constant source of light (low volt electric lamps). The whole of the apparatus is installed in a cinema studio, and the sound vibrations are registered simultaneously with the taking of the film. The recording machine is fitted with a clockwork movement in order to gain a correct registration of sound. The reproduction follows analogous to the recording on a projection mechanism, the only difference being that a constant light is used (generally electric lamps), which constantly illuminates the film. Only such light vibrations as are necessary to get the correct sound and light movements for the film pass through cells similar to those employed in wireless telegraphy, which is proportionate to the illumination caused by the electric current. Here again the light vibrations are transformed into electric vibrations. The electric energy led through cells is used in combination with loud-sounding telephone apparatus so-called (vocophone), which is capable of producing an exceedingly loud, clear, and natural tone. All these arrangements have already been in use some time, the machine for recording and reproduction being in no way complicated. Further, apparatus, films, working expenses, etc., are not very much more expensive than the old system."

COLUMBIA CHANGES IN BOSTON

BOSTON, MASS., June 6.—Fred E. Mann, manager of the Boston headquarters of the Columbia Graphophone Co., announced the first of the month the appointment to the direct selling organization of John J. Moore, Jr., who has been supervisor of the Dealers' Service department at the Boston branch. Mr. Moore takes charge of the southern Massachusetts territory, succeeding H. E. Gill, who has resigned. Paul H. Hanrahan, formerly Mr. Moore's assistant in the service department, succeeds to the position of supervisor. Mr. Moore enjoyed a wide acquaintance throughout the New England trade, and in that capacity has to his credit a record of which he can well feel proud.

HENIGAN, HESS & CO., Inc.

160 Pearl Street, New York City, N. Y.
 EXPORT REPRESENTATIVES

for
HOFFAY PHONOGRAPH CO.

Makers of the "Resurrectone" reproducer, "Air-Tight" Tone-Arm and Hoffay Phonographs.

CENSUS FIGURES TELL GROWTH OF "TALKER" INDUSTRY

Figures Covering Five Years Show That Manufacturers Jumped From 18 in 1914 to 166 in 1919—Value of Products Increased Nearly 500 Per Cent During Same Period—Some Interesting Data

WASHINGTON, D. C., June 8.—A preliminary statement of the 1920 census of manufactures with reference to the manufacture of phonographs, graphophones and talking machines has just been issued by the Bureau of the Census, Department of Commerce. It consists of a detailed statement of the quantities and values of the various products manufactured during the year 1919.

The figures indicate most graphically the great growth of the industry during the five-year period from 1914 to 1919, the value of the products increasing nearly 500 per cent during that time. Particularly interesting is the fact that the number of manufacturers jumped from eighteen in 1914 to 166 in 1919.

The figures are based on the returns from 166 establishments with products for the year

valued at \$158,548,000. At the census of 1914 there were eighteen establishments with products valued at \$27,116,000.

In 1919 thirty-six establishments were located in Illinois, thirty-two in New York, twenty in Ohio, fifteen in New Jersey, thirteen in Indiana, ten in Michigan, nine in Wisconsin, eight in Pennsylvania, four in Minnesota, three in Connecticut, two each in California, Iowa, Massachusetts, Missouri, North Carolina and Oregon and one each in Montana, Rhode Island, Tennessee and Virginia.

The statistics for 1919 and 1914 are summarized in the following statement. These figures are preliminary and subject to such change and correction as may be necessary from a further and more exhaustive examination of the original reports:

Summary of Statistics for the Manufacture of Phonographs, Graphophones and Talking Machines, 1919 and 1914

	1919	1914
Number of establishments.....	166	18
Value of products.....	\$158,548,000	\$27,116,000
Phonographs, graphophones and talking machines:		
Number	2,226,000	514,000
Value	\$91,569,000	\$15,291,000
Records, disc and cylinder:		
Number	106,997,000	47,221,000
Value	\$44,690,000	\$11,111,000
Disc records:		
Number	101,085,000	23,314,000
Value	\$42,931,000	\$10,377,000
Cylinder records:		
Number	5,912,000	3,907,000
Value	\$1,759,000	\$734,000
Parts and supplies, not included in the finished instruments, value...	\$15,778,000	\$357,000
All other products, value.....	\$86,511,000	\$8357,000

† Includes blanks to the value of \$185,186.

‡ Includes needles.

§ Includes custom work.

G. I. STANTON PASSES AWAY

G. I. Stanton, formerly Dealer Service manager of the Okeh record division of the General Phonograph Corp. and for many years connected with the Columbia Graphophone Co., died at his home in Chicago recently, after several months' illness. Mr. Stanton was well known and esteemed in the Western trade.

A. D. IMFELD MANAGES NEW STORE

A. D. Imfeld, of the Imfeld Music Store Co., Hamilton, O., will personally take charge of the new Imfeld store at Oxford, O. George Schuster will act as assistant manager. The store, which features the sale of Victrolas and Victor records, was opened only recently and is building up a nice business.

Large Southern Distributors of

Okeh Records

You May Depend Upon the Name

EVERHART & BROWN

Ours Is the Service
 That Never Stops

1705 East Broad St. Richmond, Va.

CONCENTRATE
for
PROFIT

Emerson Records

The progressive dealer
realizes the value of

of the **VERY LATEST Songs and Dances**

CONCENTRATION

He has this opportunity
with the **Emerson Com-
plete Line**

Oil up the National's* old gears,
And tighten up the springs,
Friend Dealer's in a happy mood
Most pleasantly he sings—

"I've just received these records new
Step in—and hear them played.
Here's songs and dances, ballads, too,
To please both man and maid."

Content and satisfaction paint his face
For sure he knows as thro the door they throng
That jolly well before they leave his place,
Each visitor some Emersons will take along.

(*cash register)

Write the distributor on list
below who is nearest you for
details.

- EMERSON PHONOGRAPHS
- EMERSON GOLD SEAL RECORDS
- EMERSON PICTURE RECORDS
- EMERSON NEEDLES

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

Clark Musical Sales Co.
Baltimore, Md.
322 N. Howard St.
Pittsburgh, Pa.
123 Water St.

Emerson Products, Inc.
Syracuse, N. Y.

Emerson Philadelphia Co.
Philadelphia, Pa.

Emerson Phonograph Co.
Chicago, Ill.

Emerson Ohio Co.
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Collins Talking Machine Co.
418 N. Capitol Ave.
Indianapolis, Ind.

Lansing Sales Co.
Elliot and Warrenton Sts.,
Boston, Mass.

Marshall Wells Co.
Duluth, Minn.

Murmann Phonograph Co.
St. Louis, Mo.

Northwest Phonograph Jobbers
Inc.
Spokane, Wash.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stolte Co.
Dallas, Tex.

Strevell-Paterson Hardware Co.
Salt Lake City, Utah

Tri-State Sales Co.
Kansas City, Mo.

NEW DANCE HITS

- 10387 { TWO LITTLE GIRLS IN BLUE. Medley Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orch.
Sunshine. One-step.....Plantation Dance Orchestra
- 10388 { PAPER DOLL. Fox-trot.
Joseph Knecht's Waldorf-Astoria Dance Orch.
Jealous of You. Waltz.....Joseph Samuels' Music Masters
- 10389 { TWO LITTLE LOVE BIRDS. Fox-trot..Great Lake's Orch.
Sultan. One-step.....Joseph Samuels' Music Masters
- 10390 { YANKEE. Fox-trot.....Green Brothers' Novelty Band
Jabberwocky. Fox-trot.....Plantation Dance Orchestra
- 10379 { IN A BOAT, For Two. Fox-trot..Sherbo's Little Club Orch.
I'll Keep On Loving You. Fox-trot..Sherbo's Little Club Orch.
- 10372 { WHAT COULD BE SWEETER? Fox-trot.
My Dream Rose. Fox-trot.....Erdody's Famous Orchestra
- 10383 { CHERIE. Fox-trot.
Nestle In Your Daddy's Arms. Fox-trot.
Lanin's Roseland Orch.

POPULAR SONG HITS

- 10386 { AIN'T WE GOT FUN? Comedy Song.....Fred Hillebrand
In A Baby's Hands. Tenor Solo.....Charles Harrison
 - 10391 { CAROLINA LULLABY.
Fare Thee Well Love.....New Stellar Male Quartet
 - 10374 { PEGGY O'NEIL. Tenor Solo.
Rose of Athlone. Tenor Solo.....Hugh Donovan
- Blues Character Songs by Lillyn Brown & Her Jazz-Bo Syncopators**
- 10384 { BAD LAND BLUES.
The Jazz-Me Blues.
 - 10366 { IF THAT'S WHAT YOU WANT HERE IT IS.
Ever Lovin' Blues.

New Records by Noble Sissle and His Sizzling Syncopators

- 10385 { BALTIMORE BUZZ.
In Honeysuckle Time.
- 10367 { MY MAMMY'S TEARS.
Royal Garden Blues.

STANDARD SELECTIONS

(Vocal and Instrumental)

- 10392 { LET THE LOWER LIGHTS BE BURNING. Criterion
In the Sweet Bye and Bye.....Male Quartet
- 10393 { SERENADE (Schubert). Violin Solos.....Milan Lusk
Minuet in G (Paderewski). Violin Solo.....Milan Lusk
- 10394 { MEDLEY OF IRISH JIGS.
Medley of Irish Reels.....Tom Ennis
Violin Solos—Marie Dawson Morell
- 10378 { VIENNESE POPULAR SONG (Kreisler)).
Souvenir (Drdla).
- 10380 { LITTLE SONG (d'Ambrosio).
Valse-Bluette (Drigo).

*Emerson Records in German, Polish, Italian, and Hebrew-Jewish
are a big asset to the dealer catering to these nationalities.*

Play **EMERSON RECORDS** on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

New York
206 Fifth Avenue

Chicago
315 So. Wabash Avenue



INCREASED OPTIMISM KEYNOTE OF TRADE IN ST. LOUIS

Dealers and Public Buying Cautiously, but Volume of Business Is Growing—Association Co-operation—Roberts' New Post—Greater Attention to Window Display—New Dealers—Other News

St. Louis, Mo., June 9.—Business in St. Louis and the St. Louis trade territory is somewhat hesitant and irregular, but is characterized by increasing optimism. Dealers are still buying cautiously and in proportion to their visible needs, but the feeling is gradually becoming firmer. Although it cannot be said that the volume of business is appreciably greater than a month ago, it can be said that there is a better feeling throughout the trade. There is a clearly discernible tendency toward sound business growth which last month was only beginning to take form. The seasonal demand for the smaller machines, suitable for outing parties and the like, is about as good as usual, and there is a lively call for records of the sort that appeal to parties of that sort. Some distributors and dealers say that on volume of business they are ahead of the same month last year, but this condition is not general. It is within bounds, however, to say that the outlook is better than it was either a year ago or a month ago. Business throughout the St. Louis trade territory has been affected by unusually unfavorable weather conditions which persisted throughout the Spring until very recently.

Means of Avoiding Friction

Future meetings of the Music Merchants' Association of St. Louis will not be notable for the airing of the little feuds which sometimes arise among talking machine dealers. Meetings in the past have been considerably enlivened in that manner, especially the one before the last. At that meeting the talking machine members occupied practically all of the time settling their little difference and the piano members felt like stepchildren. So at the last meeting a resolution was adopted that hereafter all grievances must be mailed to the president of the Association, who will call a meeting of the Board of Directors and act on them and report back to the general meeting. It is expected that the elimination of disputes at the general meetings will have a tendency to increase the attendance and make the meetings more pleasant and more profitable.

Two Artistic Window Displays

Two clever windows arranged by Harry Kieselhorst for this month attracted much attention. One is a tie-up with the usual ad appearing at the first of the month in the supplement cover and newspapers, featuring a group of the new month's records for a specific sum, this time \$8.45. The window contained a package of records wrapped, properly addressed and labeled and stamped, ready for shipment. Another package of the same kind was opened and the records of the group displayed. A window card advised the purchase of this group of carefully selected records for \$8.45.

The other window was put in during the local appearance of "Irene." The Penn figure of Miss Liberty was dressed in a charming pan velvet gown of Alice blue trimmed in silver lace. A card "In My Alice Blue Gown" accompanied the figure and the window was completed by a display of the various records from "Irene" and an announcement of the place and time of the opera.

Paul G. Roberts With Koerber-Brenner
The Koerber-Brenner Co. is congratulating

itself and its trade on securing the services of Paul G. Roberts, late of the W. J. Walz Co., Victor jobbers of El Paso, Texas, and previously of the traveling department of the Victor Talking Machine Co. Mr. Roberts joined the Koerber-Brenner sales department on May 6.

Lehman Featured Lambert Murphy

Under the auspices of the Schubert Club, of East St. Louis, Lambert Murphy, as guest artist, gave a very pleasing program on May 10. The East St. Louis Victor dealer, Fred Lehman, was as usual on the job. Attractive posters announcing the concert were prepared and placed by Mr. Lehman not only in East St. Louis but in the windows of the Victor dealers in neighboring towns. Publicity of all kinds was handled by him, although he had almost no Murphy records in stock.

Joins the Bauer Forces

Wm. Bauer, Jr., has joined the sales force of Victor salespeople in his father's store in St. Louis. Mr. Bauer recently took the salesmanship course offered by Koerber-Brenner Co.

Keeps Records of Visitors

Miss Anna Clayton, of the T. E. Clark Music Co., Cape Girardeau, Mo., Victor dealers, keeps a record of the visits of her customers and when too long a period elapses without another visit she writes a personal letter asking if they have failed to receive courteous treatment, have been dissatisfied with the stock or other reasons. Miss Clayton reports many added sales and revived interest resulting.

To Discuss Salesmanship

"Salesmanship" is the subject for the June meeting of the Music Merchants' Association of St. Louis, with Frank H. Preston, a salesmanship expert, as the speaker. Talking machine salesmen are invited.

La Pierre Released From Bond

Arthur F. La Pierre, president of the Lyre-Ola Mfg. Co., was released a few days ago from his \$2,500 bond, under the warrant charging him with perjury in applying for passports. He was alleged to have made affidavit that he was born in this country, whereas he had previously, in applying for naturalization, made affidavit that he was born in Italy. Investigation, however, showed that he had merely declared that he was born in this country to the best of his knowledge and belief. His parents had told him he was born in Brooklyn, but he was unable to find a record of his birth there and to remove doubt had applied for naturalization. It appeared further in view of advices from the Department of Justice that he would not have committed any offense against the Government even if he had made false statements in his application for passports, because passports are not required and applying for them is optional. La Pierre disappeared while on bond on the perjury charge after bankruptcy proceedings had been brought against the Lyre-Ola Co., and relatives stated that he had gone back to Italy.

Otto Heineman a Visitor

Otto Heineman, president of the General Phonograph Corp., and W. C. Fuhri, general sales manager, were here recently.

Artophone Corp. in New Quarters

The Artophone Corp. is now established on the fourth and fifth floors of 1103 Olive street,

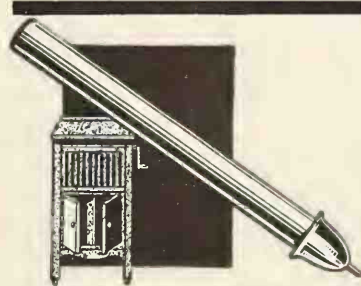
after vacating the lower floors to the Shattinger Piano & Music Co., which took possession June 1, moving from 910 Olive street. Sales Manager Salmon, of the Artophone Corp., says that the record business improved last month, partly due to a run on the records of the new Okeh artist, Miss Daisy Martin. The visit of Miss Aileen Stanley, who appeared at the Orpheum Theatre for a week, stimulated the sales of her records.

Takes on the Brunswick Line

The Vogelsanger Music Co. has opened for business at Cape Girardeau, Mo., with an exclusive line of Brunswick machines and records. The Vogelsanger family for many years has been in the hardware business. The music store is a new venture and will be conducted in addition to the other interests. It will be in charge of Elbert Vogelsanger, as manager, assisted by his brother-in-law, George Marsh.

Mr. Gribble, of the Taylor Music Co., which has stores at Columbia, Moberly and Mexico, Mo., was a recent visitor at the store of the Brunswick-Balke-Collender Co.

(Continued on page 109)



AT LAST!

One Phonograph Needle for all Tones

Loud, Medium and Soft Needles Unnecessary

Tonofone

The Needle With A Flexible Point

Has Solved The Big Problem

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

IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE

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

ORIGINAL TONE and VOLUME

The best needle value ever offered.

4 for 10¢ - 12 for 25¢

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

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

Wholesale Distributors in all important commercial centers.

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

R. C. WADE CO.

110 South Wabash Avenue CHICAGO
Inventors and Sole Makers

Electro Platers and Polishers

DIE CASTING PLATING OUR SPECIALTY

Tumbling Barrel Plating—Gold, Silver, Nickel, Copper, Brass, Bronze

Our work is guaranteed high-class

Write for our prices

Office Telephone
Murray Hill 9070-9071

FACTORY: 224 CENTER ST.
Telephone Canal 9285

LUNA NICKEL PLATING CO.

347 FIFTH AVE.

NEW YORK CITY

Edison Message No. 94

An increase in the Excise
Tax on phonographs would
make it necessary to advance
Edison Phonograph prices.

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

INCREASED OPTIMISM IN ST. LOUIS

(Continued from page 107)

J. M. Dick, formerly Southern representative of the Columbia Graphophone Co., is now traveling in southern Illinois and western Kentucky for the Brunswick Co.

Budget of Columbia Happenings

A. W. Roos has resigned as assistant manager of the Columbia branch in this city and, with his family, has moved to New York City, where he is now connected with the General Phonograph Co. He had been with the St. Louis branch nearly three years, and his connection with the Columbia Co. dates back some twenty-odd years.

J. Bryant has been appointed assistant manager to succeed Mr. Roos. He comes from the New York executive office and brings some real New York enthusiasm and energy to give him a running start on his new responsibilities.

H. L. Pratt, of the branch service division of the New York executive office, spent the last ten days of May in St. Louis, looking over available sites for the location of the proposed new Columbia branch here. Larger quarters are urgently needed to take care of the expansion of Columbia business in this territory. One by one all the Columbia branches in the big centers have been modernized and placed in new buildings of adequate facilities, and St. Louis is one of the last to be thus taken care of. St. Louis expects to have the best branch when it finds the right location.

E. M. Morgan, branch manager, returned a few days ago from a trip to Memphis, Little Rock and other points in the Southern territory. He reports business conditions reviving there rather more slowly than in some other sections.

M. C. Finch, exclusive Columbia dealer in Doniphan, Mo., was in St. Louis, accompanied by his wife. He reported some very good Grafonola sales and bright prospects that would do credit to a much more populous community.

The monthly sales conference, which is a regular Columbia institution in each of the company's distributing branches, was held on May 21. New plans were laid before the assembled sales force that will keep Columbia business lively through the Summer season.

New Victor Dealer

Among the enthusiastic new Victor dealers announced by Koerber-Brenner Co. is that of Ellis Bros., of Ellsberry, Mo. Mr. Ellis and Miss Myrtle Mays will handle the work of the department, which opened May 6.

13,000 Pupils in Music Memory Contest

Thirteen thousand pupils in the upper grades of the St. Louis public schools recently participated in the preliminary music memory contest. Forty per cent of them received a grade of 90 or better. These pupils, 5,475 in number, will take part in the sectional test, and the winners will meet in the final test late in May. In accord with the rule of the Board of Education no prizes can be given, all being done "for the honor of the school."

Miss Elizabeth Weemer, of the O. D. McLaughlin Co., Victor dealers in Paducah, Ky., reports the schools of Paducah 100 per cent Victor. Every school is now equipped with Victrolas and a music appreciation course has been in operation this year and will be incorporated in the course of study for 1921-1922.

Silverstone's "Daring Offer"

Mark Silverstone, president of the Silverstone Music Co., is out with one of his periodical challenges to competitors. Mr. Silverstone now proposes to send Edisons to the stores of competitors for the purpose of having comparisons made by the competitors in their own salesrooms. He calls it "A Daring Offer."

Hear Eight Famous Victor Artists

Haussler Bros., exclusive Victor dealers of Centralia, Ill., succeeded in obtaining the Eight Famous Victor Artists for a concert. The seat sale was conducted in the Victor department and advertised for a certain hour. Within two hours the entire house was sold out. The stage was crowded with seats and many were turned away. A big sale of records of these artists

resulted. A record customer was heard to remark: "Many times I have been disappointed in the concert of artists whose records I have admired. In this concert I expected to enjoy it and surely enjoyed it more than I expected."

Refurbish Department

Haussler Bros.' Victor department has been recently redecorated and carpeted throughout and is very handsome in its cool gray and blue. Miss Orpha Hopkins, in charge of the department, is justly proud of the splendid business that has developed in Centralia.

Trade-mark Beautifully Displayed

Some very handsome settings have been arranged for the new oil painting of the Victor trade-mark. At the Kieselhorst Piano Co., this city, it has been placed at the extreme end of the passageway between the booths, the lines of the booths, that of the center runner converging at this point. The concealed spotlight is trained on the picture in a way to make it the most conspicuous thing in the store on entering.

JOINS RODEHEAVER FORCES

The Rodeheaver Record Co., 219 East Thirty-ninth street, New York, announced recently that T. P. Ratcliff, formerly associated with the Vocalion record division of the Aeolian Co., New York, and also with the Victor Talking Machine Co.'s educational department, had joined the company's staff in an executive capacity. Mr. Ratcliff is well known in the talking machine field and his thorough knowledge of the educational possibilities of the record field will undoubtedly aid him materially in attaining success in his new and important field of operations.

L. A. Schwarz, H. F. Thornell and I. W. Becker have incorporated under the laws of the State of New York, with a capital of \$10,000. The firm, which will handle talking machines and player-pianos, will operate under the name of Louis A. Schwarz.

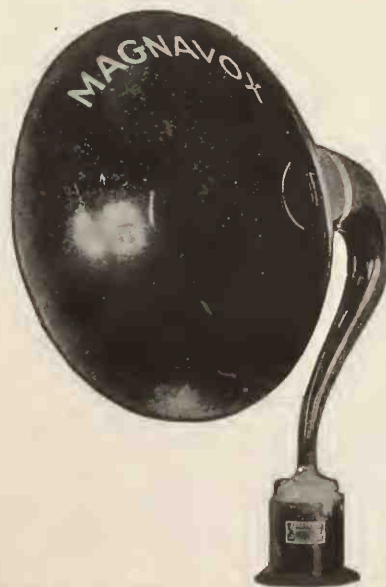
Now is the time to sell the Magnavox

THE MAGNAVOX is used more than ever during the Summer and Vacation season. Wherever people are gathered together out-of-doors the Magnavox can be used to advantage. It amplifies both the human voice and mechanical reproductions. Ex-President Wilson spoke to 30,000 with a Magnavox.

With a Magnavox attached to a phonograph you can hold a dance or give a concert. Sell the Magnavox to clubs, chatauquas, churches, amusement parks and wherever crowds assemble.

It is also a means of direct advertising. Advertise a product in this novel way—especially your own machines and records.

Write for Bulletin 21, which tells of its many uses and ways to make money.



The Equipment Consists of:

Telemegafone—A device to reproduce and amplify sound.

Horn—Spun copper, 22 inches in diameter, black baked enamel finish.

Telemegafone Cord—A four conductor cord aeroplane type, 11 feet long.

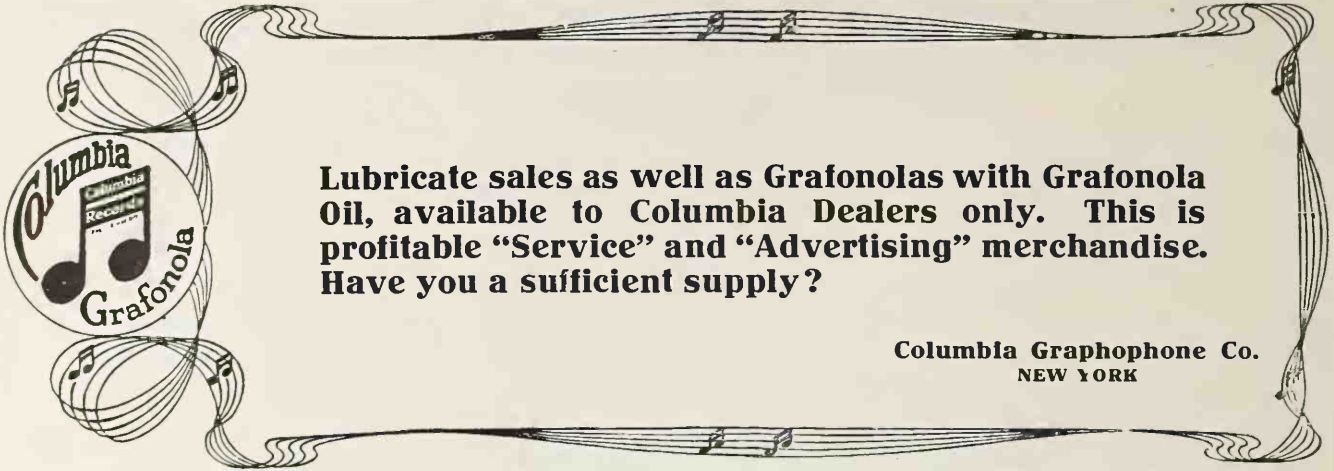
Control Box—Mahogany with polished Bakelite cover.

Universal Super-sensitive Transmitter Tone Arm—It can be attached to any phonograph—adapted to all makes of records.

Hand Transmitter—High power, weight 1½ pounds, and is used for amplifying the voice or musical instruments, such as piano, violin, etc.

J. O. Morris Co., Inc.
1270 Broadway New York
Eastern Distributors

Magnavox



Lubricate sales as well as Grafonolas with Grafonola Oil, available to Columbia Dealers only. This is profitable "Service" and "Advertising" merchandise. Have you a sufficient supply?

Columbia Graphophone Co.
NEW YORK

NOTED TECHNICAL MEN PRODUCING CRITONA RECORDS

Officials of Criterion Records, Inc., Well Pleased With the Reception Accorded This Product and Inquiries Have Been Received From Widely Separated Sections of the Country

Criterion Records, Inc., New York, which introduced Critona records to the trade last month, is delighted with the enthusiastic reception accorded its product. Geo. W. Beadle, president of the company, states that inquiries for

the direction of some of the best-known members of the technical division of the recording field. Alexander N. Pierman is responsible for the recording of the Critona records, and under his able direction production is progressing

in conjunction with Mr. Pierman and rendering him invaluable assistance. Wm. F. Nehr, who spent a number of years in the recording field, is in charge of the mechanical end of the recording and his thorough knowledge of this important phase of the business is reflected in the many letters that have been received by Criterion Records, Inc., regarding the smooth surface of the product.



Wm. F. Nehr



Alexander N. Pierman



George W. Slight

representation have been received from all parts of the country and from many points in Canada. Merchandising and distributing plans are now being perfected and details will be shortly announced by the company's executives.

Critona records are being produced under satisfactorily and rapidly. Mr. Pierman has been associated with the record field for over twenty years, spending the greater part of his time in research and experimental activities.

Geo. W. Slight, one of the best-known recording operators in the country, is working in

INSTALLING NEW MACHINERY

Lewis C. Frank Corp. Making Plans for Active Fall Trade—Increasing Scope of Service to Dealers—Increasing Factory Capacity

DETROIT, MICH., June 7.—The Lewis C. Frank Corp., of this city, manufacturer of record envelopes, is increasing the capacity of its factory in anticipation of an active Fall trade. At the present time there is being installed in a new building in Greensburg, Ind., an automatic machine that is capable of increasing the output materially. In the past the company has concentrated its activities on furnishing record envelopes to Victor dealers exclusively, but, beginning in September, it is planning to offer a similar service to talking machine dealers in general.

During the tremendous shortage of paper the Lewis C. Frank Corp. had many opportunities to take advantage of this shortage and change its price list accordingly, but in order to cooperate with Victor dealers the company maintained a standard list of prices and fulfilled all its contracts without revision. Mr. Frank has made a special study of the requirements of the dealers, in so far as envelopes are concerned, and through his progressiveness many dealers have been able to use these envelopes to advantage in stimulating business.

NEW STORE IN HUNTINGTON, W. VA.

R. W. Tyler Music House Opens Handsome Quarters in That City

HUNTINGTON, W. VA., June 6.—The formal opening of the new R. W. Tyler Music House, at Fourth avenue and Eighth street, this city, was held recently. The new company has most elaborate quarters and the many visitors took occasion to inspect them on the opening day and were entertained with an excellent musical program. R. W. Tyler is president of the company, Ada Kettlwell, treasurer, and B. F. Becker, vice-president. The company, which maintains a branch at Clarksburg, handles the Kurtzmann, Emerson, Milton, Lindeman and Schomacker pianos, player-pianos and a full line of talking machines and records.

The Webber Music Co. is the latest establishment devoted to the sale of music to open in Red Wing, Minn. Talking machines, pianos and musical merchandise will be handled. The business is controlled by Randall Webber, a prominent musician.

OUR LOSS—YOUR GAIN



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

We must make room for our new models, and to clear some of our stock have decided to reduce prices.

Sample	\$15.00 each
In quantities of 3.....	14.50 each
In quantities of 6.....	14.25 each
In quantities of 9.....	14.00 each
In quantities of 12.....	13.75 each
In quantities of 25.....	13.50 each
In quantities of 50.....	13.25 each
In quantities of 100.....	13.00 each

Send in your order today, as this offer is good for June and July only.

STEEL NEEDLES (IN PACKAGES OR IN TIN BOXES)

Made by America's best manufacturers at 35c. per 1,000. Supplies and accessories at very remarkable prices. Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details today.

(Cash with order, or a deposit and balance C. O. D.)

FULTON TALKING MACHINE CO.

253-255 Third Avenue, New York City

Between 20th and 21st Sts.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and the Will to Win Out

The outstanding feature of the retail trade in Brooklyn territory the past month has been the active demand for portable machines and small table models. Many of the dealers are basing their Summer campaigns on the idea of selling a portable phonograph with a fair amount of records, and this sales plan is meeting with excellent results. The record business is keeping up very satisfactorily, and the jobbers are co-operating with the retailers in every possible way to insure larger business.

Dealers Use Sales Ideas

The American Talking Machine Co., Victor distributor, is enthusiastic regarding the success attained by its many dealers in securing Summer business. New and progressive selling ideas are being sent out by this company to dealers each month, and R. H. Morris, general manager, states that these suggestions are being used to advantage by the dealers generally.

Parness T. M. Co. Buys Victor Store

H. Thiele, Flatbush avenue, Victor dealer, recently sold his Victor establishment to the Parness Talking Machine Co., of 358 Livingston street, and Mr. Parness has sold the fixtures and lease of Mr. Thiele's store to R. W. Olsen & Co., who will conduct a retail talking machine store at this point. Mr. Parness, however, is moving his Victor stock from Flatbush avenue and will locate in the vicinity of Borough Park, where Mr. Parness feels that a Victor dealer can develop an excellent business with the large residential population in and around that section.

Increases Store Equipment

Theodore Jospe, Victor dealer at Glen Cove, L. I., has recently added to his equipment two booths to take care of his increasing record business. There has been a demand for the small size Victrolas for use in Summer camps and outdoors, and Mr. Jospe expects that this Summer will prove a prosperous one for Victor dealers, who will make an effort to sell these small-size Victrolas.

Victor Trade Is Optimistic

G. T. Williams, head of G. T. Williams Co.,

VICTROLAS



Cultivation

THE Victor Talking Machine Co. has planted in your territory fertile seed, some of it in virgin soil—all of it in crop-bearing land that will produce sales.

The Victor dealer must cultivate this rich sales producing field at all times, but during the Summer season he should place extra energy in his work by canvassing and using all available efforts to get the full season's harvest.

This sales producing territory will give a larger yield where the Red Seal record and the Tungstone Stylus, exclusive Victor adjuncts, are used with the Victrola to encourage growth.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, NY.

Inc., 217 Duffield street, Victor distributors, in speaking of the general retail sales situation said: "While a demand for records seemingly predominates at the present time the dealers in our territory are not overlooking the sale of talking machines. They apparently realize that there is business to be secured and it is only a matter of devising specific ways of closing the sales. Many of them have found canvassing most advantageous. At any time 'pep' can be made a factor and the dealers are not overlooking this."

Grafonola Sales Activity

The Grafonola department of Cowperthwait Co., at Flatbush avenue and Fulton street, is very well satisfied with the sales of Grafonolas and records in the past few weeks. E. Wooley, manager of this department, states that although business has been more or less in a slump he has been able, through strenuous outside work, to keep his sales up to a fair average. Mr.

Wooley was formerly connected with the Cowperthwait store in New York City and later was proprietor of the Phonograph Repair Service Co., at 203 East Fifty-second street, New York. Mr. Wooley has as his assistant Miss S. J. McCormick, an experienced talking machine saleslady, who has made many friends for the Cowperthwait Co.

Betrothal of Popular Saleslady

The many friends of Miss Bertha Hermelin are offering her congratulations on her recent announcement of her engagement to Dr. Henry Levy, well-known Brooklyn physician. Miss Hermelin has been connected with her father's Grafonola shop at 1441 Broadway for some time, and has made many friends by her courteous and efficient service to Grafonola patrons.

Rountree Buys Victor Store

Wm. M. Rountree has recently purchased the store, fixtures and stock of John C. Wetjen, Inc., Victor retailer, located at 11309 Jamaica avenue, Richmond Hill. Mr. Rountree plans to make extensive alterations, especially in the show windows, and to give to the music lovers of Richmond Hill enhanced service.

Robbins Sells Establishment


Geo. W. Robbins, Victor dealer at Amityville, L. I., has sold the entire stock and equipment of his Victor store to Chas. A. Thiele, who will continue the business at the same address.

Sells Remington to Army Officers

John Strieff, exclusive Remington dealer at 73 Flatbush avenue, has sold two Remington phonographs to the army officers at Fort Tilden, N. Y. Mr. Strieff states that the purchasing committee investigated and heard many other makes of machines and decided in favor of the Remington phonograph, which, in their opinion, was the most satisfactory in tone as well as in cabinet construction. Mr. Strieff expects many more sales from this same source, as several army officers are considering the purchase of Remingtons for their homes.

SONORA DEALER LEASES STORE

NEWBURGH, N. Y., June 7.—Burger & Morse Sonora dealers, now located at 70 Broadway, are planning to move very shortly to new quarters at 82 Broadway. The store will be re-decorated and new booths will be installed, in order to give the firm's clientele efficient service and co-operation in the purchase of Sonora phonographs.



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALE

BROOKLYN NY

Go Get It

If you wait for sales to come to you without effort, you are not getting all you should out of your investment.

Get the Prospects and Follow Them Up

Good advertising will create the prospects.

Good salesmanship will make buyers out of prospects.

You Can Do It.

HAPPENINGS IN THE DOMINION OF CANADA

IMPORTANT NEWS DEVELOPMENTS IN TORONTO TRADE

Dealers Secure Sun Record Agencies—New Quarters for Scythes Vocalion Co.—How Curran Makes Sales—Williams Has Victrola Line—Pett, Cornell & Co.'s New Store—Other Items

TORONTO, ONT., June 6.—Several Toronto talking machine dealers have taken on the selling rights of the new "Sun" records put out by H. S. Berliner. These records are the product of the plant of the Compo Co., of Lachine, Quebec, which firm is the enterprise of H. S. Berliner, who, together with the members of his staff, is skilled in the manufacture of record materials as well as in the pressing of records. "Sun" records are being marketed by the newly organized The Sun Record Co., of which T. Nash is manager.

I. Montagnes, of the Toronto firm, distributing Sonora products in Canada, was in New York recently, and while there had several conferences with George E. Brightson, head of the Sonora Corp.

Lorne Lee has joined the selling staff of the Scythes Vocalion Co., Ltd., in this city, which has the exclusive distributing rights of the Vocalion phonograph and Vocalion records. Mr. Lee's territory will be in the Province of Ontario.

Edwin A. Stevenson, president of the Regal Phonograph Co., Ltd., has just returned from a honeymoon trip to New York and other American points.

Friends of C. J. Pott, Canadian manager of the General Phonograph Corp., think the world must be coming to an end. Their reason for so thinking is that this gentleman has actually taken a respite from business worries and has gone off on a vacation at Atlantic City. Mr. Pott reports an excellent time.

The Scythes Vocalion Co., Ltd., which has been occupying temporary quarters, has removed to a permanent address at 29-31 Alice street. "Records are coming through very satisfactorily," remarked Mr. Scythes, "and we are in a position to give real Vocalion service."

An attractive talking machine store has been opened in Hamilton by Pett, Cornell & Co. It is situated in one of the best residential districts and equipped in a manner compatible with its surroundings. Several up-to-date sound-proof demonstration rooms have been installed, and room has been left at the rear of the building for further additions when found necessary. Both Mr. Pett and Mr. Cornell, proprietors of the new emporium, were formerly with the Hamilton branch of Heintzman & Co., Ltd.

The employees of the "Big Four" group of industries in Brantford, Ont., were recently entertained by an Aeolian-Vocalion phonograph and a number of the latest Vocalion records during the noon-hour shop meeting, which they greatly appreciated.

Earl Curran, who runs a phonograph department in his book and music store in St. Thomas, Ontario, focuses a good deal of his attention on phonograph records. In pushing sales he does not resort to stereotyped methods, but rather invents clever devices of his own, each one bearing the earmarks of originality. For instance, when the well-known song "Feather Your Nest" came out in record form Mr. Curran lost no time in featuring a nest—a great big one, one that couldn't fail to attract attention—and he placed it right in the center of his record window with a generous display of the featured records all round. The unique window trim proceeded to feather Mr. Curran's cash register by bringing in customers by the score—people who would have undoubtedly passed by the ordinary advertising matter without noticing it. Curiosity is the biggest asset in the business world, but too few business men realize it. Mr. Curran is one who is cashing in on public curiosity. He

has a novelty to offer every month, just in talking machine records.

John A. Croden, president of the Starr Co. of Canada, Ltd., is on a visit to Europe in connection with the Starr-Gennett catalog of European recordings. Mr. Croden is accompanied by L. R. Beaudry, manager of the Montreal branch of P. T. Legare, Ltd.

The question of how to figure labor turnover in industry evoked much discussion when R. G. Maddock, employment manager of the Columbia Graphophone Co., Toronto, spoke on this interesting subject before the members of the Industrial Relations Association.

R. H. Murray, who was recently transferred from the Halifax, N. S., branch of His Master's Voice, Ltd., to take the managership of the Toronto office, was more than surprised and, needless to say, greatly delighted, to receive by express a handsome cabinet of silver from the members of his Halifax staff.

The Columbia Graphophone Co. will shortly place on the market standard blue-label Columbia popular records, which will retail at 69 cents. This will be the first time the public has ever had the opportunity to buy Columbia standard Blue records at this price.

Principal R. H. Eldon, of the High School of Commerce, in this city, proposes to use a phonograph in the teaching of languages in his modern language department.

The Cecilian Co., Ltd., is supplementing its range of Concertphone models with several de-

signs. The Louis XVI console model is the first of the new series to make its appearance. This will be followed by Jacobean, Louis XV, William and Mary and Colonial models.

R. S. Williams & Sons Co., Ltd., Ottawa branch, will now handle the Victrola, as well as the Edison diamond disc. As a result of this move there are now quite a number of music houses in a row on Sparks street, Ottawa, all selling the Victrola along with various other lines.

Mother's Day was made special mention of by the R. S. Williams & Sons Co., Ltd., and the Musical Merchandise Sales Co., Ltd., both of Toronto, in their respective advertising preceding that date. Both Edison and Brunswick phonographs and records were suggested as ideal gifts for mother.

H. S. Strahl, who has opened a new music store in Kitchener, Ont., has taken on the Aeolian-Vocalion agency.

W. B. Puckett, F. A. and B. A. Trestrail, proprietors of Musical Merchandise Sales Co., distributor, were among Canadians in attendance at the recent music trades conventions held in Chicago.

O. Wagner, who has been general supervisor of the R. S. Williams & Sons Co., Ltd., Toronto, has just been appointed manager of that firm's wholesale division, including all wholesale departments and branches of the organization.

"Ontario is the only province in the Dominion of Canada and the only country within the pale of civilization to-day which does not assist children to continue the study of music," stated Miss Mae Skilling, of the educational department of the Columbia Graphophone Co., Toronto, to the members of the Women's Canadian Club in Ottawa recently.

MONTREAL AWAITING PROMISED "PEPPING UP" OF TRADE

Despite Lower Prices Trade Is Moving Slowly—Fairbairn Co. Opens in Montreal—Layton Bros. Managerial Changes—E. M. Berliner a Visitor—Vocalion Line With Robitaille

MONTREAL, QUE., June 4.—Talking machine retailers here are still waiting for the promised "pepping up" of business. The general report among them to-day is that although some of the manufacturers have seen fit to reduce prices, there has been no commensurate increase in the volume of sales. From the standpoint of sales by the retail trade business shows a slight decline. The demand for records and machines is moderately quiet, even Saturday afternoon and evening business being dull.

E. M. Berliner, recently elected to the vice-presidency of the Berliner Gramophone Co., Ltd., Montreal, recently visited the distributing house at Toronto of His Master's Voice, Ltd.

C. Robitaille, of Quebec City, has lately taken on the Vocalion lines for the lower town of the city of Quebec. The department is in charge of Alfred Richard.

The appearance of the New York Philharmonic Orchestra (exclusive Columbia recordings) in Montreal has revived considerable interest in this musical organization's repertoire.

Victor dealers shared heavily in the sale of Galli-Curci's records following her appearance in Montreal recently. J. A. Gauvin, of Gauvin & Courchesne, Quebec, states that the popularity of Galli-Curci as a Victor artist made it possible for him to seat 3,000 people at the Drill Shed in that city, where this artiste recently gave a recital.

The Fairbairn Sales Co., Toronto, has opened a Montreal retail sales branch and is now occupying the quarters of the Brunswick Shop, St. Catherine street west, which has transferred its stock to its East End store. G. L. Lewis is the Eastern manager here for the Province of Quebec and the Maritime Provinces. This firm is handling the Pathé Actuelle and other American models ranging in price from \$50 to \$250. It has on hand a heavy stock of machines and likewise Pathé Actuelle lateral-cut records as well as sapphire records in French.

Layton Bros., Edison, Columbia and Brunswick dealers, announce a number of changes in

(Continued on page 114)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

"A FEW GOOD ADS WILL—"

A Sound Investment

NO one should be without a GORDON. It is the most popular and most profitable investment you can make.

The GORDON

It is the most popular and most profitable investment you can make. It is the most popular and most profitable investment you can make.

John Dough & Co. 221 Easy Street

"Mother, when are we going to get one?"

Your wife, the youngest and oldest members of the family, and you yourself are looking forward to the day when you will own that wonderful reproducing instrument, the

Victrola

Here is one centrally located, pleasant-to-look-at establishment in a magnificent line of these famous talking machines.

\$5 down

Call This Week and Bring the Family Along

John Dough & Co.
221 EASY STREET
Wholesale for VICTROLAS and VICTOR RECORDS

The same —but different!

YESTERDAY might be the day to choose your hat or your shoes, but today it is the day to choose your talking machine. The reputation of your machine is what counts.

Gordon

John Dough & Co. 221 Easy Street

"Reputation is what men and women think of us"

AND we're proud of ours. This firm, because of its high quality of merchandise, its upright personality and its constant endeavor to be of the greatest possible service, is recognized as the store for all music needs.

Gordon Records

are famous over the globe for their unequalled clarity of reproduction and for their superior beauty. Our store is exceptionally complete and when you buy here you buy at a store that appreciates your patronage and serves it by the careful, courteous way it serves you.

Here Are the Newest Records:

JOHN DOUGH & CO.
221 Easy Street

For the Nation's Birthday

EVERYONE has been celebrating the 50th anniversary of the birth of our Nation. Let us celebrate it with you by giving you a special price on our

GORDON RECORDS

John Dough & Co. 221 Easy Street

"Yes, we bought this talking machine and all our records at John Dough & Co."

Our microphone takes as much interest in aiding you choose your instruments and your discs as though they were buying them for their own use. They understand your taste and furnish you their favorite music also.

The famous GORDON

is here and we have the model you want at the price you wish to pay. Our convenient payment plan enables you to buy now instead of waiting.

\$5

John Dough & Co. 221 EASY STREET

Certainly! WE HAVE THAT RECORD

John Dough & Co. 221 Easy Street

—bring you the business that you desire, even during existing buying conditions. With the public's mind set on saving, it takes an unusually clever advertisement to attract the eye of the casual reader of the newspaper. But an attractive advertisement needs real, sound selling arguments to make this casual reader interested in the merchandise you handle. But even further than this, your advertisement should make him want to buy this merchandise at your establishment. Don't forget that the advertisement which appears in the paper is all that the public sees of the money, time, and thought used in the preparation of your advertising campaign. It is essential, therefore, that your copy be really worthy of the money and time consumed before it reaches the public's eye. Perhaps you can spend the time and thought

necessary to prepare good advertising. Perhaps you are a satisfactory judge of good advertising. Perhaps you do not throw your money away when buying large space. Yet, why not save yourself your time, energy and money by making certain that the advertising is of the proper quality and that it contains the real element of successful advertising? The type of retail advertising copy which we prepare is caught by the public's eye and is read, the same as you are reading this advertisement. Has not this been a good test of the type of material which we prepare? Drop us a postal card with your name and address and the words "We want it" and we will forward to you advertisements similar to the above, for your careful scrutiny. There is no obligation.

Talking Machine World Service

373 Fourth Avenue
NEW YORK CITY

EVERYBODY LOVES—

Peggy O'Neil

"You can't go wrong with any 'Feist' song."

An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!



BUSINESS PROGRESS IN MONTREAL

(Continued from page 113)

their phonograph department as follows: Frank H. Layton is now manager of the Columbia and Brunswick departments, while George S. Layton assumes the responsibilities of the Edison department.

Geo. P. Harang, Park avenue, has lately taken on the sale of Brunswick records.

W. J. Olmstead, office manager of the Berliner Gramophone Co., Ltd., spent a couple of days at the offices of His Master's Voice, Ltd., Toronto, on his return to Montreal from a visit to the Winnipeg and Calgary branches.

Marceau & Fils, Quebec, have in view the enlargement very shortly of their Brunswick and Columbia departments, which are growing at a rapid rate.

TWO NEW CANADIAN CORPORATIONS

The Victoria Talking Machine Co., Ltd., 41-43 Flack Block, Vancouver, B. C., wholesale dealer in talking machines, has been incorporated; capital, \$50,000.

Musicmaster Phonograph, Ltd., Roger's Building, Vancouver, B. C., has been registered, acquiring the business carried on by H. Hamilton and J. B. Maysmith, under the name Music Master Phonograph Co.; capital, \$500,000.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office Southern Wholesale Branch
711 MILWAUKEE AVENUE 1550 CANDLER BLDG.
CHICAGO ATLANTA, GA.

APPEAR ON COPYRIGHT BILL

Talking Machine Record Men Discuss Various Phases of Bill With Legislators

TORONTO CANADA, June 2.—In connection with the Copyright bill, now before the House of Commons at Ottawa, the committee in charge of this particular bill received a deputation recently from the talking machine record industry and discussed various phases of the proposed legislation. The deputation included R. L. Chilvers, Berliner Gramophone Co., Ltd., Montreal; W. D. Stevenson, the Starr Co. of Canada, Ltd., London; A. E. Landon, Columbia Graphophone Co., Toronto; E. C. Scythes, Scythes Vocalion Co., Ltd., Toronto, and C. H. Weicker, Brunswick-Balke-Collender Co., Toronto. The record manufacturers left Ottawa feeling that new copyright legislation for Canada will be enacted at this session of Parliament and that the varied interests of authors, publishers, record and player roll manufacturers have been carefully looked after.

On the second reading of the Canadian Copyright bill in the Senate this week an amendment by Senators Belcourt and Proudfoot was rejected affecting royalties on phonograph records, the former seeking to increase royalties to the rate paid in Great Britain and the latter seeking to reduce the rate from 2 cents on a record to 1 cent, and also to provide that no royalty be paid on records for export.

EDISON TEST IN WINNIPEG

Mood Chart Change Experiment Interests Many—The Results—Columbias for the Schools

WINNIPEG, MAN., June 8.—Recently the Edison Music Store of this city conducted an interesting psychological study on the Thomas A. Edison Mood Change Chart. The experiment was conducted by P. Sidney Tutte, manager of the Edison store, and those present were G. S. Babson, of Babson Bros., Chicago; G. Paul, of the R. S. Williams & Sons Co., Ltd., Winnipeg; M. Frankland, manager of the phonograph department of the Winnipeg Piano Co.; James Arthur, Western representative of the Edison distributors; C. T. Dolman, noted 'cellist; C. A. Burns, and press representatives. Mr. Edison's experiment in this line is to obtain analysis of mental reaction to music. The most interesting change in moods at this particular experiment was that of C. T. Dolman and C. A. Burns. The former changed in a mood from serious to gay by the playing of a band selection called "The Spirit of Independence." He reacted to dreamy and remained so through the session after the playing of Spalding's "Drink to Me Only With Thine Eyes," while the latter experienced no reaction while five re-creations were being played, until a selection, "Calvary," caused a mental reaction to optimism. The experiment proved a great success, it being the opinion of many that only bright and lively music could cause optimistic and merry moods.

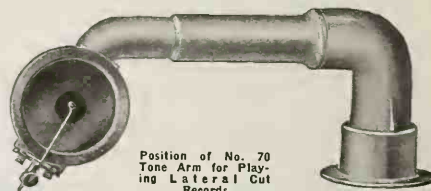
E. N. Moyer & Co. are the wholesale agents who represent the Columbia interests in Edmonton, Alta., and district. G. Everton Smith, manager of the Edmonton branch of the firm, reports that his company is still keeping up an energetic agitation in regard to the adoption of talking machines in the schools. In this connection Mr. Smith is hoping that the Columbia Co. may see fit to send Miss Mae Skilling to the Province of Alberta before very long. Personal experience of her work witnessed in Winnipeg some time ago showed that she was one in a thousand in regard to educational demonstration. The Province of Alberta still lies a fallow business field to clever people like Miss Skilling.

NEW MANAGERS FOR PHILPITT STORE

Earl W. Smith Named General Manager and T. H. Bower Sales Manager in Jacksonville

JACKSONVILLE, FLA., June 1.—S. Ernest Philpitt, well-known music dealer who conducts establishments in Tampa and Miami, as well as in this city, has recently appointed two new managers for the local store at 314 Main street. Earl W. Smith, formerly connected with the M. Steinert & Sons Co., Boston, will be general manager of the store, while Theodore H. Bower, formerly connected with the A. J. Crafts Piano Co., Richmond, Va., will be sales manager. The Philpitt house handles a notable line of instruments, including the Steinway, the Aeolian Co.'s products, Kranich & Bach, Shoninger and other makes of pianos, as well as the Victor line of talking machines and records. The latter department of the business has shown a steady advancement.

ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Lateral Cut
Records

Quality Construction
Unusually Good Tone No Blasting

For use in Phonographs retailing up to \$100.

Price for sample—\$2.00.

Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

ELABORATE PLANS PREPARED FOR CONVENTION OF NATIONAL ASS'N OF TALKING MACHINE JOBBERS

Selling Problems to Have First Consideration at Annual Meeting of Victor Wholesalers in Colorado Springs July 11-13—Interesting Program of Entertainment Arranged

Although at the time of going to press all the details of the convention plans of the National Association of Talking Machine Jobbers have not been completed, the general program has been far enough advanced to indicate that the forthcoming annual meeting of that body at the Hotel Broadmoor, Colorado Springs, Colo., on Monday, Tuesday and Wednesday, July 11, 12 and 13—barely three weeks off—will be in every respect one of the most interesting and constructive that it has been the privilege of the jobbers to enjoy.

The selection of Colorado Springs as the meeting place has met with approval, not only for the fact that it is more or less centrally located, but because it combines with the convention business an opportunity for the majority of the jobbers to enjoy a real vacation. The Broadmoor is ideally located, with the snow-capped peaks of the Rockies practically surrounding it, and it will be a rather unique experience for many talking machine men to be able to gaze upon the snow, and, perhaps, actually walk in it, in the generally torrid month of July.

Stops in Chicago and Kansas City

The Eastern jobbers, those in the New York, Boston and Philadelphia districts, will travel westward on special cars, over the Pennsylvania Railroad, leaving New York on July 7, and stopping first at Chicago, where the local wholesalers have arranged an elaborate one-day program of entertainment. There will be an automobile trip about the city, luncheon at the Country



The Golf Club

Club, perhaps a visit to the ball game in the afternoon, and finally a dinner at the Drake Hotel, Chicago's newest and finest hostelry, in the evening, after which the Chicago contingent will board a special train on the Santa Fe with the Easterners and embark on the second leg of the journey to Kansas City, where the local Victor wholesalers have also arranged for the entertainment of the travelers over a period of several

hours. Then the whole party will embark on Saturday night, July 9, on the special train for the final leg of the journey, arriving at Colorado Springs on Sunday. It is believed that the several breaks in the journey will prove most welcome, and, as the conventioners will arrive at the Broadmoor on Sunday morning, there will be a real opportunity for rest before the formal opening of the convention on Monday.

To Be a Real Selling Convention

Every effort is being made to have the coming



The Hotel Broadmoor, Convention Headquarters at Colorado Springs

convention a real selling convention. In the past it has been largely a matter of considering the production question, but the business situation having developed to the point where the question of selling is again of paramount importance, both the jobbers and the Victor Co. representatives will devote themselves to practical talks on the best means of selling Victor products, plans for developing the business at a normal rate or better, and ideas for stimulating retailers to renewed efforts along lines that will produce the greatest results for all concerned.

Features of Business Sessions

According to the schedule, Monday, Tuesday and Wednesday mornings will be devoted entirely to business sessions, with one of the sessions, as is the usual custom, being given over to the Victor Co., so that its officers and repre-

sentatives may present facts calculated to interest and instruct the jobbers.

There will be only two principal outside speakers, and plans call for the presence of practical business men in both cases. One of the speakers, it is intimated, will be a high official of the United Cigar Stores Co., who, it is believed, will be able to offer much information on merchandising in general. The other speaker has not yet been decided upon, but several men of prominence in the business world are under consideration. Gilbert H. Montague, counsel for the Association, will also be present at one of the sessions and offer his usual fund of legal and legislative information for consideration of the body.

The Entertainment Plans

Realizing that the most successful convention

is one in which business is mixed with pleasure, agreements have been made whereby the afternoons will be devoted entirely to entertainment features, these including visits to Pikes Peak, the Garden of the Gods, the Cave of the Winds and other points of interest in and about Colorado Springs. Plans also call for a real Western barbecue and an exhibition of Wild West sports, participated in by cowboys, cowgirls and sharpshooters.

On Monday evening the wholesalers will be guests of the Victor Co. at a dinner dance, the music being supplied by Paul Whiteman and his famous Ambassador Orchestra, which organization, through the courtesy of the Victor Co., will remain at Colorado Springs throughout the period of the convention in order to provide dance music whenever desired by the jobbers.

(Continued on page 117)

DO YOU CONSIDER APPEARANCE WHEN CHOOSING A CABINET?

Appearance is the guiding star to the port of first impression, and the *cabinet* is the most conspicuous part of a Talking Machine.

The reason that *our* line is now the best selling line of Phonograph Cabinets lies in the tasteful appearance of our product, the good quality of material used in it, and the workmanship spent upon these materials.

The Public is looking more and more for Phonographs of quality, and you will have no difficulty in serving the public, if you adopt *our* line of cabinets.



Louis XV

The Celina Specialty Co.
Celina, Ohio

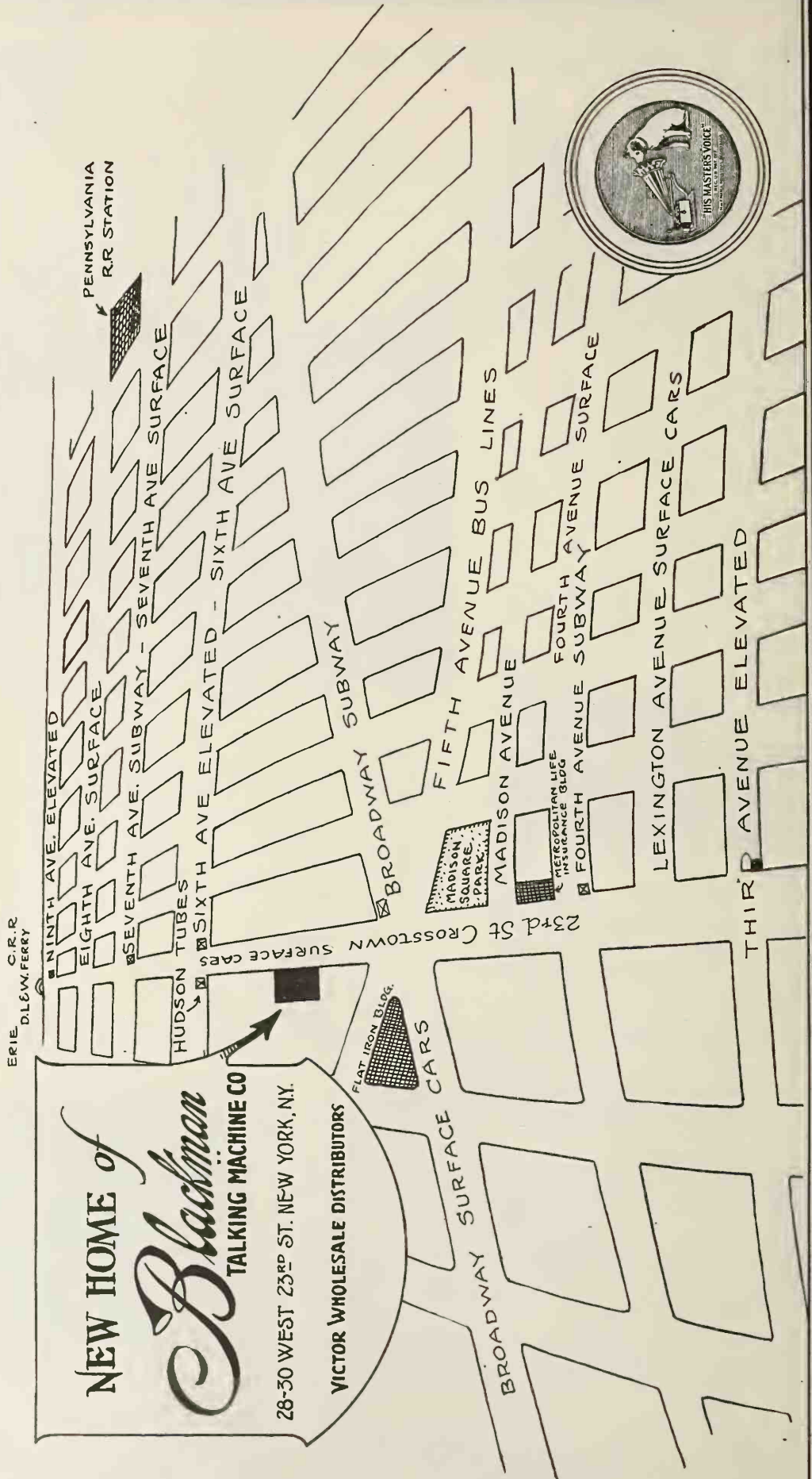
HOW TO REACH US NOW

Blackman

TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESAL. DISTRIBUTORS

ERIE D.L.W.FERRY
C.R.R.

NEW HOME of
Blackman
 TALKING MACHINE CO.
 28-30 WEST 23RD ST. NEW YORK, N.Y.
 VICTOR WHOLESAL. DISTRIBUTORS



IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. YOKOHAMA, JAPAN

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO.
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, O.

RAYSOLO SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

PLANS FOR JOBBERS' CONVENTION

(Continued from page 115)

After the Victor entertainment on Monday evening there will also be arranged other affairs, mostly of an informal nature, on other evenings for the convention period.

The Annual Golf Tournament

On Thursday, June 14, there will be held the annual golf tournament of the Association, under the auspices of Joseph C. Roush. There will be the usual number of attractive prizes to encourage the trade golfers to do their best. There are at present two cups, the Blackman cup and the Johnson cup. The first has already been the chief prize at two tournaments, and is to become the property of the golfer who wins it for the third time, the same conditions surrounding the Johnson cup, which was presented for the first time last year.

The arrangements for the convention are under the direction of an active committee, consisting of Chas. K. Bennett, as chairman; Lloyd L. Spencer, Fred P. Oliver, P. A. Ware and V. W. Moody, and, in order that every detail may be properly taken care of, Mr. Bennett has arranged to make a special trip to Colorado Springs.

The Broadmoor Hotel is declared to be one of the finest in the country, and the management has arranged to place all the hotel facilities at the service of the talking machine men. The fact that the average July temperature at the hotel is 84 degrees, without humidity, should serve as an added impetus to those jobbers who desire a cool spot in which to hold their meetings and to warrant the changing of the convention place from Atlantic City to an interior point. Taken all in all, it should be a convention that will be long remembered by those privileged to attend, for not only will the business sessions prove of inestimable value, but the sightseeing tours will prove a genuine education to those who have not had the privilege of visiting that section of the West.

Railroad representatives will be in Colorado Springs at the close of the convention to make reservations for jobbers who plan to return home immediately, as well as for those who have signified their intention of taking advantage of the opportunity to visit the Pacific Coast as a sort of vacation jaunt.

NEW VAN VEEN INSTALLATIONS

Several Retail Stores Fitted Up Attractively by That Concern Recently

Van Veen & Co., Inc., New York City, have recently completed a number of exceptionally attractive installations in the warerooms of talking machine dealers. Arthur L. Van Veen, president of the company, states that while dealers throughout the entire country are evidencing much interest, New England and New York State show the greatest promise of improvement in the immediate future. In fact, the promises are materializing, as attested by the number of new outfits which Van Veen & Co. have installed in that territory.

In Auburn the Colonial Music Shop, Columbia retailer, has just added an exceptionally attractive and efficient installation of Col-Van equipment in its warerooms. This installation has created much interest in the surrounding

cities and Van Veen & Co. are receiving inquiries for similar quotations. Throughout New York State other substantial installations have been made in the warerooms of F. W. Bush, Penn-Yann, N. Y.; Morris Greiner, Buffalo, N. Y., and Roman Dzierzanowski, Buffalo, N. Y.

In Portchester, N. Y., Van Veen & Co. have closed a large contract with William C. Hoehl for Van Veen equipment in his warerooms at 43 North Main street. This equipment will consist of five rooms with double construction, a record department complete with racks and counters and an attractive wainscoting decoration. It is predicted that these warerooms will be one of the most attractive in Westchester County when completed.

In New York City the Marconi Co. has had a complete department of Col-Van equipment installed in its warerooms, at 126 East Fifty-ninth street, consisting of four rooms and an exceptionally well-appointed record department. Equipment has also been installed in the new Columbia shop of W. & A. Benkwitt, at 150th street and Melrose avenue.

Leon Tobias, secretary of Van Veen & Co., has kept closely in touch with the dealers in this territory and has heartily co-operated with them in the planning of their equipment. Mr. Tobias states that he is receiving many inquiries regarding proposed equipment, which would tend to indicate that the dealer is expecting and planning for big Fall business.

JEWELER ENTERS THE BUSINESS

WHITING, IND., June 5.—Mr. Baker, a jeweler of this city, has opened a talking machine department in his jewelry store.

He who will not answer to the rudder must answer to the rocks.

Normalcy in Trade

Predicted Early in Fall

Business men in general predict normal trade by this Fall, according to replies received to a questionnaire sent out by the research department of the National Association of Credit Men. The replies were summarized as follows:

"Buying is and must be largely hand-to-mouth all along the line, until the price relationship between commodities reaches nearer a normal state of relative values.

"Willingness to accept lower profits and wages would hasten stabilization.

"Normal business activity cannot be expected until the farmer's purchasing power has been revived.

"The farmer cannot regain his normal purchasing power until this year's crop is harvested."

UNIVERSITY RECORDS CORP. FORMED

The University Records Corp. has been incorporated under the Delaware laws, with a capital of \$10,000. The incorporators are E. W. Jones and L. A. Watson of Sound Beach, Conn.; and Roscoe Stewart, of New York.

INSTALLING NEW BOOTHS

FAIRFIELD, ME., June 8.—Lawry Bros., Victor dealers in this city, are planning to install attractive modern soundproof demonstrating booths in their establishment in anticipation of an active Summer and Fall trade. This enterprising dealer is making plans for an aggressive publicity campaign which will undoubtedly produce desirable results.

Plays all
Records



Saves all
Records

Insist on having the best Talking Machine needle made. We are constantly receiving many repeat orders on this needle from Jobbers and Retailers.

PLAYS 100 to 200 SELECTIONS, without change, and plays them as they should be played.
NO SCRATCH NO HISS

Retail, 25c for card of four.

LOUD MEDIUM SOFT

Send for Samples and Discounts.

Mellotone Needle Co., Inc.

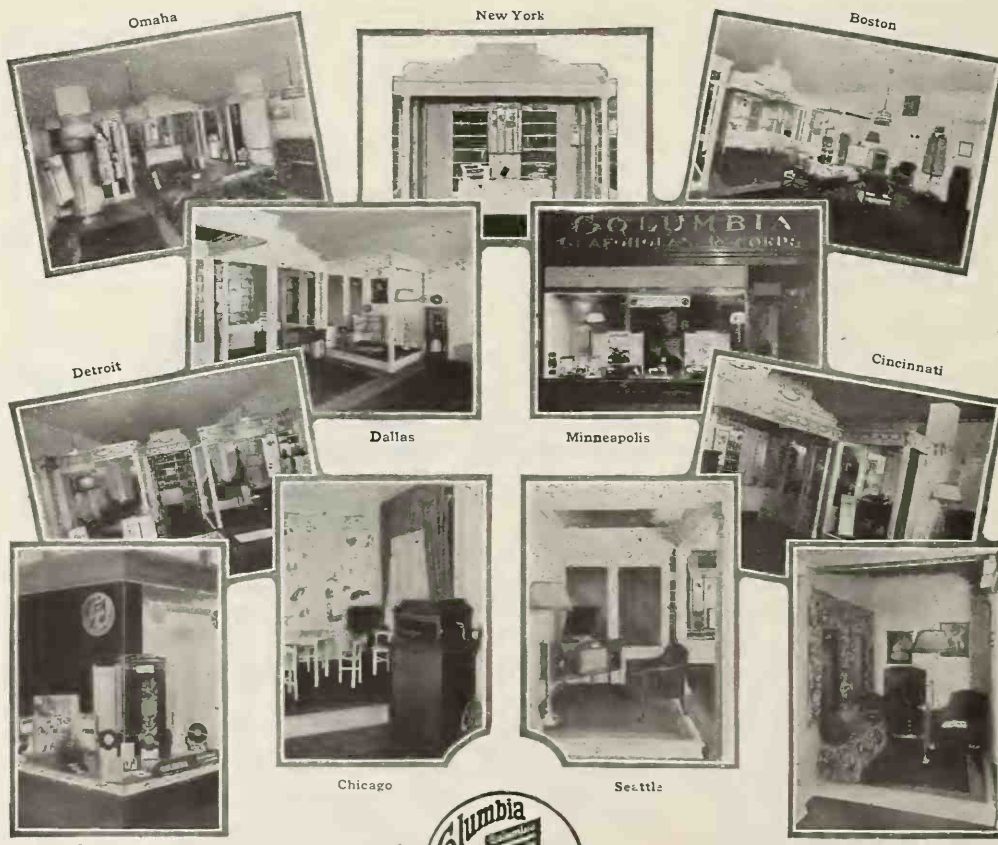
ANSONIA

CONN.

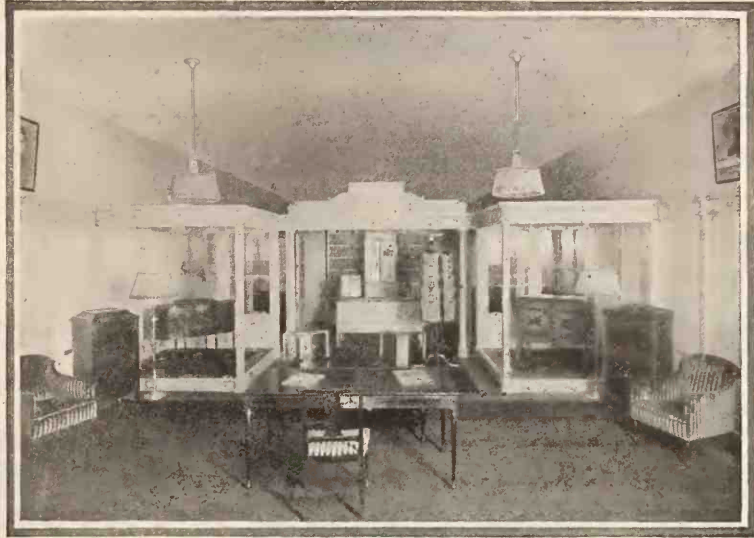
Columbia



Model Grafonola Shop in Cleveland Branch



Dealer Service



Model Grafonola Shop in Kansas City Branch

\$250,000 More Spent for Columbia Dealers


A quarter of a million dollars has already been invested by Columbia in building and installing thirteen complete and full-sized Model Grafonola Shops in Columbia's branches in thirteen different cities. Eventually every Columbia Branch will have such a full-sized Model Grafonola Shop. All Columbia Dealers are invited to visit and use to their advantage the thirteen existing Model Shops installed entirely for their benefit.

These shops will not bring a single dollar's return to Columbia, except as they assist Dealers to sell more Grafonolas and Columbia Records. They are simply idea shops, based upon the actual experiences

of many successful Columbia Dealers in retail selling from day to day. Each one is managed by a Dealer Service Specialist, trained and waiting to help Columbia Dealers in their retail problems.

Take your problems to Columbia for help—and if you are interested in finding out in just what surroundings and with what equipment Columbia Grafonolas and Records are best and easiest sold, ask your Columbia Branch for the booklet describing the new "Col-Van Grafonola Shop Equipment Service," prepared especially for Columbia Dealers by a leading equipment manufacturer, and reserved exclusively for Columbia Dealers' use.

COLUMBIA GRAPHOPHONE COMPANY, New York



Melodious, New Fox-Trot Song

NOBODY'S BABY

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

No Dull Months

A Letter from one of the Largest Music Houses in the Country.

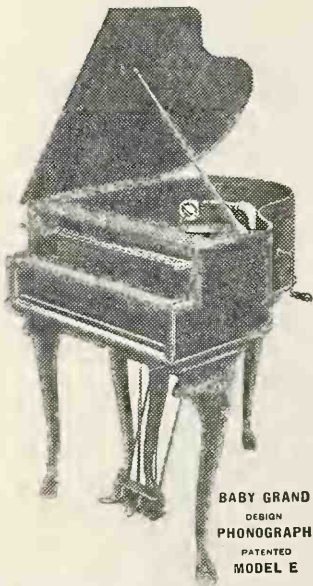
Replying to your recent inquiry as to the success we are having with the Baby Grand Design Phonograph, wish to state that we have ordered something like thirty-five or forty machines in the last month and we have been short of these machines most of the time, as we have sold everything just about as fast as we could get them on our floor.

I have sold talking machines of every make for the last fourteen years and I can truthfully say that I have never seen anything that would compare with the Baby Grand Design Phonograph in beauty of tone, in rich design and fine workmanship.

The thing that appeals to us most about the Baby Grand is the class of people that are buying it, as we have sold many of the finest homes in Denver since we have put these machines in stock and many sales have been for spot cash.

We wish to congratulate you upon this wonderful instrument and wish you every success.

Sincerely yours,



Write for Catalog and Prices

EASTERN DISTRIBUTORS

**KROLL & HOROWITZ
FURNITURE CO., Inc.**

258 Canal Street New York

BALTIMORE DEALERS SEEKING TRADE ARE GETTING IT

Summer Conditions Prevail and Country Business Better Than City—Illustrations That Business Can Be Had When Unusual Efforts Are Made to Capture It—The Situation Reviewed

BALTIMORE, Md., June 14.—Last month was a dull one in the trade here, generally speaking, both in the sale of machines and records, but there has been an improvement noted in the sales of machines so far this month. Owing to the general closing of business houses for a half day, and in many instances all day, Saturday, coupled with the opening of the parks, seaside resorts and dance halls, not much improvement in the record business is looked for until cool weather.

While the above holds good generally for store and business, outside sales are good, according to the best posted men in the trade. In other words, they say, "the business is there all right, but you have to go after it now." And speaking of going after it, Leonard Trout, of Trout Brothers' Highlandtown Music Shop, adopted a rather novel method one night last week. Putting a Magnavox and a number of jazz records in a flivver he went through the colored section of the town stopping at street corners and putting on a jazz dance record. Before long he had a crowd of several hundred following his flivver and using the street as a dance hall. After playing a record he would put it on sale and in this way not only disposed of several hundred for cash, but took orders for future delivery of several dozen more. Altogether the plan worked so well that he and his assistant, "Young" Hanekamp, are going to repeat the performance weekly.

The country trade is also better than the city trade just at present, according to reports received here. This is due to the fact that the farmers in this section are getting big prices for their strawberries this year and naturally are buying what they want. The success of Benefield, Motley Co., Inc., of Danville, Va., is cited as one of the proofs of good business in small towns. This firm, which has just erected a handsome exclusive talking machine shop that would do credit to some of the larger towns, now operates three selling trucks through the surrounding country and is planning to put on several more.

Mr. Wilkins, of the Queen Furniture Co., of Elizabeth City, N. C., was a visitor last week and reported business as good down his way and prospects for better in the future. He said his firm was going to try out the scheme of employing high school boys and girls in a house-to-house sales canvass and he expected good results. He figured that each one would be able to reach a number of customers with whom his salesman would never come in contact and in that way would make sales that ordinarily would not be made.

This plan may also be the means of developing some live-wire salesmen, judging from the experience of Paul H. Merker, of this city, who is now with the McCoy Co., of Charlotte, N. C.

Merker was a shipyard worker during the war at one of the plants here and since he lost his job took a position as private detective for a local concern. Tiring of this he applied for a job at the Columbia Grafonola branch here. Manager Parks was impressed with the man and with one week's training sent him to the McCoy people, who wanted an outside salesman. The first day he went out with one of the firm's salesmen and sold three machines. The second day he went by himself and sold five, and in a letter the firm reports that he sold sixty machines during the month of May. This is a record of which to feel proud.

While Washington was having its "Music Week," from May 29 to June 4, Baltimore had its "Novelty Week," featuring Columbia novelty records played by orchestras all over the world, and it proved a big success. Cusdorf & Joseph, one of the big furniture houses in the city, gave up its largest show window to the display, which not only attracted a great deal of attention, but resulted in many sales.

Aaron Burdwise, proprietor of the Burdwise Music Store, 11 North Howard street, sailed from New York on the steamer "Celtic" on May 30, Decoration Day, for a four months' foreign tour, during which he plans to visit all the countries in Europe. During his absence Abraham Quall is looking out for the business here.

H. J. Crafts, of the Crafts Phonograph Co., of Richmond, Va., was a visitor here the first week of the month.

Ernest Thompson, of Warsaw, Va., paid a flying visit to Baltimore last week and stopped long enough to report excellent business, especially in the Magnavox line.

C. J. Levin, president of the Hamann-Levin Co., 412 North Howard street, reports business as very good and says there is an increase in the number of sales for cash among the working class of people.

George P. West, manager of Hecht Bros. & Co., Baltimore and Pine streets, says business so far this month is practically double what it was the same month last year.

NEW MUSIC STORE IN SOUTH TACOMA

SOUTH TACOMA, June 4.—The South Tacoma Music Store & Sewing Machine Agency is the name of a new concern which has opened up for business here in the Odd Fellows Building, on Union avenue.

The music department will be in charge of Mrs. W. H. Warner, who previously conducted a similar department in Centralia. Talking machines, pianos, player-pianos and sheet music will be handled.

The opening of the store, it is said, will give to South Tacoma one of the most modern music stores in the city.

SALES OF SLOW-MOVING RECORDS QUICKENED IN BUFFALO

Successful Method Put Into Effect by Buffalo Talking Machine Co.—New Columbia Manager—Goldstein Opens at Niagara—Outing of Talking Machine Men—New Iroquois Quarters

BUFFALO, N. Y., June 9.—A unique but highly successful method put into effect in May by the Buffalo Talking Machine Co. has resulted in the disposal of many unsold Victor records that were in the racks of retailers. A sort of record exchange has been arranged at the company's headquarters here—the first of its kind in the country.

This Spring it was noted that many dealers had surplus stocks on their hands. It was believed that in many of the records of which there was a surplus here, there was a shortage in other portions of the country. This was found to be the case. Hence letters were sent to the various dealers of this section outlining the plan to them. Under it each dealer was allowed to return one-half of his stock of any record in the Victor catalog with the exception of some certain numbers, a list of which was furnished to the company's headquarters here.

The dealers responded and a list of the records they sent in was given publicity among a number of Victor dealers. As a result, many records have been disposed of.

On July 1 a check will be made on the records to see how many of each number have been sold and a pro rata credit will be given to all dealers sending in that number. Then they will be given the choice of letting the remaining records stay in the "exchange" or taking them again. All unsold records in the exchange remain the property of the dealers.

The plan is working out most successfully. Many dealers' wants have been filled, and many have disposed of records of which they had an overstock.

H. B. Haring is the new manager of the Columbia branch here. He was formerly manager of the New Haven Columbia branch and has been promoted to the same position at the Buffalo office, filling a vacancy caused by the promotion of W. H. Lawton to the management of the branch at Seattle, Wash. Mr. Haring has left a host of good friends among the dealers in the New Haven territory and is rapidly developing more in Buffalo.

A new talking machine and record store is to be opened at Niagara Falls by David Goldstein. It will be known as the Music Shoppe. It will be located at Main street and Lincoln place.

The music group of the Buffalo Chamber of Commerce has adjourned until Fall. Nothing of importance took place at its final meeting before adjournment.

The monthly sales meeting of the local Columbia branch was held May 21 at the office here. Field Sales Manager Robert Porter and Manager Haring of the Buffalo branch conducted the meeting. Guests of honor were Lester L. Leverich, advertising manager, and Arthur Van Veen, president of Van Veen & Co., of Philadelphia and New York, designers, manufacturers and installers of the exclusively Columbia Col-Van music shop equipment.

At noon recess luncheon was held at the Buffalo consistory. In the evening, a dance was held at the Columbia offices, the music for which was furnished by such Columbia artists as Art Hickman and Ted Lewis, a la Grafonola L-2.

The Talking Machine Dealers' Association may hold an outing. Plans will be announced at the next meeting. The Association is to hold its last meeting before Fall this month.

The Iroquois Sales Corp. has moved from its former quarters at 20 North Division street to fine new offices in the King and Eisele Building, on the northwest corner of West Huron and Franklin streets. The change was made to secure larger quarters. The corporation deals in Granby phonographs and Okeh records, and its business is growing rapidly. Lionel M. Cole, sales manager of the concern, who has been in the hospital for a gallstone operation, is expected back on the job soon.

Out-of-town Columbia dealers who visited the local branch last month were: Ralph Liske of Niagara Falls, Mr. Provenzo of Rochester, Robert Mann of Warsaw, Mr. Arnson of Niagara Falls, G. S. Webber of Lyndonville, J. W. Besch of Towanda, J. A. Goldstein of Niagara Falls, Mr. Brett of Brett & Masson, Dunville, Ont., and Mr. Martin of Fredonia.

C. N. Andrews, Victor distributor, states that the Victor business is holding its own in the Buffalo district. Mr. Andrews said that the May business of his firm will compare favorably with sales of other months of 1921 and with the corresponding month of previous years.

A. F. Koenig, Columbia dealer, has utilized empty Grafonola boxes for a unique advertising scheme. He stands a box on the sidewalk and puts on it placards advertising the Columbia machines and the latest record releases. "I

find that it is attracting a lot of attention," said Mr. Koenig.

Among the recent visitors at the store of Burley & Biesinger was Fred Danielson, proprietor of two music stores at Jamestown, N. Y., who reports that business is increasing in Jamestown.

An intensive Victrola sales campaign is being conducted by the Robert L. Loud Music Co. It is meeting with considerable success.

TWO NEW PATHE WHOLESALERS

Two new wholesalers of Pathé products have been added to the Pathé distributors list. They are the Superior Manufacturing & Supply Co., 506 North Third street, St. Louis, Mo., and the Richmond Phonograph Co., 5 Grosvenor street, Richmond, Va. Both these houses have efficient distributing organizations which will be devoted to the development of the prestige of the products of the Pathé Frères Phonograph Co., Brooklyn, N. Y., in their respective territories.

**What Are You Offering a
1921 PUBLIC?**



**SHERATON CONSOLE
MODEL 300**
Width - - 42 inches
Depth - - 23 1/4 inches
Height - - 37 1/2 inches

Is it a line of out-of-date cabinets incapable of standing up in competition,

or

Is it the SINGER LINE of up-to-the-minute CONSOLES designed and priced to meet

the needs of a discriminating 1921 public?

We will furnish Cabinets equipped or unequipped and at a price that will enable you to do business even under present highly competitive conditions.



**QUEEN ANNE CONSOLE
MODEL 200**
Width - - 40 inches
Depth - - 23 1/4 inches
Height - - 36 1/4 inches



**QUEEN ANNE CONSOLE
MODEL 190**
Width - - 36 inches
Depth - - 22 1/4 inches
Height - - 36 inches

SINGER TALKING MACHINE CO.

575-9 Market Street - - Milwaukee, Wis.

Edison Amberola Message No. 17

There is no buyers' "strike" against the Edison Diamond Amberola. It has the confidence of the Public because it is THE phonograph of high quality and low price. Live Amberola dealers, everywhere, are "cashing in" on the Public's appreciation of this fact.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

BUSINESS HOLDS UP WELL IN CINCINNATI TERRITORY

New Edison Co. Arranges for Tone-test Tour—A. H. Bates Tells of Sales Promotion Work—Brunswick Dealer Expansion—Shilito Co. Getting Business—Columbia Activities—Other News

CINCINNATI, O., June 7.—The talking machine business held up fairly well in this territory last month and dealers are plugging away for more, notwithstanding the general depression. Sales are not so easy to make, but those who are going out and digging up every prospective customer are getting some very satisfactory business both in volume and quality.

Edison Expansion Plans

Manager Oelman, of the New Edison Co., announces that he has just arranged for an eight-weeks' tone-test tour with Edith McDonald, who will be assisted by two other artists. The tour will start in the Fall and he is counting on some very good results from it. The Edison Co. is making great preparations for the Chicago dealers' convention and expects to take at least fifty dealers in the party from here. A special car will be provided for this delegation. Manager Oelman reports a decided increase in the May business over that of April. He says he sees no reason for a Summer drop in the business and declares it is all up to the dealers. The oft-repeated statement that "business is spotty," he asserts, only indicates the fact that some dealers are out hustling for business, while others are lying down.

The Edison Co. has established a new department to handle the Re-creation business and will have one representative doing field work. Miss Aietnee will have charge of this department and she will study the sales problems of the dealers and collect all the information possible, from which it is planned to evolve a very effective sales promotion scheme for the Re-creation sales. R. T. Carrol has returned from a tour of the Ohio territory and found conditions throughout the State very promising. Among out-of-town visitors during the month were A. E. Jay, of Blanchester; E. A. Searles, of Huntington, and R. A. McGhee, of Charleston, W. Va.

Sales Promotion Idea Works Well

A. H. Bates, of the Ohio Talking Machine Co., reports a very good month and declares the sales promotion idea is working out most satisfactorily. E. H. Wilson has just finished a campaign at Marietta, where he met with the greatest success and now is conducting a campaign in Charleston, W. Va. Many of the dealers had gotten down in the dumps during this period of depression and figured that business was dead, but a visit from the sales promoter has shown them that by getting out and hustling for it they can get plenty of business, Mr. Bates states. He recently made a trip through parts of West Virginia and found the outlook there very promising. Many of the mines and mills have been reopened and the oil wells are beginning to pump again, which will have a very good effect on the talking machine business in that section. Among the new agencies established during the month was one at Rip-

ley, W. Va., which is in the heart of the cattle and oil district and which is expected to do quite a large business in Victors.

New Brunswick Agencies

The Brunswick has had a very fair month, according to Manager Reis, who states, however, that he does not look for a return to a really normal condition in the business world until next year. Business has been doing well under the present conditions and continues to show a trend toward better things, but it will take at least another year before things are back on a firm basis, is his view of the situation. Among the new agencies established by the Brunswick during the month were: Chester Reid, Kingswood, W. Va.; J. E. Spurgeon, Salem, W. Va.; Melody Shop, Gallipolis, O.; J. H. Huhn, Hamden, O.; John F. Pierce, Rollersburg, W. Va.; M. R. McMillin, McComas, W. Va.; Inter Mount Drug Co., Appalachia, W. Va.; Hope Bros., Mayerston, Tenn.; J. V. Ledgerwood, Knoxville, Tenn., and the Chubb-Steinberg Music Co., of Cincinnati, which will open up one of the finest music shops in this city during the month at 17 East Sixth street.

Inaugurates Many Changes

U. G. Rowbotham, who recently came on from the John Wanamaker store in Philadelphia to take charge of the talking machine department of the Baldwin Co., is very much pleased with his new work in this city. He states that he has found his surroundings most congenial and that he has found excellent co-operation from the staff. The talking machine business in this section is very much more promising than in the East, he declares, and the Baldwin Co. had the best month of the year in May. Mr. Rowbotham has introduced several new features that are expected to liven up the business. One of these, that has already made a big hit, is the perpetual care of machines which the Baldwin Co. will give to every machine which it sells. Another feature will be better delivery service. Mr. Rowbotham is making plans for a big Fall trade and is getting his staff organized to put over some record sales. Just now the company is making a big drive on the Red Seal records.

Making Great Drive for Business

The Shilito talking machine department did 50 per cent more business in May than it did in April, according to Manager Donovan. He also calls attention to a very pleasing feature of this business—that 90 per cent of the sales made are cash sales. Few customers ask for the instalment plan, most of them prefer to pay cash when the sale is made. Mr. Donovan is making a big drive for business right now and is going after it in a way that is expected to bring quick results. Fifteen thousand letters have been sent out to customers of the Shilito Co. A coupon attached gives them the privi-

lege of having a Victor machine sent to their homes for two days for trial. In that time they can become acquainted with its merits and attractions. If they do not care to keep it there are no obligations to the Shilito Co., but in many cases they will get "the bug," and even if they do not buy at once it makes them a good prospective customer. Besides this feature of the drive Mr. Donovan has a big truck touring the farm sections and visiting the Summer camps and the Summer homes, leaving machines for forty-eight hours for a trial, and he expects to do quite a big business along this line during the Summer. The Rodeheaver records are still in demand at the Shilito shop and "My Man" is having one of the biggest runs of any record this house has ever handled.

Reports That Show Columbia Activity

The Columbia Co. states that while the machine business compared very favorably to that of April there was a slight falling off in the demand for records. Manager R. F. Woodford made two extensive trips during the month. On the first trip he visited Columbus, Zanesville, Newark, Lancaster and Dayton. At Dayton he opened a new exclusive account, the Victor Furniture Co. On the second trip he took in Huntington, Portsmouth, Ashland and Ironton. He was very successful on both these trips in securing big orders for Columbia Grafonolas. The Herndon Drug Co., of Barboursville, Ky., reported to the Cincinnati branch that it got very large and satisfactory results from its advertising campaign calling attention to the pre-war prices on Grafonolas. The Casino Co., Columbia dealer, of this city, furnished a machine for the Memorial Day service of the Washburn School in Lincoln Park and made a big hit with the line of records sent with the Grafonola. The Columbia dealer in Oxford, O., reports excellent results from the concert given there by the Columbia artists, Barbara Maurel, Florence Macbeth and George Meader. Advertising Manager Wilson, of the local branch, is quite proud of the record of E. Riker, Columbia dealer in Riley, O. In a town of 190 and five miles from a railroad Riker sold 156 talking machines, and 150 of them, he it said, were Columbia Grafonolas. New accounts established during the month were: The Rice Piano Co., Aurora, Ind.; Quality Hardware Co., Arcanium, O.; Johnson Beverage Co., Glouster, O.; Louisa Furniture & Hardware Co., Louisa, Ky.; Enterprise Co-operative Co., New Concord, O.; Walter Davidson Furniture Co., Huntington, W. Va.; Ellison Furniture Co., Jellico, Tenn., and the Rockhouse Coal Co., Blackey, Ky.

Manager Dawson, of the Sterling Roll & Record Co., reports that May business about equals that of April. Several new agencies were established during the month. He expects business to remain rather quiet during the Summer, but predicts better things by Fall.

E. F. Osborne, of Knoxville, Ia., is enlarging his Victor department. He plans a very complete equipment.

GREAT ROBBERY!

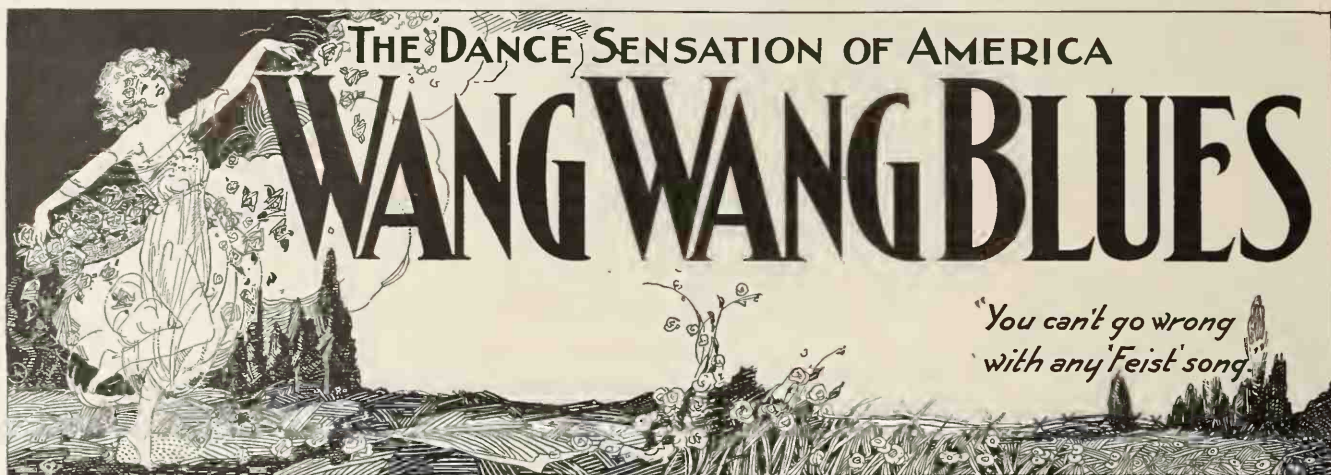
Held Up by the "James Boys"

James Kendis and James Brockman took \$15,000.00 away from us on their first advance and are coming back for more to make us pay for

"SUNNYSIDE SAL"

A Novelty Ballad With Class Written All Over It

Published by Broadway Music Corp., 145 W. 45th St., New York



BIG TOUR OF PRINCESS WATAHWASO

Noted Indian Singer and Victor Artist Appears in Series of Concerts in Illinois and Iowa Under Auspices of Putnam-Page Co.

PEORIA, ILL., June 4.—Princess Watahwaso, the noted Victor artist, last week completed a most successful tour through Illinois and Iowa conducted under the auspices of the Putnam-Page Co., Victor wholesalers in this city, and under the direct management of Miss M. A. Cloud, head of the dealers' service department of that organization. The series of concerts, which were booked largely by Victor dealers, were given for the purpose of promoting interest in music appreciation in the schools. So popular was the artist that the audiences were not confined to students and teachers, but were generally varied in character. Particularly notable was the support given by the supervisors of music in the cities and towns where the princess appeared, for they all held her educational work at its true valuation.

The first concert was given at Moline, Ill., under the supervision of the Norberg Music House. The princess next appeared in Clinton, Ia., under the auspices of Hoffman's Music House, and then in Davenport, where the Murray company handled the details in a most elaborate and successful fashion. The next appearance of the artist was in Burlington, Ia., under the auspices of the Music Shop, managed by J. W. Pauley, where she was greeted by an audiences totaling over 6,000 people.

One of the most interesting of the concerts was that given in Peoria before the Rotary Club, and the large number of business men who attended were duly impressed. In fact, the

audience was brought to its feet at the end with a rendition by the princess of Cadman's "The Doeskin Blanket," which she recorded recently for the Victor company. Her official appearance in Peoria was in connection with the opening of the new Peoria Music Shop, where she gave four groups of songs before audiences totaling over 6,000 people.

NEW STEWART SALESMANSHIP CLASS

Most Successful Class of Series Held at Indianapolis Headquarters Last Week

INDIANAPOLIS, IND., June 6.—The Stewart Talking Machine Co., Victor distributors of this city, had one of its most successful educational classes for dealers and salesmen on Tuesday and Wednesday of last week, May 31-June 1, when an abundance of practical selling information was offered to those privileged to attend.

The class was held under the auspices of Miss Hobson, head of the educational department of the company, and the first day was given over entirely to young ladies inexperienced in Victor work, who were instructed in the proper way to approach a customer, how to read and understand Victor literature, and how to sell educational and Red Seal records to the best advantage.

The Wednesday session was devoted to a discussion of machine sales. James R. Jones, the new field representative of the Stewart Co., was the first speaker and he covered in detail the many selling points of the Victrola. Boyd Kasey, of the Stewart repair department, gave a short talk on repair work. Charles T. Leary, of the Sander & Recker Furniture Co., gave an illuminating talk on the sale of period furniture and its relation to the sale of period Victrolas, which, he declared, "are the most perfect pieces of period furniture I have ever seen." Tom Sawyer, director of penmanship in the Indianapolis schools, gave a demonstration on the value of the Victrola in connection with the use of penmanship, and Edward W. Kilgore, traveling representative of the Victor Talking Machine Co., gave an interesting talk on Victor factory policy.

One of the bright spots in the program was the actual demonstration of a series of folk dances by eight small girls from one of the local public schools. The class ended with a music-memory contest, conducted by Miss Hobson.

IMPORTANT ANNOUNCEMENT COMING

It is anticipated that before the twentieth of the month an announcement will issue from Pathé headquarters in Brooklyn that the company has thoroughly completed the plans of next year's business. One of the important statements that it is expected will be issued at that time is on the subject of "more distribution," which President Eugene A. Widmann has had in mind for some time.

C. H. MURRAY BACK FROM EUROPE

Advertising Manager of Pathé Frères Comments Interestingly on His Visit to London and Paris—Meets King of Spain

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., returned during the latter part of May from a trip to England and the Continent of several months' duration. The occasion of his homecoming was made a gala event by his many co-workers in the advertising department. Mr. Murray's desk and entire department were festooned and decorated in an attractive manner. A box of cigars and other tokens of their esteem covered the top of his desk.

Mr. Murray spent quite some time at the London factory of the Pathé Frères Phonograph Co., and also at the headquarters of Pathé Frères in Paris. In traveling between the two capitals, he made generous use of the air route with considerable saving of time. He stated that he found conditions abroad noticeably depressed.

While in Paris Mr. Murray had the pleasure of meeting King Alphonso of Spain, whose visit to the headquarters of Pathé Frères is described elsewhere in this issue. Mr. Murray was much impressed with the novelty of a shop adjoining the headquarters of Pathé Frères in Paris where the public, by dropping 25 centimes in the slot and turning a device similar to a safe combination, was able to have played any record desired from the large Pathé list. On Sundays and holidays the shop was always crowded and a long line of those waiting to enter extended for a considerable distance. Mr. Murray reported that the plant of Pathé Frères in Brussels, which was completely destroyed during the German occupation of Belgium, has now been restored and commenced production the Saturday before Whitsuntide.

NO LONGER WITH THE COMPANY

NORFOLK, VA., June 6.—The Granby Phonograph Corp. of this city and Newport News has announced that M. M. Roemer, who at one time wholesaled Granby products in the New York territory, is no longer connected in any capacity whatsoever with the Granby Phonograph Corp.

COTTON FLOCKS

FOR RECORD MANUFACTURERS

Always Superior
Superior All Ways

Try our Flocks and prove our statement by your own experience. Samples for trial supplied without charge

CLAREMONT WASTE MFG. CO.
CLAREMONT, N. H.

Imported Swiss Sapphires

Pathé Balls

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

Edison Points

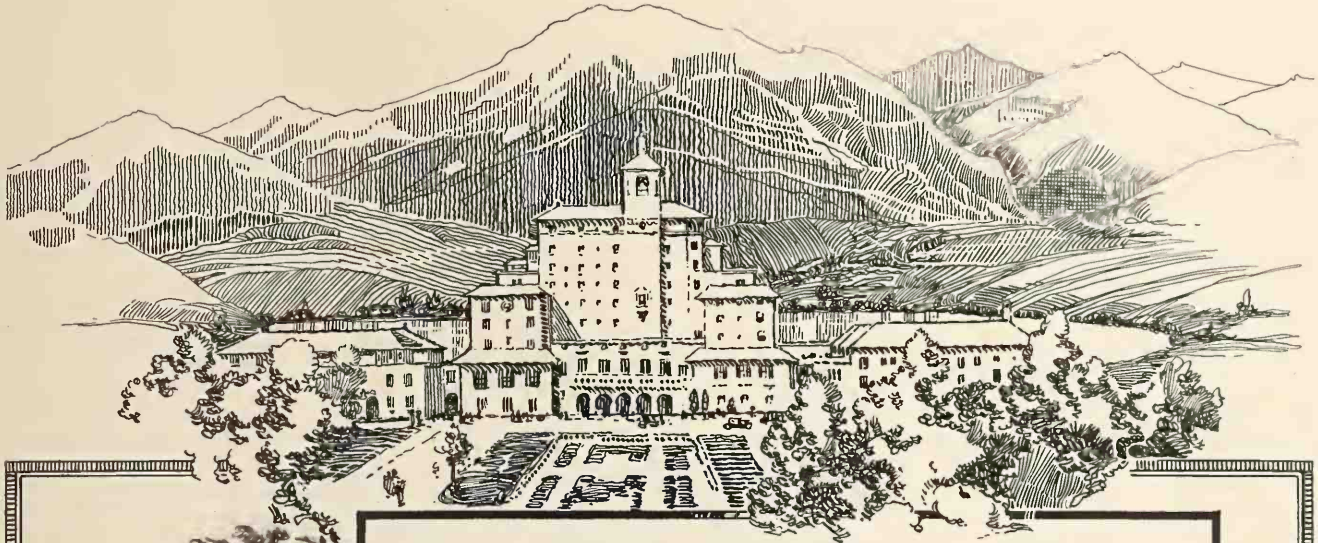
\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

10% discount on 5,000

(LOUD OR SOFT TONE)

WALTER S. GRAY CO.

942 Market Street, San Francisco



Every Victor Wholesaler

should be represented

at the

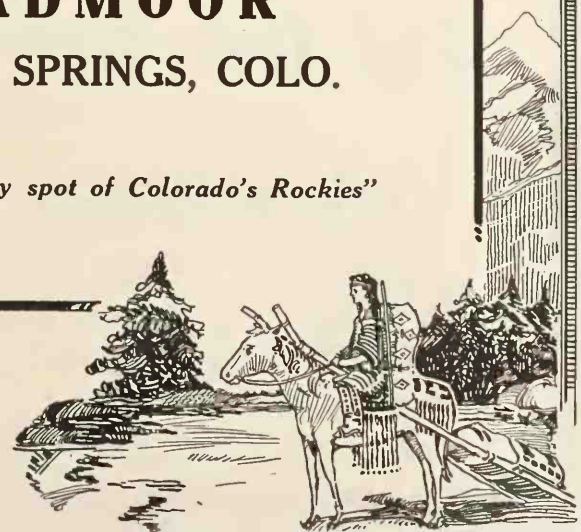
Jobbers' Convention

July 11, 12 and 13, 1921

at the

BROADMOOR
COLORADO SPRINGS, COLO.

"Famous scenic beauty spot of Colorado's Rockies"



TRADE OUTLOOK IN PORTLAND, ORE., PLEASURES DEALERS

Leading Dealers Tell of General Conditions—Sherman, Clay Recitals Attract Many Visitors—Marshall Joins Bush & Lane Forces—Van Dyke Opens in Oregon City—Other Items

PORTLAND, ORE., June 6.—The talking machine departments of all the music houses had a good volume of business during the month.

The new firm of Foley & Maegher and the Wiley B. Allen Co. report splendid sales in this department during the month, while D. C. Peyton, manager of the Meier & Frank phonograph department, exclusive agents of the Aeolian-Vocalion, showed his sales list of forty-seven sales during the first two weeks of the month, among them being a big \$450 electric and four large art cases, ranging in price from \$450 to \$650. The Hyatt Talking Machine Co. also had a good volume of business during the month.

The Jennings Furniture Store is closing out its entire stock of phonographs. It carried the Widdicomb, Columbia, Windsor, Emerson and Stradivara talking machines.

The Hyatt Talking Machine Co. had a slight fire that caused no damage, but which, had it not been discovered, might have occasioned some inconvenience at least. The fire was discovered by the janitress and the fire department was called out, but their services were not required.

E. R. Van Dyke, formerly of the firm of Foley & Van Dyke, of this city, has opened up a music store in Oregon City, known as the Van Dyke Piano Co. He has not announced the line of talking machines he will handle as yet.

The Wiley B. Allen Co. has added J. S. Hayden to its sales force in the talking machine department. He was formerly with the Edwards Furniture Co.

Francis Shaw has joined the sales force of Sherman, Clay & Co. in the Victrola department.

The Bush & Lane Co. has added J. J. Mar-

shall to the sales force in its phonograph department. H. A. Raynor, who for the past year has been sales manager of the Bush & Lane talking machine department, has resigned his position and gone into the automobile business for himself in Oregon City. His position has been filled by the promotion of A. N. Wrayton, of the sales force.

The monthly Victrola concert in the concert hall of Sherman, Clay & Co. was very largely attended. Selections were played on the Victor and solos were sung by Otto T. Wedemeyer, one of Portland's leading baritones. The evening's entertainment was greatly enjoyed by those present. The concert was in charge of F. D. Addis, manager of the Victrola department, and he was assisted by Evelyn McFarland McClusky, of the Sherman, Clay & Co. educational department, who gave the story of each record before it was played. These concerts are monthly affairs and are looked forward to and largely attended by the friends and patrons of Sherman, Clay & Co.

The entire office and sales force of the Hyatt Talking Machine Co. was entertained recently at the home of Mr. Hyatt, in Laurelhurst. The evening was spent in dancing, musical numbers and various stunts, for which prizes were awarded.

Cabinet phonographs of black walnut have been, and are being, manufactured in the wood-working department of the Oregon Agricultural College by the students in that department, under the supervision of H. C. Brandon, director of shops, who superintends the work. The machines are of a design that ordinarily retail at \$500 and the work turned out is excellent and receives much favorable comment. The methods employed are the same as those in a manufactory. Each student has a certain piece

to make, and makes his part for all machines. Every operation, including the drawing of plans, veneer work, machine work, sanding and finishing is carried out on a production basis.

The Wiley B. Allen Co. has installed a handsome Brunswick Lombardi at the Waverly Country Club, the most exclusive of Portland's country clubs.

H. T. Campbell, manager of the Bush & Lane Piano Co., was elected president of the Greater Portland Association at the meeting held the latter part of May.

James L. Loder, formerly sales manager of the Sonora department of the Bush & Lane Piano Co., and since the manager of the Sonora Phonograph Co., of San Francisco, has returned to Portland and will sell the Paige automobiles.

W. A. McDougall, of the McDougall Music Co., is in Southern Oregon with three of his salesmen and his Magnavox, demonstrating the Columbia Grafonola, which his company handles exclusively.

GALLI-CURCI VISITS MAINE

PORTLAND, ME., June 6.—Music lovers of Portland and surrounding vicinities had an opportunity of hearing Madame Amelita Galli-Curci, the world-famous opera star, who made her appearance at the Exposition Building a few weeks ago. A large and enthusiastic audience listened to her remarkable voice, and the impression that this great coloratura soprano bestowed on the public was reflected in the unprecedented demand for her Victor records.

VISITS EXECUTIVE OFFICES

Frank Connor, manager of the Portland, Me., establishment of M. Steinert & Sons Co., recently made a short business trip to Boston, Mass., where he visited the company's executive offices and discussed plans and campaigns for the Summer months.

POLYPHON

Imported



RECORDS

Imported

The Best German Records Made

Comprising the Catalogs of the Leading German Factories

DEALERS EVERYWHERE



will welcome this opportunity to obtain **PROFITABLE** and **EXCLUSIVE** territories.



A New List of Records Appears Every Month

ARION RECORD IMPORT

1501 GERMANTOWN AVENUE

PHILADELPHIA, PA.

Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

The sort of fox-trots dance lovers dream of dancing are "Mon Homme" by the Yerkes Jazarimba Orchestra and "Some Little Bird" by the Coon-Sanders Novelty Orchestra. Have you any dance loving customers? This record will make their dreams come true. A-3403.

Columbia Graphophone Co.
NEW YORK



AN ATTRACTIVE WINDOW DISPLAY FOR JULY FOURTH

The advertising department of the Victor Talking Machine Co. has prepared a very attractive window display for the use of Victor dealers on July 4. In the center of the window is a model of "America." The dress is of royal blue satin, profusely embroidered with white stars, while the trimming of both dress and hair is of pearls. The flag held aloft is of silk, and this can be made to flutter by means of a concealed electric fan. The background consists of an array of flags set in a papier mache shield and eagle. The nature of the rest of the display is obvious from the picture shown herewith. The two show cards read: (1) "Celebrate the Fourth with Victor Records" and (2) "Going Away? Take



a Small Victrola with you." The records shown at the front of the display are all of a patriotic character.

APPOINTS MANY NEW DEALERS

Jewett Phonograph Co. Places Line with Many Well-Known Dealers—Company Making Rapid Progress—Queen Anne Model Popular

DETROIT, MICH., June 7.—The Jewett Phonograph Co., manufacturer of the Jewett phonograph, is making splendid progress in the distribution of its product, and new dealers are being established throughout the country. These dealers are enthusiastic regarding the sales possibilities of the Jewett phonograph, and intensive sales and publicity campaigns are being prepared which will undoubtedly produce pleasing results.

A. A. Fair, sales manager of the company, states that the following successful and well-known dealers have arranged to represent the Jewett phonograph, all of these deals being closed within the past two weeks: Grant Holcomb, Warren, O.; J. H. Hummer & Co., Ashtabula Harbor, O.; Miller & Harris, Belding, Mich.; Miller & Harris, Greenville, Mich.; H. Whitney, Rock Island, Ill.; T. B. Walker, Detroit, Mich.; Janney-Bowman Co., Detroit, Mich.; I. A. Blackburn, North Branch, Mich., and the Brown City Co-operative Co., Brown City, Mich.

The company has just announced that it is now manufacturing its Queen Anne design in burl walnut. This model, which is one of the most popular in the Jewett line, has heretofore been manufactured in American walnut and mahogany, but Jewett dealers, having evinced a keen interest in the burl walnut finish, this finish was added to the line.

ANCIENT HISTORY MODERNIZED

T. Edens Osborne, the enterprising talking machine man of Belfast, Ireland, is a great believer in keeping himself and his products before the trade by means of "reader" ads which appear at the bottom of the news column in the local papers. Here is one of his latest, which is worth reading and proper consideration:

B. C. 1490

"Ancient History—On the west bank of the Nile stand two colossal statues erected 3,411 years ago. One of these is known as the 'Musical Memnon,' which formerly emitted sounds at sunrise supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn when 'his clear song rings out while the spreading Nile parts the Libyan hills from hundred-gated Thebes.'

"At present (1921) there are two more marvelous world's wonders, with which all civilized peoples are justly enamored—namely, the Gramophone and Edison phonograph—supplied

by T. Edens Osborne, 4 College Square, North, Belfast. His stock of these 'fascinating entertainers' is second to none in Ulster."

CONGRATULATIONS, FAIR LADIES!

As June, the month of brides, approached, wedding announcements were frequent at the headquarters of the Pathé Frères Phonograph Co. in Brooklyn, N. Y. Miss F. Ramsey, who has been secretary to Eugene A. Widmann for the past four years, will be married on June 22, and Frances Dorothy Capp, daughter of Frank Capp, superintendent of the Pathé factory, will also be married the same month.

OPENS MUSIC AND RECORD EXCHANGE

BATAVIA, N. Y., June 4.—George F. Schafer, of this city, who is conducting a music store on Main street, announces the opening of another store on West Main street, which will be known as a music and record exchange.

NEW PATHE AGENCIES IN CAPITAL

WASHINGTON, D. C., June 6.—Two additional Pathé agencies, Knickerbocker Music Shop, 1788 Columbia road, Frank J. Sobotka in charge, and Adolf Neilson, 3067 M street, West Washington, have opened here. Both stores carry complete lines of Pathé talking machines and records as well as Q R S music rolls.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. and president of the New York Advertising Club, was one of the speakers at the twenty-first annual convention of the American Book Sellers' Association, which was held recently in Atlantic City.

THE Monthly Envelope Service we have provided for Victor dealers the past two years will shortly be extended to care for dealers selling other makes of records. Write for details.—Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit.



Nora Bayes sings "Broken Moon" and "In a Little Front Parlor (On an Old Back Street)." You'll never be broke, but you'll own a big front parlor on a prominent street if you stock up with a lot of A-3397.

**Columbia Graphophone Co.
NEW YORK**

HEMPEL TELLS OF HER RECORDINGS

Famous Operatic Soprano Subject of Most Interesting Interview With A. N. Clark During Visit to San Francisco—Tribute to Edison

During the recent appearance of Frieda Hempel in grand opera in San Francisco, this distinguished Edison artist was much interviewed by the representatives of the local papers. One of her most interesting "talks," however, was that given to Addison N. Clark, manager of the sales promotion department of Edison Phonographs, Ltd., which appeared in the Pacific Coast Musical Review. Mr. Clark opened his article with an admirably written tribute to the great soprano, leading up to her interest in the phonograph record, and added:

Miss Hempel says that it was her hearing the voices of other great artists "re-created" by Edison—including that of Alessandro Bonci, who, singing roles so intimately associated with her own during the San Francisco season, has given us such a splendid Alfredo in "Traviata," such an Edgar in "Lucia di Lammermoor," such a Duke in "Rigoletto," such a "Nemorino" with that beautiful romanza "Una Furtiva Lagrima" in "L'Elisir d'Amore"—that imbued her with the desire to have her own voice thus "re-created" and immortalized.

"I never realized so deeply what this means," she said, "as I did when I was chosen to impersonate Jenny Lind in the New York Jenny Lind memorial jubilee last October—with Arthur Middleton, another of Mr. Edison's artists, as my own baritone. Think of it! Jenny Lind gone from us forever, yet hardly a handful of people are alive to-day who heard her great voice! And Mr. Edison did not invent the phonograph, even in its first crude form, until she had left us.

"How splendid it would be if we could listen to-day to a 're-creation' of Jenny Lind's voice! As it is, the best we can have is a substitute—but I shall always remember the great honor and

the thrill that it brought me to be chosen as the singer of to-day most like Lind. The three songs I sang that night have been recorded by Mr. Edison, and I have learned, only since reaching San Francisco, that they will shortly be available here. They were 'Casta Diva' from Bellini's 'Norma,' Mozart's aria 'Non Mi Dir' from 'Don Giovanni,' and the Norwegian herdsman's song 'Kom Kjyra,' or 'The Echo,' with which Jenny Lind really made her greatest appeal.

"I always wanted to really hear my own voice. Every singer does. After making my first recording for Mr. Edison I knew that I was literally listening to my own voice—hearing it just as others hear it when I sing at the Metropolitan, or here in your beautiful, responsive San Francisco. But I wanted to know just how faithfully the inventor had caught the shadings of it—the tinges and nuances that make the individuality in any voice. I wanted to know if a blind man could tell the difference between the voice from my throat and the voice from the throat of the phonograph, so I had five of my good friends—musical experts all—blindfold themselves and listen.

"I sang them 'Io non sono piu l'Annetta' from Ricci's 'Crispino e la Comare,' the phonograph playing beside me. After a few phrases I stopped singing. I watched the expressions of those five blindfolded men. They did not alter. I sang again—stopped again. Then I had to laugh, and of course the trial was over. I was satisfied, after that, that Mr. Edison's adoption of that word 're-creation' was justified."

Miss Hempel is a profound admirer of the inventor of the phonograph, and knows his hobbies and his peculiarities intimately.

"Though Mr. Edison is very deaf indeed," she said, "that very fact enables him to sift out, as it were, the defects and impurities of a voice submitted to him for trial, and base his judgment of its recording qualities upon those essentials that make or break a voice.

"It is almost uncanny to see Mr. Edison pick up a record and, by scrutiny of those tiny little

ripples in its surface, tell you just what sort of voice is there recorded, or whether it is a violin or a flute or an oboe. And he can tell you, too, by listening to the record of a voice, if the artist who made it was tired when she sang, or fresh, rested and vigorous. But it is just his ability to do these things that has enabled him to bring his great musical instrument, the phonograph, to such perfection that such things as my 'blindfold test' are possible."

HUDSON GRAFONOLA SHOP OPENS

HUDSON, Mass., June 6.—A noteworthy event at the end of May was the formal opening of the Hudson Grafonola Shop in Hudson, Mass., an exclusive Columbia shop, of which Walter L. O'Brien is proprietor, and Miss Marjorie Atwood manager. The shop is designed after the handsome model shop that is a feature of the Columbia's Boston headquarters, and is the first hereabouts to be constructed on these lines. The installation was by the Van Veen Co. Manager Fred E. Mann of the Boston Columbia branch points to the Hudson shop as significant of the development of the talking machine trade in that locality. Mr. O'Brien has handled talking machines for about seven years, but until now has carried them in a department at his drug store. Increased business demanded the establishment of the new shop.

R. F. BOLTON VISITS BOSTON

BOSTON, Mass., June 6.—R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., was at the Boston branch headquarters for two days the first of June in connection with foreign record interests. Another visitor from the New York offices was E. C. Rockwood, credit manager.

The Columbia Music Store, of Bloomfield, Ind., has been sold to E. G. Patterson, of Linton. O. R. Laughlin was the former owner.

**WE'VE GOT
IT**

A BUSINESS TONIC

**YOU WANT
IT**

Wow!!! It's Sizzling Hot

" I L O "

By Johnny Black, writer of "DARDANELLA"

Everybody's been looking for a second "Dardanella," we believe we have it in "Ilo"

Published by Broadway Music Corp., 145 W. 45th St., New York

SETTLED

In Our New Business Home

GREATLY *INCREASED* WAREHOUSING SPACE
IMPROVED RECEIVING & SHIPPING FACILITIES



What It Means For You ~



LARGER STOCKS ON WHICH TO DRAW
 and THE ASSURANCE OF MOST
 PROMPT AND EFFICIENT SERVICE

NEW YORK
 Talking Machine Co.
 521 West 57th Street

CHICAGO
 Talking Machine Co.
 12 N. Michigan Avenue

VICTOR WHOLESALERS EXCLUSIVELY

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 8, 1921.

WELL, the convention was a great affair: how great only those talking machine men know who went to it as to their first convention of the music industries and went with some little doubt in their minds as to what it was to be all about. Readers of this magazine have, no doubt, read the news concerning the various exhibits of talking machines and records. For on this page there is something really more important to do than make catalogs of displays, however interesting these may be. What is most worth remembering about the whole affair is that, for the first time in the history of the music industries, the talking machine trade was represented in a manner something like adequate. We say "something like," for in truth there is still a great deal to be accomplished before we can rightly say that the talking machine trade is properly represented in the national organization of music industries. But, speaking from the mid-West point of view, let it be said at once that whoever had, before May 9, any notion that the talking machine business does not belong in with the other music industries has become inclined to change his viewpoint. The meetings in Chicago showed to many a talking machine man, for the first time, that his interests and the interests of the piano, player-piano, music-roll, band instrument and organ men are identical. Organization of the entire music industries may at one time have been merely a pious aspiration: to-day it is a solid necessity. It is a necessity to-day, and will continue so to be until the Congress of the United States no longer needs to look around in all directions for the purpose of finding new and hitherto unthought-of sources for taxable wealth. So long as the menace of unjust and confiscatory taxation rests over the music industries, so long should every branch of those industries partake in the effort at resistance. Such an effort can only be made by the industries unitedly: and very likely it will take all their valuable strength at that.

It does not require the least bit of imagination to understand that the talking machine trade is far from being the stepchild of the music industry. As a matter of fact, there is every indication in certain quarters that it is, or is destined to be, the dominating factor. Any move, therefore, that is made to bring the talking machine trade into a closer relationship with the other divisions of the music industry is not done with the thought of giving support to a weaker sister, but, rather, with the idea of utilizing the strength of the talking machine interests to the advantage of the entire industry. There is an interlocking of interests that cannot be ignored, and this is specially evident to us of the great central market, where the talking machine and piano trade, for instance, are so closely united in many ways. Although there is a number of matters of national moment, such as the revision of the War Revenue Act, of vital importance to the talking machine men, as well as to other divisions of the industry, the bringing together of all the varied interests is not to be regarded as distinctly a defensive measure. There are enough constructive matters that demand attention now, or will demand attention in the near future, looking towards the maintenance of the industry on a solid basis that will warrant any expenditure of effort made to unify these varied interests just now.

WE were glad to have the chance to note in our news columns this month that the Mid-West Victor Dealers' Association has been listening to Ernest John. Mr. John is the advertising manager of the Victor Talking Machine Co., and that, of course, means that he is a distinguished member of his profession, standing, in fact, on the topmost rung of the ladder. He has had a remarkably interesting and instructive career, and his achievements in the preparation of what may (for once rightly) be called "constructive" copy are part of this history of the development of advertising into a science. To be chosen advertising manager of the Victor Talking Machine Co.

is, in the world of business, a good deal like being in the political world appointed Ambassador of the United States to the Court of St. James. It is, in its way, very much like what to a soldier is an appointment to the grade of field-marshal. It shows that one has not only arrived, but is solidly established at the front of the procession. We are glad Mr. John was out to see our friends, the Mid-West Victor Dealers. They are a fine body of merchants.

WHEN the late S. O. Wade, now a good many years ago, started to make a cutter for fibre needles he probably had little expectation that the talking machine business would grow as it has grown. But grown it has, and perhaps one of the most remarkable exemplifications of that wonderful growth would be found by comparing a copy of The Talking Machine World of the day when Mr. Wade handed his first piece of advertising copy to the man who is still Western manager of this paper with the issue in which these words appear. These few years, as time goes, have seen an industry come through infancy into maturity. The Wade fibre needle cutter furnished the text for one of the very first Western pieces of advertising this paper ever ran. The account has been running ever since, and no issue of this paper would be quite perfect, we think, without some Wade & Wade copy. Now comes the news that the Ready File Co., of Indianapolis, has taken over the Wade & Wade interests from S. O. Wade's widow, who successfully conducted the business after her husband passed away. The Indiana concern intends to go in for manufacturing on a larger scale than ever. Thus a fine and valued name will remain in our columns, and we shall continue to number it in the list of those early friends who worked with us to make the talking machine business what it is to-day.

VICTOR interests out here and to the west of this here new burg are getting ready for all sorts of big doings. We are advised that the Rocky Mountains, or such part of said majestic ranges as is situated at or about Colorado Springs, are to be honored with the presence of the National Association of Talking Machine Jobbers during the early part of next month. Now, this is all very exciting. It means for staid Chicago quite an event. For obviously all the Eastern gentlemen, with their sticks, their spats and their inability to pronounce an "r," save as "oi," will have to change trains in one of our depots and may have time to walk the pavements of the Boul' Mich' before they start out westward. Of course, we do not speak of those members who live West anyway, but to the Eastern men we would observe "don't be scared, gents, the U. S. A. is ever so much bigger than you think. There are lots more of them even west of Chicago. It takes you eighteen hours nearly to get to Colorado Springs from Chicago, and then there are lots more before you hit Movie Land." We would likewise warn them that just because it is July when they come out here they need not suppose that the weather is like it is on the sidewalks of New York. If they wish to dress for Atlantic City, that is all right, but they had better pack an overcoat along with the white flannels. Colorado Springs is away up in the air, and the nights are cool, decidedly so! Anyhow, gentlemen, jollyng apart, please stop an hour or two in our village and look us over. If you cannot do it on the way out, then take an hour off before you catch the Century and give us the O. O.

Although business is admittedly far from active at this particular time, various mid-West talking machine interests are emphasizing their faith in the future by taking advantage of the slight lull to organize their forces and to lay campaigns in anticipation of a strong trade revival in the Fall. The general feeling is that the concerns who will win out will be those prepared to go after the business with a running start, and the present is simply regarded as the training period. It all indicates the proper spirit—the real Chicago spirit that always wins out.

A Great
Trade
Gathering

To
An Old
Friend

In Union
There Is
Strength

Panning
the
N'Yawkers!

Welcome
Mr.
John!

From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., June 8.—Shortly after the first of the year business began to drop off. This continued until about the middle of May, when it began to pick up again. The increase is nothing to get excited over, but it has been steady, and from all indications it is likely to grow in volume.

The numerous inquiries coming in to the supply men show that manufacturers are preparing for an increased volume of business throughout the Fall and Winter months; and one of the pleasing features is that these inquiries are for the highest quality of goods obtainable. During the past two or three years numbers of talking machines of inferior make were placed upon the market, and when business began to fall off it was assumed that there would be really nothing extraordinary then in trade until all this stock had been disposed of. Many of these machines have already been sold, but as a matter of fact it looks now as though great numbers of them would never be sold because of their conceded inferior grade. What little buying is being carried on by the dealer is for the highest grade of goods obtainable. He has come to the conclusion that he has long been on the wrong track and it does not pay to sell junk. He learned this lesson when he sold inferior machines on time payments, because he soon found that he had to get busy and spend all his profits in keeping them in repair. He now realizes that the only way to do business is to handle machines of a quality that will stay sold and will bring pleasure instead of an inconvenience to his customers. That is why manufacturers of talking machines should make instruments of a quality that will meet with the present growing requirements. In other words, we have come to a time when the talking machine business is purely a question of the survival of the fittest. When we say manufacturers of talking machines we do not, of course, mean all manufacturers, as it is a well-established fact that many of our well-known firms have continually fought to bring the retailers to handle goods of high quality only. It is very noticeable, too, that even these manufacturers are not standing still, but are going to greater lengths than ever to outdo the qualities of the machines upon which they have built their high reputations.

Last year the sentiment was, "Anything is good enough to get by," but this year it reads,

"To get by one must be exceptionally good in everything." This in turn reflects on the supply men who are putting out tone arms, motors, etc., and they are also busily engaged trying night and day to better their goods as well.

Collections are in somewhat better condition than they were a month or so ago, but the dealers are still taking their time to pay their bills, and this in turn is holding the manufacturer up. The reason the dealer is taking his time is because so many men are out of work. However, this is only a temporary condition, according to reports from financial circles, and is largely up to the men themselves. They are forcing their own idleness, and as a little illustration of this we point out one instance which might be enlightening along these lines. One of our supply men recently put in an ad in the daily paper asking for a machinist. A year or so ago it would have been necessary for him to repeat the ad for several days in succession before he even got an inquiry. However, last week when he put his little ad in for a machinist he received 230 replies, and the lowest wage asked for per week was \$125 and these quotations ranged all the way to \$150. Now, it is certainly reasonable to assume that if a man a few years ago could only command \$40 per week and now asks for \$125 to \$150 that he is not doing himself nor the industry justice, but is merely holding up the whole works because of his unreasonableness. He is the fellow who gets out and hollers the loudest for a reduction in prices, but when he is asked to do a little reducing himself, hollers the other way. Until the mechanics get next to themselves and allow manufacturing and building operations to recommence, all we can do is sit back and wait.

Cheney Co. Carries On

News comes from the headquarters of the Cheney Talking Machine Co. in the Marshall Field Annex this month that the advertising department is planning a new house organ which it claims will be not only a delight but the big surprise of the year for its dealers. From time to time in the past the Cheney Co. has gotten out advertising stunts that have made the trade sit up and take notice. Wherefore we eagerly await the coming of the surprise.

There was recently installed in the Cheney factory an enormous punch press with a striking

power of 1,500 tons. This monster machine was installed for the purpose of stamping out turntables. The steel turntables are a new feature of the Cheney instrument and are stamped out of one piece in such a manner that the Cheney Co. feels confident of its guarantee that these turntables will not warp or buckle. The punch press itself is mounted on a solid concrete foundation, reinforced with steel girders.

In the cabinet department of the Cheney Co. the workers are exceedingly busy. Much work is being done on the various period models, such as Queen Anne, Heppelwhite, late Georgian, modern Georgian and Sheraton.

Answers the Call

Many a tear was seen in the eyes of the boys in the Chicago trade when it was learned that our friend, G. I. Stanton, special representative in Chicago for the Okeh record division of the General Phonograph Corp., had passed away. Mr. Stanton had been connected with the Okeh division since last November, but prior to that had been with the sales forces of the Columbia Graphophone Co. in Chicago for many a year. His death was brought about by an intestinal trouble, with which he had been affected for several years. In the last three weeks his illness became so acute that it was necessary to take him to a local hospital. Locally he was considered one of the best-versed men in the record game and this knowledge of records was one of the things that brought about his popularity with the Chicago dealers. At the time of his death Mr. Stanton was thirty years of age. He is survived by a mother, two sisters and two brothers.

Enter Show Business

Gordon Laughead, who managed the Chicago territory for the Vocalion department of the Aeolian Co., recently severed his connection with this concern to enter the show business in a managerial capacity which he plans to follow during the Summer months. The production is a military musical one, which played in France during the war, and Mr. Laughead was largely responsible for its introduction.

New Victor Shop

The Fenton Music Co., which was recently incorporated for \$15,000, and of which the main headquarters are at 4736 North Racine avenue, (Continued on page 133)

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



**Lyon & Healy Store,
Warehouses and Factory**

How We Help Our Victor Dealers

A great many Victor dealers advertise to the public that "it does make a difference where you buy your Victrola." They mean, of course, that their *service* is better; for the price does not vary.

In like manner, Distributors can differ, one from another, only in the support and help they give their dealers. At Lyon & Healy's we strive to give *our* dealers better co-operation and assistance than can possibly be obtained elsewhere.

Sales Promotion Department

Our Sales Promotion Department is conducted for the express purpose of working with the retail dealer to better his business. For example, copies of our own retail advertisements are mailed to each dealer with permission to use any ideas found in them. Very frequently we compose form letters and lay out ads for our retailers. We often furnish urgently needed matrices for illustrations from our own advertising depart-

ment. We assist in closing sales and we supply our dealers located outside of Chicago with the names of many local prospects obtained through our extensive advertising.

Lyon & Healy Dealers' Helps

For the benefit of our retailers, we publish a number of "Dealers' Helps"—original and exclusive advertising in various forms. They include Window Display Cards, Billboard Posters, Ready-made Newspaper Ads, Supplement Covers and Envelope Inserts. All of them are the highest quality, worthy of the wares they cry. In addition, we keep on hand samples of all manner of Victor Sales Helps made by other manufacturers so that we always have an article or service for every need of the dealer.

With immense stock rooms for records and instruments, and unexcelled facilities for handling them, we can give immediate and scrupulous attention to the retailers' wants.

Our dealers will tell you how well we do it

Let Us Serve You

LYON & HEALY

Victrola Distributors

CHICAGO

DO NOT FAIL TO ATTEND NATIONAL ASSOCIATION OF VICTOR JOBBERS'
CONVENTION, COLORADO SPRINGS, JULY 11th, 12th AND 13th

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

Chicago, has added another shop to its chain. This new shop is located in the Riviera Theatre Building, at Broadway and Lawrence avenue, Chicago. The formal opening took place May 28, with an elaborate musical program. The opening was attended by A. D. Geissler, president of the Chicago Talking Machine Co., and other members of that concern. This store will handle Victor talking machines exclusively, as well as a complete line of small goods. The incorporators are: A. C. Fenton, M. J. Moriarty and R. J. Nuenubel.

H. R. Fitzpatrick Leaves Hospital

News comes from Grand Rapids this week that H. R. Fitzpatrick, Michigan wholesale Victor representative for Lyon & Healy, has been discharged from the hospital there, where he had been confined for the past three weeks, after having undergone an operation for hernia. It will be eight weeks before Mr. Fitzpatrick will be able to resume his duties on the road. In the meantime A. F. Scannell, who looks after the wholesale Victor business of Lyon & Healy in Chicago, is taking Mr. Fitzpatrick's place.

New Fletcher Attachment

The firm of Fletcher-Wickes has just perfected a new universal ball joint attachment which it is announcing to the trade this month. The little attachment is especially adapted for the Edison, and is finished in either nickel or gold. The ball joint is patented and has a cleverly designed set screw that permits perfect freedom of movement, while at the same time there is absolutely no chance for rattling. When leaving the factory the attachment comes packed all ready for placing upon the dealer's shelf, and the package has a label placed on the outside which can easily be read while on the shelf, and this eliminates any necessity of taking the package out to find out what it contains.

In the demonstration room at the headquarters of Fletcher-Wickes there is on exhibit a cleverly designed instrument, the patentable feature of which is controlled by E. Simon, of the Simon Piano Co., Spokane, Wash. The feature of this instrument is the amplifier, which begins immediately under the tone arm similar to an ordinary machine, but it is continued down to the bottom of the machine, then the bell end is swung up as high as the motorboard again. In design this amplifier simulates a saxophone. In all it is over six feet in length and amplifies the tone to great proportions.

New Automatic Stop

The Jewel Phonoparts Co. comes out this month with a new automatic stop for which it claims the greatest simplicity and accuracy. As a matter of fact, the little instrument in itself is extremely simple in construction and from all appearances it would seem that it is quite impossible for it to get out of order. It is placed in front of the turntable and fastened to the motorboard by means of two set screws, and is regulated by the movement of the tone arm. The company is receiving of late numerous orders for its products in gold finish, and this would seem to indicate that manufacturers are preparing for a high-class trade for the coming Fall.

Again They Score

It seems as if there is no end to the number of dealer helps that the Nupoint Mfg. Co. is getting out for its dealers. Last month it came out with a little needle display stand for counter use, which went big with the dealers. This month it is offering a clever little dummy package which closely resembles the counter display stand, but is to be used for window decorating purposes.

It is composed entirely of heavy Bristol board paper, and handsomely lithographed in three colors. When placed in the window it looks just like a full display package. It is a one-piece affair and when properly folded and the ends locked together a small piece of this Bristol board folds underneath and takes the place of an easel. This new idea is merely a part of their extensive dealer help campaign, which contemplates the issue of a new sales help each

month. The president of the company, M. M. Cole, is at present calling on the dealers throughout Michigan, Indiana and southern Illinois, and has taken a plentiful supply of these facsimile display cartons with him. While Mr. Cole is calling on the trade, local business is being looked after by Lester Arkin, secretary.

Wilking Takes Over Wade & Wade Business

Frank O. Wilking, president of the Ready File Co., Indianapolis, Ind., has taken over the patents, good will and trade-mark of Wade & Wade, which firm has for many years manufactured the well-known fiber needle cutter known by their name, and will continue the business under the name of the Ready File Co., but retaining the Wade & Wade trade-mark. Mr. Wilking announces that the manufacture of Wade & Wade cutters will continue in Chicago for the next

sixty days, but at the end of that time it is hoped that a new and much enlarged factory will be in operation at Indianapolis, and from that time the entire activities of the company will be conducted from the one plant.

The "Howe" in Canada

C. W. Howe, president of C. W. Howe & Co., Chicago, announces this week that the Russell Gear & Machine Co., Ltd., of Toronto, Canada, has adopted the Howe ball-bearing tone arm and reproducer for its trade in Canada. The Russell Co. looks after the talking machine trade in Canada and is manufacturer of the Russell phonograph motor. This company is said to be the biggest one of its kind in Canada and thoroughly covers the trade in that country. The adoption of the Howe tone arm and repro-

(Continued on page 134)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.



For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

SEND FOR
Copy of the "Oro-Tone" Illustrating the
Complete Oro-Tone Line

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 133)

ducer by this company will give the Howe a strong foothold in Canada.

C. W. Howe & Co. increased their office space in the Isabella Building in Chicago recently by taking over additional space, which they have already fitted up quite sumptuously. The acquiring of this new space enables them to have more room for demonstration purposes as well as having desk room for visiting manufacturers.

New Brunswick Model

The latest addition to the Brunswick line is its new Model 105. This is a snappy-looking little instrument and comes equipped with the single Ultona reproducer plus the oval amplifier, and is furnished in either oak or mahogany. It is the aim of the Brunswick Co. to get out instruments that will fit anyone's purse, and for this reason the new Model 105 was brought out, and the retail price of it is \$65.

Casey-Hudson Progress

The talking machine division of the firm of Casey-Hudson, through its sales manager, Frank Wondra, announces this month that there is a noticeable increase in buying. This company is all set for the return of normal business, and is preparing the motor department to take care of any increase. The company's four-cylinder motor is reported to be growing in favor with the trade, and everything is being done to make it as efficient as a talking machine motor can be.

Pageant of Progress

The Sterling Devices Co. is making sumptuous preparations for the big Pageant of Progress, which will be held on the Municipal Pier of Chicago, July 30 to August 14. The headquarters of this company are in the Lake Shore Building, overlooking the lake front and the pier. From the publicity this big show is getting it is safe to assume that it will be one of the biggest things that hit Chicago since the World's Fair. The Sterling Devices Co. is taking advantage of the publicity of this show and, knowing that there will be thousands of visitors coming from all parts of the country, it is taking it for granted that many talking machine manufacturers and dealers will be among those present. For this reason it is planning to have quite a bit of space turned over as a meeting place for the talking machine men and it has already circularized the trade announcing this fact.

Cut Motor Cost

The United Manufacturing & Distributing Co. recently announced to the trade that it has made a sharp decrease in the cost of its motors. This it was possible to do, according to Sales Manager Watrous, because of the fact that the cost of material and labor has decreased in their particular instance.

Price Should Have Been One Dollar

On page 137 of the May issue of The World there appeared an article concerning a Brunswick window display for June, with illustrations showing miniature facsimiles of window display services. One of these displays featured "Spring

W. W. KIMBALL CO.

Wholesale Distributors of

Okeh Records

This "Record of Quality" that is played on any standard disc machine means new business, more business. We offer real service on shipments.

Write for Dealer Proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 So. Wabash Ave. CHICAGO

Zephyrs" record No. 5051, giving the price as 85 cents. This price is a mistake on the part of the Brunswick service department and the Brunswick Co. would like to call the attention of the trade to the fact that it should have been \$1.00 instead of 85 cents.

Adds 500 New Dealers

The local office of the Stewart Phonograph Corp., manufacturer of the Stewart phonograph, is now located at 1251 South Michigan avenue, occupying approximately 2,500 square feet for office and display rooms. This office during the last few months has added approximately 500 new dealers, among whom are Marshall Field & Co., The Fair, Boston Store, Rothschild, Hillman's and the Summerset Music Shop in this city; Scruggs, Vandervoort & Barney, Stix, Baer & Fuller and the May Stern store in St. Louis; Block's department store in Indianapolis; Wolf & Dessauer, Ft. Wayne; Boston Store and the Lyric Music Co., of Milwaukee.

Marshall Field & Co. sold about 400 Stewart phonographs in twenty days, and some very successful demonstrations were held at the stores mentioned, under the personal direction of Miss Ethel Wallace.

Appointed Paco Distributor

The firm of C. W. Howe & Co. has just been appointed distributors for Paco record files for Chicago and surrounding territory. The Paco file is something new in the way of a record holder for talking machine cabinets and is manufactured by the Phonograph Accessories Co., of

Milwaukee, Wis. Howe & Co. have already started out to cover Chicago and the rest of the territory allotted to them; the reports coming from their headquarters indicate that Paco has met with quite a reception throughout the trade here.

Oro-Tone Men on the Go

Over at the headquarters of the Oro-Tone Co. our old friend, W. C. Tures, is having his hands full in looking after the output of the Oro-Tone line, as well as taking care of the general office business. This lot fell to him when Sales Manager Lee Hunt left for a trip to Iowa City and other points in the West. President L. K. Scotford is also out of town and is at present traveling through Ohio. Mr. Scotford but recently returned from a protracted vacation which he spent on the Coast. He left last October, intending to spend the better part of his vacation in the Hawaiian Islands, but certain business dealings came up which kept him in California most of the time.

Making Quite a Hit

The Victor dealers around Chicago are keeping the mail men busy delivering the New Records Magazine, a clever little pamphlet magazine that was recently gotten up by the Reincke-Ellis Co. The little book, which is for the exclusive use of Victor dealers, is being purchased through the Victor jobbers by their dealers in greater quantities than had been anticipated.

Brooks Window Display Attracts

One of the biggest drawing window displays

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 134)

in the local talking machine trade is that in the Illinois Central Drug Shop at the corner of Fifty-third street and Lake Park avenue. The exhibit is nothing more nor less than a Brooks phonograph in skeleton form, which shows how the Brooks can continue to repeat the playing of a record indefinitely. Crowds stand around this window all day long, apparently fascinated by the uncanny manner in which the Brooks phonograph plays the records, and when one is finished moves the reproducer as by some unseen hand and starts the record all over again.

Victor Dealers Meet

The mid-West Victor Dealers' Association held one of the most successful meetings of its career at the Hotel La Salle on the evening of May 26. Vice-president Edward Dublin took the chair in the absence of President R. B. Corcoran. The guest of honor was Ernest John, advertising manager of the Victor Talking Machine Co, and Princess Watawaso starred in the entertainment. There were more dealers in attendance at this meeting than ever before and souvenirs in the form of paper hats were given out.

The last meeting of this Association will be held at the Hotel La Salle on the evening of June 21 and there will be no further meetings until after the hot weather is over. The first of the Fall meetings will be held on the third Wednesday of September. The executive committee, however, will continue its regular meetings during the Summer.

Vacationizing

Charles F. Bent, president of the Music Shop, has just returned from a three weeks' vacation.

G. Harry Bent, head of Bent's Logan Square Music Shop, is contemplating a visit to California within the next few weeks.

Open Attractive Store

Sales Manager G. P. Ellis and V. K. Tremblett, of the Chicago Talking Machine Co, have just returned from a short visit to Appleton, Wis., where they attended the formal opening of Carroll's Music Shop. This is an exclusive Victor store, conducted by Mr. and Mrs. E. F. Carroll, who have been exclusive Victor dealers for a number of years in that town. This was the formal opening of their new store, located in a new and modern building which they have recently purchased. Souvenirs, such as small Victor Dogs and cut flowers, were given out. This new store is said by many Victor men to be the most attractive they have ever seen in a town the size of Appleton.

Some Clever Posters

The Chicago Talking Machine Co. has gotten out for its dealers some of the cleverest three-colored window posters that have been seen around here for a good many days. These posters are printed up in a way so as to simulate a tempera-opaque drawing. They are gotten up for record-announcing purposes, and in conjunction with the regular text matter there is a classy little drawing, elaborated by means of the aforesaid coloring.

New Nursery Record

The first samples of the new Emerson Picture Records arrived in Chicago the other day, and their arrival caused much activity in and about the Emerson headquarters here. They were merely the first samples, and were turned over to the salesmen by Manager F. W. Clement.

(Continued on page 136)



QUICK SUMMER SALES WITH KAMP-O-PHONE

Full Rich Tone—Beautiful Case—Quick Profits

FOR once the tone quality of the finest phonographs has been combined with low price—in a really portable instrument. Every camper, auto tourist, canoeist, motor boat enthusiast, picnicker, summer cottager, etc., etc., etc., is a ready prospect for the Kamp-O-Phone. The first part of a strong national advertising campaign is already appearing in the June issues of Motor Life, Motor Boat and Outing. The Kamp-O-Phone is the ideal proposition for you this summer.

DETAILED DESCRIPTION

Carried like a suitcase—barely 20 lbs.—size 8 in. by 15 in. by 13 in. Plays any disc record. Will hold six 10-in. records in ide of top. Guaranteed to have superior volume and quality of tone. Finished in waxed mahogany with dull brass fittings outside and nickeled fittings inside. Note the improved tone arm and extra size reproducer. The Heineman No. 36 motor will play three 10-in. records on one winding. This new instrument is creating an unprecedented demand. We guarantee satisfaction to your customers—or money back. Immediate shipments. Prices and terms on application. The nationally advertised price of the Kamp-O-Phone is \$35—you know this is decidedly under the market for such a phonograph.



KAMP-O-PHONE
THE JOY OF THE OUTING

Merchandise Distributors Co., 136 W. Lake St., Chicago, Ill.

STERLING

**Tone Arms Reproducers
Non-Set Automatic Stop**

Send for samples and prices

STERLING DEVICES CO.

534 LAKE SHORE DRIVE CHICAGO

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 135)

Owing to the fact that he was on his own hunting ground at the time of their arrival, F. A. Dempsey, who looks after the Loop trade for Emerson, made the first home run by bringing in an order from one of his dealers.

The record itself is the regulation nine-inch size, and by means of a swiveled eyelet is held between two heavy cardboard covers whereon are printed illustrations for the rhymes on one side and the lyrics are printed on the other side. When this picture record is played it fits over the turntable like any other record, and by means of an orifice in the cardboard the needle is enabled to touch the record surface. The whole device is so arranged that the records in the bottom cover revolve with the turntable, whereas the top cover is held stationary by the needle as it travels through the grooves of the record underneath; and in this way the child is enabled to see the illustrations or read the lyrics as the case may be. The record contains the words and music arrangement on one side, while the other side contains only the music, arranged in a sort of dance measure that will enable the little folks to gambol about the machine. They are all Mother Goose rhymes, and include "Little Red Riding Hood," "Old King Cole," "Bo Peep," "Ride a Cock Horse," etc.

Great Tour of Isham Jones Orchestra

The famous Isham Jones Orchestra, which records exclusively for the Brunswick, left the Marigold Gardens, this city, on May 15 for a tour of the following cities: Lafayette, Ind., where under the auspices of the Sheehan-Murphy Co., and the Frelinger Music House, Brunswick dealers, it played at the Knights of Columbus ball. From Lafayette it visited Terre Haute, Ind., where it played at a concert dance at the Knights of Columbus Auditorium under the auspices of J. H. Jensen, Brunswick dealer. At South Bend, Ind., on May 18, the orchestra played under the auspices of J. H. Lenhard, exclusive Brunswick dealer. Goshen, Ind., was visited on May 19, when the orchestra was heard in connection with St. Rita's Guild of the Episcopal Church. May 20 the orchestra played at the Elks Country Club, Ft. Wayne, and was also heard on May 22 at the opening of the Indianapolis Canoe Club. On May 23, under the auspices of C. H. Herring, Brunswick dealer, the orchestra was heard in Elwood, Ind. On May 24 the Elks' Club of Columbus, O., heard this favorite band. On May 25 the Elks' Club at Lima, O., enjoyed dancing to the tunes of

Melody Portable Phonograph

Equipped With

- Double Spring Motor
- Blood Tone Arm and Reproducer
- Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Waterproof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weighs only 18 pounds.

PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.



Take It With You Anywhere!
Have Music Where You Want It!
In Your Home—In the Nursery
—At the House Party—Camping
Out—At the Summer Home—
Boating or Canoeing—



Size 8x13x15

Weights 18 Pounds

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.

this very popular orchestra. In Lansing, Mich., May 26, the orchestra furnished the music at the opening of the New Arcade ballroom. This affair was under the auspices of the F. N. Arbaugh Co., Brunswick dealer. The next stop, on May 27, was at the Statler Hotel, Detroit, where the orchestra furnished the music for a dance under the auspices of the Brunswick Shop of that city. The last stop, at Saginaw, Mich., on May 28, was a continued demonstration of admiration for this organization, which was heard in that same city in February.

The Isham Jones Orchestra returned to the Marigold Gardens on May 30 for a Summer engagement. Each of the nine players is a soloist, and the group has been molded into a unified ensemble by that natural leader and unique "sax" player, Isham Jones, and to lovers of popular dance music in these various cities this group of instrumentalists will be a revelation.

Colors and their combinations have "their day" in music as in dress, and the Isham Jones Orchestra paints from a palette that is up to the minute and a trifle in advance.

Lyon & Healy Men's Social Club Plans

The Lyon & Healy Men's Social Club is planning to hold a "basket picnic," August 10, at the Sand Dunes in Indiana. The affair is to be held at Miller Beach, and an elaborate program is now in course of preparation.

Receives Many Inquiries

The Autrola Co., of this city, which displayed its product at the Drake Hotel during convention week, has been receiving quite a few in-

quiries from jobbers and dealers regarding its product. The instrument contains a magazine holding about twenty-five records, which will play for hours untouched, stopping only when the magazine is empty. It is furnished in several models adaptable for home use or any place of public entertainment, such as restaurants, ice cream parlors, etc. The Autrola Co. was recently incorporated in Springfield, Ill., for \$1,000,000 and A. R. Jones is the president.

Wurlitzer Wholesale Moves

The wholesale establishment of the Rudolph Wurlitzer Co., which for many years was located at 615 South Wabash avenue, recently moved to a new building which that company has acquired at 700 West Jackson boulevard. Not only are its wholesale Victor activities transferred to this building, but also its offices and a number of other departments for the manufacture of small goods. The wholesale talking machine department is still conducted by Hans Schlossenger, who has been managing it since the departure of former Manager L. E. Noble,

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE
Price \$2.50

"Guesswork Won't Do"
The ACME allows a test with the drag of the needle throughout the length of the record.
PRICE \$6.00

ACME

The
Acme Speed Indicator
—is precision made.
—clears the tone arm.
—locates motor troubles.
—registers 78 and 80 revolutions.

"The repairman's stethoscope."
Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

VARNISH DRY ROOMS
with the **EJECTOR SYSTEM**

Something New
Write for "EJECTOR" Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT, 1,186,477.

Edison Diamond
Amberolas--Plus Service
You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES
Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

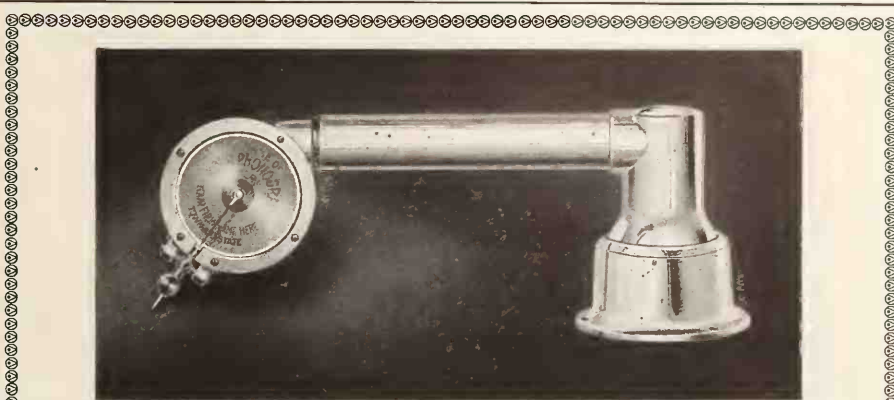
who is managing Wurlitzer's Victor department at 329 South Wabash avenue. The new wholesale department is handsomely fitted up with all modern conveniences, and one section is given over to represent a miniature talking machine shop wherein visiting Victor dealers may congregate. Not only is a full line of Victor goods shown here, but a complete file of all publicity work sent out by the Victor company as well as the Wurlitzer company is kept within easy reach for ready reference. In fact, every idea that can be utilized to the advantage of Victor dealers, educational or otherwise, is within easy reach of all who call.

Consolidated New Detroit Branch

E. A. Fearn, president of the Consolidated Talking Machine Co., returned from Detroit a few days ago, where he attended the opening of a new branch. It is located at 2957 Gratiot avenue in a ground floor location, and is the headquarters for the company's Michigan activities. Since the company took over the Okeh jobbing distribution two years ago it has done excellent work and extended its business materially and greater facilities for its Michigan business became necessary. At Detroit it carries not only a full stock of Okeh records, but also an extensive line of repairs and accessory parts, for which the Chicago house has been long noted. A. P. Miller, who has traveled for the Consolidated Talking Machine Co. in Michigan for some time, is the sales manager of the new branch, and E. Fieck, formerly in charge of the repair department of the Chicago house, is office manager.

Open New Local Brunswick Stores

During the past fortnight two new Brunswick shops have been opened in local territory, one being located at 106 North Oak Park avenue, Oak Park, and the other at 3228 West Madison street. They will both handle the Brunswick line exclusively, and in addition two more exclusive Brunswick shops will be opened in the course of the next few days. One of these



Scotford Tonearm and Superior Reproducer

Illustrating STYLE 3 FINISH
All Parts Plated

Sample Prepaid, \$8.50 Nickel—\$11.00 Gold

Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

shops will be established at Fifty-first street and Prairie avenue and the other at Cottage Grove avenue and Seventy-fifth street. The owners of the Oak Park shop are Harry G. Geise and S. W. Henderson, who are well known in Oak Park musical circles, as they are the heads of the popular Kuku orchestra. Shalek Bros., who are well known in the talking machine field, are the owners of the Madison street shop. The store is located at the corner of Madison street and Kedzie avenue, one of the busiest corners on the West Side.

Cheney Leases Valuable Display Space

The Cheney Talking Machine Co. announced recently that it had secured a lease on the corner store of the Plaza Hotel on Sheridan road, and will use this store to exhibit a complete line of Cheney talking machines, including the stand-

ard models and the magnificent period types. The company does not plan to use this store as a sales headquarters, but as a valuable display for advertising purposes. W. E. Burr, sales manager of the company, returned recently from a trip to several of the leading trade centers, bringing back with him optimistic reports of the business situation as a whole.

Energy Phonograph & Supply Co. Plans

The trade was advised this week of the consolidation of the Energy Phonograph & Supply Co., formerly located at 1608 West Madison street, and the Co-operative Mfg. Co., formerly located at 1867 Milwaukee avenue. These two companies will do business hereafter under the name of the Energy Phonograph & Supply Co., with offices at 28 West Lake street.

(Continued on page 138)



AN AMERICAN
WALNUT
PHONOGRAPH
CABINET

VERY POPULAR



Here's a Good Seller!

That feeling of pride that comes over the manufacturer of such a superb piece as the

AMERICAN WALNUT

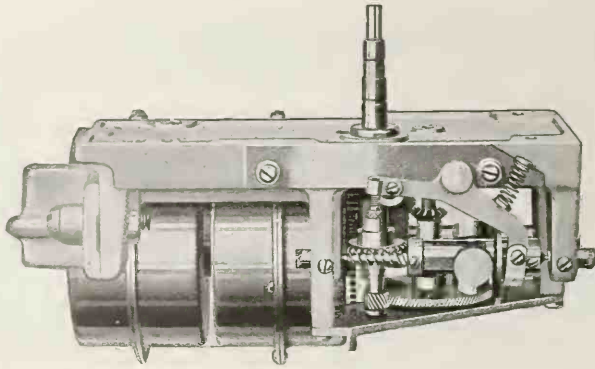
Phonograph Cabinet

pictured here, is perfectly natural and justifiable. It's coming to him. For musical instrument cases American Walnut is supreme among cabinet-woods.

Manufacturers and dealers: We have some very much worth-while information for you. Write. Address the producers of American Walnut lumber, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)



A Revelation in Smoothness

For smoothness and quietness the Casey Hudson "4-cylinder" motor sets a new standard. Marks a decided advance in fulfilling the demand for a phonograph motor of greater efficiency, greater, smoother operation and longer life, without material increase in size or price.

Casey Hudson "4 Cylinder" Motor Plays 6 to 8 10-inch Records With One Winding

Simple in design; compact; sturdy; no unnecessary weight; mechanically right.

We also manufacture the Old Reliable "KRASCO" motors

The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Gold finish on exposed parts if desired.

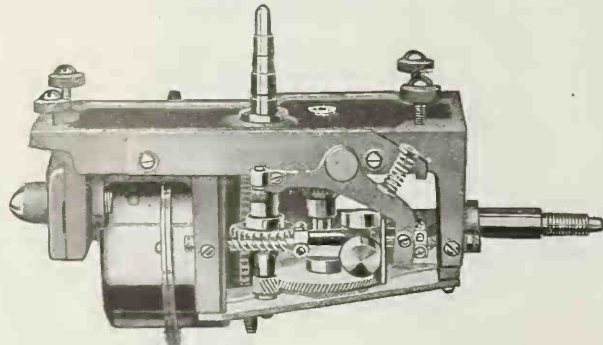
Manufacturers who value quality would do well to standardize on Casey Hudson motors. Quantity production of the complete motors in our factories makes for economy. No extras to buy.

Let us figure on your requirements for 2- or 4-spring motors of highest quality, in any quantity.

CASEY HUDSON CO.

361 E. Ohio St. CHICAGO Factories, 361 and 451 E. Ohio St.

'KRASCO' 2 and 3 spring



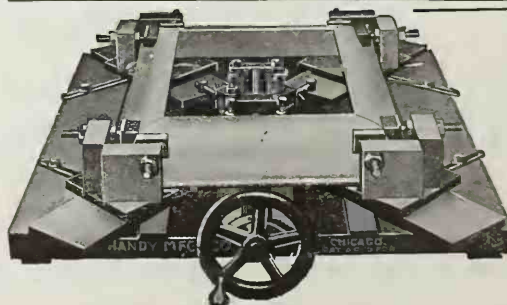
The Energy Phonograph & Supply Co. has more than doubled its business since September 1st last year, and at the present time is expanding rapidly. The Co-operative Mfg. Co. has operated a most modern and complete repair shop with a clientele that is well pleased with the service it receives.

The Energy Phonograph & Supply Co. will occupy the entire second floor at 28 West Lake street, and will carry a complete line of phonographs, records and accessories, together with parts for all types of motors, including obsolete types. An extensive campaign will be instituted for every department of the business, and particular attention will be paid to the repair department. The officers of the company are as follows: Wm. Weisel, president; Joe Cassuboin, vice-president; Leon J. Zanda, treasurer, and Max Targ, secretary.

Activities of Columbia Staff

R. J. Mueller, who previously handled the lower Wisconsin territory for the Chicago

branch of the Columbia Graphophone Co., will hereafter be in charge of Iowa territory, with Cedar Rapids as his headquarters. William Wichorst, formerly a member of the retail force in Chicago, will take care of the Wisconsin field. R. R. Granquist, Grafonola sales supervisor, recently visited the trade in Wisconsin.



Will Open New Victor Shop

The Ashland Talking Machine Shop, 6247 South Ashland avenue, is the name of a new Victor shop which will open in a few days. The store is under the management of George Glick, son of Abraham Glick, of the Glick Music Stores.

Gibson Joins Brunswick Chicago Staff

M. E. Gibson, formerly a member of the sales staff of the Detroit branch of the Brunswick company, is now a member of the sales department at the executive offices in Chicago. Mr. Gibson succeeds John B. Pitts.

Coombs with Louis A. Schwarz

H. L. Coombs, one of the best known members of the Western talking machine trade, has been appointed Western manager of Louis A. Schwarz, Inc., manufacturers' representatives, with headquarters at 21 East Van Buren street. Mr. Coombs has been associated with the industry for many years, and his thorough knowledge of every phase of merchandising insures efficient service and co-operation.

ANNOUNCE NEW PORTABLE

Kamp-O-Phone Placed on Market by Chicago House Has Features of Interest

CHICAGO, ILL., June 4.—A new portable phonograph known as the Kamp-O-Phone is now being introduced by the Merchandise Distributors Co., of this city. This new phonograph has been well



The Kamp-O-Phone

received by the dealers generally, who are planning to feature it during the Summer months when it has a particular appeal for boating, camping and other outdoor sports.

The Kamp-O-Phone, which weighs less than twenty pounds complete, will hold six ten-inch records in its top, plays any type of disc record and is attractively finished in waxed mahogany and dull brass fittings. For traveling the tone arm is simply slipped out of the grooves which hold it and packed in the tone chamber, and the crank is stored away in the same manner. The Merchandise Distributors Co. is planning to give Kamp-O-Phone dealers practical assistance in merchandising this machine through intensive advertising and sales plans.

WE ILLUSTRATE THE

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.

MAKES FINE DISPLAY AT FOOD SHOW

SPRINGFIELD, Mo., June 1.—The Heer Stores Co., of this city, well-known Columbia dealer, featured an attractive exhibit of Columbia Grafo-



Grafonola Exhibit at Springfield, Mo., Show nolas at the recent Pure Food Show, held in the Springfield Convention Hall. The company secured forty excellent prospects, many of which have materialized into Grafonola sales.

VICTOR SUMMER FANS POPULAR

CHICAGO, ILL., June 3.—The Reincke-Ellis Co., of this city, has been advised by dealers that Victor fans for 1921 are big hits. This year's fan is the most artistic and attractive that the company has yet produced, and can be used to advantage by Victor dealers for distribution at out-door gatherings, county and State fairs, moving picture theatres, etc. The new fan is thirteen inches wide and eight and one-half inches high, lithographed in full colors. On the front there are portrayed some of the world-famous artists who make Victor records exclusively, with the reproduction of a Red Seal record and the epigram, "An All-Star Concert in Your Own Home on Your Own Victrola." On the reverse side there are reproduced scenes of out-door life and on this side there is plenty of room available for the dealer's name and address. It is not at all surprising that this specialty is meeting with a large measure of favor.

A GREAT ADVERTISING CAMPAIGN INAUGURATED

New Co-operative Newspaper Advertising Plan, Plus National Magazine Publicity, Announced by the Brunswick-Balke-Collender Co.—Many Important Contracts Signed

CHICAGO, ILL., June 6.—The Brunswick Co. is determined to leave no stone unturned in order to popularize its machines and records in every city, town and hamlet all over the world. The first big steps to be taken along these lines were announced the other day when Brunswick-Balke-Collender, through its publicity department, signed contracts for advertising space in a big group of the foremost national monthly magazines and newspapers in the country. The number of accounts closed to date by the Brunswick Co. involves the following list of magazines: Saturday Evening Post, Literary Digest, Ladies' Home Journal, Pictorial Review, Woman's Home Companion, The Delineator, The Red Book, the American Magazine, the Cosmopolitan, Vanity Fair, Harper's Bazar, Vogue, People's Home Journal, Woman's World, Etude, Musician, and the Theatre Magazine.

The first of the new national copy was featured in the Literary Digest June 4 with a page, and incidentally it may be said here that the campaign as applied to the Saturday Evening Post will cause double pages to appear in this paper in June, July, August, September, October, November and December.

As regards the Brunswick special newspaper advertisements on its Summer-time record campaign their advertising department has gotten out some very clever ads. These are being sent to dealers in mat form only, and space is left at the bottom for dealer's name and address.

To enable the Brunswick dealers to circularize local trade with the least expense and loss of time a clever little postcard folder, which is a facsimile of its regular monthly hanger, has been brought out. This is arranged in such a way that it does away with the old-time supplement envelopes, and there is nothing left for the dealer to do but to stick on a stamp and write on the address. This little folder will be sent out each month showing the latest releases.

The Brunswick Co. also announced this week that it has made a special release of "Cherie," the fox-trot number that is making such a hit all over the country, and on the other side is also an exceptionally popular fox-trot, "Just Keep a Thought for Me." The record is played by Carl Fenton's Orchestra, and Leo Feist, the publisher, is supplying special window streamers, which go forward with the initial shipment of records. This particular record will be listed in the July releases, mailing cards and hangers.

At no time in the history of the Brunswick business was there evident such a demand for their phonographs and records as now.

The Windsor
Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

The Windsor
Furniture Company
Chicago, U. S. A.

New! New! New! New!

APEX Fibre Needle Cutter

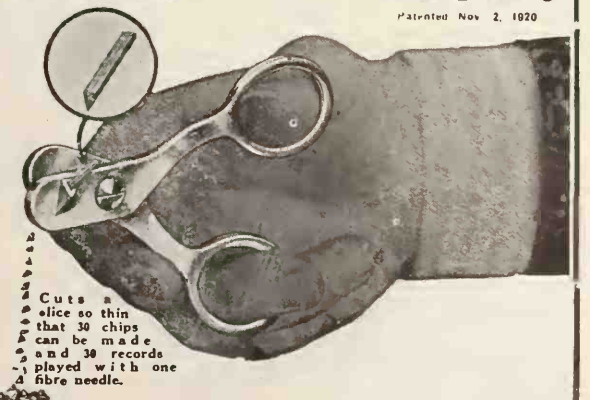
Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO



Cuts a fibre so thin that 30 chips can be made and 30 records played with one fibre needle.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

E. J. WADE'S PLANS FOR FUTURE

CHICAGO, ILL., June 10.—It is stated in the local trade that Edward J. Wade, who until recently was sales manager of the R. C. Wade Co., of this city, will soon assume an executive position with the LaSalle Extension University. Mr. Wade was formerly associated with this organization before his connection with the Tonofone sales staff.

COLUMBIA OUTING JULY 20

CHICAGO, ILL., June 10.—Plans are practically completed for the Columbia dealers' outing, to be held July 20, at Glenwood Park. The Columbia Co.'s Chicago office is leaving nothing undone to make this outing a memorable event and it is expected that the attendance will reach 750. Athletic contests, dancing and novelty contests will form interesting features of a program which will be arranged to test one's varied abilities

"Supreme Talking Machine Value"



Our generous size cabinets, hand-somely selected veneers, fine piano finish, improved type of tone arm and reproducer and big capacity motors place the Valuphone, at the price at which it is bought and sold, in the front row of every live dealer's daily offering of real phonograph bargains. Investigate the Value in the Valuphone.

We are demonstrating a new low-level basis of pricing.

Our values are based absolutely on the low market conditions of the moment, disregarding all former prices and former costs.

If price is important to you Write us to-day.

Control exclusive selling rights on the most unusual talking machine value in America.

WIZARD PHONOGRAPH CO. ANTON CUMMINGS, Pres. Manufacturers of



A Recent Change in the Music World

Distributors for the Nupoint Mfg. Co.



The Energy Phonograph and Supply Co. and the Co-operative Mfg. Co. have consolidated into one concern known as the

Energy Phonograph and Supply Co.

Both of these offices have been moved to 28 W. Lake St., Chicago, Ill.

The increased capacity, latest equipment and additional able force will make it possible not only to continue to serve our old patrons to their complete satisfaction, but also to serve new patrons with equal promptness and diligence.

We can take care of all your music needs.

Everything for a Music House.

We carry standard makes of Phonographs, Records and a complete line of accessories.

Let us take care of all your phonograph repairs and parts.

Write us today.

Ask for Descriptive Catalog.

Trial Offer No. 1—Retail Value, \$15.00; Dealer's Price, \$7.00. (Including 1 Display Stand and 100 Packages Assorted Nupoint Needles.)

Special Offer No. 2—Retail Value, \$45.00; Dealer's Price, \$21.00. (Including 150 Free Sample Envelopes—300 Packages Nupoint Needles—1 Display Stand.)

Order direct from this ad.

Distributors for the Stewart Phonograph Co.

The New Improved Stewart



The Energy Phonograph and Supply Co.

28 W. Lake St.

CHICAGO, ILL

A HANDSOME WINDOW DISPLAY

Whiteman Record of "Underneath Hawaiian Skies" Featured by Lyon & Healy

A most attractive window display featuring a single record was recently shown in the win-

drop showing Hawaiian mountains and inevitable Hawaiian moonlight with natural palms situated on either side and the advertised record placed in conspicuous positions more forward.

The display card featuring the Whiteman record, in addition to making the title, "Underneath



Artistic Lyon & Healy Window Devoted to Whiteman's Record of "Underneath Hawaiian Skies" dows of Lyon & Healy, the nationally known music house of Chicago. It featured the Paul Whiteman record of "Underneath Hawaiian Skies," released some time ago by the Victor Talking Machine Co., and attracted unusual attention as well as being the means of creating sales for the record in question.

We are herewith reproducing a photograph of the display which will give some idea of its attractiveness. It has a specially painted back

Hawaiian Skies," stand out effectively, also announces that in vocal form Victor records of the song can be procured as sung by Campbell and Burr.

The Kimball Piano Co.'s branch in Memphis, Tenn., reports a strong, steady demand during May for the Kimball talking machine at its store in this city and also at the wholesale distributors.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

LIDSEEN FIBRE NEEDLE CUTTER

*Sharpens the needle with-
out removing it from
the tone arm*

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Cuts with a rotary motion which is correct and cuts from bottom to top, which makes impossible any fuzzy playing point.

A Few More Jobbers Wanted

The greatest seller of them all. You only have to show this to sell it.

Good Profits

You are protected in sales

LIDSEEN
832-840 So. Central Ave.
CHICAGO

WILL OPEN NEW VICTOR SHOP

CHICAGO, ILL., June 10.—The Fenton Music Co. will open next week an exclusive Victor shop at the corner of Lawrence street and Broadway. A. C. Fenton, president of the company, formerly owned the Hyde Park Music Shop, which is now consolidated with the Fenton Music Co.

LYON & HEALY NORTH SHORE STORE

CHICAGO, ILL., June 10.—It is understood that Lyon & Healy will soon open a handsome store at 4646 Sheridan road. Located in the North Shore district, this store promises to be one of the most up-to-date Victor retail establishments in that section of the city.

L. L. Haight is arranging for an exclusive Victor store in McGregor, Ia. Up to the present time he has been handling other lines of goods, but will concentrate on "talkers."

MANDEL MFG. CO. LIQUIDATING

Chicago Manufacturing Company to Dispose of Its Entire Property and Good Will and Terminate Its Activity in Talker Industry

The Mandel Mfg. Co., through its vice-president and general manager, M. B. Silverman, announced this month that this company is liquidating its assets in order to terminate its activities in the talking machine manufacturing business. This move was decided upon during the meeting of the stockholders recently, when a resolution to liquidate was passed. Every asset of this company, including good will, land holdings, property rights, machinery, patents, stocks, tools and dies, will be closed out. The company is at present solvent and meeting all its obligations and when the final recounting comes along the stockholders will come in for their share and those owning first preferred stock will be paid off first.

This company has been in existence for about

six years and since the time of its organization showed phenomenal growth, until about a year ago it went through complete financial re-organization brought about by the sudden slump that affected the entire trade.

In the process of liquidation the Mandel Co. is not forgetting its loyal dealers, with whom it did business for many years, neither is it forgetting the owners of Mandel talking machines. In order to permanently maintain the good will which the Mandel Co. established throughout its years of activity in the talking machine industry it is at present negotiating with another concern for the purpose of keeping up its service department, so that the dealers and users of Mandel talking machines will be taken care of. It is expected by the officials of the Mandel Co. that all negotiations and liquidation will have reached completion within sixty days.

The Pathé phonograph store at Liberty, N. Y., has been purchased by H. Lustgarten, a local merchant.

Announcing the New

MASTERPIECE CONSOLE



SIZE

Width, 36 $\frac{1}{4}$ "
Depth, 22 $\frac{1}{4}$ "
Height, 36"

Just what you Need if the Success of Your Business depends on price plus quality: The latest triumph of Masterpiece Superiority—Right in Quality—Right in Price. Is made of five-ply Mahogany with Hand-Rubbed Piano Finish. Equipped with Guaranteed Two Spring Motor, Universal Tone Arm, All Wood Amplifier and Modifier. Also Heavily Nickel Plated Hardware and the All Sized Record Racks are built in—and all for a Price that is astonishing when the Quality and Superiority are taken into consideration.

Write TODAY for Prices and Discounts

MASTERPIECE PHONOGRAPH CO.

2320 So. Western Ave., Chicago, Ill.

PROMISING TRADE OUTLOOK IN KANSAS CITY TERRITORY

Wholesalers Who Go on Trade Extension Trip Come Back Full of Optimism—Increased Volume of Advertising Helps Business—Victrolas for Joplin Schools—Other News

KANSAS CITY, Mo., June 7.—General reports from the wholesalers and retailers of both talking machines and records indicate that although business totals do not measure up to those of last year, some satisfactory totals are being registered by means of increased selling effort, broader advertising campaigns and other methods.

Several of the talking machine jobbers made the Chamber of Commerce trade extension trip to neighboring States and came back quite satisfied with the general outlook and the attitude of the small-town and country merchants.

Burton J. Pierce, of J. W. Jenkins' Sons Music Co., reports that his firm has just passed through one of the best Mays in the history of the store. It did an extra amount of advertising, and pushed business a little more vigorously than usual, and the results were most gratifying. Mr. Pierce, who has just returned from the trade extension trip with other members of the Chamber of Commerce, reports that there has been a very decided improvement in the equipment of the dealers who handle talking machines, and that the feeling all along the line was decidedly optimistic. He also found that the merchants were pushing the business by going out into the country with automobiles, and that they are fully awake to the necessity of going out after the business, instead of waiting for it to come to them.

The Schmelzer Co., Victor wholesaler, is to have a school for its dealers handling the Victrola, so as to train them for a preparatory campaign during the Summer, and an aggressive selling campaign in the Fall. Every phase of the selling of Victrolas will be discussed and special displays will be made setting forth the new plans and methods in the Idea Rooms at the wholesale department of the company at

2015 Grand avenue. The school will be held from the sixth to the tenth, and will be under the direction of D. R. Walsh.

W. C. Junkins and R. M. Gilman are two new field representatives of the Victor department of the Schmelzer Co. They have both been identified with the company for some time, and are thoroughly fitted to present the strong points of the Victor machine.

The putting on of a memory contest in the public schools in Joplin, Mo., was the immediate occasion for the purchase of two new Victrolas, for in order that every school might have a fair chance in the contest, it was necessary that each school should have a machine. In placing these two machines, the equipment of the Joplin schools becomes 100 per cent Victor. The memory contest was put on under the direction of Miss Ruth M. Phillips, the music supervisor, and was in every way successful.

A new dealer for the Victor in Kansas City, Kan., is John Mufich, jeweler, who will make a specialty of pushing foreign records. He is a Croatian by birth, and is prominent in all matters in which foreign-born citizens are concerned.

Arthur A. Trostler, secretary of the Schmelzer Co., made the trip with the Chamber of Commerce boosters, and reports that the dealers are not only optimistic as to the future, but that they generally stated that business had recovered faster than they had anticipated, and that wherever they were pushing for results the sales were being made. He says that "the dealer who is vigorously going after the business is getting it."

N. A. Bailey, sales promoter for Thomas A. Edison, Inc., reports that there will be from fifty to seventy-five dealers from this zone attending the Caravan Convention at Chicago on June 20

and 21, and that there will be a special car leaving Kansas City on Saturday, June 18, over the Santa Fe at 6 p. m. A very attractive "last reminder" is being sent out over this territory in the shape of a card, on one side of which is printed the picture of a camel, fully equipped for a journey, and on the other the words, "Hop on Your Camel and Hump Along to the Edison Caravan Convention."

Charles R. Lee, of The Edison Shop, 1012 Grand avenue, reports that business during May has been quite a bit better than in the previous months of the year, and that the prospects are bright for the future. He says that the "Mood Change Parties" put on by his company have created a great deal of good-will, and given them a large list of prospects, some of which have already been turned into purchasers.

M. M. Blackman, manager of the Kansas City zone for the Edison, has been at home for a day or two, following a trip out into the territory, and is enthusiastic concerning business. The volume of business is constantly on the increase, and the educational work being done is resulting in an ever-increasing number of inquiries. Mr. Blackman, according to his sales promoter, Mr. Bailey, is not so much a salesman as he is a business counselor, and his work is rather to give the information and training to the dealer that will result in the dealer making sales. When th's is done, and done in the right manner, there will be no difficulty in securing the order to replace the machine sold. Mr. Blackman reports that the use of the Mood Change Parties opens the doors of many homes and clubs for the Edison salesman, and presents the value of music to educators and parents in a new and favorable light.

F. M. Briggs, sales manager for the Brunswick, reports that sales have increased month by month during 1921, but have not yet reached up to those of 1920. The indications are that the year's business will equal, if not surpass that of last year. In the Kansas City district there

(Continued on page 144)

The HOWE



Tone — RICH
CLEAR • MELLOW
it does not Blast

BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago Ill.

**The
Plymouth
Portable**



This shows the machine open and playing, the tone arm in place and the crank inserted in the case—the raised cover acting as a sound amplifier to the horn which opens below.

**Big in Tone
Durably Built
Fool Proof**



This shows the tone arm and crank removed and fitted into spring clamps which hold them securely clasped when the cover of sound chamber is closed.

Now a Real Portable! The "PLYMOUTH"

**6 Inches High
14" Wide and 15½" Long**
(Patents Applied For)

Here is an instrument designed for general use as a portable phonograph, but especially adaptable for use in automobiles, canoes, etc. Made of oak or covered with any color waterproof fabrikoid. Power is supplied by a durable two spring motor, which plays three 10-inch records.

The features of the Plymouth Portable, which recommend it to the customer seeking a light, compact phonograph, are: Its remarkable small size; its remarkable full tone; its sturdy construction, and snugly-fitting parts when closed.

Portable record cases, holding 20 records, will be furnished for the "Plymouth." The cases are strongly built and absolutely protect records from damage.

PLYMOUTH PHONOGRAPH CO.
PLYMOUTH, WIS.

**The
Plymouth
Portable**



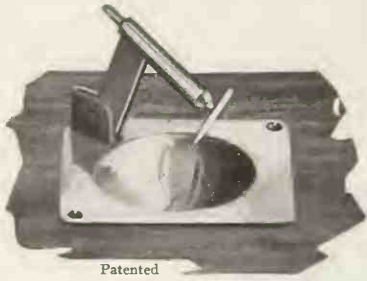
This shows the cover of sound chamber shut with the tone arm underneath where nothing can strike and injure it. Notice the felt pad at upper left hand corner which, when closed, fits against needle cups.

**The Ideal
Outdoor
Phonograph**



This shows the instrument closed and ready for carrying, all parts inside securely fastened and protected from the jars and mishandling incidental to transportation.

DON'T PRICK YOUR FINGERS



Patented

THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

KANSAS CITY TRADE OUTLOOK GOOD

(Continued on page 142)

are a number of new agencies for the Brunswick; two of them, from which the largest returns are expected, are the Music Shop, at Bartlesville, Okla., and The Brunswick Shop, at Tulsa, Okla.

Among the influences which have tended to increase sales for the Brunswick is the largely increased advertising the company is doing in a national way. This is highly appreciated by the local and district distributors. The reports from the Mother's Day campaign, put on by the Brunswick company, are that, where it was pushed, the results were most gratifying.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Graphophone Co., has just returned from the trade trip of the Chamber of Commerce, and reports that Graphophone dealers are quite optimistic as to the outlook for an early increase in rural trade in the phonograph line. He says that with the harvesting of the crops, the sowing done by the constant advertising of the phonographs, and now the going out after the business by local dealers, will without doubt bring a large harvest in orders.

VICTOR MEN VISIT BOSTON JOBBERS

BOSTON, MASS., June 6.—G. L. Richardson, Victor traveling representative in Maine and New Hampshire, was a visitor at the headquarters of the Boston Victor jobbers—M. Steinert & Sons Co., the Eastern Talking Machine Co. and the Oliver Ditson Co.—early in June, dropping in while on his way back to Portland from the Victor factory. Mr. Richardson reported that he found business to be better in the smaller towns than in the large cities in his territory.

Art may make a suit of clothes; but nature must produce a man.

DOING WELL WITH NEW DEVICE

Manufacturers of the Controla Report That It Has Been Well Received by the Trade

The Phonograph Control Corp., 120 Market street, Newark, N. J., patentees, manufacturers and distributors of the Controla, a new automatic starting and stopping device, are waging an energetic campaign in introducing this product to the trade and public.

The factory of the company is at 576-82 Eighteenth avenue, Newark, N. J., a plant that is well equipped and which is already producing the device in large quantities. The Controla will fit any make of talking machine, and in the offices of the company demonstrations of the product, attached to several well-known makes, are given daily.

The officers of the company state "that the object of the Controla is the standardization of the termination of a playing record, the device functioning without fail at a given point."

The special features of the Controla are the starting of the machine by placing the needle and sound box upon the record; at the conclusion the needle is lifted off the record and the motor stops immediately. It is simple in construction and is easily attached to the machine.

The company is carrying on an advertising campaign in local newspapers and a full-page advertisement recently appeared in the Newark Star-Eagle. This is to be followed by publicity in other magazines and newspapers, the copy carrying descriptive matter and illustrations.

The initial announcement of the Controla was made in the May issue of The World and the officers of the company state that already they are receiving many inquiries from the trade. The demands received have made it necessary for the company to acquire more office space, and three larger offices on the same floor, at 120 Market street, have already been acquired.

Herbert W. Royal, a former attorney of Jer-

sey City, N. J., is president of the company; B. F. Reeve, a well-known contractor and builder, is vice-president; Arthur Hein, secretary and treasurer. Mr. Hein is connected with the National City Bank. The board of directors also includes Robert A. Bachman, who is also general manager of the company; Victor Fegley, a constructing and designing engineer and inventor of the Controla, and George J. Zisch, who is president of the Newark Engineering and Tool Co.

Howson & Howson, the well-known Philadelphia patent attorneys, recently forwarded a letter to the Phonograph Control Corp. stating that fourteen of the sixteen claims for the Controla had been granted by the patent office.

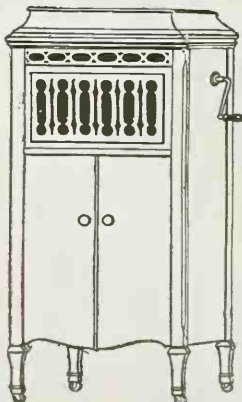
BRUNSWICK ENTHUSIAST WINS PRIZE

BOSTON, MASS., June 6.—A Brunswick enthusiast came in for one of the first prizes in the popular ad writing contest that has been conducted here by the Boston Post in recent weeks, with the following advertisement: "Brunswick records for every mood. Records for the brain, the throat, the heart, the feet. And, of course, their rich, resonant reproduction by a Brunswick Phonograph." The winner, who received a prize of \$100, was W. H. S. Pearce, of Newton, Mass.

OPENS STORE IN HUNTINGTON PARK

SAN FRANCISCO, CAL., June 6.—A complete line of talking machine goods and pianos is to be carried by the Huntington Park Brunswick Shop, recently opened at Huntington Park, by E. M. Nelson and J. D. Scouller. Although Brunswick goods are to be featured, other lines will be carried, and the new proprietors expect to build up a large trade in the district.

Virtue by itself is not enough. Strength must be added to it.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

SUMMER ACTIVITIES IN FULL SWING IN DETROIT TRADE

Demand for Small Machines—Business Conditions Reviewed—Leading Jobbers Broadening Out Their Dealer Representations—Pendleton Takes Charge at Barnard's—News of the Month

DETROIT, MICH., June 9.—The arrival of Summer weather has stimulated somewhat the sale of small talking machines and records for Summer cottages. This kind of business always comes the early part of June when the weather is warm, as people are getting ready to move to their Summer places. Then again, many people buy them for use on canoes—and canoeing is quite a fad with Detroiters, who have such splendid facilities at Belle Isle Park.

Speaking of general conditions in the talking machine business, dealers report to The World correspondent that May did not hold up as well as April. This is explained by the fact that April was a splendid month for the motor manufacturers, while in May the demand for cars seemed to have let up for some reason or other. Indications are that June and July will show an improvement in motor car business, especially now that so many of the companies have reduced prices, which is bound to stimulate buying. And when you stop to consider that Detroit is the hub of motor car activities, so much depends on production. When the companies are busy the whole town seems prosperous; and when they are dull general business is quiet with everybody.

Grinnell Reports Expansion

Charles Grinnell, manager of the wholesale Victor department of Grinnell Bros., reports that both machines and records are coming along very promptly from the Victor factory at Camden, and that as a result they were never in better shape to fill orders. Some new dealers have been appointed recently and applications are coming in from all over the State asking for Victor franchises. Mr. Grinnell believes that just as soon as motor car conditions in Michigan adjust themselves, which he feels will be real soon, talking machine dealers will

have splendid business. Mr. Grinnell is extremely optimistic about Fall business being very brisk.

New Jewett Franchises

A. A. Fair, general sales manager for the Jewett Phonograph Co., who recently moved to larger quarters in the Penobscot Building, Detroit, reports that quite a number of new Jewett franchises have been sold within the past month. Among those who have added the Jewett line are Miller & Harris of Belding, Mich., and A. E. Branch at St. Louis, Mich. Miller & Harris will also add the complete line to their store at Greenville, Mich.

Thomas Walker is opening an exclusive Jewett shop at 7727 West Grand River avenue, in this city, and is looking forward to very big business this Fall. Mr. Walker is extremely enthusiastic about the Jewett line and he is fitting up one of the nicest shops in the city.

Mr. Fair reports also that in Ohio he recently added as dealers Grant Holcomb of Warren, Ohio, and J. H. Hummer & Co., at Ashtabula Harbor, Ohio.

Wallace Brown a Visitor

Wallace Brown, formerly with the Aeolian-Vocalion Co., New York City, and one of the pioneers in the talking machine business in Detroit, recently paid a visit here renewing acquaintances in the trade. Mr. Brown made no announcement of his future connection.

T. C. Pendleton Appointed Manager

The Barnard Music Co., of Jackson, Mich., has appointed T. C. Pendleton as manager of its Brunswick phonograph department. Mr. Pendleton was formerly a member of the firm of Desnoyer & Pendleton, which operated a music store in that city, and for twelve years was manager of the Jackson branch of Grinnell Bros. chain of retail stores. The Barnard Music Co.

has put in a very complete department to handle the Brunswick line and it is going after business in a way that is certain to bring big results. A real organization is being built up by the firm of experienced executives and salesmen.

Isham Jones Orchestra Heard

The Isham Jones Orchestra of Chicago journeyed to Detroit on Friday evening, May 27th, and under the auspices of the Brunswick Shop gave a combination dance and concert at the Hotel Statler ballroom. About 500 couples attended the affair. The Jones orchestra also played for dances that same week in Lansing and Saginaw, the latter city being the home of Mr. Jones. Those who heard the orchestra went away more convinced than ever that it is one of the best in the country, and Manager Quinn of the Brunswick Shops in Detroit feels sure that a big sale of his records will result every month by those who heard him.

Some Popular Records

The most popular dance records of the Victor company are those by Paul Whiteman; Isham Jones leads with the Brunswick records; Selvin's orchestra leads with the Vocalion and Paul Biese leads on the Columbia. Four of the big hits at present are "In a Boat," "Cherie," "Oh Dear" and "Moonlight."

Expanding Vocalion Representation

Sam Lind, of the Lind and Marks Music Co., who are the Michigan distributors of the Vocalion, is building up his list of dealers slowly, being careful whom he selects. He has increased the list since being appointed distributor but says he does not want to build up too fast, preferring to "wait and be sure" that he has the sort of dealers who will do things. Mr. Lind has had 30 years' experience in selling goods to dealers and in selecting dealers, so that he is a pretty good judge in that direction. Mr. Lind does not look for much business in talking machine lines before September 1st, as he believes it will take another ten weeks for

(Continued on page 146)

GRINNELL SERVICE

—Is in Keeping with the Superiority of Victor Products

Especially do we pride ourselves on the promptness with which orders are shipped, and the care with which they are filled.

With the many railway, boat, interurban and auto truck lines radiating from Detroit, we are so situated as to render unequalled service to all dealers within a very wide radius.

In these features, as in stock of Victrolas and Records, we are especially well equipped to offer you most valuable co-operation in increasing your business.

Grinnell Bros

Wholesale Distributors of Victrolas and Records

Cor. 1st and State Sts., Detroit



Building pictured above, located at First and State Streets, Detroit, is the headquarters of our wholesale Victrola and Record business



ARTo
Phonograph
Records
85c

ARTo
Word Rolls
\$1

VOCo
Word Rolls
85c

Subject to Liberal
Trade Discounts

ARTO RECORDS

FOR JULY, 1921
DANCE RECORDS

- 9072 Lazy Mississippi (Where the Lazy Mississippi Flows). WaltzARTo Dance Orchestra*
Down Yonder. One-step,.....ARTo Dance Orchestra
 - 9071 Emaline. Fox-trot, Julius Lenzberg and His Orchestra
You Made Me Forget How to Cry. Fox-trot,
Julius Lenzberg and His Orchestra
- DANCE RECORDS WITH VOCAL CHORUSES**
- 9067 All By Myself. Introducing: "Someone Else."
Medley Fox-trot. Vocal Chorus by Ernest Hare,
Ernest Hare.....Selvin's Novelty Orchestra
 - Just Keep a Thought for Me. Introducing: "Daisy
Days." Medley Fox-trot. Vocal Chorus by
Ernest Hare.....Moulin Rouge Orchestra
 - 9065 I'm Nobody's Baby. Introducing: "Two Sweet
Lips." Medley Fox-trot.....ARTo Dance Orchestra
Wait Until You See My Madeline. Fox-trot.
Vocal Chorus by Al Bellan, Jules Buffalo's Orchestra

VOCAL RECORDS

- 9070 Peggy O'Neil. Waltz Song. Tenor Solo, Orch.
Accomp.Arthur Hall
Honey Rose. Ballad. Baritone Solo, Orch. Accomp. Ernest Hare

COLORED VOCAL AND DANCE RECORDS

- 9068 Wang Wang Blues. Vocal Blues.
Lucille Hegamin and Her Blue Flame Syncopaters
I Like You Because You Have Such Loving Ways.
Vocal Blues.
Lucille Hegamin and Her Blue Flame Syncopaters
- 9069 Sweet Mamma. Papa's Getting Mad. Fox-trot,
Hegamin's Blue Flame Syncopaters
Strut, Miss Lizzie. Fox-trot,
Hegamin's Blue Flame Syncopaters

ARTo Word Rolls \$1.00
VOCo Word Rolls 85c.
ARTo Popular Rolls 50c.
Subject to Liberal Trade Discounts

ARTO WORD ROLLS

FOR JULY, 1921

- 1416 Down Yonder. One-step
 - 1420 I Wonder Where My Sweet Daddy's Gone. Fox-trot.
 - 1417 In a Little Front Parlor on an Old Back Street. Fox-trot.
 - 1419 It Takes a Good Man to Oo That. Fox-trot.
 - 1421 Listening. Fox-trot.
 - 1418 Mimi. Fox-trot.
 - 1422 Molly on a Trolley. Fox-trot.
 - 1423 Oh, Me! Oh, My! From "Two Little Girls in Blue." Fox-trot.
 - 273 Old-Time Waltz Songs. Medley No. 2. Introducing: (1) "In the Good Old Summer Time"; (2) "Daisy Bell"; (3) "School Days."
 - 1415 Peggy O'Neil. Waltz Song
 - 1424 Who'll Be the Next One to Cry Over You? Fox-trot.
- The above Songs without words can be had in the ARTO POPULAR Rolls, which retail at 50c.

STANDARD INSTRUMENTAL ROLL

- 8E331 Paderewski Rag. One-step, 60c.
A Travesty on the Celebrated Minuet.

JEWISH WORD ROLLS

- 267 Der Erster Chaver. \$1.00
- 266 Noch a Bisel in Espes Noch. \$1.00.
- 264 Zturik, Kein Zion (Ich Benk Zturik a Heim). \$1.00.
- 271 Zion Heilige (Bleibst Schoim Elbig Beim Yid). \$1.00.

FRENCH WORD ROLLS

- 270 Evangeline. Ballad. \$1.00.
- 263 L'Amour C'Est Comme La Salade. \$1.00.
- 269 Reviens. Valse. Chantee. \$1.00.

ITALIAN WORD ROLL

- 274 Stornelli Alla Moda. \$1.00.

For other ARTO WORD and Instrumental Rolls embodying Songs and Dances of Jewish, French, Italian, Polish and Spanish music, apply for catalogs separately listing such compositions.

Exceptionally liberal terms to jobbers

THE ARTO CO.

STANDARD MUSIC ROLL CO.
New York Offices, 1658 Broadway
Factories, Orange, N. J.

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMLER SALES CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.
- PENNSYLVANIA ARTO CO., McKeesport, Pa.

Act quickly and obtain profitable jobbing agency

DETROIT REPORTS A BUSY SUMMER

(Continued from page 145)

Michigan to adjust itself, particularly in the motor cities. But by Fall he is sincere in looking forward to very good business. "Of course, dealers will not be able to sit idly by, and with little or no effort get business—those days are over," he said. "But any dealer who is live, progressive and on the job will find a hearty response from the public."

Mr. Lind is looking forward to tremendous business on a series of records made for the Vocalion by Henry Theis and his famous Detroit orchestra last month in New York City. He is preparing a big advertising and exploitation campaign to sell these records in Detroit and throughout the entire State. It is the first time that any Detroit orchestra has recorded for any of the leading companies, and Mr. Lind believes the public will buy "like hotcakes." He expects to have the records ready for sale the latter part of June and is busy making the necessary arrangements for distribution and mapping out his advertising campaign.

The H. N. Ness Co., Inc., Pathé dealer of this city, announces that the lease on its former place of business, 1423 Broadway, has expired and that temporary quarters have been established at 228 Grand River West, second floor. The new permanent quarters which the company has in view will be ready in October.

A SALES STIMULATING PLAN

How Henry Taubman, of St. Johnsville, Reached Factory Employes Successfully

Henry Taubman, Victor dealer in St. Johnsville, N. Y., has introduced a very successful merchandising idea in his city. He called on the heads of several of the largest factories and other business enterprises in his city and offered to supply payroll envelopes of suitable quality without charge. These envelopes were neatly printed with the concern's name, and all that Mr. Taubman sought, in consideration for this service, was the privilege of printing on one side of the envelope his own advertising.

This plan proved a particularly good means of stimulating the sale of Victor records and music rolls, due to the fact that it caught each prospect at a time when he had a goodly amount of cash right in hand. That is a particularly strategic time to catch prospects, because it is far easier to spend than to save.

KING ALPHONSO VISITS PATHE

Spanish Monarch Orders Two Actuelles and Makes a Record in the Pathé Laboratory in Paris—Will Be Sold for Charity

Two Pathé Actuelles have now been installed in the palace of King Alfonso of Spain. A month or so ago the King visited the French capital, and while promenading the Rue des Italiens dropped into the headquarters of Pathé Frères. The King inquired whether there was actually a Mr. Pathé, and, if so, desired to meet him. Upon presenting his card, the amazed salesman immediately ushered the King into M. Pathé's private office on one of the upper floors. M. Pathé ceremoniously welcomed the royal visitor, who proved to be entirely democratic in his actions. The King listened to a number of records played upon the Actuelle and was enthusiastic in his praise and backed his enthusiasm by immediately ordering two for the royal palace in Madrid.

King Alfonso was also much interested in the process of recording and inquired whether it would be possible to witness the process. M. Pathé told him that there would be no recordings that day, but asked the King whether he would care to record himself. The King entered heartily into the spirit of the occasion and, taking off his coat, in the manner of all good artists on a hot day, spoke into the recording instrument. He spoke in his native Spanish tongue and his message was a tribute to the qualities of the Actuelle. His Royal Majesty graciously permitted Pathé Frères to sell these records, and it was decided to devote the profits from the same to charity work among the needy children of Spain.

A CONVENIENT LITTLE VOLUME

The Fred. Gretsck Mfg. Co., wholesaler of musical merchandise, has recently prepared a booklet for the retailer featuring its oboes, bassoons, bass and alto clarinets and sarsusophones. These instruments are ones that are usually not numerous, but the Fred. Gretsck Mfg. Co. has been able to assemble an exceptionally good selection and its circular calls particular attention to the numbers in stock and the reputation of the makers of the various instruments.

Develop Summer trade, but keep in mind Fall business is coming—hence, prepare!

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.

450-460 Fourth Avenue, New York

ESTABLISHED 1845

GLEANINGS *from the* WORLD *of* MUSIC

TALKING MACHINE DEALERS NOW STOCKING SHEET MUSIC

Increasing Tendency on the Part of the Retail Members of the Industry to Install a Sheet Music Department—Works Well With the Handling of Records

According to reports of sheet music jobbers, there is an increasing tendency on the part of talking machine dealers to stock sheet music. This, of course, is particularly true of stores which make a feature of records in contradistinction to those who run complete talking machine stores.

The sheet music jobbers are, of course, lending every encouragement to dealers interested in selling such goods and while no effort is being made to interest the whole industry inasmuch as most of the jobbers feel that many dealers could not handle sheet music advantageously, they are under the impression that many shops will find such a department a ready source of revenue, particularly such dealers as find it necessary to carry stocks other than talking machine goods to supplement their incomes.

There is no doubt that such dealers could handle popular sellers advantageously and in a manner that would not involve the carrying of large quantities of goods and without a large investment. In fact, such a department can be installed with as little as \$100 or \$200. Where the dealer displays only fifty of the current hits

he will find these move fast even in depressing periods and inasmuch as the jobbers who would supply him with the goods are conveniently located in various sections of the country he can replenish his stocks overnight. Thus time is saved and money is made.

It is not thought that the sale of sheet music will in any wise affect record sales and even where a record is purchased there is likely to be an additional sale of the number in sheet music form. At least that is the substance of reports gathered from a number of dealers actively engaged in the carrying on of such departments.

The amount of space need not be large, as music racks can be procured that display titles effectively in very small space. Such goods can be displayed in the windows in connection with the records of the same title and inasmuch as most of the title pages of songs are issued in an attractive manner it would often add to the value of such displays. For the dealer who feels the need of additional revenue there is no doubt that sheet music should be given consideration, particularly in preference to lines that are not allied with the music industry.

SOME NEW MUSICAL COMEDIES

Several Attractive Numbers Found in the Scores of New Musical Plays Recently Opened on Broadway—Some of the Successes

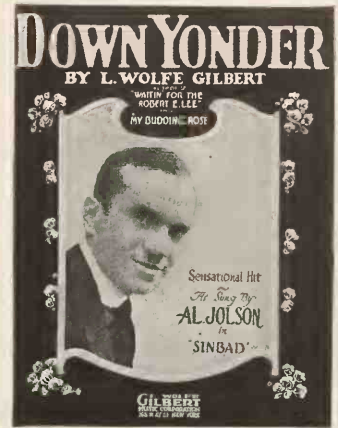
Among the musical shows which have recently had their premieres is Oscar Straus' operetta, "The Last Waltz," which is now playing at the Century Theatre, New York, and which promises to play a long season. Oscar Straus will be remembered as the writer of "The Chocolate Soldier," and there is evidence of this show attaining the same success as his previous work. Among the song numbers of the show are "Charming Ladies," "A Baby in Love," "The Next Dance With You," "The Last Waltz," "Now Fades My Golden Love Dream," "Two Little Dimples," "Live for Today," "The Gallant Cavalier" and "The Whip Hand." The score and interpolated numbers are published by the Tama Music Publishing Corp., New York City.

Another opening was that of the musical version of James M. Barrie's comedy, "Quality Street," which opened at the Shubert Theatre, New York City. It is presented under the title, "Phoebe of Quality Street." The music is by a Viennese composer, Walter Kollo, with Eng-

lish lyrics by Edward Delaney Dunn. The following are some of the musical numbers: "A Dream of Joy," "The Promise of the Rainbow," "The Autumn Sun," "Dawn Grows to Morning," "Oh, Let Us Be Merry," "Waltzing Is Spreading from Land to Land." The Tama Music Publishing Corp. is also the publisher of the score.

A new musical review, "Peek-a-Boo," opened a summer season at the Columbia Theatre, New York City. This work has a specially written score, although it is billed in a burlesque house and this, of course, is unusual. The lyrics of the song numbers are by P. D. Cook and Harry Archer, and include: "Hitch Your Wagon to a Star," "Cuddle," "My Melody Dream Girl," "Ornamental Oriental Lane," "I Want a Syncopated Wedding," "In the Days of Peek-A-Boo," "Every Trouble Is Like a Bubble." There are also interpolated the songs "Cherie" and "Peggy O'Neil." Leo Feist, Inc., is the publisher of the above numbers.

"Shuffle Along," produced and played by a company of colored performers, would evidently mark the return of the days of Williams and Walker, with some added improvements of modern character, which make it, if anything, more entertaining. Noble Sissle and Eubie



L. WOLFE GILBERT MUSIC CORP.
165 W. 47th St. NEW YORK

Blake are responsible for the music and lyrics and both play important parts in the cast. The three most successful numbers in the show probably are "Love Will Find a Way," "Everything Reminds Me of You," "Bandanna Days." Other musical numbers which will give some idea of the type of show "Shuffle Along" is, are: "Simply Full of Jazz," "Wild About Harry," and "Baltimore Buzz." M. Witmark & Sons publish the score of "Shuffle Along."

VICTOR DEALERS CO-OPERATING

Fred Fisher, Inc., is receiving the co-operation of many Victor distributors and dealers in a campaign of publicity on the record, "I Found a Rose in the Devil's Garden." Many dealers are making a special window display and are using other methods to create added interest in this song and instrumental success with what special advertising material has been issued by the publisher.

"Pucker Up and Whistle ('Til the Clouds Roll By)," a recent addition to the above firm's catalog, will be exploited with the aid of a special campaign now being prepared.

"MIMI" A PROMISING NEW SONG

Shapiro, Bernstein & Co., Inc., have just issued a new song by Conrad, the writer of "Margie" and "Palestena." It is entitled "Mimi" and is said to rival anything he has previously written. Shapiro, Bernstein & Co., Inc., the publishers, will give the number unusual publicity.

The Waltz Hit of the Season

CAROLINA LULLABY

Brunswick - - No. 2110
Okeh - - - No. 4336
Pathe - - - No. a 20551
Edison - - - No. 50796

Aeolian - - - No. 14189

Olympic - - - No. 14105
Melodisc - - - No. 786
Paramount - - No. 20059
Emerson - - - No. 10391



OUTSHINES
THEM
ALL

PHENOMENAL SONG
FOX-TROT HIT!!!!

FOOLING
ME



BY
HENRY LODGE
WRITER
OF
"TEMPTATION RAG"
"GERALDINE" WALTZ

Your Jobber Can
Supply You
Sheet Music
Talking Machine
Records
Player Rolls

ROBERT NORTON CO.
MUSIC PUBLISHERS
226 WEST 40th ST.
NEW YORK

PADEREWSKI
ART SERVICE

DIXIE

Greatest Song One-Step Ever Published

A CHARMING WALTZ BALLAD

NOBODY'S ROSE

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



SHEET MUSIC IN RECORD SHOPS

By SIGISMUND BLUMANN

The sale of any commodity is in proportion to the demand. Now that is so apparent a truism as to be almost funny when stated. But demand may be greater or less than need. The demand for prayer-books, the good people tell us, is far under the need and the same authorities assure us that the demand for alcoholic drinks is enormously beyond the need. So we find our truism rather a paradox.

Demand is not so much a natural condition, we may deduce, as a frame of mind. It may be depressed or stimulated. Neglect in keeping pace with the times in one instance and judicious exploitation vigorously pursued in the other are examples. Neglect takes many forms, it is passive but potent. Exploitation means fewer things but equally important on the positive side: Advertising, distribution, quality and price.

We wish to deal with only the first two. These are correlated and interdependent. Advertising is futile and money-wasteful unless hooked to distribution. Publicity of the right sort is bound to create or stimulate demand, but unless that demand can be locally and immediately satisfied it is lost. The beads burst quickly in the glass, popular desire is evanescent. So we find the connection, the tie that binds exploitation and supply.

But having the goods placed is not merely a

NEW SPECIES OF COMPETITION

Musical comedies, revues and special vaudeville shows, presented as musical plays, will, after a lapse of about six years, have the competition of foreign operettas and musical plays of the better class to compete with during the coming season. Already there are two of these opened on Broadway and the Fall will see dozens of productions of such caliber.

Among these, the rights of which are already secured for American presentation, are: "The Love Devil," which ran over two hundred times in Vienna; "The Fairy Tale of a Great City," which is still running there; "Hazard," "The Village Musicians," another operetta by Oscar Straus, and "The Sweetest of All," by Jean Gilbert, now running in London.

Henry W. Savage will revive "The Merry Widow" and he is also at present in Vienna and will, undoubtedly, bring back some of the newer Franz Lehar works.

MUSIC FOR "PECK'S BAD BOY"

The distributors of Jackie Coogan's latest motion picture, "Peck's Bad Boy," are co-operating with Irving Berlin, Inc., in exploiting the song of the same name in conjunction with the exhibition of the picture.

sequence in the publicity campaign—it is an essential, initiative part. The display of the thing is a wonderfully effective form of advertising. In fact, so important that experts are reluctant to risk an opinion as to which is approach and which is follow-up. This is in favor of putting the display in its place—the sale can be closed only when the tangible thing has changed hands. An order for a thing unseen is a tentative preliminary to a sale, as many a shopkeeper will tell.

Therefore, in coming to our subject more specifically we may deduce that a certain piece of sheet music—other things being in its favor—will sell in proportion to the merits and quantity of advertising and in a like ratio to the efficiency and spread of its distribution. What must we decide, then, in considering whether or not record dealers, numbering thousands, strategically and advantageously located, should or should not handle sheet music? We are asked to weigh the possibility of the regular music shop being forced out of business. Apart from the logic of the case, the record dealer might make the same contention as to music stores selling records. Truth compels the conclusion that sales increase with competition. The more sheet music is displayed the greater the selling stimulus. Demand in the case of popular music teeds and grows on itself, so that we may say that the music dealers will not be detrimentally affected by the sale of sheet music in the record stores, but that, sharing in an improved and augmented demand, they will actually be benefited.

ISSUE "SWEET YESTERDAYS"

Boosey & Co. have just issued a new song from the pens of Arthur J. Lamb and Alfred Solman, entitled "Sweet Yesterdays." The above writers are also the authors of the Boosey number, "The World Can't Go Round Without You."

Forster Music Publisher, Inc., Chicago, Ill., has purchased from Ted Garten, of Boston, the song entitled "Listening."

MUSICAL COMEDIES ON SCREEN

"The Last Waltz" and "Phoebe of Quality Street," With Music, in Film Form

What evidently marks a new era in song exploitation is the recent announcement that the Famous Players-Lasky Co., through its subsidiary, the United Plays, has secured the screen rights for the musical show, "The Last Waltz," and "Phoebe of Quality Street," as well as numerous other foreign productions with the intention of screening these productions following their usual tour in musical comedy form.

This is in line with the higher-class musical programs found to-day in motion picture houses, brings into motion pictures the current works of such composers as Straus, Lehar and Jean Gilbert and other figures, and will, without doubt, advance the plane of motion picture exhibits as well as, from a dealer's standpoint, create a much larger sale for a number so exploited. This, of course, will include the sale of the music in record, roll and sheet music form, and all this over a much longer period than was heretofore possible.

TWO NEW ROMBERG PRODUCTIONS

"Blossom Time" and "Bal Tabarin" to Be Presented by Shuberts in the Fall

Sigmund Romberg, composer of "Maytime," "Love Bird," and other musical shows, will have his "Blossom Time," founded on the melodies of Franz Schubert, and a new piece, "Bal Tabarin," produced by the Shuberts early this Fall. The music of the former will be published by Leo Feist, Inc., by special arrangement with M. Witmark & Sons, and the latter firm will publish the music for "Bal Tabarin."

The Robert Norton Co. announces the release of a new one-step, entitled "Dixie," which will be exploited during the Summer and Fall.

Jack Mills, Inc., has purchased the Pacific Coast hit, "Sleepy Head," for a sum which is said to involve close to \$20,000.



Charley Straight and Roy Barge have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO McKINLEY MUSIC CO. NEW YORK

Arthur West's Big Hit in "Sunkist"

"ANNA IN INDIANA"

A CLEAN Comedy Song—And a Melodious Fox Trot

Indiana and Forty-Seven other States will hear
this Number all Summer

Published by Broadway Music Corp., 145 W. 45th St., New York

WALTZ AND ONE-STEP IN FAVOR

Return to Popularity of Older Dances Expected to Lead to Increased Interest in and Sales of Songs in Sheet Music Form

Various music publishers, who have branch offices in various parts of the country, say that there is a decided demand everywhere for one-steps and waltzes, which indicates that the sway of the fox-trot is waning somewhat. There are those who believe that the waltz will predominate in dance circles this coming Fall, and that the one-step will bid for second honor. Even in New York, where the fox-trot has had greater popularity than in any other part of the country, orchestras which have played fox-trots almost exclusively are now including a goodly number of waltzes and one-steps in their programs.

From the musical standpoint there is one thing that is in favor of the waltz and one-step, as compared with the fox-trot. Although the modern fox-trot is known as a "melody song," the actual melody of the piece is frequently lost in the special dance arrangements issued by publishers and the individual interpretations given the numbers by some of the orchestras. Although these arrangements are advantageous from the viewpoint of the dancer, they do not in any sense serve to promote the popularity of the number in song form, and it is believed actually interfere with the sale of the song arrangement.

In the case of one-steps and waltzes, the melody is likely to be strongly featured even in the most elaborate dance arrangement, for in such cases the rhythm is found in the melody itself. With waltzes and one-steps coming back into favor, therefore, the publisher looks forward to an increase in the demand for the vocal arrangements of the numbers brought about by their exploitation by orchestras.

Songs in vocal form to-day are a second consideration, owing to the great popularity of dance orchestrations, and, of course, every channel of activity naturally cashes in on what is seemingly most popular with the public. Many believe that exploiting musical numbers through the medium of dance orchestras tends to decrease the sale of the number in vocal form, and, where the records are concerned, there is, if the contention is true, a loss of, say, 50 per

cent, in the possible sales of every given number. A number rendered by the dance orchestra, where the melody is featured, would still be popular in vocal form with an increase in sales for vocal arrangements.

Of course, there can be no immediate change,

STARTING FALL EDUCATIONAL WORK

Summer Season Offers Great Opportunity for Getting Productive Campaigns Under Way

In urging their dealers to start their Fall educational plans now the Stewart Talking Machine Co., Victor wholesalers of Indianapolis, Ind., are offering advice that might well be followed by Victor dealers in all sections. With more or less leisure during the Summer season music supervisors and teachers in the schools are in an excellent position to give proper consideration to the new educational records and to map out effective campaigns for the coming Fall and Winter, with Victrolas and records occupying prominent places in the plan.

Miss Hobson, head of the educational department of the Stewart Co., has been making a special tour of the music schools throughout the State, giving lectures to the graduates who will be included among the music supervisors next year. She has also taken occasion to lecture before normal schools and colleges and this work should be productive of excellent results.

THE UKULELE POPULAR IN SUMMER

Buegeleisen & Jacobson, wholesalers and importers of musical merchandise, New York, has found that the seasons in their turn exert a favorable influence on different instruments. In the Summer months the ukulele is in the ascendency. The popularity of this Hawaiian instrument in the canoe, the camp or on the hotel veranda is strong. Accordingly, Buegeleisen & Jacobson have featured the ukulele to the dealers they serve and urged a special campaign for the Summer months on this instrument.

Chase & West, Des Moines, Ia., are carrying an advertisement on the large curtain in the Empress Theatre, that city. In this way thousands of people will be able to read their advertisement every week and thereby get in touch with this well-known talking machine house.

because such things do not happen overnight, but indications point to such a change, and, if it is successfully brought about, it may increase the demands for song and instrumental titles in all their various forms to the advantage of the publisher and the sheet music dealer.

PROMINENT VISITORS FROM ABROAD

Managing Directors of Carl Lindstrom, Ltd., Arrive Here for Brief Visit—Max Straus Discusses General Conditions Here and Abroad

Max Straus and Richard Seligsohn, managing directors of the famous European house of Carl Lindstrom, Ltd., Berlin, Germany, arrived in this country a few weeks ago. While here they conferred with Otto Heineman, president of the General Phonograph Corp., regarding various important matters, the details of which will be announced later. The General Phonograph Corp. has the representation of the United States, Canada, Cuba and Mexico for the products of Carl Lindstrom, Ltd.

In a chat with The World Mr. Straus, who is one of the best-posted talking machine-men abroad, commented interestingly upon conditions in this country, stating: "The American talking machine industry has made tremendous strides since I visited here a few years ago, and judging from all indications manufacturers and dealers have unlimited possibilities. I was greatly impressed with the efficient methods that have been adopted by the manufacturers as a whole, and from a trade angle it seems to me that the possibilities for the talking machine business in America are vastly greater than abroad. The American public absorbs tremendous quantities of merchandise far more readily than the buying public in Europe and the purchasing power of the people in this country is way beyond that of any country in the world.

"There is apparently a decided preference in America for quality merchandise and the American public, judging from all indications, has been educated to appreciate high-class merchandise. It is this appreciation of quality product that is going to be a prime factor in the future development of the talking machine industry in America."

CLOSES AN IMPORTANT CONTRACT

PHILADELPHIA, Pa., June 7.—Joseph Jacobs, head of the Arion Record Import, 5001 Germantown avenue, this city, who recently returned from Germany, where he had spent two months, announces that while there he closed a contract with the Polyphone Werke Aktien Gesellschaft. Mr. Jacobs is said to be an authority on foreign language records and he states he has selected a list of 500 numbers from the immense catalog of the Polyphone Co. as being best adapted to the German-speaking element in this country. Mr. Jacobs states that he is very much enthused over the quality of these records.

RECORDS PRESSED

Our factory is fully equipped to manufacture phonograph records complete.

RECORDING

Our laboratory invites recording from other companies.

ELECTRIC RECORDING LABORATORIES, Inc.

210 Fifth Avenue

New York City

INQUIRIES INVITED

SONORA JOBBER IN NEW YORK

Greater City Phonograph Co. Appointed Sonora Jobber for Greater New York—Maurice Landay Is President of New Company

The Sonora Phonograph Co., New York, has announced the appointment of the Greater City Phonograph Co., Inc. as Sonora jobber in the metropolitan district. The company will have its headquarters at 311 Sixth avenue, New York, and will take care of the Sonora trade in Greater New York and as far north in the State as Poughkeepsie.

Maurice Landay, formerly retail sales manager of Landay Bros., and well known in talking machine circles in the East, is president of the company, which will devote its activities exclusively to the wholesale distribution of Sonora phonographs and Sonora accessories. As retail sales manager of Landay Bros. Mr. Landay attained exceptional success, and his thorough knowledge of merchandising will enable him to give valuable co-operation to Sonora dealers in the development of their business. He resigned from the Landay Bros. organization about a year ago, and has spent a considerable part of his time traveling through the United States, England and Scotland on combined business and pleasure trips.

Sidney Coleman, who was associated with the Sonora Phonograph Sales Co. for the past four years, has joined the sales staff of the Greater City Phonograph Co., Inc. Mr. Coleman is popular among Sonora dealers in the metropolitan district, and thoroughly understands their sales problems.

Wm. Tomford, who is also well known in the local talking machine trade, having been associated with the Musical Instrument Sales Co., has been appointed office manager of the new Sonora jobber, and will be in charge of the dealer service and order departments. He will be assisted by Arthur Morris, who has spent several years in the talking machine business.

According to present plans Mr. Landay will keep in close touch with Sonora dealers in metropolitan territory, visiting them at frequent intervals and co-operating with them along practical lines. His many years' association with Landay Bros. has furnished him with an intimate knowledge of talking machine activities, which can undoubtedly be used to advantage in his new connection.

COLUMBIA NEWS FROM NEW HAVEN

NEW HAVEN, CONN., June 8.—A truckload of Grafonolas left the New Haven branch of the Columbia Graphophone Co. a few days ago for S. Rinaldo, exclusive Columbia dealer at Middletown, Conn. Mr. Rinaldo is conducting the truck sales plan with considerable success. Among the recent visitors at the New Haven Columbia branch were the following: S. Rinaldo, of Middletown, Conn.; A. Furer, Furer Bros., Bridgeport, Conn.; Nathan Billy, South Norwalk, Conn.; Jos. Feinblum, Hartford, Conn.; Mr. Plair, of the Grafonola store, Waterbury, Conn., and Mr. Richards, representative of the Van Veen Co., of Philadelphia, Pa.

ROSENBLATT ON OKEH RECORDS

The General Phonograph Corporation announced recently that Josef Rosenblatt, one of the most popular Jewish Cantors, had arranged to record for the Okeh library. This celebrated Cantor has already made several Okeh records which are now in the hands of the dealers, and which, judging from all indications, will meet with a ready sale. Mr. Rosenblatt is widely known throughout the country, and his various concerts in the leading cities have been attended by capacity audiences.

H. L. Obert has joined the traveling sales forces of Mickel Bros. Co., Des Moines, Ia. This completes a quartet of travelers—Messrs. Obert, Burnett, Lundquist and Peters.

CAPITAL NOW FOUR MILLIONS

Sherman, Clay & Co. Enlarge Capital to Care for Great Expansion of Business

SAN FRANCISCO, CAL., June 7.—Probably the most important event of the week in northern California music house circles is the decision by the directors of Sherman, Clay & Co. to increase the capitalization of that concern from two million to four million dollars. This was found necessary to care for needed expansion and a larger volume of both new and old business. There were no wildly heralded announcements of this action, which took place on May 27, but those intimately connected with the large firm had known of the intended move for some time.

The Iowa Victor Dealers' Association at a recent meeting held in Des Moines, Ia. considered arrangements for the annual convention to be held around the middle of September. There will be, as usual, a very interesting educational program for this event.

OPENS NEW YORK SALES OFFICE

Magnavox Co. Will Have Permanent Sales Office in New York—Sales Manager Davis Will Make His Headquarters Here

The Magnavox Co., manufacturer of the Magnavox, has announced the opening of a permanent New York sales office in the Pennsylvania Terminal Building, 370 Seventh avenue. W. R. Davis, sales manager of the company, who has heretofore made his headquarters at Oakland, Cal., where the general offices and factory are located, will be in charge of the New York sales office, assisted by E. M. Grant and G. J. Corrigan as sales engineers.

The success of the Magnavox in the East has been little short of phenomenal, and the J. O. Morris Co., Magnavox distributor for New York and New England, has co-operated with the dealers to excellent advantage. The opening of a permanent sales office in New York will undoubtedly prove an excellent move for the future development of Magnavox business.

Puri-Tone Phonograph Products

A Quality Product as Perfect as the Name Implies

PURI-TONE ATTACHMENT



For playing Lateral cut records on the

Edison Phonograph
No Bend

No Curves

A straight tone passage at all times. This attachment is by far the most superior instrument made today.

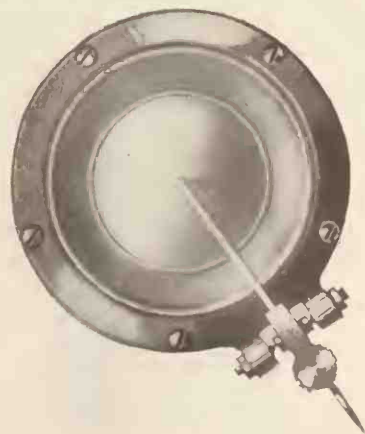
Best by Experience

**The Reproducer—
A Perfected Sound-Box**

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

**The Tone is the Test
You Will Be Convinced on Hearing**

Write Today for Samples



The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

POOLEY LINE IN NEW YORK

Bloomington Bros. Will Handle Complete Pooley Line for Greater New York—Important Announcement by Manager Berkley

H. D. Berkley, manager of the talking machine department of Bloomington Bros., New York, announced this week that arrangements had been closed whereby his department would handle the complete line of Pooley phonographs manufactured by the Pooley Furniture Co., of Philadelphia, Pa. It is understood that Bloomington Bros. will have the exclusive representation for this line in Greater New York.

In a chat with *The World*, Mr. Berkley stated that this deal was closed by Bloomington Bros without any member of the firm having seen the product, as the prestige and standing of the Pooley Furniture Co. in the furniture line was sufficient to bring the negotiations to a close. The Pooley phonograph will be featured extensively by the Bloomington talking machine department, which will handle, in addition to the Pooley line, the Victor, Sonora, Columbia and Brunswick lines.

LOUIS J. GERSON RESIGNS

Louis J. Gerson, for over ten years buyer and general manager of the talking machine department of John Wanamaker, New York, resigned from this position the first of last week. Mr. Gerson's plans for the future have not yet been announced, but he expects to take a rest before resuming active duties. He is well known in the talking machine trade, being one of the veterans of the industry, and thoroughly familiar with every phase of the business.

The Island Musical Shop, Brooklyn, N. Y., has been granted a charter of incorporation, with a capital of \$20,000. The incorporators are Isaac Fobowick, Alexander Goldfarb and Max Rosenfeld, all of New York. The new-store will carry a full line of talking machines and records.

LANDAY BROS. TO RETAIL SONORA

Well-known Dealers to Handle Sonora as Well as Victor—Statement by Max Landay

Landay Bros., Inc., New York, one of the leading Victor dealers in the country, announced this week that arrangements had been completed whereby it would sell the Sonora line hereafter, as well as the Victor line. Max Landay, head of Landay Bros., referring to this important deal, stated:

"Our action is taken only after long and mature deliberation. We felt the public pulse through our many stores and were thoroughly convinced of the wisdom of adding this line. Every sign of the times indicates that in adding the Sonora line we are taking our greatest forward step of recent years. We now have the two great phonographs of the world, a combination that can meet any and all competition."

The Landay stores are located at 427 Fifth avenue, 23 West Forty-second street, 945 Southern boulevard, 11 North Broadway, Yonkers, N. Y., and 775 Broad street, Newark, N. J. Besides the above stores Landay Bros. control the Sonnenberg Music Co., with stores located in New Haven and Bridgeport.

OPENS NEW COLUMBIA STORE

WATERBURY, CONN., June 8.—The Sonnenberg-Skinner Co., of this city, has just opened one of the finest and best-equipped music stores in the city. The new establishment is located approximately one block from Mr. Skinner's former establishment and is arranged to give maximum service to the company's clientele. The Columbia line will be featured to advantage in this new store.

The Hampton Furniture Co., Hampton, Ia. is using its windows to good purpose these days and making some very attractive displays of machines and records.

PUBLICITY FOR KIEFER MARCHES

Vocalion Records of Marches Composed by Conductor of Philadelphia Police Band Being Featured Strongly in That City

PHILADELPHIA, PA., June 6.—There is a great demand being reported by local Vocalion dealers for Vocalion Red records of the "Iron Division" and "Buckeye State" marches, composed by Lieut. Kiefer, conductor of the Philadelphia Police Band, and recorded by that organization for the Vocalion.

The records have been given considerable publicity by the Philadelphia Show Case Co., local Vocalion distributor, and when the Police Band gave a concert in City Hall Plaza last week in honor of Memorial Day a Magnavox was installed on the platform by the Philadelphia Show Case Co., the marches referred to being played on the Vocalion and then magnified following their rendition by the band itself. The idea proved immensely successful.

At a recent meeting of the Koran Grotto at Lulu Temple, Vocalion records of the Kiefer marches were reproduced with the aid of the Magnavox in honor of Lieut. Kiefer, who is a member of the organization. Mayor Moore of Philadelphia was recently presented with Vocalion records and a Melodee roll of the marches by Lieut. Kiefer.

JOS. WOLFF VACATIONING

Joseph Wolff, treasurer of the Sonora Phonograph Co., New York, left recently for a month's stay in Bermuda. Mr. Wolff, who was accompanied by his family, is well entitled to a few weeks' rest after his strenuous work of the past few months.

The Self Service Phonograph Co., New York, has leased the first floor of the property at 122 West Forty-third street from the Actors' Fidelity League.

The Manophone

—for Any Home

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

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

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

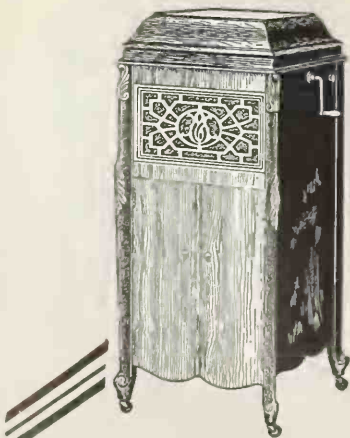
Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like qualities so distinctive of THE MANOPHONE.



Edison Caravan Convention in New York

Over a Thousand Edison Dealers in Eastern District Gather at Knickerbocker Theatre, New York, on June 9th and 10th to Participate in and Enjoy Notable Business Program—"School for Salesmen", Play by Wm. Maxwell, a Dominating Feature—Some Important and Constructive Addresses Delivered—Details of the Meeting

If the Edison dealers do not keep "humping" after business for the next twelve months, and do not reap big profits as a result of said "humping," it will not be the fault of the 1921 Caravan Convention. It was instructive, interesting and inspirational to the fullest degree, and that is the most that can be said of any convention, and far more than can be said of most.

Conventions are common enough, in truth, and to make them uncommon requires genius of a high order. Perhaps not a working day of the year goes by without its business conventions here and there in many places throughout the country. But it is doubtful if there ever was staged a more entertaining and original convention than that given at a two-day session at the Knickerbocker Theatre, in New York City, on June 9 and 10. Last year was given the first of the "Caravan" series, and at

no depression, and the efforts of such men tend to shorten the periods of depression."

S. A. Phillips Takes Charge

At the conclusion of his reading Mr. Leonard introduced the chairman of the New York meeting, S. A. Phillips, Edison merchant of Morgantown, W. Va., who made a graceful speech before taking charge of events. Then, in turn, the chairman introduced J. B. Gregg, advertising manager at the Edison laboratories, who spoke on "The Advertising Service That Is at Your Service," and J. W. Scott, a veteran employe of the Edison Co., who delivered himself on the subject of "The Diamond Amberola."

Following Mr. Scott there was an overture, "Eyes," which ushered in the first act of William Maxwell's four-act comedy, with music, entitled "School for Salesmen." We append the characters, scenes and musical numbers.

CHARACTERS

(In the order of their appearance)

Anne Falconer—A Studio Girl.....Miss Kitty Arthur
Tom Tarleton—A Salesman.....Mr. Gene Lockhart
Stephen Sevastopol—A Dramatic Impresario,

Mr. J. Sydney Macy

Students of Salesmanship—Miss Constance Cholmondeley, Miss Patricia Fitzgerald and Messrs. De Vere, Arundel, O'Brien, MacIntosh and Mascagni

SYNOPSIS

Act I—Studio of Stephen Sevastopol, Sevastopol Theatre, New York City. Time—the Present.

Act II—Following Morning.

Act III—Ten Days Later.

Act IV—One Day Later.

MUSICAL PROGRAM

Act I—"Smiles" (Roberts).....Tom Tarleton
"Humming" (Breau-Henderson),

Anne Falconer and Tom Tarleton

Act II—"Persia" (Young-Walsh-Wheeler)...Tom Tarleton
"Eyes" (Young-Walsh-Wheeler)...Anne Falconer

Act III—"A Modest Little Thing" (Lockhart),

Anne Falconer

Act IV—"Fifth Avenue" (Young-Walsh-Wheeler),

Anne Falconer and Tom Tarleton

Scenery by Bodine-Spanjer, New York.

Interesting Open Forum

Between the first and second acts an open forum was held on the subject of "What My Banker Thinks of My Edison Business and Me," led by Louis Luxenberg, of Barnesboro, Pa., and John Dorn, of the Dorn Music Co.,

general stage director of Chas. Frohman, Inc. Mr. Payne's subject was "If Salesmen Were Actors." Mr. Payne is an international figure in the theatrical world, and has made many noteworthy productions of plays, both in England and America. During the past four years he produced all of the Frohman plays with two exceptions.

His talk fitted in most happily with the thought set forth in Mr. Maxwell's play.

The hero of Mr. Maxwell's play was Tom Tarleton, a young man from the Middle West, who came East to attend the Edison School for Salesmen, directed by Stephen Sevastopol, a famous theatrical impresario, whose theory is like Shakespeare's, that "all the world's a stage, and all the men and women merely players,"



Thos. A. Edison

that time, it will be remembered, the Edison people spared neither money, pains nor talent. If they ever wished to repeat the stunt, it appeared they would be hard put to equal the success attained by their program of last season.

But this year, from a strictly success standpoint, they have not only equaled the program of last year—they excelled it, thanks to the guiding mind, or minds, that evolved and promulgated the details of this latest Edison national convention.

Promptly at 10 o'clock a. m., June 9, after a preliminary orchestral concert, T. J. Leonard, general sales manager of Thomas A. Edison, Inc., read a message from the great inventor to his followers, in the course of which Mr. Edison said:

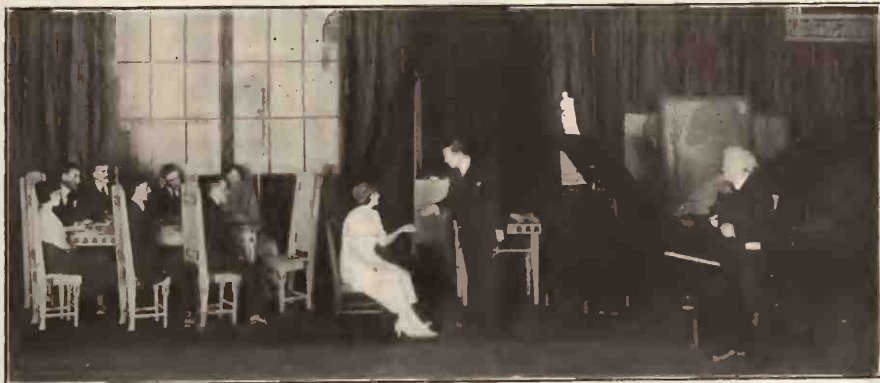
THOS. A. EDISON'S MESSAGE

"At the Caravan convention last year, Maxwell said that it would never again be necessary for him to come before you with apologies for non-performance on the part of the manufacturing laboratories. I feel that this prophecy is being fulfilled. We have now completed a separate department and process for quick action. A Re-creation has, as a test, been produced in six days. The Re-creations produced in this department will be known as 'Flashes from Broadway,' and we believe we can place these in your hands before the publishers' sheet music arrives in your town. I have been through five depressions during my business life. 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 selling effort 75 per cent, managed to pull through as if there were



William Maxwell

and that he can teach them to play any parts they wish to assume. In the course of conversation Tarleton said: "As I understand it,



Scene From the "School for Salesmen"

West New York, N. J. Between the second and third acts there was an address, made by E. C. Boykin, on "Tie a Good Man's Name to Every Edison." Mr. Boykin is vice-president and general manager of the Phonograph Corp. of Manhattan, and has charge of the Edison Shop, on Fifth avenue, opposite the New York Public Library. Mr. Boykin emphasized the need in these days of everyone "getting out and getting the business." In spite of having one of the finest locations for a store in the world he believed it a highly strategic measure to "go after business." Between the third and fourth acts there was an address delivered by Iden Payne,

Mr. Sevastopol, you have never sold goods?" "Certainly not," replies Sevastopol.

"Then how do you figure you can teach anybody how to sell goods?" persists Tarleton.

"I have never been an actor, yet I have taught hundreds of men how to be actors." Sevastopol points out.

"But acting is very different from selling," insists Tarleton.

"Everything is like acting!" exclaims Sevastopol.

Mr. Payne emphasized strongly the close association between acting and selling, and of the

(Continued on page 154)

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 153)

necessity for the salesman rehearsing his selling campaign just as the actor rehearses his part in the play. Mr. Payne thereupon went into detail in expounding his theory and delivered one

of the most interesting and helpful talks that it has been the privilege of business men to hear in many a day—a talk that aroused great enthusiasm—saying, in part:

Payne Speaks on "If Salesmen Were Actors"

"I do not say for one moment that the salesman while in the exercise of his profession should regard himself as acting a part—for that matter, should not the actor have forgotten that fact at the time he comes to play his part?—yet there is an analogy. The actor is interpreting to the spectator through the medium of his personality another character than his own and endeavoring to convince him of the plausibility, and indeed reality, of the other character. The salesman is demonstrating to the customer the value of what he wants to sell and its necessity to him, and his medium of interpretation is the same, namely, his own personality. There is no inherent reason, therefore, why the salesman's part should not be as carefully studied as the actor's, and his climaxes as carefully chosen.

"My surprise that any salesman should doubt this contention would be greater were I not familiar with the same mistaken attitude of mind among the members of the theatrical profession. Stage directors are only too accustomed to the actor who thinks he has prepared sufficiently for his part by learning the lines more or less accurately and imagines that all he need do at rehearsal is to repeat them perfunctorily. 'It will be all right on the night,' he says; and that expression in the theatrical profession has become a byword and a reproach. For the actor who thinks and says that it will be all right on the night is always the bad actor. He discovers, when it is too late, that it is not all right on the night, and he frequently not only fails himself, but damages the play in which he appears. The salesman who does not believe in preparation is the actor who says that it will be all right on the night.

"Granting the general principle that preparation is necessary, it may be well to inquire whether the preparation of the salesman in any way tallies with that of the actor. Unquestionably it does in the prime necessity, strangely neglected sometimes by individuals in both professions, of the acquisition and cultivation of deportment and address. That these may sometimes appear as natural graces is undeniable, but it is equally unquestionable that they can be cultivated.

"It is a not uncommon delusion that the study of deportment and address leads to a loss of spontaneity. There can be no graver mistake. It is the reverse which is more likely to be true. Self-consciousness of deportment, which is the principal enemy of spontaneity, is generally the mark of incomplete cultivation. One wonders in what spring of human nature the hoary old error, that preparation is unnecessary,

takes its rise, and one is tempted to believe that its origin lies somewhere in the region whence come laziness and indifference and self-conceit. 'Leave it to the inspiration of the moment'; 'Trust to instinct'; 'The things can't be taught.' Ah, surely we hear again the ineffectual excuse of our old friend, It-Will-Be-All-Right-on-the-Night, vainly endeavoring to disguise himself!

"It might be objected that the salesman's function differs essentially from the actor's in that the latter is confined to set speeches which are not subject to interruption, while the former,



Iden Payne

even if he is making use of a prepared line of talk, is dealing with an interlocutor who can interpose questions and objections such as the actor does not meet. The actor, in effect, has a fixed approach: the salesman must make an individual approach. Now, apart from the question whether this argument has any validity whatever, whether it would not, on the other hand, be all the more reason for preparation, it seems to me that the salesman who makes too much of the idea of an individual approach is profoundly mistaken. In salesmanship the attack should rather be directed toward what might be called the least common multiple of humanity. Human nature is not nearly so divergent as one is apt to imagine. It is safe to assume that there is a common factor in every individual to which it is possible to appeal. And even if it be true that the salesman has to be ready to meet unexpected emergencies in the exercise of his profession the same applies with

equal force to the actor. I do not refer to emergencies arising from mistakes on the part of the player himself, or of his fellow-actors, or of the stage manager, but those arising from the fact, which any actor will confirm, of the divergence in the general tone and quality and responsiveness of audiences, a divergence which is the exact counterpart of that which a salesman meets in his customers. And just as an actor does not change his whole rendering of his part because of these differences, the salesman should not either. What does the actor do? Let us examine his method and see whether he does not behave exactly as the salesman does in a parallel situation.

"Some audiences respond readily to comedy, others are slow and difficult to move. Where there is a tender or pathetic passage of a delicate nature one audience will respond with eager attention, while the next may, as the scene develops, show such a marked tendency to regard the same situation as ridiculous or far-fetched that there is a danger, deeply dreaded by the actor, that they may 'laugh in the wrong place.' The experienced and capable actor responds to these tendencies at once and varies his performances accordingly. But he does not change his part, and neither should the salesman in dealing with his equally variable customer.

"It would be ridiculous, of course, to suggest that every salesman should have a preliminary training as an actor, nor is it necessary, but every salesman who happens to have an aptitude for acting would do well to exercise it whenever an opportunity occurs, for, apart from all other considerations, it will give him the best possible training in this all-important matter of deportment and address. It is, perhaps, more than coincidence that the only two actors I have known to turn salesmen have been remarkably successful in their new vocation.

"It may be presumption to suggest that, to the lay mind, it seems as though the training of the actor is superior to that of the salesman in the kindling of the imagination. Certainly the imaginative quality must be immensely valuable to the salesman, as it is unquestionably a perpetual fountain of interest to the possessor. The absence of imagination in one's work leads to the carrying out of mere routine and intolerable dullness. But here I am treading upon ground which is perhaps outside my allotted domain. I think I have already said enough to show that there is an intimate connection between the training of an actor and that of a salesman. When I was informed that the title of my remarks was to be 'If Salesmen Were Actors,' the thought which immediately sprang to my mind was 'but they are.' In a sense, all men are actors; all men are dramatists; all men are poets. Acting does not mean imitation, but interpretation, and there are times when we all seek to interpret an emotion to another and become actors for the nonce. We are all

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE
THAT
SELLS ITSELF

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

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



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars
Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 154)

dramatists: no man sets out for an important interview without, consciously or unconsciously, dramatizing the scene which will take place: no sooner does a man begin to consider that 'if he says so and so I shall say so and so' than he becomes a dramatist. All men are poets, for the poet's quality is the exercise of the imagination, and we all, weakly or strongly, frequently or rarely, find working within us that imagina-

tion which 'bodies forth the forms of things unseen.'

"But there is a yet more intimate connection between salesmen and actors. For what is the actor's profession? Actors are salesmen. The actor sells the product of someone else's skill and imagination by the exercise of his own skill and imagination, and here surely is an exact definition of the function of the salesman."

sity for having good distribution, not only in the geographical sense, but good in the sense of prosperous, successful dealers. He will adopt no policy that will militate in any way against the success and prosperity of those dealers. He will, on the other hand, seek and use any plans that really redound to the welfare of the distributors. It is with a clear realization of this point that the Edison Co. endorses and uses magazines and farm papers so heavily, and has perfected such a well-thought-out tie-up between its magazine advertising and the dealers' newspaper advertising. Edison realizes, as does the modern manufacturer, that the job of educating the people of the country on the merit of his product is entirely up to him. It is impossible to educate all of the people of the country, so Edison picks out those people mentally able to appreciate the New Edison and financially able to buy it. He then adopts those mediums which best reach that desired group.

"The big thing in business is to get hold of a good idea and then to spread it. In this task no agency can equal the national magazine, because magazine readers are used to getting new ideas from every place under the sun. Through the advertising and editorial pages of magazines they have traveled far and wide—they expect new things and are ready for them.

"The real sales resistance that an Edison dealer faces does not come from his competitor's action. It comes from the ignorance and the incredulity of the people that such an instrument as the New Edison exists. It is to break down this ignorance and skepticism that Edison uses the magazines so heavily and uses the type of copy that has been so successful this last couple of years. Edison copy is strikingly original. Edison copy gets people's attention, educates them on the merits of the New Edison in an interesting and in a selling fashion, and,

(Continued on page 156)

Friday Morning Session

On June 10, at 9:15 a. m., Ernest Cutting's Orchestra opened the doings of the second day with selections of popular music. The first speaker on the program was Professor Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, who lately has taken charge of the Edison school research department. Professor Farnsworth is considered one of the foremost specialists on musical education in America, having devoted most of his life to that branch of knowledge. He has been president of the Music Teachers' National Association for a number of years and is chairman of the Education Council of the National Conference of Music Supervisors. Besides teaching Professor Farnsworth has written books on the subject of music. His remarks were listened to intently by the Edison assemblage and some of his ideas in connection with their business evoked general commendation and applause.

FARNSWORTH ON SCHOOL RESEARCH

Prof. Farnsworth went into great detail regarding the reasons for the establishment of the school research department and what it was designed to accomplish in finding out the musical needs of its customers and the public in general, and working to meet those needs. He de-

clared that it was a common fault to associate the word school with a building rather than with the activities occurring within the building. He set forth what the school research department would do for the dealer and emphasized the value of the work of such a department, not only in bringing music to the child mind, but in developing for the dealer plans for keeping the New Edison owner interested in his instrument, and particularly in the Re-creation, with the resultant business accruing therefrom.

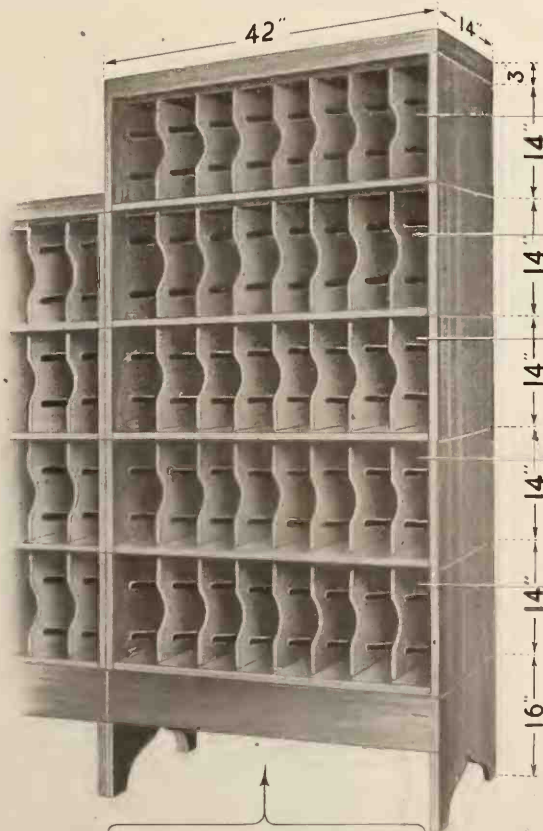
MARIO LAURENTI APPEARS

The chairman next introduced Mario Laurenti, of the Metropolitan Opera, who spoke on "What It Means to an Artist to Have His Art Truly Perpetuated for All Time by Edison's Genius," and then sang several well-rendered numbers.

DUNNING TALKS ON ADVERTISING

Mr. Laurenti was succeeded by Edward R. Dunning, of the Crowell Publishing Co., of New York City, who spoke on "How Magazines and Farm Papers Interlock With Edison Newspaper Advertising."

In the course of his talk Mr. Dunning said: "The modern manufacturer realizes the neces-



"Knock Down" No. 2 Sectional Cabinet

This Tier of 5 Record Sections Top and Base holds 1500 Victor or 750 Edison Records—Shipped "Knock Down" saving one-half the freight cost—Supplied in all finishes of Oak, Mahogany and Enamels. Only \$13.00.

K. D. No. 2 Top. Price, \$3.00

K. D. No. 2 Record Sections hold 300 10-in. or 12-in. Victor Records, 150 Edison. Price, each, \$7.00

K. D. No. 2 Record Section for 10-in. or 12-in. Records. Capacity 300 Thin, 150 Thick Records. Price, each \$7.00

K. D. No. 2 Record Section. All equipped with Ogden's Patented Adjuster for 10-in. and 12-in. Records and Soft Flat Springs which prevent Warring. Price, each \$7.00

K. D. No. 2 Record Sections arranged for convenient upright filing which saves time and increases sales. All Standard Finishes. Price, \$7.00

K. D. No. 2 Section. Also Tops and Bases Back in small box "Knocked Down" so anyone can put them up (no tools required). Price, each Record Section \$7.00

K. D. No. 2 Base Section fitted with Gliders, so cabinet can be moved anywhere anytime. Price, each \$5.00

Improve Your Service and Increase Your Sales!

Your Customer demands SERVICE which you cannot give without suitable equipment.

All Prices Reduced on

Ogden's Patented Cabinets, costing less than carpenter work and are the best and simplest cabinets ever made and guaranteed.

Do you use a "Blind" or Visible Method of Filing Records? Visible Tab Indexing is rapidly replacing Blind Indexing and is selling more records in less time.

Free Samples of Visible Indexes and a chart showing the most up-to-date Method of Filing, Finding, Selling and Re-ordering will be mailed to all dealers, also suggestions for modernizing your Record Department will be furnished if you advise what kind and how many records you carry.

Ogden Sectional Cabinet Co., Inc.
Lynchburg Va.

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 155)

at the same time, has all repetition requirements that good publicity copy should have."

Several Interesting Open Forums

An open forum, of exceeding interest, followed his remarks, the subject being "Mood Change Parties," the talk being led by Louis E. Geshleider, of The Edison Shop, Newark, N. J., and R. V. Manson, of The Edison Shop, New Haven, Conn.

Some of the Principals of Edison Dealers' 1921 Caravan Convention



When the air was cleared of debate and opinion an act was introduced as "A Tone-Test That Is Slightly Different," Miss Cecil Arden, of the Metropolitan Opera Co., enacting the principal role. Miss Arden looked and sang most beautifully. Another open forum was next on the program. Its subject was "The Turn-Table and How to Find Space for It." The chief speakers on this topic were Nelson W. Russler, of the Russler-Chadwick Co., Cumberland, Md.; Frank A. French, The Studio Shop, Manchester, N. H.; Harry S. Somers, of Starr & Moss, Philadelphia,

Pa., and Miss F. A. Jensen, of the Edison Phonograph Shop, Springfield, Mass.

The next act was entitled "My Cornet Proves What Fibbers They Are," and it proved to be an impressive cornet comparison with an Edison Re-creation, which demonstrated that there was not the slightest shade of difference between the music of the cornet itself and its Re-creation. Miss Felice Dann was the artist and she was a beautiful picture on the stage with her golden hair and glittering cornet. Following Miss Dann, there was an open forum on "How to Increase the Sale of Re-creations," and the chief speakers on the subject were: Clifford Handel, of Hardman, Peck & Co., New York City; Thomas Boehm, Jr., of the Palace Furniture Co., Clarksburg, W. Va.; W. C. Stiver, of W. C. Stiver Co., Germantown, Philadelphia, Pa., and Miss E. Sims, of the Edison Shop, New Haven, Conn.

F. E. Nixon, general manager Federal Advertising Agency, New York City, followed the open forum with an address-lecture on "The Interlocking Newspaper Copy—How an Idea Grows," which was illustrated with stereopticon views. When he had finished his interesting discourse there were two open forums, one on "Sitting and Waiting or Going and Getting," and the other on "Does Sales-Aid Service Really Pay?" The principal speakers on these subjects were: O. Simmons, Piedmont Phonograph Co., Hickory, N. C.; B Guy Warner, Brooklyn, N. Y.; I. C. Trask, of Trask Bros., Milford, Mass.; J. J. Menton, The Quack-N. J.; J. M. Stewart, Clymer Furniture Co., Clymer, Pa.; George Howard, M. M. Bovard & Son, Manayunk, Philadelphia, Pa., and E. B. Stillman, O. Stillman's, Westerly, R. I.

Ending a Resultful Convention

Finally, the second day of the Edison Dealers' Caravan Convention wound up in great glee, as Harry Breen, the vaudeville headliner, whose specialty is spontaneous rhymes and songs, indulged his breezy personality in an act entitled "Your Virtues and Your Faults in Rhyme."

ACME-DIE
CASTINGS
 ALUMINUM-ZINC-TIN & LEAD ALL PYS
 Acme Die-Casting Corp.
 Boston Rochester Brooklyn, N.Y. Detroit Chicago

His hits, directed at those in the audience, were received with considerable hilarity.

The sessions proper of the 1921 Edison Caravan Convention embraced in a clever manner the elements of business and pleasure. Those who attended are indebted to some master minds for the palatable flavor that dominated a very timely, practical and inspirational plan of business.

The whole show is to be given in three other cities besides New York. In New Orleans, June 14, 15, there is to be a two-day session at the Tulane Theatre, with a banquet at the Grunewald Hotel; in Chicago, June 20, 21, the program is to be repeated in the Blackstone Theatre and at the Drake Hotel, and in Vancouver, June 27, 28, the wind-up of the Caravan takes place at the Avenue Theatre and at the Hotel Vancouver. Special cars carry the Caravan party from point to point. Those from the Edison Laboratories who make the trip are: Charles Edison (who takes Mrs. Charles Edison with him), William Maxwell (who is accompanied by Mrs. Maxwell and Miss Marian Maxwell), T. J. Leonard, J. B. Gregg, D. E. Wheeler, E. H. Philips, D. Babcock, Victor Young, E. Trautwein, J. W. Scott, C. S. Gardner, J. J. Callahan.

It is estimated the total attendance for the four cities in which the conventions are to be held will run in the neighborhood of five thousand, with New York and Chicago leading in point of attendance.

The dominant chord in the Edison Caravan was one of giving the retailer a wide range of practical merchandising ideas. These were set forth and developed not alone by the eminent authorities who spoke, demonstrated or acted as a feature part of the program, but by the merchants themselves in their open forum discussions.

What More Can You Ask

All the features that go to make a talking machine Profitably Salable you will find in a regular equipment of Magnola's "Tubular Tone Specialists."



Watching the Music Come Out

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

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

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 LAST LONGER COST LESS

RENE MFG. CO. Montvale, N. J.

EDISON CARAVAN CONVENTION IN NEW YORK—(Continued from page 156)

DEALERS BANQUETED BY EDISON JOBBERS

Closing of Edison Caravan Convention at Hotel Commodore an Elaborate Affair—Great Musical Program Enjoyed—Mr. Maxwell's Appreciative Remarks—Dancing Followed Banquet

As a fitting wind-up of the convention a most enjoyable banquet was tendered the Edison dealers attending the second Caravan Convention by the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto and Williamsport.

The banquet was held in the grand ballroom of the Hotel Commodore, on Friday evening, June 10, and proved a most unusual affair, elaborate as regards the menu and exceptional as regards the entertainment. The guests were seated at small tables, which completely filled the hall, with the exception of the stage at one end. During the meal continuous music was provided by Ernest Cuttings Orchestra and Johnstone's Negro Entertainers.

Thos. A. Edison Receives Ovation

The meal finished, William Maxwell took the platform and led the great ovation which was tendered Thos. A. Edison, who was present throughout the evening. Mr. Maxwell also led a cheer for S. A. Phillips, chairman of the second Edison Caravan Convention.

Then followed a complete show presented by the private entertainment bureau of the B. F. Keith theatres, under the personal direction of Frances Rockefeller King. Among the acts, all of which received voluminous applause, were the Clown Seals, Donald Suten, Patricola, the Three Bobs, Harry Carroll & Co., Savoy and Brennan, P. D. H., Dooley & Sales and Gus Edwards' Revue.

Maxwell's Words of Appreciation

At the conclusion of these acts Mr. Maxwell extended, on behalf of the Edison Laboratories.



Snapshot of Those in Attendance at Edison Caravan Convention in New York

some appropriate words of appreciation of the spirit which prevailed throughout the convention. He also touched on how the Edison price policy meant that the inventory of every Edison dealer is to-day worth one hundred cents on the dollar. He closed with a stirring appeal for everyone to exercise the same kind of fighting spirit which is so manifest in a "game chicken" fight and proposed the organization of a club to be composed of "game chicken" fighters, whose purpose would be to make 1921 a more profitable year than 1920.

He read a telegram from Frieda Hempel, now in Paris, and also one from Frisco, in which they regretted their inability to be present at the convention. He then introduced a number of the artists who record for the Edison laboratory, each one of whom rendered one or two musical numbers that were most enthusiastically received by the Edison dealers, to whom

they were "old friends." Among these were: Ernest Hare, Miss Rae Ball, Harry Breen, Gene Lockhart (the now famous actor in the famous Maxwell plays), George Wilton Ballard and Elizabeth Spencer.

Following the concert everyone adjourned to the North Ballroom and danced until the wee hours had grown into hours that are not so wee

Jobbers' Travelers Meet

On Saturday morning, June 11, the travelers of the Edison jobbers of Albany, Boston, Montreal, New Haven, New York City, Pittsburgh, Philadelphia, Richmond, St. John, Syracuse, Toronto and Williamsport, met with the officials of the Edison Laboratories in a special Travelers' Convention at the Hotel Commodore, New York. It was a closed business session and immediately following it the Edison party who are to make the Caravan trip boarded their train headed for New Orleans.

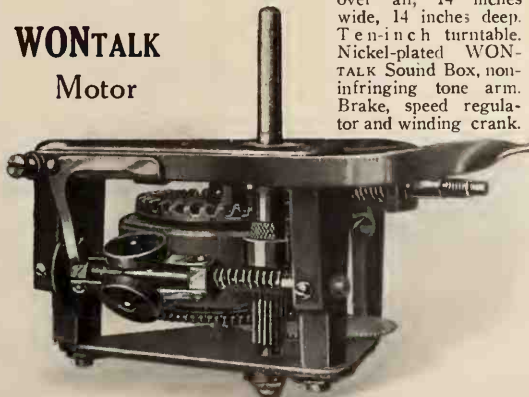
WONTALK
XXV



TO DEALERS \$8.40
F.O.B. SOUTH NORWALK, CONN.

Colonial mahogany finish cabinet, hand rubbed. Base and top wood, sides metal with vertical grill. Size, 9 1/2 inches high over all, 14 inches wide, 14 inches deep. Ten-inch turntable. Nickel-plated WONTALK Sound Box, non-infringing tone arm. Brake, speed regulator and winding crank.

WONTALK
Motor



Will play two 10-inch or one 12-inch record on one winding

WONTALK PORTABLE
SPORT MODEL



Selling "to beat the band"

Order samples at once

In two colors

Black or Brown



Size 8 in. x 12 1/4 in. x 13 in.
Weight 13 pounds



Dealer's Price, \$12.00

F. O. B. South Norwalk, Conn.

Mr. Dealer: This is the biggest little proposition you ever heard of.
PLAYS 10" and 12" RECORDS

New models, new designs. Designed for quality as well as economy by an expert of over 20 years' experience in designing phonographs.

The WONTALK Motor can be furnished to the trade in any quantity. Dealer's Price \$3.50.

WONDER TALKING MACHINE CO., Inc.

H. B. McNULTY Pres.

GENERAL OFFICE AND FACTORY:

South Norwalk, Conn.

SALESROOMS: 105-107 E. 12th St., New York City

PRE-WAR PRICES CABINETS

6
Models in All Sizes at a
Big Cut in Prices
GENUINE MAHOGANY,
AMERICAN WALNUT and
GOLDEN QUARTERED OAK



Height 49 inches
Width 21 "
Depth 22½ "



Model 316
Height, 51½"
Width, 24"
Depth, 25"

SIX MODELS, ALL SIZES and
FINISHES, IN COMPLETE
PHONOGRAPHS AT PRE-
WAR PRICES

A-1 Cabinet Work in Construction and
Finish
Large Double Spring Motors and Universal
Tone Arms
Write for Special Prices on Large and
Small Quantities

Player-Tone Talking Machine Co.
967 LIBERTY AVE., PITTSBURGH, PA.

TRADE ACTIVITIES IN CANTON, O.

Dealers Report Business Uneven—Wille Store to
Change Location—Lerch's Attractive Window
—Expect Trade Improvement in September

CANTON, O., June 6.—There is still difference of opinion among Canton music dealers regarding business conditions and the outlook for the future, the majority of the houses, when visited this week by a representative of The World, saying that business in May fell below that of the previous month. However, some of the retailers maintain they are getting their share of the trade. Record sales continue to hold their own, and, in some instances, there are numbers which dealers are unable to obtain in sufficient quantity to supply the demand.

George C. Wille, proprietor of the George C. Wille Co., one of Canton's oldest music firms, declared business was very much off with his store during the month of May, and that in talks with other downtown dealers he learned that they were similarly affected. While looking optimistically at the future, Mr. Wille believes there will be little improvement locally for several months. This is attributed to the uncertainty of the steel plants here, which have been working only part time. Many of the larger factories, which resumed operations several weeks ago, are again operating only part time, and, as a result, there is much unemployment, and, consequently, the music dealers as well as other retailers must suffer.

The Wille store probably will change locations within the next two months, if Mr. Wille is unsuccessful in negotiating for a renewal of the lease on the present site.

E. H. Woomer, for many years identified with the music store business in the Canton district, has relinquished his position as manager of the Canton Phonograph Co., Market avenue, South, and, with his family, has returned to Pennsylvania to spend the Summer with his parents.

Canton music dealers co-operated in the three-day Chamber of Commerce membership drive last week, when 1,200 new members were added to the roster of the organization through the efforts of several teams of workers. Music dealers not only assisted in the canvass, but, with but few exceptions, affiliated with the Chamber.

Local talking machine dealers believe that by September 1 there will be a decided change in business, and are stocking up their warehouses in anticipation of a revival of business.

The D. W. Lerch Co. this week offered a most unique window display.

The music department of the new Klein & Heffelman Co. is practically completed, and with the installation of the new booths, will be ready for public inspection shortly.

MAKING DRIVE ON CIROLA NEEDLE

The Cabinet & Accessories Co., distributor of talking machine accessories, is making a special drive this month on the new Cirola needle. The Cabinet & Accessories Co. has the exclusive distributing rights for the Cirola Phonograph Co. in the metropolitan district. It has built up an excellent business in these portable machines and expects equal success with the new needle of the same name. The Cirola dance needle is a steel needle of extra loud tone.

MICA DIAPHRAGMS

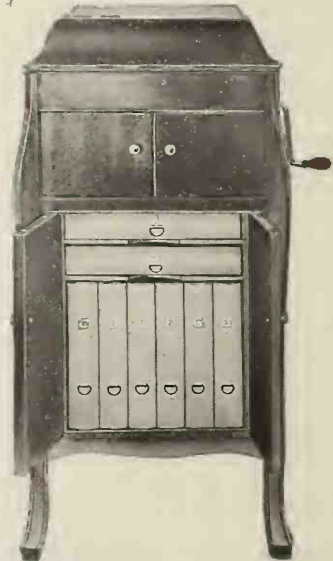
Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manu-
facturers.

Ask for our quotations and samples before
placing your order.

American Mica Works
47 West St. New York

NEW LOOSE-LEAF ALBUM SYSTEM

Max Willinger, president of the New York Album & Card Co. of New York and Chicago, has announced the advent of a new set of "Nyacco" loose-leaf albums with shelves made to fit the Victrola 80. The set consists of eight albums, two with twelve-inch pockets placed



Cut Illustrating Use of System
horizontally and six with ten-inch pockets set vertically. Each album has a capacity of twelve records. Mr. Willinger predicts that the two extra albums which this set contains will not only provide an extra selling argument for the dealer but will stimulate more record sales because of the increased record capacity.

LOUIS A. SCHWARZ INCORPORATES

Among the recent incorporations under the laws of the State of New York is that of Louis A. Schwarz, Inc., with a capital of \$10,000. Associated with Mr. Schwarz as incorporators are H. F. Thornell and I. W. Becker. Louis A. Schwarz, Inc., is factory distributor for many leading makers of talking machine accessories.

VAN EPS-BURR CORP. FORMED

A new instrument firm to be known as the Van Eps-Burr Corp. has been formed under the laws of the State of New York with a capital of \$50,000. The incorporators are H. H. McClaskey, M. T. Kirkeby and F. Van Eps.

"MAGNET" DECALCOMANIE NAMEPLATES

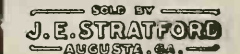


FOR TALKING MACHINE
CABINETS ETC.

Pamphlets, with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

149 Church Street New York City



MAKE PLANS FOR ANNUAL OUTING

Entertainment Committee of Talking Machine Men, Inc., Selects New Dorp, S. I., for 1921 Outing—August 17 Chosen as Date

Messrs. Brown, Lazarus, Galuchie, Berlow, Kurtz and Davin, of the entertainment committee of the Talking Machine Men, Inc., spent Monday, June 6, under the guidance of Fred Hermann, popular Staten Island dealer, and as a result of their tour arrangements were completed for the annual outing of the Association.

According to present plans the outing will be held this year on August 17 at the Terra Marine Hotel, New Dorp, S. I., and, judging from the report of the committee, the 1921 outing will have exceptional facilities for a great day's fun. The individual members inspected the hotel's accommodations in every detail, and after Sol Lazarus had O. K.'d the baseball diamond and Al Galuchie had placed his approval on the poolroom, Jim Davin carefully inspected the bathing beach, diving pier, fishing facilities, etc., and his O. K. was all that was necessary to complete the deal. Messrs. Riddle, Abelowitz and Gibbons could not attend the meeting, but they telephoned their approval, passing on the cellar equipment from a distance.

Full details as to the committee's plans for handling the 1921 outing will be announced in the near future, but in the meantime all of the local dealers and their families are making arrangements for a gala day on August 17.

WONTALK PORTABLE IS POPULAR

Wonder Talking Machine Co. Making Rapid Progress—Machines and Motor Well Received

The Wonder Talking Machine Co., H. B. McNulty, president, has just instituted a sales campaign featuring its new portable sport model and the Wontalk Model No. 25. Both of these instruments have been well received by the trade, and dealers have been established in practically all of the important trade centers.

In all of its product the company uses the Wontalk motor, which was designed by Mr. McNulty, who is one of the pioneers of the talking machine trade. This motor is built by the company at South Norwalk, Conn., where its factory and general offices are located. The salesrooms at 105 East Twelfth street, New York, have been visited by many out-of-town dealers who have arranged to handle the Wontalk line and feature it extensively.

NEW \$1,000,000 CORPORATION

INDIANAPOLIS, IND., June 4.—Articles of incorporation have been filed by the Burns-Pollock Electrical Manufacturing Co. of East Chicago and Indiana Harbor, with a capital stock of \$1,000,000. The company will manufacture a combination lamp and talking machine. J. G. R. O'Hara, Anthony J. Burns and Thomas Pollock, all of Lake County, are the incorporators of this company.

RECORD SALES CO. ORGANIZES

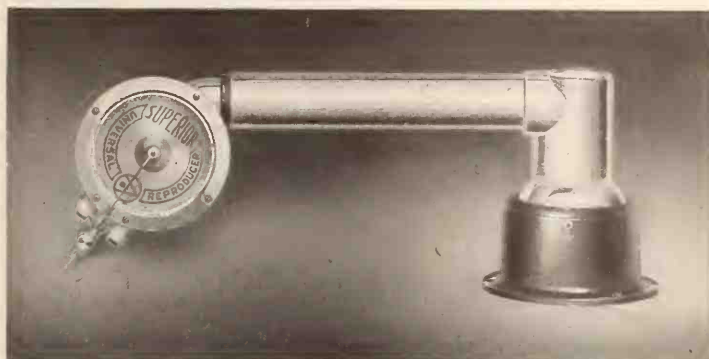
The Record Sales Co. has recently been formed for the purpose of merchandising records. This company is under the management of A. J. Cryan and has opened New York offices at 25 West Forty-second street.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.



Scottford Tonearm and Superior Reproducer

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



Superior Specialties or Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

SIGNS UP SELVIN'S ORCHESTRA

Popular Organization to Make Vocalion Records Exclusively in the Future

The Aeolian Co. has just announced that Selvin's Novelty Orchestra, one of the most popular organizations of its kind in the East, has been signed up exclusively for the making of Vocalion records. Selvin's Orchestra, which plays at the Moulin Rouge, New York, has made a number of very successful Vocalion records, and it is expected that under the new arrangement even more success will be met with.

The Musical Products Distributing Co., New York, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$30,000. The incorporators are B. D. Colen, M. M. Gruen and A. J. Messing.

EMERSON, JOBBERS IN NEW ENGLAND

Lansing Sales Co. Appointed Emerson Jobber—Equipped to Give Efficient Representation

The Emerson Phonograph Co. announced this week that the Lansing Sales Co., Eliot and Warrenton streets, Boston, Mass., had been appointed Emerson jobbers. This company is one of the best-known accessory organizations in the country, manufacturing Lansing khaki covers and having an exceptionally efficient sales organization.

According to present plans, Emerson phonographs and records will be the basis of an active selling campaign in New England territory, supervised by the Lansing Sales Co. Emerson records have long been popular in New England and under the capable direction of the Lansing Sales Co. success is assured.

Announcement

THE owners of the majority of the stock issued and outstanding of the

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., Inc.

have decided to dissolve this corporation and in the future

WALL-KANE NEEDLES

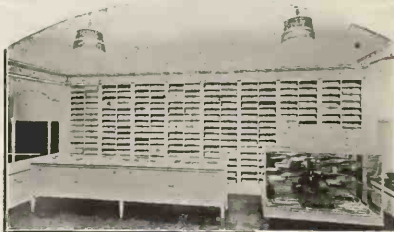
will be sold direct by the manufacturer—to wit:

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

Interior view, showing correct equipment for sheet music, musical instruments and sundries.



Equipment built by Van Veen & Co. in Snyder Music Co.'s new store, Wilkesbarre, Pa.

The department illustrated above looks good to you, doesn't it?—It looks good to the customer, too, and he will pass a poorly equipped store to go to it. Can you afford to be one of those he passes? We can make your store look like this one. The business you will get that you are now losing will pay for it.

VAN VEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

AN INTERESTING CUSTOMS DECISION

Board of General Appraisers Holds That Imported Cabinets Are Assessable at 25 Per Cent Ad Valorem as "Parts of Phonographs"

The U. S. Board of General Appraisers in a general decision upheld that imported talking machines or phonograph cabinets are to be assessed at the rate of 25 per cent ad valorem, under paragraph 273 referring to "parts of phonographs," instead of at the rate of 15 per cent, under paragraph 176, as a manufacture in chief value of wood.

The decision was handed down in a test case brought by the Columbia Graphophone Co., who claimed that the mechanism of the Grafonola is complete before shipment to cabinet or furniture factories for installation in the cabinet and that, therefore, the cabinet should not be considered in a tariff sense as part of a graphophone or phonograph. Judge Sullivan, of the Customs Board, however, held that the cabinet was a necessary part of the Grafonola when

offered for sale, and therefore upheld the Collector's classification of imported cabinets as "parts of phonographs."

TALKS ON LIFE OF EDISON

W. D. Wilmot, Edison Dealer in Fall River, Mass., Addresses the Local Boys' Club

W. D. Wilmot, well-known Edison phonograph dealer of Fall River, Mass., was the chief speaker at a recent meeting of the Fall River Boys' Club when he delivered an address upon the early career of Thos. A. Edison. Mr. Wilmot presented the facts most interestingly and urged that the boys study Mr. Edison's life in order to gain inspiration—it was a splendid address.

NEW VICTOR STORE IN DAYTON

COLUMBUS, O., June 6.—J. E. Saum is in charge of the new Victor Department of the Rike-Kumler store in Dayton, which has just been installed by the Perry B. Whitsit Co.

The department is one of the largest and most attractive talking machine departments in the State, and has a sales force of trained music people.

NEW C. H. DITSON & CO. QUARTERS

Wholesale Victor Department Now Occupies Entire Eighth Floor of the Ditson Building—Equipped in Most Modern Manner

Chas. H. Ditson & Co., local Victor wholesalers, are now well settled in their new wholesale department, occupying the entire floor of the Ditson Building at 9 East Thirty-fourth street, New York. The new arrangement gives much more space for the handling of the talking machine line and permits of the arrangement of dealers' service that should prove of great value. The front section of the floor is arranged with offices, demonstration booths and record sales system and display room for various types of Victrolas. As the visitor steps off the elevator he sees before him a model show window display featuring this or that type of Victrola and various selected records. This display is rearranged under expert supervision each day and has proven of much interest to visiting dealers.

The equipment of this space has also proved an inspiration to various retailers who have been planning the rearrangement of their own stores. Van Veen booth equipment is used and all woodwork is of mahogany finish, topped with ivory. The rear of the floor is devoted to storage and shipping departments. Manager P. E. W. Carlson is naturally enthusiastic over the new quarters, but at the same time anticipates securing more space outside to provide storage facilities when the Fall trade develops.

The third floor of the Ditson Building has been rearranged to provide for a commodious recital hall, which will be used for various purposes, and it is expected that the Victrola will be heard in this hall at frequent intervals in recitals the coming Fall.

Two Distinct Novel Appeals to Victrola Owners

Victrola Dealers! Capitalize on these two timely novelties.

A lifelike bust of Caruso. 4 1/2 ins. high. World's greatest tenor. Sample price, 16c each. Special quantity price.

Victrola clock, Mahogany finish. Guaranteed New Haven Clock. 6 1/2 ins. high. Dealers' price, \$2.50 each. \$25.00 per doz.

Territory open for live agents. Write us today

Manufactured exclusively by Juth Toy Mfg. Corp. 404 OAKLAND STREET BROOKLYN, N. Y.



Copyright 1921



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THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



RECENTLY, on visiting a dealer in Pennsylvania, I was shown what he called his "cigar trick," which I should say was a "trump." His idea was merely to have one booth set aside which was equipped with ash receptacles and matches. In this booth, he allowed the gentlemen to smoke as much as they chose. Being located in a business center, he invited business men to stop in during the noon hour. The plan worked ideally, for instead of the usual stiff formal recital he found the people made themselves at home, asked more questions, and bought more goods. Don't forget Kipling's old saying that "A woman is only a woman, but a good cigar is a smoke."

* * *

NOW, schooling can end when business begins. Yet, there is many a man who likes to read the text books of his particular trade throughout the years of his business. The trade journals and house organs affiliated with the talking machine industry are the text books of the trade. They are well worth your consideration, as the many new ideas presented in them every month will give you the "jump" on your competitive merchant.

You should read whatever literature you can secure in regard to your particular industry, not only with a sense of pleasure but also with a sense of duty toward making your store bigger and better. If it is true that "there is nothing new under the sun," it's a good thing to get all of the new "slants" at the sun which are coming forth daily, that's why it pays you to read your trade journal and house organs.

* * *

SALESMANSHIP teaches you to interest your customer in several items which you sell, before allowing him to leave the store. However, this is greatly overdone in many cases. While you may make greater sales with the customer at that particular moment, you can often incur his ill-will to such an extent that he will not buy again at your establishment.

An incident bearing out this theory was recently told me by a friend of mine. He was visiting in a rural town and stopped in at the postoffice, which was incorporated into the country store, to buy a few stamps. There was a gentleman ahead of him at the mail window, and he overheard a conversation ensuing between this gentleman and the postmaster, something as follows:

"A two-cent stamp, please."

"A two-cent stamp? How about a three-cent stamp? We have some very beautiful three-cent stamps."

"No. I said a two-cent stamp. One two-cent stamp, please."

"By the way, may I call your attention to our ten-cent stamps. They are a beautiful yellow color, are well illustrated, and are equipped with the very highest class glue."

The man purchasing the two-cent stamp seemed a little irritated and repeated his request for a two-cent stamp, but the voice at the other side of the window did not seem to be ruffled in the least, and continued:

"Well, sir, if I can't sell you any ten-cent stamps, how about a few return postal cards? You buy them at two cents apiece, you write your letter on one postal card and your name and address on the other—see the idea? The person to whom you write is bound to write to you. How many of them do you want?"

As he finished his remarks, the purchaser rapped his fist on the counter and said, "Give me a two-cent stamp."

His request was met and he departed, greatly infuriated.

As my friend approached the window, he was much surprised to see a smiling, courteous old gentleman at the other side. Without asking, the postmaster said, "Well, I suppose you wonder why we had our little conversation. Well, you see, that man is the town barber, and every time I visit his establishment for a shave he tries to sell me everything in the place. There's a little satisfaction in getting back at him once in a while."

Look out that your customers don't take the same attitude toward your establishment that the postmaster did toward the barber.

* * *

DID you ever sit in an automobile and have the driver start off all of a sudden, so that your head practically snapped off your shoulders? There's a little difference in that sort of a start-off and in the nice, easy get-away.

Now remember that a person's mental make-up is just as sensitive as his physical make-up. When going after an account that is overdue don't start off with a letter which is going to jerk your debtor off his feet and make him mentally sore.

Don't let your collections drag. As soon as a client seems to be slowing up on his payments, start immediately. Write him a pleasantly worded letter calling his attention to the fact that his payments are getting behind. If no response is received, write him another letter. If he writes and states that he cannot make payment at this time but will do so on a certain date, follow him up a day or two before the date which he stated, reminding him that he is to make a payment to you on that date.

By a careful follow-up system, you can start up payments from clients who have stalled. You will find them riding along pleasantly to your establishment and paying up with a smile on their face.

* * *

DID you ever stop to realize that in telephonic communication the ear is the sole judge of the service and courtesy which you extend? See to it that your telephone girl is most polite and courteous, intelligent and systematic. When a call comes in, why not save the usual conversation which ensues before the caller finds out whether or not he has the correct establishment? This trouble can be saved if your telephone operator merely states to the incoming call, "Hello, this is _____," followed by the name of your establishment. In this way you save much time, and it will impress your customers as a real business institution. In a case where there is more than one firm name or trade name connected on the one line, have your operator reply to the incoming calls, "Hello, this is _____," followed by the telephone number of the store.

Satisfactory telephone service means much to a dealer. It will bring him a greater amount of telephone record order business.

* * *

THIS month many millions of the youth of America will be graduated from institutions of one sort or another. What have you done, or what are you planning to do, to make these graduates think of your institution? There is many a clever wrinkle that can be produced which will make graduates from your local high schools or college remember your institution in a way which, in later years, may mean real business for you. A kind favor done without any attempt at commercialism is the type of publicity which often brings the greatest returns in dollars and cents.

Why not get up a paper weight bearing the name or initials of the high school, and the words "Class of 1921." In very small letters have your own name and address. Any novelty company can prepare paper weights, letter cutters, or smaller articles at very small cost. A remembrance book is another article which can be produced for this purpose, the interior bearing headings such as "Class Colors," "Class Yells," "Class Officers," etc. Several pages should be reserved for signatures of class members. In this case, your own firm name should appear in very small type on the back inside cover. This book will be kept for years and your name will also be before them. Care must be taken that your name doesn't appear on any of this material in too prominent a way, for if it does, the article loses its worth and is soon thrown away because of the fact that it is received merely as an advertisement.

* * *

THE national birthday of this great nation is fast approaching. On this day the hearts of the newly arrived immigrant, and the descendant of the pioneer, the youth and the aged, beat in unison. There is something within the soul of mankind which is called forth when patriotism reigns triumphant and on the Fourth, thanks be to God, we Americans have something to be truly proud and patriotic about. The unmarred and untrampled, glorious history of our country breathes an inspiration of duty and of pride.

By all means display in your windows all of the patriotic numbers which you have in your record library. Arrange this display in the last days of June, and continue it through the Fourth. A small card in the window bearing the words "Let us have patriotic music in every home" will act as sufficient stimulus and cause sales enough to warrant the display.

When your store is closed on the Fourth, put your flag out.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

IMPORTANT NOTICE
TO THE
AMERICAN TRADE

THE STERNO
Manufacturing Company

*has acquired the
sole agency for the*

**Electromophone
Phonograph Motor**

*Further particulars will be
announced in the July World*

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

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

**We Back the Dealer
Who Backs the Victor**

Knight-Campbell Victor Service is an invaluable link between Victor product and the Victor dealer who appreciates the world wide fame and supremacy of Victrolas and Victor records.

VICTOR JOBBERS Colorado's cool canons, her inviting trout streams and healthful air all bid you radiant welcome to the Victor Jobbers' Convention at Colorado Springs on July 11-13. **COME!**

UNDERVALUATION OF DIAPHRAGMS

Recent Cases Bring to Light Attempts to Bring Foreign Diaphragms Into This Country After Low Valuations—Government Has Taken Drastic Action in Several Cases

Attention has been called recently to several cases in which the undervaluation of diaphragms for talking machine reproducers, either accidentally or by intention, has resulted rather disastrously for the importers and it is suggested that those who bring diaphragms into the country should be careful to enter them at a proper valuation to avoid trouble.

One case concerned a Swiss manufacturer who sold to a prominent American talking machine company 50,000 1 7/8-inch diaphragms at 11 1/2 cents each. He shipped the diaphragms to an unknown individual in the West, who took them out of the Custom House, after paying duty on the Swiss valuation of 2 cents each. The balance of the sale prices, less a commission, was returned to the Swiss manufacturer, who realized a very substantial profit on the deal. The Government appraisers later investigated the case and ordered the goods returned to New York for revaluation. After three trials the Board of General Appraisers revalued the diaphragms at 10 cents each and collected duties and penalties totaling about 8 cents per diaphragm.

In another case 25,000 diaphragms of British manufacture were imported at a valuation of 18 cents. These were sized and revalued at 30 cents, being the British cost of manufacture. The penalty in this case amounted to 18 cents in addition to the regular duty, bringing the cost of the diaphragms to 48 cents plus a duty of 9 cents, or 57 cents in all. In this case the American talking machine manufacturer refused to accept the goods and they are now held at the Custom House.

American manufacturers and dealers in diaphragms are quite incensed at recent develop-

ments and are frankly keeping a watchful eye open for other cases with a view to keeping the Government informed of any apparent intent to fraud, through the undervaluation of the imported goods.

INDIANA EDISON DEALERS MEET

Hold Very Successful One-day Convention in Muncie Late Last Month

MUNCIE, IND., June 8.—A most successful convention of Edison phonograph dealers in this section was held here late last month under the auspices of the Kipp Phonograph Co., of Indianapolis, local Edison jobber. The business meeting was devoted to a thorough discussion of sales campaigns, and particularly of the work of the new research department established by Thos. A. Edison, Inc. One of the features of the meeting was a talk on "The Power of Music" by Judge Orbison, of Indianapolis. In the evening the visiting dealers were entertained at an elaborate banquet at the Roberts Hotel.

KING-O-TONE PORTABLE POPULAR

PHILADELPHIA, PA., June 9.—The King-O-Tone Phonograph Co., of this city, is energetically featuring its line of portable talking machines for the Summer season. The model is built compactly and its attractive appearance has been kept in view in the planning of the models. Many exclusive patented features are claimed for it. Those behind the guns in the organization are J. R. Rose, who has been connected with both the wholesale and retail trade for many years, and L. Sorkin, well known in the retail trade. The offices of the King-O-Tone Phonograph Co. are located at 608 Chestnut street. D. R. Doctorow is sales representative of the line in New York City, with offices at 51 East Forty-second street.

H. B. LEVY TAKES COMPLETE CHARGE

Will Look After All Vocalion Interests in Chicago and mid-West Territory

CHICAGO, ILL., June 9.—H. B. Levy, who has been connected with the Vocalion division of the Aeolian Co. in this territory for a number of years, has been placed in entire charge of the Vocalion interests in Chicago and Chicago territory, which includes all the northern section of the Middle West. Mr. Levy has done much traveling throughout the West, particularly recently, and is, therefore, well acquainted with conditions.

GIVES SERIES OF RECITALS

AUGUSTA, GA., June 6.—The Victrola department of J. B. White & Co., this city, under the management of H. G. Ray, have been stimulating record sales materially recently by holding Victrola recitals on Saturday nights, thus drawing the attention of the shopping crowds. Local artists and the Ampico reproducing piano are also enlisted in an effort to make the recitals of musical value and interest, and the crowds attending the concerts fill the available space to capacity. The latest Victor records are featured in the recitals and many sales result directly therefrom.

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



Cyrena Van Gordon, Grand Opera Contralto, sings superbly "Rock of Ages" and "Shall We Gather at the River," two hymns known and loved wherever Christians dwell. Such a combination means steady sales. A-3398.

**Columbia Graphophone Co.
NEW YORK**

CONCENTRATING ON SUMMER BUSINESS IN MILWAUKEE

Increasing Demand Reported for Records and Portable Machines—Trade Optimistic Over Fall Outlook—General Conditions Reviewed by Leading Wholesalers and Retailers

MILWAUKEE, Wis., June 13.—Considering the season and despite all of the trade deterrents present in the general economic situation, talking machine business is satisfactory. The demand for records, however, stands out as far more conspicuous in activity than the call for instruments. There never has been a time when sales of records at most shops reached and maintained the volume of the last five months.

In June so far there has been a fair call for the smaller or portable styles which people who spend the Summer in the country or at the lakes which abound in Wisconsin are taking with them to while away the torrid days of the coming few months. Many of these were purchased in past years and some new ones are being purchased for replacement, although, in the main, buyers are those who have larger machines in their city dwellings and are buying the smaller sizes for the country home.

More and more attention is being paid by Milwaukee dealers to the development of the virtually unscratched market furnished by country and inland lake dwellers for the Summer. Some shops have laid plans to make periodical trips at frequent intervals through the lake district within a radius of forty to fifty miles of Milwaukee to comb the Summer residents for record business. Dealers, of course, are not unmindful of the big influence it will have toward selling instruments to those not yet so provided by giving painstaking record service to machine owners. In itself the record trade will be a profitable proposition.

The work of selling instruments seems to be less difficult than it was one or two months ago, and while Summer is regarded as the dull-est season for sales of the entire year the betterment of trade in the late Spring and early Summer is believed to augur well for an unusually good volume to tide dealers over until the active period next Fall.

The accumulation of stocks of instruments, as well as record numbers which manufacturers are replenishing in preparation for Fall business, is receiving much attention at this time. This involves the problem of adequate financing and it is most encouraging to know that bank-

ers in Milwaukee are treating their music customers with liberality. It is recognition of the importance of the music business, its stability and classification as a necessity rather than a "luxury."

Milwaukee talking machine manufacturers and jobbers are busier now than they were in February, March and April. It is well to note the dealers, the makers and wholesalers realize that business will not come voluntarily, but must be sought. The merchandising efforts at this time are notable because of the many new methods being used to secure distribution volume.

"Reports from our Victor organization throughout Wisconsin and Upper Michigan are more optimistic than since the first of the year," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "What is even more encouraging is the business being placed with us for future delivery. Victor dealers are no longer buying only from hand to mouth, but realizing that they must fortify themselves against the Fall holiday demand. These orders run better than a year ago at this time, indicating more confidence in the future. We feel sure the Summer will be an active one and that a very respectable increase will come with cold weather and the holiday season."

The Brunswick campaign is meeting a splendid reception throughout this territory and machines as well as records are moving better than ever before, according to Thomas I. Kidd, manager of the local Brunswick branch. Record demand, especially, is very active, the popular numbers having such a large call that it is found difficult to keep stocks of dealers in shape to fill all requirements from day to day. The Brunswick dance record has established a truly wonderful vogue in Milwaukee and vicinity. In machines the console styles are moving rapidly and cabinet styles are likewise popular.

Edison business continues active and undergoing steady improvement, according to officials of the Phonograph Co. of Wisconsin. The dealer organization throughout Wisconsin and northern Michigan is asking for more goods

than in June a year ago and there is less hesitancy among retailers to make requisitions for Fall and the holidays.

Fred E. Yahr, president of the Yahr & Lange Drug Co., Sonora distributor in this territory, was a member of a party of 100 representative Milwaukee business men who participated in the nineteenth annual trade extension tour made June 6 to 11 by the jobbers' division of the Milwaukee Association of Commerce. These trips are designed to bring retailers in the Milwaukee jobbing territory into close contact with the manufacturers and jobbers in the Milwaukee market. This year's tour, like previous ones, was made by special train, covering 1,000 miles in a week. It traveled through western Wisconsin, southeastern Minnesota and eastern Iowa. Eighty-seven Milwaukee concerns were represented.

Charles J. Orth, Inc., Wisconsin and Upper Michigan distributor of the Puritan line, made in Sheboygan, Wis., reports a steady increase month by month in the volume as compared with a year ago.

Carroll's Victrola Shop, Appleton, Wis., is now comfortably settled in its new quarters at 615 Oneida street, in a new building occupying the site of the old post office. It is considered one of the most artistic talking machine establishments in Wisconsin. Mr. and Mrs. E. F. Carroll are actively in charge of the management.

The Badger Music Shop, Fond du Lac, Wis., has recently increased its capital stock from \$25,000 to \$60,000 to accommodate the development of the business. It is a Victor dealer and also handles pianos and general musical merchandise. The ownership is the same as that of the Badger Victrola Shop. Leslie C. Parker is president of both concerns. Edward Sweeney is vice-president and general manager at Fond du Lac.

The Noll Piano Co., 1055 Muskego avenue, this city, which is a large Sonora dealer in the Layton Park district, is breaking ground for a new music store building at Muskego avenue and Grant street, to cost about \$40,000.

The J. B. Bradford Piano Co. with branch at 596 Mitchell street, is meeting with a gratifying degree of success in merchandising the Aeolian-Vocalion instruments and records. The entire Aeolian line was taken over by Bradford's on April 15. It also handles the Victor and the Sonora.

The R. H. Zinke Music Co., one of the principal East Side Victor dealers in Milwaukee, has recently enlarged its Victor record department and also established a complete sheet music department, which is located opposite the record counter. The combination is working out most successfully and a decided mutual advantage has grown out of the combination.

Columbia dealers in Milwaukee and vicinity without exception express themselves as highly pleased with the condition of Grafonola record trade. Disposition of old numbers has been accomplished and standard records at standard prices are now being moved in large quantities.

Ask them "up the state" what they think of "Badger" Service

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

G. F. RUEZ
Pres. and Treas.
H. A. GOLDSMITH
Secretary
S. W. GOLDSMITH
Vice-Pres. and General Mgr.

135 Second St.

Milwaukee, Wis.

RESERVATIONS THROUGH SPENCER

Lloyd Spencer, New York, Looking After Interests of Eastern Jobbers in Connection With Special Train to Colorado Springs

All Victor wholesalers situated in the territory east of Pittsburgh, taking in Boston, New York and Baltimore, are urged to make their reservations on the special cars leaving New York on July 7 for the convention at the Colorado Springs through Lloyd Spencer, of the Silas E. Pearsall Co., 10 East Thirty-ninth street, New York. Mr. Spencer has entire charge of this matter in the East, and the reservations made through him carry the jobbers right through to Colorado Springs, there being no further details to worry over. Mr. Spencer reports that the reservations are coming in at a rapid rate and appear to indicate a record-breaking delegation from Eastern points.

Reservations on the special train for the jobbers west of Pittsburgh and including the Chicago district are in the hands of Chas. K. Bennett, of the Eclipse Musical Co., Cleveland.

EMERSON ADVERTISING MANAGER

The Emerson Phonograph Co. announced this week the appointment of E. H. Davis as advertising manager of the company, succeeding J. I. Bernat. Mr. Davis has had several years' experience in the advertising field, and he is making plans to co-operate with Emerson jobbers and dealers along practical lines.

PURCHASES VICTOR STORE

NEWBURGH, N. Y., June 7.—The Winterroth Piano Co. has purchased the store of B. S. Brown, Victor dealer in this city, and is making extensive alterations. Six booths have been installed, and new equipment is being put in place in preparation for an active Fall trade. The store is in charge of Mr. and Mrs. Newman, both of whom are well known in the local trade.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold Retail Prices, \$7.50 Nickel—\$10.00 Gold Quantity Prices on Application



Superior Specialties for Phonographs BARNHART BROTHERS & SPINDLER Monroe and Throop Streets CHICAGO

R. R. WILSON TO REPRESENT GRANBY

R. R. Wilson, who for many years was connected with the wholesale branch of the Columbia Graphophone Co., in New York, has been appointed wholesale representative of the Granby Phonograph Corp. in the metropolitan district. Mr. Wilson is a talking machine man of many years' experience and has a wide acquaintanceship and close friendship with the dealers in this territory to which he has devoted so much of his energy. His experience fits him for the new position which he occupies. Mr. Wilson will make his headquarters at the New York offices of the Granby Phonograph Corp., 4 West Thirty-seventh street.

Breuer Bros., 775 Woodward avenue, Brooklyn, are featuring Starr phonographs and Genett records.

BLOUT REARRANGES HIS QUARTERS

Retail Record Section Placed in Front of Store and Offices Moved to Rear

Emanuel Blout, well-known Victor wholesaler and dealer, has just made some changes in the arrangement of his large store at 108th street and Broadway, New York, which are calculated to make for the convenience of customers. The section of the store nearest the entrance has been given over entirely to the record department, racks being installed to accommodate over 100,000 records. The general offices have, in turn, been moved to the back of the store, where more privacy will be enjoyed by the workers. Mr. Blout has an elaborate establishment with a full plate-glass front extending eighty-five feet along Broadway and about fifty feet on 108th street.

BRUNS "ONE MAN" DELIVERY COVER

A practical One Man Delivery Cover embracing unusual new and novel features. A cover that will effectively protect the fine exterior of any machine. One man in every sense of the word. An exclusive article that can be easily handled by one man. It means actual insurance against damage to the machine it protects. Made of high grade materials and workmanship of equally high class; well padded throughout; will stand the wear of many deliveries.

Made in Sizes to Fit All Machines—For All Makes



A Quality Cover in Every Respect

The General Construction—material—finish is of the very best—Extra Heavy Khaki or Brown Duck—Quilted, padded and fleece lined. Made to fit special or any standard size machine. These covers have the unqualified endorsement of both manufacturers and dealers. The prices are the lowest consistent with the highest type of workmanship.

Write us to-day for prices—you'll be glad you did. Special inducement to the jobbing trade. Sample orders promptly attended to.

A. BRUNS & SONS, 50 Ralph Avenue, Brooklyn, New York

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.

announce to the trade the formal opening of a branch sales office and stock room at

2957 GRATIOT AVENUE

Phone: Melrose 1576

Detroit, Michigan

Okel Record Distributors

Also a complete line of repair parts and accessories

"Get acquainted with Consolidated S-E-R-V-I-C-E"

URGES ELECTION OF HOPKINS

Official Organ of Advertising Club of New York Wants General Sales Manager of Columbia Co. for President of the A. A. C. W.

The May 23 issue of Advertising Club News, the official organ of the Advertising Club of New York, was devoted practically in its entirety to propaganda urging the election of Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., as president of the Associated Advertising Clubs of the World. As this issue of The World goes to press the annual convention of the A. A. C. W. is being held at Atlanta, and Mr. Hopkins' chances for election are considered exceptionally bright.

The first page of Advertising Club News for May 23 featured the heading, "George W. Hopkins—The Man," accompanied by telegrams and

letters from prominent advertising men in all parts of the country, telling why in their opinion Mr. Hopkins should receive the greatest honor in the advertising field. The inside pages contained many more communications of similar tenor from publishers, executives, advertising managers and sales managers everywhere.

For many years Mr. Hopkins has been identified with advertising activities in a broad, general way, and he has occupied all of the executive offices in the Advertising Club of New York, including that of president.

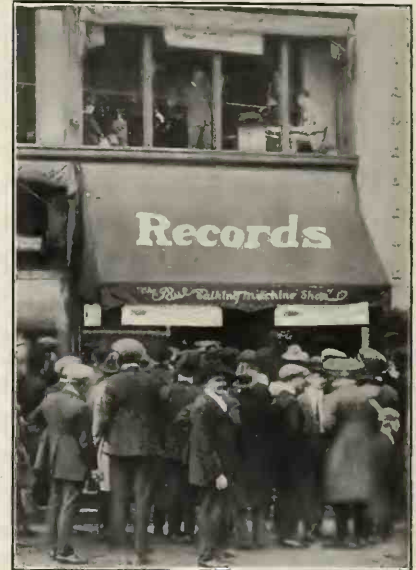
Richard G. Burger, formerly connected with the Columbia Graphophone Co. in Bridgeport, Conn., as research chemist, is reported to have perfected an invention which makes it possible to press 1,500 records from a single nickel-plated matrix, as compared with the former limit of 500 records to a matrix.

ORCHESTRA BOOSTS OWN RECORD

Coon-Sanders Novelty Orchestra Helps Sale of Columbia Records by Concert Given in the Paul Talking Machine Shop, Kansas City

KANSAS CITY, Mo., June 6.—A prophet may not be appreciated in his own city, but the fact remains that the Coon-Sanders Novelty Orchestra goes the prophet one better by being distinctly popular with the home town folks, which is attested to by the sale of the first Columbia record made by that organization, namely, "Some Little Bird."

The orchestra, which plays regularly at the Hotel Muehlbach, and is rated as one of the best novelty orchestras in the Middle West, recently gave a concert in the store of the Paul Talking



Crowd in Front of Paul Talking Machine Shop in connection with the exploiting of their Columbia records.

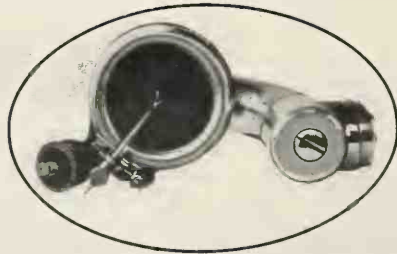
The accompanying photograph gives some idea of the crowd that was attracted, a crowd that practically blocked the street. It is well to note that the supply of the orchestra's records was completely exhausted and a rush order was sent for more.

CHENEY DISTRIBUTION PLANS

The New York territory has been added to that covered by the Cheney Sales Corp., of Philadelphia, of which G. D. Shewell is president. This important deal was closed the early part of June and adds to the territory covered by the Cheney Sales Corp. everything west of the Connecticut River in Connecticut, Greater New York, Long Island, northern New Jersey and the lower counties of New York State. This new territory, combined with the Philadelphia field of the company, which reaches west to the Susquehanna and south to Washington, permits a splendid field of operation for Mr. Shewell and his associates. Burton Collver, who has been the manager of the New York office of the Cheney Talking Machine Co., will become associated with the Cheney Sales Corp. in an official capacity and will continue his operations in the same territory. The Cheney Sales Corp. will take over the offices of the Cheney Talking Machine Co., at 1107 Broadway, New York City, in addition to its offices at 1105 Chestnut street, Philadelphia.

Advance Notice to Victor Dealers

To Retail at \$3.00



Spir-a-graf

a repeating device for Victrolas that always works and is no larger than your watch

The few Victor dealers who have observed our working models call it the most wonderful Victrola device they have ever seen

There is a world of entertainment in simply watching the little wheel carry the sound-box back to the first groove—accurately, never-failing, automatically WITH NO INTRICATE MECHANISM AND NOTHING TO GET OUT OF ORDER.
Big, general announcement of SPIR-A-GRAF will be made soon. We are ready NOW to

send to Victor jobbers or dealers complete literature and prices including an enlarged illustration of this wonderful attachment. Victor dealers who know have pronounced it a device that will sell at ONE demonstration with great possibilities for profit. Write NOW for literature.

Consolidated Sales Co. INDIANAPOLIS U. S. A.

ATTENTION PHONOGRAPH DEALERS

Send for Copy of "THE ORO-TONE" JUST OFF THE PRESS

THE ORO-TONE CO. 1010 George Street CHICAGO, ILL.

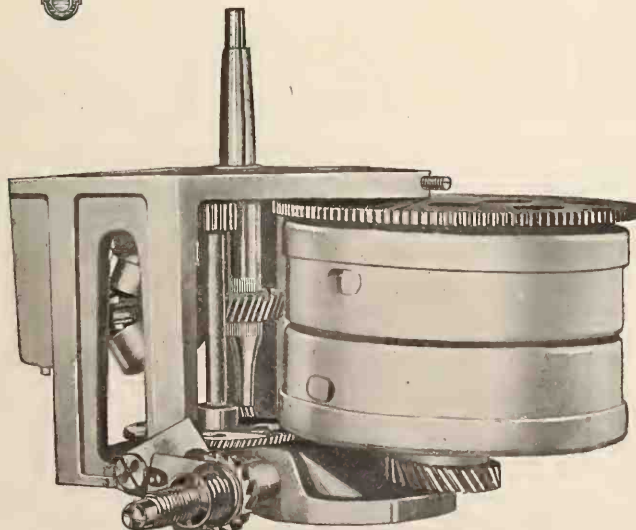
The Stephenson Almanack
1921 JUNE, Sixth Month 1921



1	W	
2	T	Manufacturer's Calendar
3	F	
4	S	Watch your product. Merit
5	S	now counts as never before.
6	M	
7	T	
8	W	Now it is time to study the prod-
9	T	uct to see how certain improve-
10	F	ment can be made so that you
11	S	may be ready for trade later on.
12	S	
13	M	Consider the Stephenson Preci-
14	T	sion-Made Motor, for it will
15	W	please your customers.
16	T	
17	F	
18	S	
19	S	Work the ground now for a
20	M	harvest in the fall.
21	T	
22	W	
23	T	The term, Precision-Made, was
24	F	introduced into the phonograph
25	S	industry by the Stephenson
26	S	Motor—and Stephenson Motors
27	M	by actual service rendered have
28	T	now earned the title.
29	W	
30	T	

Employ thy time well and throw not away
one single minute, says Poor Richard.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC
One Hundred and Seventy Pennington Street
Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

CONVENTION PLANS COMPLETE

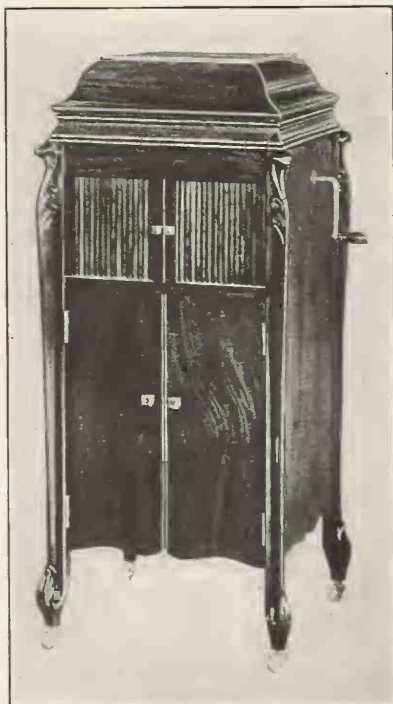
Chas. K. Bennett Makes Personal Visit to Colorado Springs to Arrange Details—Jobbers' Special Train to Stop at Pueblo

Word has been received from Charles K. Bennett, chairman of the arrangements committee of the National Association of Talking Machine Jobbers, who has been in Colorado Springs looking after the final details of the convention program, to the effect that all the details have now been arranged and everything is ready for the big time.

Mr. Bennett reports that Colorado Springs was not affected by the recent floods and that the officials of the Santa Fe Railroad announce that the roadbed will be repaired and transportation put on a normal basis before June 15. Arrangements have been made for the special train carrying the jobbers to stop at Pueblo for a brief period in order that the conventioners may witness the havoc wrought by the floods in that city.

The

Tiffany



Model B

"The Last Word in Phonograph Construction"

The appealing lines of the Tiffany Models, together with workmanship and quality, are the reasons for the noticeable increase in Tiffany Jobbers and Dealers.

Write for our attractive proposition.

TIFFANY PHONOGRAPH SALES CO.

Executive and Sales Offices

1404 E. 9th St., Cleveland, O.

New York City Office
17 E. 42nd St.

SOSS INVISIBLE HINGES

Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.

CHURCHILL CO. HOLDS SALES MEET

Pathé Distributors in Iowa Hold a Most Successful Sales Convention in Burlington

BURLINGTON, IA., June 6.—The Churchill Drug Co., Pathé distributors in this territory, with establishments in Cedar Rapids, Peoria and this city, held their first general sales convention here on Thursday and Friday of last week, June 2 and 3. The entire program was a most elaborate one, with close to seventy-five of the executives and salesmen of the company in attendance.

F. S. Churchill, head of the company, presided as chairman and W. N. Churchill delivered the formal address of welcome at the opening session on Thursday. At both sessions on Thursday there were a number of addresses on business subjects made by executives of various organizations and some excellent selling material was offered for the consideration of the conventioners.

On Friday the salesmen reported at the company's headquarters and made a tour of inspection of the establishment. At the morning session H. N. McMenimen, managing director of the Pathé Frères Phonograph Co. was the principal speaker. There were also other addresses. In the afternoon there was a general discussion of sales problems, even as far ahead as the holiday trade, and the salesmen's question box was open.

There were several social affairs during the convention, including an elaborate luncheon each day and a banquet at the Hotel Burlington on Thursday evening, with Frank Stockton as the principal speaker.

Those who attended the convention included from the Burlington headquarters: W. N. Churchill, C. S. Hutchins, C. F. Wehmeier, C. E. Kisler, F. A. Straw, E. R. Jatooby, H. E. Eaton, J. C. Minton, H. Bouquet, D. C. Hampsher, A. L. Floden, W. P. Strain, J. A. Hughes, C. W. Blayney, J. A. Day, C. C. Stoerzbach, W. H. Hackler, P. F. Fulton, Eno Fimmen, C. W. Boger, F. W. Lemon, C. W. Schach, W. M. Barnett, F. R. Buck. From Cedar Rapids: F. Junkermann, F. S. Churchill, J. C. Cox, E. T. Sickel, J. R. Schollenberger, P. E. Colwell, T. H. Thomas, D. M. Cram, L. C. Munch, W. F. Glass, R. L. Shambaugh, J. W. McDonald, A. N. Johnson, C. E. True, A. E. Dreier, C. L. Havens, W. L. Capron, W. S. Bartlett, L. L. Kadavy, J. W. Wray. From Peoria: F. M. Burks, W. K. Roth, H. H. Coulson, Eno Boyer, F. F. Kneer,

E. M. Scoones, H. R. Pelz, W. B. Munro, C. M. Miller, F. E. Conway, Arthur Schulz, E. M. Rutledge, R. R. Ross, D. C. Artz, W. E. Tripe, E. C. Webster, Elmer Blank, F. E. Hadank, J. F. Caldwell, J. J. Green, C. C. O'Hara, N. F. Montross, H. M. Rogers, F. W. Dudley, C. F. McLean.

NEW WALL-KANE MERCHANDISERS

The Progressive Phonographic Supply Co. has announced that those controlling the majority of stock in the company have voted to dissolve this selling organization and that hereafter the Wall-Kane needle will be merchandised by the Greater New York Novelty Co., 3922 Fourteenth avenue, Brooklyn, the manufacturer of the needle.

The Wall-Kane needle is being brought to the attention of the public in suburban communities in a novel manner. There is presented free with each package of needles a balloon for the children. This offer is only made by dealers who have not previously retailed the Wall-Kane line and is, therefore, creating much new distribution for the needle.

FILES PETITION IN BANKRUPTCY

OKLAHOMA CITY, OKLA., June 6.—The Oklahoma Phonograph Co. has filed a voluntary petition in bankruptcy with the clerk of the Federal Court at Guthrie. The company's assets are placed at \$15,482.71 and liabilities at \$16,083.40. The matter has been referred to a referee.

Victor Dealers

The USOSKIN VICTOR MONTHLY WINDOW DISPLAY SERVICE is an investment—not an expense.

It pays dividends in increased sales.

It attracts attention, brings people to your show window and into your store, and nets you a profit on your investment in a dozen different ways.

Send for sample set and further details regarding this sales-stimulator.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

Ted Lewis scores another triumph with his tuneful, tantalizing trombone in that famous fox-trot "I'm Coming Back to You—Maybe." Coupled with "Wishing," a medley fox-trot by the Yerkes Jazarimba Orchestra. Order a lot for your dance loving customers. A-3400.

**Columbia Graphophone Co.
NEW YORK**



ANNUAL BANQUET OF EMPLOYEES OF BLACKMAN T. M. CO.

Gathering at the Hotel McAlpin June 4th Preceded by Theatre Party at Palace Theatre Most Enjoyable Event—Mr. Blackman's Important Address—Bonus Envelopes Distributed

The twelfth annual banquet of the employees of the Blackman Talking Machine Co., New York, Victor wholesaler, was held Saturday, June 4, at the Hotel McAlpin, New York, being preceded by a theatre party at the Palace Theatre. An interesting program was prepared for the entertainment of the employes, and the afternoon and evening were thoroughly enjoyed by everyone present. It so happened that the Palace Theatre program represented one of the best shows of the year, and incidentally the leader of the orchestra at the Palace Theatre is Ben Roberts, a nephew of Frank Roberts, secretary of the Blackman Talking Machine Co., and one of the veterans of the talking machine trade.

Upon arriving at the Hotel McAlpin the Blackman party took possession of the Green Room, which had been reserved for their exclusive use, and after a most enjoyable banquet J. Newcomb Blackman, president of the company, made the address of welcome.

During the course of his address Mr. Blackman gave his organization an intimate idea of the problems which have confronted the company during the past few years, and which have been solved through the use of efficient and logical business methods. The Blackman Talking Machine Co. has been in existence for nineteen years, and during this period has been a

foremost factor in the Victor industry in New York. Personally, Mr. Blackman has for many years been one of the leading members of the National Association of Talking Machine Job-



J. Newcomb Blackman

bers, having served as its president and as a member of its executive committee for many years.

For several years the company occupied space at 97 Chambers street, and then moved to 81

Reade street, where its lease expired on May 1 of this year. Mr. Blackman briefly traced the history of the company, telling how he and his associates recognized the fact that the quarters occupied at 81 Reade street were far inadequate for the company's growing business. They decided to look for new quarters the early part of this year, and the paramount factor in the search for a new home was the question of a floor or building which would provide the employes with ideal working conditions. Several excellent locations were rejected because of minor disqualifications, but finally a floor was found in the building at 28 to 30 West Twenty-third street. Mr. Blackman looked over this floor carefully, and was soon convinced that it met the company's requirements in every detail. It furnished the employes with excellent working conditions, and the shipping and freight facilities were exceptional. The lease was closed and the company took possession of its home on May 1.

Mr. Blackman paid a hearty tribute to the invaluable co-operation given the company by its employes during the removal period, as many of the men worked well into the night in order that the new home might be occupied on schedule date. In closing, Mr. Blackman predicted that his organization would attain unlimited success in the future, as the spirit evinced by every member of his staff assured this success.

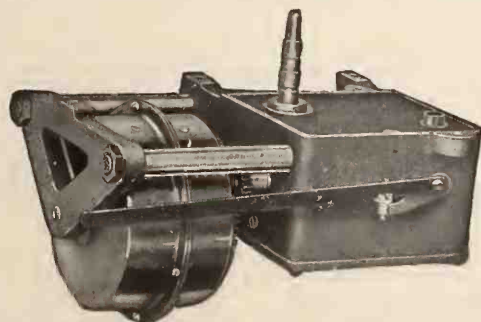
Upon completing his address, Mr. Blackman announced that the employes would receive bonus envelopes in accordance with the plan instituted by the company twelve years ago. Under the terms of this liberal profit-sharing plan every employe who has been associated with the company during its complete fiscal year shares in the profits, and this system has been an important factor in the success attained by the Blackman organization. Fifteen employes shared in the 1921 bonus plan, among these being Fred P. Oliver, vice-president and general manager; Frank Roberts, secretary; George Thau, assistant secretary; James F. Ashby, assistant treasurer; C. L. Johnston, sales manager; Edgar S. Palmer, A. D. Robbins, Walter R. Grew, Charles R. Marquis, Jr., John Mills, Charles W. Cornwell, Miss Elizabeth Reighton, Miss M. V. Johnstone, Miss Mae Dranow and Miss L. W. Haggerty.

In addition the stockholders of the corporation received a dividend based on the company's activities the previous year and several of the employes participated in this stock dividend. Incidentally, Mr. Blackman stated that plans were being made whereby the employes of the organization would be given an opportunity to become stockholders on a liberal basis to be announced in the future. Among the stockholders who were present at the banquet and who received their dividends were the following: Fred P. Oliver, Frank Roberts, George Thau, Mrs. J. Newcomb Blackman, Mrs. F. P. Oliver, Mrs. Anna A. Houghton and Mrs. Irene C. Blackman.

As a fitting finale to the banquet Mr. Blackman announced that C. L. Johnston, who was appointed sales manager of the company about a

(Continued on page 170)

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

**United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO**

BANQUET OF BLACKMAN EMPLOYEES
(Continued from page 169)

year ago, would very soon be promoted to the position of secretary of the company, succeeding Frank Roberts, who became associated with Mr. Blackman nineteen years ago as his first employe and who has retired from active duty. The organization was delighted to hear of Mr. Johnston's prospective promotion, as he has worked indefatigably in the interests of the company during the past year and was in direct charge of the removal from 81 Reade street to 28-30 West Twenty-third street.

Before the floor was cleared for dancing Fred P. Oliver, in behalf of the officers and employes, thanked Mr. Blackman for the courteous consideration extended the organization and assured him that every member of the staff would give the company 100 per cent service and co-operation during the coming year.

POLICY OF CO-OPERATION PAYS

Remington Phonograph Corp. and Olympic Disc Corp. Supply Effective Dealer Helps—S. H. Jacobs, Good Advertising Suggestions

One of the secrets of the success of the Remington Phonograph Corp., New York, and the Olympic Disc Corp., which it controls, is the hearty co-operation which they offer to the



Samuel H. Jacobs

dealer. This co-operation is not limited alone to the providing of the merchandise, but goes further and offers general help in the disposing of the merchandise as well.

S. H. Jacobs, advertising manager of the company, gives his attention to the dealers' publicity as well as the publicity of the parent concern. On occasions too numerous to mention Mr. Jacobs has traveled out of town to confer per-

This Book Simplifies Musical Merchandising



HERE is a guide to Successful Musical Merchandising. Here is a most complete line of Musical Merchandise (one of the largest in the United States) condensed within the covers of one small, valuable book.

It is our Confidential Trade Price List. Hundreds of GRETSCHE dealers find it a veritable buying guide.

It puts at their command the choicest offerings of the world's markets. A modest inventory, backed by this book and GRETSCHE service, enables GRETSCHE dealers to meet every musical demand—and profitably, too!

If you haven't this book, just drop us a card and we'll send you a copy by return mail. Free, of course.

The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1863

54 to 80 Broadway

Brooklyn, N. Y.

sonally with the dealer regarding his advertising problems. Mr. Jacobs is an advertising man of long experience and is well qualified to give expert advice on the subject. Among the many advertising helps offered to the dealer by Mr. Jacobs' department are colored slides, hand-colored window show cards and a one-reel moving picture entitled "At Home With America's Oldest Inventor." This reel has been exhibited in nineteen States and has been acclaimed as educational as well as entertaining. Mr. Jacobs states that improvement of conditions is noticeable and steady and predicts that by Fall a big improvement will be felt.

MAGAZINE STORY ON MOOD CHARTS

The feature story in the magazine section of the New York Herald of Sunday, June 5, was an analysis of the results obtained through the use of some 200,000 mood charts by Thos. A. Edison. The article by Willis Steell was captioned "Music as Cure Under Scientific Test," and the whole subject was treated in a most interesting manner. The effects of the various types of music on the moods of those under test were carefully described. The whole story was closely identified with the Edison campaign.

Miner Chase, of Allerton, Ia., has installed a new Victor department. It is admirably arranged well in front of the store and a diversified line of styles is shown.

LOCAL BRUNSWICK ACTIVITIES

Manager Strauss Pleased With Dealers' Activities—Members of Local Staff Visit Chicago

E. A. Strauss, general manager of the Brunswick-Balke-Collender Co., New York, is enthusiastic regarding the plans and preparations being made by Brunswick dealers in the East for an active Summer and early Fall trade. Mr. Strauss states that Brunswick machine sales are more than holding their own and that his organization is endeavoring to impress upon the dealers the urgent need of instituting intensive campaigns so that they may receive their full quotas of Summer business.

Chester I. Abelowitz, metropolitan representative of the Brunswick offices in New York, recently spent two weeks at the factory in Chicago for the purpose of acquainting himself with the latest data pertaining to the manufacture of Brunswick machines and records.

Gus. Henschman, of the Brunswick recording laboratories in New York, spent a few days in Chicago recently visiting the Brunswick offices and factory.

T. J. Garland, who represents the company in New Jersey and Long Island, has opened up a number of new accounts in this territory, and in addition many of the older Brunswick accounts are remodeling their stores in anticipation of an active Fall trade. Dealers appreciate Mr. Garland's visits. He is helpful and stimulative.

DO YOU KNOW ABOUT THE NEW IMPROVED KING-O-TONE PORTABLE

Several patented features which are a positive sales asset.

1. Case and handle; guaranteed cowhide leather, in black or mahogany brown finish.
2. Nickel polish trimmings throughout.
3. Resonator.
4. Special velvet lined compartment for ten and twelve-inch records.
5. Sliding door, velvet lined compartment for tone arm and crank.
6. Guaranteed double spring motor.



Retailing at \$37.50.
This is the season.
Write today for samples and discount.
Prompt delivery.

NEW YORK OFFICES: 51 East 42nd Street

KING-O-TONE PHONOGRAPH COMPANY, 608 Chestnut Street, Philadelphia, Pa.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

SALESMEN—A firm making material needed and used by every dealer and repairman in the trade, now doing a large business in the East, is desirous of extending its business westward and southward. We invite applications from worth-while men to represent us. The men selected must be workers and want business bad enough to hustle for it on a strictly commission basis. These men will be backed by strong advertising. You may reply in strict confidence, giving reference. "Box 955," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Side line salesmen to sell a complete line of phonographs and musical accessories. No samples to carry. You can earn all your expenses during spare time. "Box 958," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Traveling salesman for large wholesale house. Familiarity with Victor products and policies essential. To travel out of Washington. Apply, giving all details, to "Box 964," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Experienced sheet music traveling salesman desires position with classical publishing house. Pacific Coast territory, with headquarters at San Francisco, Cal. Address "Box 959," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Side line salesman; good position; to sell a well-advertised line of phonograph needles. State territory you now cover. "M. A., 24," care The Talking Machine World, 209 South State St., Chicago, Ill.

SALESMEN—The largest phonograph joblot house in America needs salesmen to represent it in many sections of the country. Guaranteed cabinets, motors, tone arms, hardware sets; machinery can be sold in large quantities at prices beyond competition. Every manufacturer, jobber and large user of phonographs and cabinets is open for startling bargains. We have them. One large deal every month will easily net \$15,000 a year. Address "Box 965," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Laboratory and matrix expert, with 18 years' experience, would like to have interview with any talking machine company. Address "Box 967," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Commission men, calling on the music trade exclusively, to sell high-grade Player Roll Cabinets (line of 15 pieces). Liberal commission. Write for territory. Box "942," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By experienced phonograph man from Pacific Coast, now located in New York. Thoroughly experienced in both production and sales. Address "Box 953," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By young lady with two years' record experience. Chicago location, if possible. Address "Box 968," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—A capable phonograph salesman is open for a road or manager's position. Any reference desired. Address "Box 969," care of The Talking Machine World, 373 Fourth Ave., New York City.

Emerson 7-Inch Double-Disc Records 7c Each

Large assortment. No patriotics.
In 1,000 lots, 9½c. each. In 5,000 lots, 8c. each.
In 2,000 lots, 9c. ea. Entire lot 10,000 at 7c. ea.
Terms: Net, F. O. B. Chicago. Subject to prior sale. FANTUS BROS., 519-531 S. Dearborn St., Chicago, Ill.



Sacrifice Sale of 25,000 Standard 10-inch Double Disc Records

Very large assortment.
All desirable—no patriotics.

In 100 lots, 19c.	In 2,000 lots, 17c.
In 250 lots, 18½c.	In 5,000 lots, 16½c.
In 500 lots, 18c.	In 10,000 lots, 16c.
In 1,000 lots, 17½c.	Entire stock, 15c each.

Terms: Net, F. O. B. Chicago. Subject to prior sale.

FANTUS BROS.

519-531 S. Dearborn St., Chicago, Ill.

FOR SALE

Series of Unico Demonstrating Booths, made by Unit Construction Co. Finished in Grey. Three booths 6 x 9, One 9 x 12, One 6 x 9 Record Booth, capacity about 10,000 records. One 6-ft. counter to match. All new Oct., 1920. Number 3 Unico design. Bargain. Also stock of Vocalion phonographs and records. Hampson, Mintie & Abbott, Inc., Waterbury, Conn.

INVENTION FOR SALE

Sound box that automatically positions needle in tangential relation to record groove. Insures perfect, scientific reproduction of lateral cut records. Royalty or cash. Address "Box 966," care of The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

100 heavy type motors, double spring, also 100 large tone arms. Give cash price in first letter. H. A. Sage, 329 E. Fort St., Detroit, Mich.

WANTED—Position as wholesale or retail salesman, wholesale preferred. Have had over three years' experience. First-class references. Address Box "970," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Salesman wants to sell talking machine needles in the following territory: Western Pennsylvania, West Virginia, Ohio, Detroit and Buffalo. "Box 957," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Victor and Columbia salesman, has knowledge of records in all languages and understands mechanism of all machines. "Box 956," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Cashier and credit man, three years' experience with largest concern in the game, desires to make a change. "Box 960," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful sales manager, managed largest wholesale and retail departments, desires connection, anywhere. Age, thirty-nine; highest class references. "Box 961," care of The Talking Machine World, 373 Fourth Ave., New York City.

PATENT for SALE

Outright or on a Royalty Basis

A Reproducer

embodying the working principle of a bellows and vibratory throughout.

The first in the art to incorporate a vibratory back.

In volume and clarity of tone it is easily superior to any upon the market.

The patent is of recent date and, in the opinion of leading patent lawyers, is basic.

Control of it assures monopoly, while the essential novelty and inexpensiveness of the device are very strong advertising and selling features.

Address "Duo-Vibro," care Talking Machine World, 373 Fourth Ave., New York

1,000 SWISS MOTORS

Nickel plated, double spring. Imported Swiss motors of excellent quality. Equipped with worm drive. 12" cast iron turn table, suitable for a phonograph selling from \$50 to \$150.00.

Price, \$5.75 each

E. L. CUEENDT

150 West 49th St. New York

SPECIAL LABEL RECORDS

Large phonograph company offers to manufacture 10" standard phonograph records with your own label. Releases of not less than twenty (20) selections per month. Standard selections from our own catalog of over one hundred numbers. Popular numbers recorded and released monthly. B. X., care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Six phonograph booths, state make; also one Unico or Van Veen counter, glass top, and record racks. Address E. Brodbeck, 72-74 W. First St., Mt. Vernon, N. Y.

FOR SALE

10,000 phonograph motor springs, 16 ft. by 1½ by .025. First quality and in perfect condition. Will sell at a sacrifice. "Box 921," care of The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Flourishing Columbia agency in Atlantic City, \$10,000. Old established, with following of ten years' growth. Present owner leaving city to engage in another line of business. Address "Box 963," care of The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS

We specialize in building talking machine cabinets to order. Let us figure on your requirements.

MASTERPIECE PHONOGRAPH CO.
2320 South Western Avenue
CHICAGO, ILLINOIS

Consult Page 172 for Further
Classified Advertisements

WORLD CLASSIFIED ADVERTISING—(Continued from page 171)

Jobbers—Large Users—Manufacturers

The following guaranteed merchandise of a nationally known manufacturer is open for bids:

- I. 2000 heavy cabinets 46", 48", 51", 53" high, of handsome design. Name plate of manufacturer can be had if desired.
- II. 1000 two and three spring motors built by same manufacturer.
- III. 1000 high-grade tone arms with reproducers of same brand as above mentioned.
- IV. 15,000 heavily nickel-plated cabinet hardware sets.

We have excellent facilities and are willing to assemble and equip these cabinets for those unable to do it. As these cabinets are yet unbored, buyers can select what motors they like.

For large users this is an extraordinary opportunity to buy high-grade phonographs at prices reduced beyond competition.

Write at once for appointments in Chicago or for our representative in your city or for samples.

The Chicago Phonograph Realization

1427 CARROLL AVE.

CHICAGO

VALUABLE NEW VICTOR BOOKLET

"The Victrola in Correlation With English and American Literature" a Volume of Much Practical Interest to the Educator

The Victor Talking Machine Co. has just issued another booklet which represents a most important addition to the extensive educational library of that company. The new volume is entitled "The Victrola in Correlation With English and American Literature," and covers very completely an extremely important subject in which the Victrola may assist in teaching. The Victrola and Victor records are now being used in teaching English in thousands of schools throughout the country, and the new booklet has been issued in response to requests for a complete listing of Victor records in this field of educational work.

The new volume has been compiled by S. Dana Townsend, A.B., of Columbia University. Harold D. Smith, who has supplied a thoroughly interesting and practical introduction, in the course of which he emphasizes the fact that Americans have been too prone to regard music as something apart from the commonplace events of daily life, and that the European declaration that Americans are unmusical is due largely to this view of music, for the average European regards music as a vital part of his regular existence. Much excellent advice is offered to the teacher regarding material most suited to the needs of various classes of pupils and various classes of work. And there is a page devoted to concise practical suggestions for the teacher.

The bulk of the booklet, which comprises seventy pages, is given over to a comprehensive catalog of records suited for use in correlation

FOR SALE

4,500 packages of standard semi-permanent needles; each needle playing ten records. These needles are in original cartons and retail for 10c. Our special sale price is 3c per package. Address Box "954," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Entire equipment of the Southern States Phonograph Co., consisting of a practically complete record plant in Atlanta, Ga., in running condition. Will ship anywhere or it can be operated at its present location. Very cheap rental. Dixie Paper & Box Co., Atlanta, Ga.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal name-plates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

FOR SALE

Records, best make, 35c. Cabinets, motors, tone arms; a bargain. Anything required in the phonograph line we sell at reduced prices. Mandell & Co., 88 Rivington St., N. Y. C.

with English and American literature, classified according to titles, and then again according to composers and writers.

OPENS OFFICES AS ENGINEER

Maximilian Weil Acting as Consulting Engineer in Talking Machine Industry—Well Known in Engineering Field

Maximilian Weil, formerly vice-president and chief engineer of the Sphinx Gramophone Motors, has resigned from this company's service and has opened offices as consulting engineer at 100 Broad street, New York. Mr. Weil has already arranged to handle the affairs of a number of talking machine concerns, and one of the recent additions to his clientele is the Silent Motor Corporation, Brooklyn, N. Y.

Mr. Weil is well known in the talking machine industry, having specialized for many years in the development of the technical end of motor, tone arm and phonograph manufacture. He is a member of the American Institute of Engineers, the Aeronautical Society of America and a number of other engineering organizations. His engineering experience is wide and diversified, as he was associated with the Westinghouse Electric & Mfg. Co., S. Pearson & Son, London, Eng., the Bell Motor Co. and the engineering staff of the New York Central Railroad at the time of its electrification. For a number of years he was consulting engineer prior to becoming associated with the Sphinx Gramophone Motors.

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., addressed the Bridgeport Advertising Club at its meeting on Wednesday, June 1, held at the Seaside Club. Mr. Hopkins' address was enthusiastically received by the members of the Bridgeport advertising fraternity and he gave a number of valuable sales and publicity suggestions.

A.F.Co.

felts

for Talking Machine Turntables

First impressions are lasting! A part of the total effect of elegance in your machine is due to the lustrous felt turntable.

It is a matter of pride to the purchaser to own a product of the finest materials obtainable. American Felt is uniformly perfect for resistance to wear and is matchless in appearance.

You can afford to use none but the best in creating this appearance of beauty and refinement. That means AMERICAN FELT TURNTABLES.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Continuance of Coal Strike Proves a Heavy Burden to the Gramophone Trade—Business Men Realize It Must Be a Fight to the Finish—Strong Effort Made to Keep Up Some Sort of Production, Particularly in Records—Musical Typewriter Invented—The Duty on German Exports Causes Discussion—New Invention Makes Speech Visible—The New Record Lists—The General Trade News of the Month

LONDON, E. C., May 28.—The coal strike still controls the trade situation. Its continuance to any extent of time must be disastrous. Industry in general is held up. So long as that continues the gramophone and all other branches of the music industry must needs suffer a setback as never before equaled within the trade history. At most of the gramophone warehouses and offices the usual signs of business are absent. In some I notice that skeleton staffs only are retained, while other firms have adopted the practice, especially in the factory, of maintaining the majority of their employes on two, three or four day shifts only—one week on, one week off, alternately. By this method the men are able just to exist, which, though a very deplorable state of things, is far better than giving work to a chosen few and letting the rest do nothing on the official unemployment dole.

These wretched facts of the situation notwithstanding, among business men there is an air of sober optimism engendered by the belief that this time the Government means to stand firm against the political claims of labor while giving every support to its genuine grievances. The fanatical element of trade unionism which seeks

to hold up the country over every kind of dispute without reasonable justification must be brought to understand that unless labor settles down to honest workmanship, a good service and the acceptance of arbitration or other reasonable method of settling genuine disputes, the industries of this country will be out-developed and restricted to such an extent as to saddle the country with a large army of unemployed and eventual trade stagnation such as we are witnessing to-day.

With much of this in mind the British gramophone trade is adopting a waiting attitude. Financial and business resources are being conserved. Within such limits trade is maintained as vigorously as immediate circumstances warrant and no opportunity is lost to turn an honest penny, so to speak. In this regard there are one or two firms whose outstanding efforts make for encouragement among dealers. For instance, the "His Master's Voice," Zonophone and Winner companies are what might be termed active. Press publicity and the maintenance of the usual retail service represent points of merit throughout their respective organizations, and the news published elsewhere of the laying down of a new pressing plant for "popular" records is decidedly a bright star in an otherwise dull firmament.

These remarks refer particularly to the record side of the business. Proportionately, record sales are ahead of machine sales, or, in other words, their field of sale is mainly applicable to existing machine owners, the percentage of record sales to new buyers being very small. Dealers tell me that few new machine buyers have been registered during the last month or so; in

fact, this branch of the trade has been abnormally slow. The models most in demand are portables and the higher-priced table grands and medium cabinets. Owing to great numbers of mechanics, miners—in fact, all classes of workmen—being unemployed the sales of cheap instruments are few and far between.

A Typewriter of Music Invented

Many have been the attempts to produce a machine that could be made to legibly write music. How difficult such a proposition is a moment's thought will reveal. Nevertheless it has been done. The music typewriter was shown for the first time at the Printers' Exhibition, London, and though its environment may be regarded as reminiscent of a Daniel in the Lions' Den, the printer-exhibitors spoke not so much in wrath as in admiration. In fact, its inventor, the Rev. T. Walton, expressed to me his satisfaction at the fine reception accorded his work by all who had seen it.

Somewhat after the size and style of an ordinary typewriter, the music typewriter prints by pressure as distinct from the hammer blow of a key. It rules the staves, spaces and prints the notes just like ordinary printed music, and by every manipulation notes and bars are put in correct relation. Equally good is the transposing device by which the instrument automatically transposes as the operator copies. The music typewriter is quite easily worked; a little practice but no expert knowledge is required.

Levy on German Exports Reduced to 26 Per Cent

Following upon the receipt of Germany's undertaking to honor the treaty of Versailles, it

(Continued on page 174)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dvor, Moscow; 3, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut "10 inch"
"Lateral"



LONDON'S LEADING VALUE!!!

QUOTATIONS

LOWEST in ENGLAND

FOR "HIGH GRADE PRODUCTS"

5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" from Catalogued Pairings.

Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England "QUOTATIONS CABLED FREE"

POINTS We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

- ➔ Repertoire Approx 3,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipments
- ➔ Packing by Experts
- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE
- ➔ Correspondence invited—any language

FROM OUR LONDON HEADQUARTERS—(Continued from page 173)

was thought here that the levy of 50 per cent imposed under the Reparation Act passed recently by the English Parliament would automatically be abolished. But not so! In answer to a query about it Austin Chamberlain said: "The Government thinks it inexpedient to repeal or suspend the act until they have had further experience of the working of the terms to which Germany has just given her adherence. The rate of duty will be reduced to 26 per cent and its collection here will be in substitution for, and not in addition to, the general levy on all exports from Germany."

This duty, by the way, which was of course designed to be met by the German Government, is really being paid by the British consumer. Since the imposition of this duty or tax the majority of German manufacturers have declined to accept orders from U. K. buyers unless accompanied by the full payment of the value of the goods. When this was done, upon delivery of the goods here the British importer was called upon to pay the 50 per cent reparation duty in addition to the ordinary 33½ customs tariff. And thus the public pays in the end what it was meant the Germans should pay. There is consolation in the thought that perhaps as a result the public will find British goods cheapest in the long run.

Speech Made Visible by New Invention

A wonderful new invention called the Lioretgraph is shortly to be brought to this country from France by the London University College authorities for research work into phonetics. The Lioretgraph (named after M. Lioret, the Paris inventor) is for making extremely accurate tracings upon permanent records of the actual vibrations of sound in articulated speech. D. Jones, director of phonetics of the University, told a Daily Chronicle representative that the instrument is unique. It is worked by motor power. "When one utters a vowel sound," said Mr. Jones, "the room is full of vibrations, and each different sound gives vibrations of different shape. In the presence of the Lioretgraph a person saying 'ah' would record upon paper on the instrument a little, wobbly, symmetrical line. The principle involved is similar to the ordinary phonograph, but, by means of extremely delicate mechanism, the effects of speech are enlarged an enormous number of times."

"His Master's Voice"

Information from the above company makes very interesting reading. Notwithstanding the present disastrous industrial circumstances the Hayes motto evidently is "Business as Usual," for "His Master's Voice" speaks as eloquently as ever.

To its wonderfully complete catalog the company has issued a No. 1 supplement of international celebrity recordings. It is produced on the same all-complete lines as the catalog, a brief history and photo of each artist accompanying a list of recordings. This supplement will be issued at intervals.

Of the latest musical revues, or whatever they are called, this firm announces records of the "hits" from "Sybil," "The League of Nations," "Robey en Casserole," and "Faust on Toast," all successful plays now running at different London theatres.

As from July 1 a reduction amounting to one-third of the present price is being made on all the "His Master's Voice" steel needles and needle outfits.

Miscellaneous News of Interest

Another American invention, the Repeatograph, has received favorable notice by the British trade. It is being factored by the well-known house of Keith Prowse & Co., Ltd., which has branches in several chief shopping centers of London.

Messrs. Pathé have recently added to their list of language records a new series in French which cannot fail of appeal.

The Sound Recording Co., Ltd., has secured the services of Arthur Gilbert to augment its recording staff. Mr. Gilbert is a well-known authority in this branch of the business and for many years he supervised the recording at the Hertford Record Co.'s factory.

Zonophone dealers should be proud of the splendid free advertising service provided for them by this company, whose publicity expert has just issued a further batch of "copy" in the form of complete stereos. Some hundreds of

Zono dealers now take advantage of this scheme.

C. B. Townsend has joined the staff of A. Balcombe as wholesale representative. His ground will cover both London and the Provinces.

"Winner" Record Service Maintained

Whatever the position in regard to record sales generally, it is of special interest to learn that the all-British "Winner" is true to its name. Recent advice permits one to say that, all circumstances considered, the sales of this record are satisfactory. Big things cannot be expected these times of strikes and general industrial disturbance, but I am glad to chronicle the fact that there has so far been no restriction of the Winner monthly supplements, or in the quality of the record. This month's program includes no less than twenty-four really up-to-date titles by artists who are favorably known in their particular musical sphere.

Build Audition Rooms

In the current Voice the editor usefully discourses upon the value of audition rooms. Outside the large stores and a few selected retail music shops, dealers do not permit themselves—or, rather, their customers—the comfort of trying over records in a private parlor or salon. If dealers would only realize this and install a few sound-proof booths they would quickly reap the reward of their expenditure. Quite efficient audition rooms can be erected at comparatively small cost. A very admirable method of parti-

↓ ↓
"PERFECT
POINTS"



BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL



CABLE
"PHONOKING,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

tioning off the back portion of the shop into three or four compartments without going to the expense of elaborate paneling will quickly work wonders in the turnover of a dealer's business. Buyers readily recognize such enterprise in a practical way by making use of a service that enables them to choose records in more or less privacy. Now, then, is the time to get busy on this idea before the big season's trade rush commences.

New Plant for Pressing "Popular" Records

In these days of business depression it makes delightful reading that the Sound Recording Co. express such good faith in the quality of their "Popular" records as to embark upon the erection of a new large pressing plant at Towbridge. In this connection I have been advised by the company as follows: "The completion of our No. 2 factory has materially assisted us in further expediting export business. We foresee that factory capacity will again be strained in the near future, and we are making arrangements to meet this by erecting another pressing plant. This will be imperative as we further develop the export business on our several registered brands."

The Sound Recording Co., Ltd., by the way, has just issued a new catalog of all 1920 recordings and a 1921 supplement of titles to date. A new and revised edition of the complete catalog is under preparation. It will be arranged under classified headings for the various sections, so as to insure quick and easy reference.

From a glance through the lists of "Popular" records I observe that most of the great London "hits" have been recorded, and the program of standard recordings seems thoroughly to cover every phase of vocal and instrumental music.

Some New Zonophone Records

The new Zonophone records represent a list of titles well in demand and of charming variety. Though, owing to present adverse conditions in the labor world and the consequent stagnation of commerce generally, public advertising has been slightly curtailed, the company is spending appreciable sums of money on publicity literature and specimen advertisements for its dealers. The result is that Zonophone trade is still very satisfactory, all things considered.

Among this month's records is a ten-inch double "Celebrity" No. G051, by Sir Harry Lauder. In both titles, "Over the Hills" and "O-hi-o," both of pleasing taste, Sir Harry is just Lauder to a T and that's enough 't it. A

very attractive record is 2132, "Starlit Dell" and "Dance of the Little Dutch," bell solos by E. W. Rushworth, with orchestra accompaniment. No. 2130, "Shoemaker Ned" and "Love o' Mine," two good songs by Geo. Parker. Miss Bessie Jones, though not quite at her best, contributes a couple of welcome numbers, "For One Sweet Day" and "Lantern Time of Love," on record No. 2129. The Boy Scouts' march, "Jamboree," takes on an added interest as played by the Black Diamond Band, which also treats us to a grand rendering of "Ballesteros," a pretty one-step. Finally, on No. 2127 we have parts I and II of "Military Church Parade" by the great St. Hilda Colliery prize championship band, which plays both numbers excellently well. Altogether a very salable list of records.

Federation of British Music Industries

At the present moment the attention of the Federation is focused on the forthcoming convention at Ramsgate. As at the time of writing the coal strike still continues, any accurate forecast of results is as yet impossible. It is, however, certain that the convention will not be canceled.

The list of subjects for discussion at the various conferences has already been announced. It only remains to add that, after the annual general meeting of the M. T. A. on May 25, time permitting, there will be a discussion on "Hire Purchase Transactions" in relation to accounting; that on May 27 there will be a meeting of the Gramophone Dealers' Association, when the following subjects will be discussed: (a) "Should dealers be allowed to sell obsolete records at reduced prices?" (b) "The present position of hire purchase systems as applied to gramophones"; and that on the following day there will be a meeting of dealers and others interested in the sale of sheet music.

The motto of the convention will be "Business in the morning; pleasure in the afternoon." Suitable arrangements for daily motor runs and other entertainment has been made, and there will be a golf tournament.

The weekly propaganda articles issued by the Federation are now being published by several leading provincial newspapers. These articles, which are designed to stimulate a general interest in the subject of music, are, to judge by the correspondence they have drawn, achieving their purpose. Arrangements have been made for the dissemination of Federation news in British papers through the medium of the Press Association, Ltd, and for obtaining rapid and widespread publicity for such news in a large number of journals overseas.

A special committee of exhibitors in the music trades met at the Federation offices recently to discuss various important matters in connection with the British Industries Fair. They recommended, inter alia, that at future fairs musical instruments should be exhibited only in the music section, into which goods other than music goods should not be admitted; that pianos and

gramophones should be separated as widely as possible; and that the Federation should continue to represent the music industries in connection with the fair.

PLAN AN ACTIVE FALL CAMPAIGN

PHILADELPHIA, PA., June 8.—The National Publishing Co., of this city, manufacturer of record albums, has planned a systematic and energetic campaign for Fall business. One of the first shots fired in this campaign was a general letter sent to the trade the early part of the month concerning record albums. In this letter the popularity of the album for the filing of records is treated upon in the opening paragraph. The letter is fully descriptive regarding styles, sizes and advantages of construction. In this letter attention is also directed to the special department for making albums in special binding designs for large users who stock their cabinets. These albums are made up with individual imprints when desired. The National Publishing Co. is optimistic, regarding future developments in the trade and expects general good business will be found in the Fall.

The McCulbee Phono. Co. has succeeded the Vitanola Distributing Agency in Dallas, Tex.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 7.—Repeating Attachment for Phonographs. Charles John Cooke, Washington, D. C. Patent No. 1,373,382.

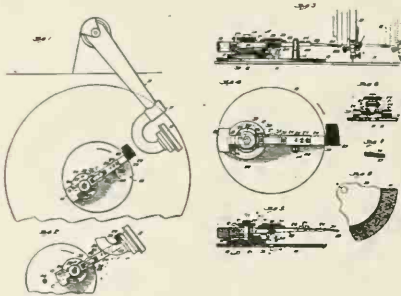
This invention relates to a repeating mechanism for phonographs or talking machines and more especially to means for automatically replaying or successively reproducing a phonographic record indefinitely, within the range of the particular motor employed, and practically without interruption.

Phonographs and instruments of like character are extensively employed for the purpose of producing dance music, and in this use obviously it is desirable to repeat the selection indefinitely, and without the interruptions incident to replacing the reproducing needle by hand.

An object of the present invention therefore is to provide a simple, inexpensive, efficient and self-contained attachment for phonographs, capable of accurately producing the results above indicated.

A further object is the production of an attachment of the character indicated by agency of which the reproducer is automatically raised each time its needle reaches the end of the record, is instantly and automatically returned to its starting point and in like manner lowered into operative engagement with the record groove, practically without interruption.

Figure 1 is a top plan view of the repeating attachment in position upon a disk record, with its operating arm in retracted normal po-



sition, the tone arm and sound box being at starting point upon the record; Fig. 2 is a fragmentary view also in plan showing the operating arm projected at the instant of delivering the sound box to its outermost or repeating position; Fig. 3 is a side elevation of the invention showing same at the instant of picking up a sound box for replacement, and also in dotted lines the sound box as replaced by the end of the operating arm; Fig. 4 is a top plan of the invention detached; Fig. 5 is a vertical central section through parts shown by Fig. 4; Fig. 6 is a vertical transverse section taken on the zig-zag line 6-6 of Fig. 5; Fig. 7 is an end view showing in inverted plan the underside of the base plate of attachment.

Talking Machine. Joseph M. Noel, Portage, Pa. Patent No. 1,372,975.

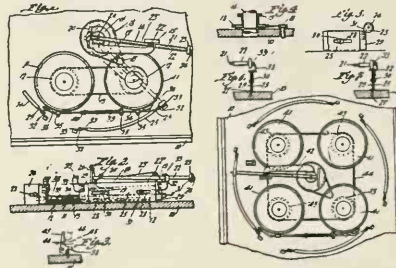
This invention consists in certain new and useful improvements in phonographs of the type provided with rotary record tables and the object is the adaptation of the phonograph to the playing of a plurality of records in succession one or more times.

For the accomplishment of the above-named purpose a phonograph has been produced characterized by a plurality of rotary record tables, each power-driven and arranged in relation to single sound arm, sound box and needle or other record engaging member, means being provided whereby the sound groove engaging member is brought in turn into engagement with the sound groove of each record, the member being automatically shifted from one record to the other. Means are also provided for adjusting the mechanism whereby the said member is

caused to engage the sound groove of a record at the beginning of the sound-recording portion of each groove and is removed from engagement with said groove at the end of the sound record.

Means are also provided for automatically stopping the machine when the desired operation has been completed.

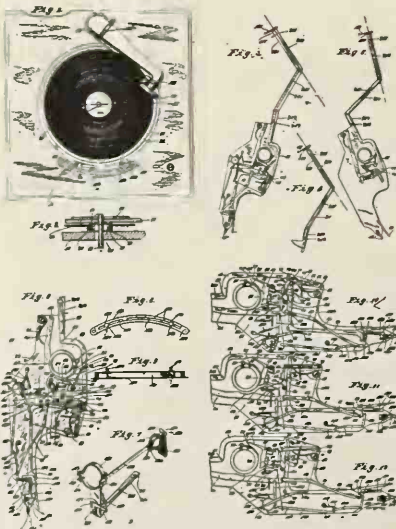
In the accompanying drawings, which are, however, merely intended to illustrate a practical embodiment of the principles of the invention without limiting the scope of the latter to



the construction shown, Figure 1 is a plan view of a phonograph adapted for playing two records in succession; Fig. 2 is an elevation of the same; Fig. 3 is an enlarged detail showing the brake trip; Fig. 4 is a detail in section showing the driving mechanism carried by the tone arm; Fig. 5 is a fragmentary elevation showing a section of the track and the driven wheel running thereon; Fig. 6 is a sectional view of the track showing the method of setting the same to raise or lower the driven wheel at the proper moment at the beginning or end of a record; Fig. 7 is a similar view showing the wheel engaging the track, and Fig. 8 is a view similar to Fig. 7 showing the phonograph adapted to play four records in succession.

Phonograph. Joseph A. Davidowski, Brooklyn, N. Y. Patent No. 1,372,167.

This invention relates to improvements in phonographs, especially of the Victor type, and particularly to means for returning the goose-neck tone arm and needle at the end of the re-



cord and resetting the same preparatory to replaying.

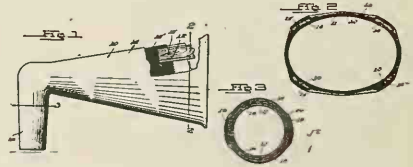
The principal objects of the invention are the provision of an automatic means for playing phonographs using flat disc records and the provision of a brush to remove accumulation of dust in the record grooves in advance of the needle.

Figure 1 is a top plan view of a conventional form of phonograph indicating the application

of the invention; Fig. 2 is a fragmentary sectional view taken on line 2-2 of Fig. 1; Fig. 3 is a plan view of the actuating mechanism shown in one of its positions; Fig. 4 is a fragmentary plan view showing the operating arm in another position; Fig. 5 is a plan view similar to Fig. 3 showing the arm in a different position; Fig. 6 is another plan view of the mechanism drawn to an enlarged scale; Fig. 7 is a perspective view of the horn support; Fig. 8 is a plan view of the control sector; Fig. 9 is a front elevational view of the same and Figs. 10, 11 and 12 are plan views showing the operating parts in their different positions.

Amplifier for Phonographs. Benjamin Bolton, Salt Lake City, Utah. Patent No. 1,372,269

This invention relates to amplifiers or more particularly to horns used upon any of the many approved types of gramophones, and an object of the invention is to provide a horn which will carry and magnify the music or sound reproduced by a mechanism reproducer, and one



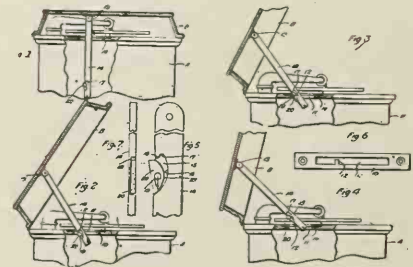
which will be free from any metallic sounds, resulting in the reproducing of clear life-like notes and sounds.

Figure 1 is a side elevation, partly in section, of a horn constructed in accordance with this invention; Fig. 2 is a cross section taken on the line 2-2 of Fig. 1; Fig. 3 is a section on the line 3-3 of Fig. 1.

Lid Support. Howard A. Hamacher, Richmond, Mo. Patent No. 1,372,503.

This invention relates to lid-supporting devices for holding a lid in open position and for its object the provision of a novel device for holding open the lid or cover of a talking machine cabinet, the device automatically operating to hold the lid when the lid is merely raised and the device furthermore permitting return of the lid to closed position when the lid is merely raised somewhat above its normal open position.

Figure 1 is a fragmentary sectional view through a talking machine cabinet and its cover, showing the device applied thereto and showing the cover closed; Fig. 2 is a similar view showing the cover in open position; Fig. 3 is a similar view showing the cover raised excessively



to release the holding means; Fig. 4 is a similar view showing the holding means fully released; Fig. 5 is an enlarged detail of the lid-carried arm; Fig. 6 is a detail of the element carried by the cabinet, and Fig. 7 is an edge view of the lid-carried arm.

Multiple-Arm Reproducer Mechanism. Fay O. Farwell, Dubuque, Ia. Patent No. 1,371,164.

In the usual construction of phonographs it has been the practice to provide but a single reproducer arm which is rotatably mounted at one end and has a needle-carrying sound box secured to the other end thereof.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

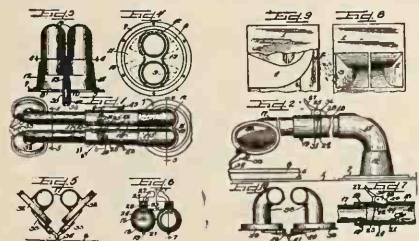
This invention, however, pertains to an improved form of a phonograph reproducing mechanism in which a plurality of adjustable reproducing arms are provided attached to a single support rotatably mounted on the phonograph cabinet, whereby said arms may be simultaneously rotated to permit the playing needles thereof to simultaneously engage in the same groove of a record to permit the diaphragm associated with each needle to transmit a recorded tone wave to an independent megaphone to produce an apparently single tone of increased carrying power and volume.

It is an object of this invention to produce a phonograph provided with a plurality of simultaneously rotatable, adjustable reproducing means and a multiple-arm reproducer mechanism provided with sound-reproducing means disposed to receive and transmit both vertical and horizontal sound waves of different types of records.

Another object of this invention is the construction of a phonograph equipped with a plurality of reproducer arms adapted to rotate at the same time and each arm provided with a separate stylus and connected with a separate horn.

It is also an object of this invention to provide a rotatable reproducer mechanism comprising a rotatable mounting having a plurality of sound-reproducing arms rotatably attached thereto, and equipped with sound reproducing means disposed at an angle with respect to each other, affording a reproducer mechanism, wherein the diaphragms are sensitive to both vertical and horizontal sound waves of different types of records.

It is a further object of the invention to construct a phonograph equipped with a rotatable support for carrying a plurality of adjustable reproducing means, disposed at an angle with respect to each other, and adapted to be rotated



simultaneously with said support, and engage in practically the same point of a groove of any of the standard types of records to apparently produce a single tone of increased volume and carrying power.

It is an important object of this invention to construct an improved form of reproducing mechanism of simple and effective construction, and having a plurality of sound-reproducing means simultaneously rotatable and each provided with an independent stylus sound box and horn.

In the drawings:

Figure 1 is a top plan view of a double-arm reproducer mechanism embodying the principles of this invention; Fig. 2 is an enlarged side elevation thereof; Fig. 3 is an enlarged section on line 3—3 of Fig. 1 with parts in elevation; Fig. 4 is a section taken on line 4—4, Fig. 3; Fig. 5 is a sectional view taken on line 5—5 of Fig. 1; Fig. 6 is an enlarged sectional detail taken on

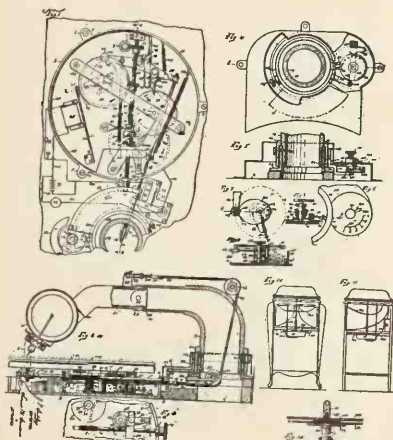
line 6—6 of Fig. 1; Fig. 7 is a fragmentary section with parts in elevation, taken on line 7—7 of Fig. 6; Fig. 8 is a fragmentary front elevation of a phonograph cabinet; Fig. 9 is a side view thereof, partly broken away to show the horn construction; Fig. 10 is a view similar to that shown in Fig. 5, of a modified form of the device.

Phonograph. James T. Sibley, Paterson, N. J. Patent No. 1,371,984.

It is the purpose of this invention to provide a stop mechanism for a talking machine motor, which operates, not upon a predetermined setting, but solely upon the completion of the record, regardless of the location of the end of the groove upon the record tablet.

This invention also contemplates the provision of means in conjunction with the stop mechanism for repeating the record two or more times up to six complete repetitions before the stop mechanism becomes effective. It also contemplates the provision of means for an indefinite number of repetitions, depending solely upon the life of the power which drives the motor.

Figure 1 is a plan view of so much of a phonograph as is necessary to gain a full understanding of the improvement. In this figure the turntable is removed to expose the working parts of the stop and repeat mechanism; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a plan view of the differential mechanism; Fig. 4 is a plan view, partly in section, of the parts surrounding the base of the tone arm, whereby repetitions from one to six times or more are made; Fig. 5 is a section on line 5—5 of Fig. 4, but with the stop arm in a slightly shifted position; Fig. 6 is a fractional plan view of the



cover, showing the index mechanism for setting the device up for repeating; Fig. 7 is a detail of the stop mechanism; Fig. 8 is a section on line 8—8 of Figs. 1 and 7; Fig. 9 is a vertical section on line 9—9 of Fig. 1; Fig. 10 is a front elevation of a phonograph cabinet, showing the location of the motor within the cabinet; Fig. 11 is a central vertical section of the cabinet; Fig. 12 is a vertical section of the driving spindle showing the means for supporting the turntable thereon, and also the detachable mechanism for coupling the spindle to the driving shaft of the motor.

Resonator Device for Graphophones. Jere Johnson, Morgantown, W. Va. Patent No. 1,371,900.

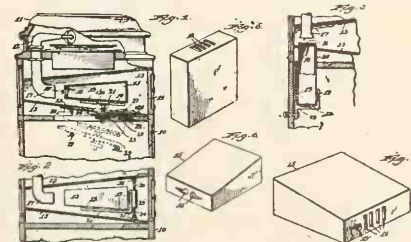
This invention relates to improvements in resonator devices for sound-reproducing devices, and has for its particular object to provide an attachment for graphophones of the cabinet type, whereby the sounds reproduced will be more mellow, smoother, and to a greater extent free from foreign sounds than is the case with the greater number of sound-reproducing machines now made.

Another object is to provide a resonant attachment which can be adjusted relative to the

discharge mouth of the tone arm, whereby more or less sound can be made to enter the resonance chamber.

A further object is to provide a resonant attachment which is constructed with an adjustable support that can be removably fitted into the usual type of cabinet sound-amplifying chambers, whereby the device can be sold on the market as a unit and be placed in a position within the amplifying horn by an unskilled mechanic.

A still further object is to provide a resonant means for the amplifying horn or chamber, which is adjustable into and out of the same,



and so constructed that when it is adjusted to the out position one of its walls forms a portion of the wall of the amplifying chamber.

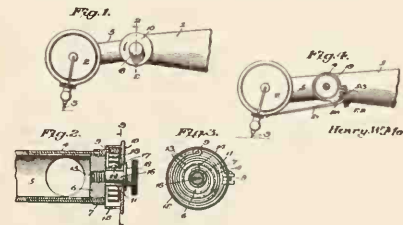
Figure 1 is a vertical sectional view of a portion of the sound-reproducing machine cabinet, showing the improved resonator mounted thereon; Fig. 2 is a like view to Fig. 1 showing a modified form of support for the resonator. Fig. 3 is also a like view to Fig. 1 showing another modified form of the device; Figs. 4, 5 and 6 are detail views showing different constructions of resonance boxes.

Pressure-graduating Device for Talking Machine Needles. Henry W. Mason, New Bedford, Mass. Patent No. 1,371,635.

This invention relates to certain new and useful improvements in a pressure-graduating device for talking machine needles, and its principal object is to provide means for applying a variable lifting force to the sound box and its needle or stylus whereby the volume of the reproduced sounds may be controlled accordingly.

The invention consists of a spring-tensioning device having connection with the sound box to tend to lift the same, and embodying means for varying the degree of tension of the spring device for governing the frictional contact between the needle and the playing record.

In the drawing Figure 1 is a fragmental side elevation of a tone arm, sound box and stylus



of a talking machine embodying the present invention; Fig. 2 is a cross-sectional view through the pressure-graduating device on line 2—2 of Fig. 1; Fig. 3 is a transverse section thereof on line 3—3 of Fig. 2, and Fig. 4 is an elevation of a modified form of the invention.

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 18760 Pucker Up and Whistle—Billy Murray 10
 Home Again Blues—Aileen Stanley 10
 18763 Held Fast in a Baby's Hands—Henry Burr 10
 Nobody's Rose—William Robyn 10
 18767 My Old Kentucky Home and Old Black Joe, Ford Hanford 10
 Down in Arkansas—Myers and Hanford 10
 18766 Just Keep a Thought For Me—Fox-trot, All-Star Trio and Their Orchestra 10
 I Like It—All By Myself—Medley Fox-trot, All-Star Trio and Their Orchestra 10
 18765 Crooning—Fox-trot, The Benson Orchestra of Chicago 10
 I'll Keep On Loving You—Fox-trot, The Benson Orchestra of Chicago 10
 18761 The Legend—Medley Waltz, Joseph C. Smith's Orchestra 10
 Mello 'Cello—Waltz, Joseph C. Smith's Orchestra 10
VOCAL AND INSTRUMENTAL RECORDS
 55138 Going to Marry 'Arry on the 5th of January, Celesta solo, Victor Orchestra 10
 O'er the Hills to Ardenteny—Sir Harry Lauder 12
 45247 Monastery Bells—Merle Alcock 10
 It Was the Time of Liliac—Elsie Baker 10
 18755 Saint d'Amour (Love's Greeting)—Margaret McKee 10
 Invitation—Waltz, Margaret McKee 10
 18768 President Harding March, United States Marine Band 10
 National Capital Centennial—March, United States Marine Band 10
 18759 (1) Heavenly Aida (from "Aida") (Verdi)—Violin solo; (2) Heaven May Forgive You (from "Martha") (Flotow)—Oboe solo; (3) Habanera (from "Carmen") (Bizet)—Flute solo; (4) Miserere (from "Trovatore") (Verdi)—Cornet solo, Victor Orchestra 10
 (1) Song to the Evening Star (from "Tannhauser") (Wagner)—Violoncello solo; (2) Toreador Song (from "Carmen") (Bizet)—Viola solo; (3) Soldiers' Chorus (from "Faust") (Gounod)—Bassoon solo; (4) Woman Is Fickle (from "Rigoletto") (Verdi)—Victor Orchestra 10
 18754 Marche Romaine (Gounod)—Victor Orchestra 10
 (1) Gavotte in B Flat (Handel); (2) Giga (Corelli); (3) Second Gavotte (Sapellnikoff, Op. 5, No. 2)—Victor Orchestra 10
 18765 Toddle—Medley Fox-trot, The Benson Orchestra of Chicago 10
 Moonlight—Fox-trot, Paul Whiteman and His Orchestra 10
 18757 Scandinavia—Fox-trot, The Benson Orchestra of Chicago 10
 Ain't We Got an Angel—Fox-trot, The Benson Orchestra of Chicago 10
 18758 Cherie—Fox-trot, Paul Whiteman and His Orchestra 10
 My Man (Mon Homme)—Fox-trot, Paul Whiteman and His Orchestra 10
RED SEAL RECORDS
FRANCES ALBA, Soprano
 64960 An Open Secret—Anonymous—Woodman Flonzaley Quartet 10
 74685 Quartet in C Minor—Allegretto—Brahms 12
 AMELITA GALLI-CURCI, Soprano—In Italian
 74644 La Sonnambula—Come per me sereno (Oh Love, for Me Thy Power)—Bellini 12
MABEL GARRISON, Soprano
 64966 Serenade—Dole-Moszkowski 10
 BENIAMINO GIUGLI, Tenor—In Italian
 74658 La Favorita—Spirito Gentil (Spirit So Fair), Donizetti 12
JASCHA HEIFETZ, Violinist
 (Piano accompaniment, Sam Chotzinoff)
 74689 Gypsy Airs No. 1 (Zigeunerweisen)—Sarasate 12
FRITZ KREISLER, Violinist
 (Piano accompaniment, Carl Lamson)
 64961 Melody in A Major—General Chas. G. Dawes 10
 GIOVANNI MARTINELLI, Tenor, and GIUSEPPE DE LUCA, Baritone—In Italian
 89160 Don Carlos—Dio, che nell' affondere (In-fuse Friendship Into Our Souls, Oh Lord), Verdi 12
JOHN MCCORMACK, Tenor
 64962 Beneath the Moon of Lombardy, Lockton-Cranton 10
SERGEI RACHMANINOFF, Pianist
 64963 Prelude in G Sharp Minor—Rachmaninoff 10
FIRST VICTOR RECORD BY OLGA SAMAROFF
 OLGA SAMAROFF, Pianist
 64965 Turkish March (from "The Ruins of Athens"), Beethoven 10
TOSCANINI and LA SCALA ORCHESTRA
 74690 Symphony No. 1, in C Major—Finale, Beethoven 12
REINALD WERRENRATH, Baritone
 64964 Love Sends a Little Gift of Roses, Cooke-Openshaw 10

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SYMPHONY RECORDS

78355 Thy Beaming Eyes—Soprano solo, Hulda Lashanska 10
 A6184 The Heart Bow'd Down (from "The Bohemian Girl")—Baritone solo—Louis Graveure 10
 Oh, Dry Those Tears—Baritone solo, Louis Graveure 12
 A3396 Oh, Promise Me—Mezzo-Soprano solo, Barbara Maurel 10
 I Love You Truly—Mezzo-Soprano solo, Barbara Maurel 10
 A3395 Bendemeer's Stream—Baritone solo—Oscar Seagle 10
 Flow Gently, Sweet Afton—Baritone solo, Oscar Seagle 10
 A3398 Rock of Ages—Contralto solo, Cyrena Van Gordon 10
 Shall We Gather at the River?—Contralto solo, Cyrena Van Gordon 10
 A3399 Humming—Violin solo—Eddy Brown 10
 Darling—Violin solo—Eddy Brown 10
 E7115 Impressions of Naples—Part 2—Waltz, La Nuova Orchestra di Napoli 10
 Italian Fox-trot—La Nuova Orchestra di Napoli 10
 A3408 Sweet Love—Vasek and Schenck, Comedians 10
 She Walks in Her Husband's Sleep, Van and Schenck, Comedians 10
 A3406 Pucker Up and Whistle (Till the Clouds Roll By)—Tenor solo—Frank Crumit 10

Nestle in Your Daddy's Arms—Tenor solo, Frank Crumit 10
 A3407 Oh, Sweet Amelia—Tenor solo—Frank Crumit 10
 Hortense—Tenor solo—Frank Crumit 10
 A3402 Hokum—Fox-trot—Art Hickman's Orchestra 10
 Cherry Cherokee—Medley fox-trot, Art Hickman's Orchestra 10
 A3401 Good-Bye—Intro.—"Wild Rose"—Medley fox-trot—Columbia Saxophone Sextet 10
 Dreaming—Medley fox-trot, Columbia Saxophone Sextet 10
 A6185 Wyoming—Intro.—"Little Crumbs of Happiness"—Medley Waltz, The Metropolitan Dance Players 12
 Where the Lazy Mississippi Flows—Intro.—"The Lantern of Love"—Medley Waltz, The Metropolitan Dance Players 12
THE MID-MONTH LIST
 A3397 Broken Moon—Nora Bayes, Comedienne 10
 In a Little Front Parlor (On an Old Back Street)—Nora Bayes, Comedienne 10
 A3405 Don't You Remember the Time?—Tenor duet, Grant Stephens and Howard Marsh 10
 Dear Little Street Back Home—Tenor duet, Campbell and Burr 10
DANCE RECORDS
 A3404 Moonlight—Intro.—"Bring Back My Love & Dreams"—Medley Fox-trot, The Happy Six 10
 Rebecca (Come Back from Mecca)—Intro.—"What Could Be Sweeter?"—Medley Fox-trot—Yerkes Jazarimba Orchestra 10
 A3400 I'm Coming Back to You—Maybe, Fox-trot, Ted Lewis' Jazz Band 10
 Wishing—Intro.—"Singin' the Blues"—Medley Fox-trot—Yerkes Jazarimba Orchestra 10
 A3403 Some Little Bird—Fox-trot, Coon-Sanders Novelty Orchestra 10
 Mon Homme (My Man)—Fox-trot, Yerkes Jazarimba Orchestra 10

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OPERATIC SELECTIONS

52011 Il Traviatore—Al nostri monti (Home to Our Mountains)—Contralto, in Italian, Mme. Marguerite D'Alverz and Giulio Crimi 12
 52012 La Boheme—Mi chiamano Mimi (My Name Is Mimi) (Puccini)—Soprano in Italian; Vocalion Orch. accomp.—Marie Sundelius 12
STANDARD SELECTIONS
 30126 Dixie (Emmett)—Soprano with Shannon Four; Vocalion Orch. accomp.—May Peterson 10
 30127 Mother O'Mine (Tours)—Baritone; Vocalion Orch. accomp.—John Charles Thomas 10
 14183 Sing Me to Sleep (Greene)—Contralto; Vocalion Orch. accomp.—Nevada Van der Veer 10
 Long Ago (Bavly)—Contralto; Vocalion Orch. accomp.—Nevada Van der Veer 10
INSTRUMENTAL SELECTIONS
 A14184 The Old Refrain (Viennese Popular Song) (Kreisler)—Violin; Piano accomp., Marie Dawson Morrell 10
 Chant: Nobody Knows My Trouble I've Seen (Clarence Cameron White)—Violin; Piano accomp.—Marie Dawson Morrell 10
 A14185 Drink to Me Only With Thine Eyes (Johnson), Adler's String Quartet 10
 The Rosary (Nevin)—Adler's String Quartet 10
 A14197 Patriotic Medley—Part 1—Hail Columbia, Yankee Doodle, My Country 'Tis of Thee (Arr. by R. H. Bowers). The Aeolian Military Band 10
 Patriotic Medley—Part II—Tramp, Tramp, Tramp; The Battle Cry of Freedom, Dixie, Three Cheers for the Red, White and Blue (Arr. by R. H. Bowers). The Aeolian Military Band 10
SACRED SELECTIONS
 A14186 Ninety and Nine (Sanky)—Orch. accomp., Charles Harrison 10
 What a Friend We Have in Jesus (Scriven and Converse)—Orch. accomp., Reed Miller and Charles Hart 10
POPULAR SELECTIONS
 A14187 Wait Until You See My Madeline (Brown-A. von Tilzer)—Orch. accomp. New Stellar Quartet 10
 Mummy's Little Sunny Honey Boy (Caddigan & Storey)—Orch. accomp. Crescent Trio 10
 A14188 Hortense (Young-Lewis-Donaldson)—Orch. accomp.—Aileen Stanley 10
 Honey Rose (Tracey-Tobias-Pinkard)—Orch. accomp.—Aileen Stanley 10
 A14189 All by Myself (Berlin)—Orch. accomp., Shannon Four 10
 Carolina Lullaby (Panella-Hirsch)—Orch. accomp.—Elliott Shaw and Charles Hart 10
 A14190 Rebecca—Come Back from Mecca (Kalmal & Ruby)—Orch. accomp.—Monroe Silver 10
 Ain't We Got Fun—Ballad—Fox-trot (Kahn-Egan-Whiting)—Orch. accomp.—Billy Jones 10
 A14191 Drowsy Head (Berlin de Leath)—Orch. accomp.—Crescent Trio 10
 Peggy O'Neil (Pease-Nelson-Dodge)—Orch. accomp.—Charles Harrison 10
 A14192 Oh, Brother, What a Feeling! (P. D. Cook)—Orch. accomp.—Ernest Hare 10
 Get Hot (Al Siegel)—Orch. accomp.—Ernest Hare 10
DANCE SELECTIONS
 A35002 Just Keep a Thought for Me—Intro.: All for You—Fox-trot (Burnett-Fischer-Johnson), Al Jockers' Dance Orchestra 10
 Sweetheart—Intro.—Absence—Fox-trot (Johnson & Storey)—Orch. accomp.—Ernest Hare 10
 A14193 My Man (Mon Homme)—Fox-trot (Yvain), Wiedoeff's Californians 10
 Toddle—Fox-trot (Biese-Westphal-Steiger), Wiedoeff's Californians 10
 14194 Deep in Your Eyes—Waltz (Jacobi), Selvin's Dance Orchestra 10
 Where the Lazy Mississippi Flows—Intro.—Lantern of Love—Waltz (French-de Freyne-Caldwell-Caryll)—Yerkes' S. S. Flotilla Band 10
 A14195 My Teacup Girl—Fox-trot (Daniels & Wilson), Erdody's Pennsylvania Hotel Orchestra 10
 I Wonder Where My Sweet, Sweet Daddy's Gone—Intro.—I Like It—Fox-trot (Hammond-Stark-Berlin), Erdody's Pennsylvania Hotel Orchestra 10
 A14196 In a Boat—Intro.—Peaches—Fox-trot (Lange-Liggy-Klapholz-Conrad), Selvin's Dance Orchestra 10
 Sunshine—One-step (Motzan), Selvin's Dance Orchestra 10
 A14198 You're the Sweetest Girl in the World—Intro.—What Could Be Sweeter?—Fox-trot

(Marie Stanford). Yerkes' S. S. Flotilla Band 10
 I'm Always Dreaming You Are Mine—Intro.—Broken Moon—Fox-trot (Caruso-Roberts-Callah)—Yerkes' S. S. Flotilla Band 10
SPECIAL DANCE NUMBERS PREVIOUSLY RELEASED
 A14182 Moonlight—Intro.—Santa Monterey—Fox-trot (Contad)—Selvin's Dance Orchestra 10
 Cherie—Intro.—I'm Nobody's Baby—Fox-trot (Bibo-Davis-Agar-Santley), Selvin's Dance Orchestra 10

EDISON RE-CREATIONS

82218 Chère Nuit (Dearest Night (Bachelet)—Soprano, in French—Claudia Muzio 10
 Crisantemi (Chrysanthemums) (Sodero)—Soprano, in Italian—Claudia Muzio 10
 82219 Sing Me Love's Lullaby (Morse)—Soprano, Marie Rappold 10
 Love Is Mine (Gartner)—Baritone—Mario Laurenti 10
 82220 Tarantella Sincera—Neapolitan Song (De Crescenzo)—Tenor, in Italian—Guido Ciccolini 10
 Santa Lucia—Neapolitan Boat Song—Baritone, in Neapolitan—Fernando Ganeri 10
 80572 Serenade (Sing, Smile, Slumber!) (Gounod)—Contralto, in French, with Violin Obligato, Cecil Arden and Isidore Moskowitz 10
 Ye Who Have Yearn'd, Alone (Tschickowsky)—Contralto, with Violin Obligato, Cecil Arden and Isidore Moskowitz 10
 80617 O'er Waiting Harpstrings of the Mind (Brackett)—Mezzo-contralto—Nevada Van der Veer 10
 Day By Day the Manna Fell (Arr. from Gottschalk)—Mezzo-contralto—Nevada Van der Veer 10
 80618 Signs of Spring (Lehar)—Concert Waltz, Peerless Orchestra 10
 Sweet and Low (Barnby)—Jules Levy's Brass Quartet 10
 80619 Volga Boatman's Song and The Charming Boy (Yohnen-Malchik)—Russian Balalaika Ensemble 10
 Shiny Moon (Sweet Miesez)—Russian Balalaika Ensemble 10
 80620 Dream Faces (Hutchinson)—Baritone, Thomas Chambers and Chorus 10
 Paradise (Viennese Folk-Song) (Krauker-Kreiser)—Tenor—Paul Reimers 10
 80621 Irish Rose o' My Heart (Harling)—Tenor, Allen McQuhae 10
 When I Dream of Old Erin (Friedman)—Male voices—Apollo Quartet of Boston 10
 80622 Zapateado (Sarasate)—Violin—Mischa Violin 10
 Eli Eli (Arr. by Schindler)—Viola, Herman Kolodkin 10
 50731 Slide, Kelly, Slide (Trombone Blues) (Briegleb), Al Bernard and Ernest Hare 10
 Change Your Name, Malinda Lee (Bernard), Al Bernard and Ernest Hare 10
 50732 Washington Grays March (Graffula), Conway's Band 10
 Battle Song of Liberty March (Bigelow-Hildreth), New York Military Band 10
EDISON RE-CREATIONS—"BITS OF BROADWAY"
 50777 I'll Keep On Loving You—Intro.—"Cora Sea" (Rose-Zany-Brown)—Medley Fox-trot, for dancing—Max Fells' Della Robbia Orch. 10
 Moonlight (Conrad)—Fox-trot, for dancing, Max Fells' Della Robbia Orch. 10
 50779 In a Boat For Two (Lange-Liggy-Klapholz)—Fox-trot, for dancing—Max Fells' Della Robbia Orch. 10
 Lucky Dog Blues (Sullivan-B. and F. Warshauer)—Fox-trot, for dancing—Lanin's Orch. 10
 50780 Crooning (Caesar)—Fox-trot, for dancing, Max Fells' Della Robbia Orch. 10
 Jahherwocky (Kendis Brockman-Brown-Eastwood-Weslyn)—Fox-trot, for dancing, Harry Raderman's Jazz Orch. 10
 50781 Mon Homme (My Man) (Yvain)—Fox-trot, for dancing—Orlando's Orch. 10
 Idol Mine (Pollack-Franklin)—Fox-trot, for dancing—Orlando's Orch. 10
 50783 Cherie (Bibo-Wood)—Fox-trot, for dancing, Harry Raderman's Jazz Orch. 10
 I Found a Rose in the Devil's Garden (Fisher-Raskin)—Fox-trot, for dancing, Harry Raderman's Jazz Orch. 10
FRIEDA HEMPEL "JENNY LIND" RE-CREATIONS
 82229 Casta Diva (Queen of Heaven) (Grieg) (Bellini)—Soprano, in Italian—Frieda Hempel 10
 Non mi dir (Tell me not) (Don Giovanni) (Mozart)—Soprano, in Italian—Frieda Hempel 10
 82230 Norwegian Echo Song (Kom Kjyra) (Thrane)—Soprano, in Norwegian—Frieda Hempel 10
 Solvejg's Vise (Solvejg's Song) (Grieg)—Soprano, in Norwegian—Frieda Hempel 10
 EDISON "TIMELY" RE-CREATIONS
 50751 Congo Nights (Violinsky-Cowan)—Fox-trot, for dancing—Green Brothers Novelty Band 10
 Romance (David)—Waltz, for dancing, Max Fells' Della Robbia Orch. 10
 50752 Playmates (Fisher)—Contralto and baritone, Helen Clark and Joseph Phillips 10
 Bright Eyes (Motzan-Jerome)—Tenor, George Wilton Ballard 10
 50753 Dew Drop (Bernard-Briers), Al Bernard and Frank M. Kampluin 10
 Olive (Ager)—Soprano—Olive Briscoe 10
 50754 Crazy Blues (Bradford)—Soprano—Noble Sissle 10
 Pocahontas (MacMeekin)—Male voices, Premier Quartet 10
 50755 Old Pal (Why Don't You Answer Me?) (Jerome)—Tenor—Lewis James 10
 Mother of Pearl (Ball)—Tenor—Geo. Wilton Ballard 10
DISC RE-CREATIONS—PRIHODA SPECIAL
 82227 Caprice Viennois (Kreisler)—Violin—Vasa Prihoda 10
 La Ronde des Lutins, Op. 25 (Bazzini)—Violin, Vasa Prihoda 10
 82228 Humoreske (Dvorak-Wilhelmj)—Violin—Vasa Prihoda 10
 Jota de Pahló (Sarasate)—Violin—Vasa Prihoda 10

EDISON AMBEROL RECORDS

SPECIALS

4264 Crazy Blues (Bradford)—Noble Sissle 10
 4265 Make Believe (Shilkret)—Fox-trot, for Dancing, Harry Raderman's Jazz Orchestra 10
 4266 All For You (Davis-Johnson)—Fox-trot, for Dancing—Harry Raderman's Jazz Orchestra 10
 4267 I Like It (Intro.—"My Mummy") (Berlin-Donaldson)—Fox-trot, for Dancing—Vasa Prihoda 10
 4268 Scandinavia (Sing Dose Song and Make Dose Music) (Perkins)—Soprano—Aileen Stanley 10
REGULAR LIST
 4269 O-Hi-O (Intro.—"Thy Troubadour")—Medley One-step—Max Fells' Della Robbia Orchestra 10

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 178)

- 4270 I'm Missin' Mammy's Kissin' (Pollack)—Tenor, Vernon Dalhart
4271 Scene on the Levee, Billy Golden and Empire Vaudeville Co.
4272 Siren of a Southern Sea (Weeks)—Fox-trot, for Dancing... Green Bros. Novelty Band
4273 Playmates (Fisher)—(Contralto and Baritone), Helen Clark and Joseph Phillips
4274 Mello 'Cello (More)—Waltz, for Dancing, Joseph Samuels' Music Masters
4275 Country Days (H. von Tilzer)—Laughing Song, Al. H. Weston and Irene Young
4276 My Gee Gee From the Fiji Isle (A. von Tilzer), Emerson Westervelt
4277 Uncle Josh Takes the Census (C. Stewart)—Rural Story... Cal Stewart
4278 Golden Sunset Waltzes (Hall)—For Dancing, National Promenade Band
4279 Come and Nestle in Your Daddy's Arms (Herscher-Burke)—Fox-trot, Lenzberg's Riverside Orchestra
4280 To the Strains of That Wedding March (Le Boy), Marguerite E. Farrell
4281 In the Heart of Dear Old Italy (Glogau)—Mixed Voices... Metropolitan Quartet
4282 Love's Old Sweet Song (Molloy)—Saxophone, Chester Gaylord
4283 Margie (Conrad-Robinson)—Tenor, Harvey Hindermeyer and Mixed Chorus
4284 Bright Eyes (Motzan-Jerome)—Tenor, George Wilton Ballard
4285 Spread Yo' Stuff (Levy-Crane)—Fox-trot, for Dancing... Joseph Samuels' Music Masters
4286 Ring and the Rose (Swiss Love Song), Harp Zither... Kitty Berger
4287 Rose, a Kiss and You (Arthur)—Tenor... Lewis James
FRENCH RECORDS
27214 Jing-Bula-Jing-Jing (Jerôme)—(Baritone), Hector Pellerin
27215 Histoires de Poupée (A Broken Doll) (Tate)... Hector Pellerin
27216 Nid d'Amour (Love Nest) Marie (Hirsch)—Baritone... Hector Pellerin
27217 C'est le Marchand d'Étoiles (The Japanese Sandman) (Whiting)—Baritone... Hector Pellerin
27218 Murmures d'Amour (Whispering) (Schonberger)—Baritone... Hector Pellerin
27219 Cœur Blessé (Dear Old Pal of Mine) (Rice)... Hector Pellerin

GENNETT LATERAL RECORDS

- 4722 Wang Wang Blues (Mueller, Johnson, Busse)—Fox-trot... Bennie Krueger's Orchestra, Accom. by Al Bernard and Singing Chorus
Get Hot (Seigal)—Fox-trot... Bennie Krueger's Orch., Accom. by Al Bernard and Singing Chorus
4723 Kharminé (Thompson, O'Neil, Olson)—Fox-trot, Waldorf-Astoria Dance Orchestra
Paper Doll (David)—Fox-trot, Waldorf-Astoria Dance Orchestra
4724 I'll Keep On Loving You (Coburn-Rose)—One-step... Bennie Krueger's Orchestra
Oh, What a Tune (Vincent, Aronson, Lentz)—One-step... Harry Raderman's Orchestra
4718 Cherie—Fox-trot... Knecht's Waldorf-Astoria Dance Orchestra
My Lady of the Lamp—Fox-trot, Harry Raderman's Orchestra
4720 Pucker Up and Whistle... Merry Melody Men, Accom. by Miss M. Kece, Whistler
Snuggles—Intro.; Nobody's Baby, Merry Melody Men
4721 Peggy O'Neil—Baritone... Orch., accom. Arthur Fields
Vamping Rose—Tenor... Orch., accom. Billy Jones
4719 Scandinavia I Was Born in Michigan—Soprano, Orch. accomp., Aileen Stanley
4725 In a Monastery Garden (Ketschey), Gennett Symphony Orchestra, P. Florida, Director
Cavalleria Rusticana (Mascagni)—Intermezzo, Gennett Symphony Orchestra, P. Florida, Director
4726 Coloured Major March—Banjo... Ollly Oakley
Sunflower Dance—Banjo... Ollly Oakley
4727 Nearer My God To Thee... Fox's Prize Brass Band
Sun of My Soul... Foden's Prize Brass Band
10043 Victoria Cross March... Scots Guards Band
Sussex By the Sea... Honourable Artillery Co.

PATHE FRERES PHONOGRAPH CO.

"POP" SUPPLEMENT No. 46

- POPULAR VOCAL RECORDS
20551 Held Fast in a Baby's Hands... Lewis James
Carolina Lullaby... James and Hart
20552 Moonlight and Honeysuckle... Orpheus Trio
Drowsy Head... Orpheus Trio
20553 Singin' the Blues... Jack Norworth
Ain't We Got Fun!... Jack Norworth
Pucker Up and Whistle (Till the Clouds Roll By)... The Harmonizers
Peggy O'Neil... Billy Jones
SPECIAL
20544 How Many Times—Dance Rhythm, Lavinia Turner and Her Jazz Band
Can't Get Lovin' Blues—Dance Rhythm, Lavinia Turner and Her Jazz Band
DANCE RECORDS
20555 I'm Nobody's Baby—Fox-trot, Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
Paper Doll—Fox-trot... Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
20556 You're the Sweetest Girl in All the World—Fox-trot... Della Robbia Orch. (Hotel Vanderbilt, N. Y. Max Fells, Director)
Toreadora—Fox-trot... Piedmont Dance Orch.
20558 Lucky Dog Blues—Fox-trot... Synco Jazz Band
Satanic Blues—Fox-trot... Synco Jazz Band
20561 A Baby in Love (from "The Last Waltz")—Fox-trot... Hazzy Natz's Orch., Hotel Biltmore, New York
All By Myself—Fox-trot... Merry Melody Men
20557 Just Keep a Thought For Me—Fox-trot, Waldorf-Astoria Dance Orch., Joseph Knecht, Director
Nesting Time—Fox-trot... Jazz Syncopaters
20559 Crooning—Fox-trot... Casino Dance Orch.
Good As Gold—Waltz... Casino Dance Orch.
20560 Wait Until You See My Madeline—Fox-trot, Casino Dance Orch.
Do Another Break—Fox-trot, Green Brothers Novelty Band
REGULAR PATHE JULY LIST
OPERATIC AND CLASSICAL RECORDS
54072 At Dawning (I Love You) (Eberhart-Cadman)—Soprano... Yvonne Gall
59091 Lo, Here the Gentle Lark (Shakespeare-Sir Henry Bishop)—Soprano... Helen Yorke
The Pearl of Brazil (David)—"Thou Brilliant Bird" in French—Soprano... Helen Yorke
STANDARD SONGS SUNG IN ENGLISH
20522 Mother Machree (Olcott-Ball)—Tenor, Charles Harrison

- When Irish Eyes Are Smiling (Olcott-Graff-Ball)—Tenor... Charles Harrison
25059 Who Knows? (Stickers)—Baritone, Percy Hemus
Twilight (Teasdale-Glen)—Baritone, Percy Hemus
20523 Songs My Mother Taught Me (Dvorak)—Soprano... Gladys Rice
Little Brown Baby (Basset)—Contralto, Helen Clark
FAVORITE HYMNS SUNG AS SOLOS
20524 Jesus, Saviour, Pilot Me (Gould)—Baritone, Charles Burton
Jerusalem the Golden (Ewing)—Baritone, Charles Burton
NEW BAND AND ORCHESTRA RECORDS
20525 Down the Field (Loots)—March, American Regimental Band
On, Wisconsin (Purdy)—March, American Regimental Band
20526 Sunday in the Valley (Savino)—Intermezzo, Domenico Savino and His Symphony Orch.
Serenade Romantiche (Savino)—Intermezzo, Domenico Savino and His Symphony Orch.
NEW INSTRUMENTAL RECORDS
20527 The Skaters (Les Patineurs) (Waldteufel)—Accordion duet... Boudini Brothers
Sharpshooters March (Bersaglieri) (Metallo)—Accordion duet... Boudini Brothers
20528 Aria di Bach (Bach)—Violin solo, Virgilio Ranzato
Aubade (Ranzato)—Violin solo, Virgilio Ranzato
20529 Listen to the Mocking Bird (Winner)—Whistling solo... Margaret McKee
Bird Raptures (Schneider)—Whistling solo, Margaret McKee

BRUNSWICK RECORDS

- CONCERT
10033 Love Is Mine (Teschemacher-Gartner)—Tenor, Mario Chamlee
35001 Ah! Moon of My Delight (from "In a Persian Garden") (Lehmann)—Tenor... Theo. Karl
When My Ships Come Sailing Home (Stewart Dorel)—Tenor... Theo. Karl
FRENCH
10031 Waltz in C Sharp Minor—Op. 64, No. 2 (Chopin)—Pianoforte solo... Leopold Godowsky
5053 Still, Still With Thee (Garrish), Criterion Male Quartet
Son of God Goes Forth to War (Cutler) With Brass Quartet... Criterion Male Quartet
INSTRUMENTAL
13022 The Swan (Le Cygne) (Saint-Saens)—Cello solo... Willem Willeke
Berceuse from Jocelyn (Godard)—Cello solo, Willem Willeke
2007 American Fantasia—Part I (Pictor Herbert), New York Police Band
American Fantasia—Part II (Victor Herbert), New York Police Band
POPULAR
5055 America (My Country, 'Tis of Thee) (Smith Carey)—Mixed Voices... Collegiate Choir
Dixie (Emmett)... Criterion Male Quartet
5056 Now I Lay Me Down to Sleep (Mitchell-Meyer)—Tenor duet... James Sheridan and James Lynch
Springtime (Kahn-Friedland)—Tenor... Jas. Sheridan
2098 Where the Lazy Mississippi Flows (French-de Freyne)—Tenor and haritone, Charles Hart and Elliott Shaw
Somebody's Mother (Sterling-Von Tilzer), Crescent Male Trio
2099 Drowsy Head (Irving Berlin-Vaughn de Leath), Strand Male Trio
Sauntering Along With Susan (Waren-Curtis), Grand Male Quartet
2101 Nestle in Your Daddy's Arms (Herscher-Burke)—Tenor and baritone, Billy Jones and Ernest Hare
Dance Yonder (Gihert)—Tenor and haritone, Billy Jones and Ernest Hare
FOR DANCING
2104 Crooning—Intro.: "Just a Week From Today" with orch... Carl Fenton's Orch.
In Your Eyes—Intro.: "Andrew" (Ringle-Dyson)—One-step... Carl Fenton's Orch.
2105 I Wonder Where My Sweet, Sweet Daddy's Gone (Stark)—Fox-trot... Bennie Krueger's Orch.
Satanic Blues (Shields-Christians)—Fox-trot, Bennie Krueger's Orch.
2102 Tea Leaves (Whiting)—Fox-trot—Orchestral arrangement by Walter Haenchen), Rudy Wiedoeff's Californians
Jahberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn)—Fox-trot... Rudy Wiedoeff's Californians
2103 Moonbeams (Price-Step)—Fox-trot, Green Brothers Novelty Band
I Call You Sunshine—Intro.: "Say Yes" (Silvers-Frey)—Fox-trot, Green Brothers Novelty Band
2100 Cherie (Biho)—Fox-trot... Carl Fenton's Orch.
Just Keep a Thought For Me—Intro.: "Always" (Burnett-Fischer-Kroll)—Fox-trot, Carl Fenton's Orchestra

OLYMPIC DISC RECORD CORP.

- POPULAR SONGS
14107 Just a Kiss From You (Geo. H. Green)—Tenor with orch... Sam Ash
I'm Falling in Love With the Girl of My Dreams (Ash-Cormack)—Tenor with orch., Sam Ash
14108 Orange Blossoms (Jack Glogau)—Tenor and haritone duet with orch... Chas. Hart and Elliott Shaw
A Little Home With You (Dorothy Foster)—Baritone with orch... Elliott Shaw
14109 Honey Rose (Tracy-Tolias Pinkard)—Comedienne with orch... Aileen Stanley
Mimi (MacDonald-Conrad)—Comedienne with orch... Aileen Stanley
DANCE
15108 You Ought to See My Baby (Allert)—Fox-trot, Palace Trio with orch.
Hawaiian Blues (Jerome-Motzan)—Fox-trot, Rudy Wiedoeff's Californians
15109 Some One Else (Harry and Joe Roy)—Fox-trot, Bennie Krueger's Orch.
Yan-Kee (Caesar-Gerhwin)—Fox-trot, Green Brothers Novelty Band
15110 Snuggle (Close to My Heart) (Kiernan-Spencer)—Fox-trot... Van Eps Quartet
Cherie (Wood-Biho)—Fox-trot... Waldorf-Astoria Dance Orch., Joseph Knecht, Director
15111 Oh, Mel Oh, My! Oh, You! Intro.: "Dolly" from "Two Little Girls in Blue" Waldorf-Astoria Dance Orch., Joseph Knecht, Director
Paper Doll (Lee David)—Fox-trot, Waldorf-Astoria Dance Orch., Joseph Knecht, Director

- HAWAIIAN
16103 Ciribiribin (Pestalozza), Louise and Ferera, Waikiki Orch.
La Paloma (Yradier), Louise and Ferera, Waikiki Orch.
STANDARD VOCAL
17107 Ave Maria (Johann S. Bach-Charles F. Gounod) Gloria Perles, soprano; violin obligato by Michel Gusikoff
Kiss Me Again (Henry Blossom-Victor Herbert) Gloria Perles, soprano; violin obligato by Michel Gusikoff
17108 A Dream (Cory-Bartlett)—Tenor with orch., Charles Harrison
Good Night, Little Girl, Good Night (Hays-Macy) Tenor with orch... Charles Harrison
INSTRUMENTAL
18104 Melody in "E" (Anton Rubinstein)—Cello solo, Bernard Altschuler, Pianoforte by Emanuel Balaban
Sous La Feuillie (Under the Leaves) (Francis Thome)—Cello solo, Bernard Altschuler, Pianoforte by Emanuel Balaban
18105 Valse Bluette (Richard Drigo)—Violin solo, Michel Gusikoff, Pianoforte by Ivan Semanoff
Humoresque (Dvorak, Op. 101, No. 7)—Violin solo... Michel Gusikoff, Pianoforte by Ivan Semanoff
OPERATIC
19103 Heart Bow'd Low'n (from "Bohemian Girl") (Balfo)—Baritone with orch... Percy Hemus
19104 Evening Star (from "Tannhauser") (Wagner)—Baritone with orch... Percy Hemus

OKEH RECORDS

- 70001 Dear Little Shamrock—Tenor, with Orch., John McCormack
70002 A Nation Once Again—Tenor, with Orch., John McCormack
70101 La Traviata (Arie der Violetta) (Sempre Libera) (Verdi)—Soprano, with Orch. (In German), Frieda Hempel
4344 God Be With You 'Til We Meet Again (Sacred) Contralto-Baritone Duet, with Organ and String Trio... Helen Clark-Joseph Phillips
Let the Lower Lights Be Burning (Sacred)—Contralto-Baritone Duet, with Organ and String Trio... Helen Clark-Joseph Phillips
4346 Jean—Baritone, with Orch... Bernard Ferguson
When the Bell in the Lighthouse Rings (Ding Dong)—Bass, with Orch... Kings Glenn
4341 Now I Lay Me Down to Sleep—Tenor-Baritone Duet, with Orch... Charles Hart-Elliott Shaw
Mammy's Little Sunny Honey Buv—Vocal Trio, with Orch... Crescent Trio
4324 Do You Ever Think of Me?—Tenor and Quartet, with Orch... Lewis James and Shannon Four
I've Fallen in Love With the Girl of My Dreams—Tenor, with Orch... Sam Ash
4325 Ain't We Got Fun?—Tenor, with Rega Orch., Billy Jones
I Like It—Tenor-Baritone Duet, with Rega Orch., Billy Jones
4326 My Man (Mon Homme)—Contralto, with Rega Orch... Aileen Stanley
I've Got the Travelling "Choo-Choo Blues"—Contralto, with Rega Orch... Aileen Stanley
4329 Peggy O'Neil—Tenor and Quartet, with Orch., Sam Ash and Shannon Four
The Last Little Mile Is the Longest—Tenor, with Orch... Lewis James
4340 Lost Your Mind—Baritone, with Rega Orch., Shelton Brooks
Murder in the First Degree—Baritone, with Rega Orch... Shelton Brooks
4345 Monday Morning Blues—Vocal Quartet, The Norfolk Jazz Quartet
Standing on the Corner—Vocal Quartet, The Norfolk Jazz Quartet
4342 In a Monastery Garden—(Incidental Voices by Gounod Quartet—Bird Voices by Sihyl Sanderson Fagan)... Hager's Orchestra
Love in Lilia Time—Valse—Whistling Solo, with Orch... Gertrude Willey
4334 Cherie—Fox-trot... Rudy Wiedoeff's Palace Trio
Moonbeams (Intro.: Chorus of "Hi-Yo")—Medley Fox-trot... Perry's Syncopators
4343 Millions D'Arlequin (Drigo's Serenade)—Cello solo, with piano... Julius Berger
Melody in F (Rubinstein)—Cello solo, with piano... Julius Berger
4321 The Heathery Breeze (Irish Reel)—Accordion solo, piano accomp... Peter J. Conlon, Accordion
Medley of Highland Schottisches—Accordion solo, piano accomp... Peter J. Conlon, Accordion
Joseph J. Garry, Piano
4336 Carolina Lullaby—Waltz, Green Bros.' Novelty Band
Where the Lazy Mississippi Flows—Waltz, Markel's Orchestra
4337 Paper Doll—Fox-trot, Rudy Wiedoeff's Palace Trio
Teacup Girl—Fox-trot, Julius Lenzberg's Harmonists
4338 Who'll Be the Next One? (To Cry Over You)—Fox-trot—Incidental Saxophone by Sam Fein-smith... Julius Lenzberg's Harmonists
Sighing Just for You—Fox-trot—Incidental Cornet Obligated by Ahe M. Small, Rega Dance Orchestra
4339 The Memphis Blues—Fox-trot, Tim Brynyn and His Black Devil Orchestra
Camp Meeting Blues—Fox-trot, Tim Brynyn and His Black Devil Orchestra
4327 Pucker Up and Whistle—Fox-trot—Incidental Singing by Billy Jones, Whistling by Margaret McKee... Rega Dance Orchestra
Nesting Time—Fox-trot, Rega Dance Orchestra
4328 I Lost My Heart to You—Fox-trot, Markel's Orchestra
Orange Blossoms—Fox-trot... Markel's Orchestra
4330 My Man (Mon Homme)—Fox-trot, Green Bros.' Novelty Band
Wait Until You See My Madeline—Fox-trot, Banjo Wallace's Orchestra
4331 Tea Leaves—Fox-trot, Ben Selvin and His Novelty Orchestra
Moonlight—Fox-trot, Ben Selvin and His Novelty Orchestra
4332 I'll Keep on Loving You—Fox-trot, Natz's Hotel Biltmore Orchestra
Sunshine—One-step... Natz's Hotel Biltmore Orchestra
4333 Crooning—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
What Could Be Sweeter?—Fox-trot, Erdody's Hotel Pennsylvania Orchestra
4335 Irish Melody Waltz (Intro. My Wild Irish, When Irish Eyes Are Smiling, Mother Machree) (Continued on page 180)

ADVANCE RECORDS FOR JULY
(Continued from page 179)

- (M. Perry, Accordion; Joe Green, Xylophone)—Medley Waltz. Rega Dance Orchestra 10
- Old Favorites (The Sidewalks of New York, Sweet Rosie O'Grady, Comrades, The Bowery) (M. Perry, Accordion; Joe Green, Xylophone)
- Medley Waltz.....Rega Dance Orchestra 10

ARTO RECORDS

- POPULAR VOCAL AND DANCE RECORDS**
- 5070 Peggy O'Neil—Waltz solo—Tenor solo, orch. accomp. Arthur Hall
 - Honey Rose—Ballad—Baritone solo, orch. accomp. Ernest Hare
 - 5067 All By Myself—Intro: "Someone Else"—Medley Fox-trot—Vocal chorus by Ernest Hare
 - Just Keep a Thought for Me—Intro: "Daisy Days"—Medley Fox-trot—Vocal chorus by Ernest Hare.....Moulin Rouge Orch.
 - 5065 I'm Nobody's Baby—Intro: "Two Sweet Lips"—Medley Fox-trot.....ARTo Dance Orch.
 - Wait Until You See My Madeline—Fox-trot Vocal Chorus by Al Beilan—Jules Buffano's Orch.
 - 5072 Lazy Mississippi (Where the Lazy Mississippi Flows)—WaltzARTo Dance Orch.
 - Down Yonder—One-step.....ARTo Dance Orch.
 - 5071 Emaline—Fox-trot.....Julius Lenzberg and His Orch.
 - You Made Me Forget How to Cry—Fox-trot Julius Lenzberg and His Orch.
- COLORED VOCAL AND DANCE RECORDS**
- 5068 Wang Wang Blues—Vocal Blues Lucille Hegamin and Her Blue Flame Syncopaters
 - I Like You Because You Have Such Loving Ways—Vocal Blues Lucille Hegamin and Her Blue Flame Syncopaters
 - 5069 Sweet Mamma, Papa's Getting Mad—Fox-trot Hegamin's Blue Flame Syncopaters
 - Strut, Miss Lizzie—Fox-trot, Hegamin's Blue Flame Syncopaters
- STANDARD VOCAL RECORD**
- 5023 Lost Chord, The—Baritone solo, orch. accomp. George Reardon
 - Holy City, The—Baritone solo, orch. accomp. George Reardon

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- 10381 Little Crumbs of Happiness (Ernest R. Ball)—Tenor solo, Orch. accomp. Irving Kaufman
- Just Keep a Thought for Me (Kerr-Burnett-Fischer)—Baritone solo, Orch. accomp. Arthur Field's character song.
- 10384 Bad-Land Blues (Shepard N. Edmonds)—"Blues" character song, Lillyn Brown and Her Jazz-Bo Syncopaters
- The Jazz-Me Blues (Tom Delaney)—"Blues" character song, Lillyn Brown and Her Jazz-Bo Syncopaters
- 10385 In Honeysuckle Time (Sissle-Blake)—From "Shuffle Along"—"Blues" hallad, Nohle Sissle and His Sizzling Syncopaters
- Baltimore Buzz (Sissle-Blake)—From "Shuffle Along"—"Blues" character song, Nohle Sissle and His Sizzling Syncopaters
- 10386 Ain't We Got Fun? (Kahn-Egan-Whiting)—Comedy song, Orch. accomp. Fred Hillebrand
- Held Fast in a Baby's Hands (Ray Perkins)—Tenor solo, Orch. accomp. Charles Harrison
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- Baby Curls (Kerr-Cooper)—Fox-trot, Merry Melody Men
- 10383 Cherie (Irving Bibo)—Fox-trot, Lanin's Roseland Orchestra
- Nestle in Your Daddy's Arms (Herscher-

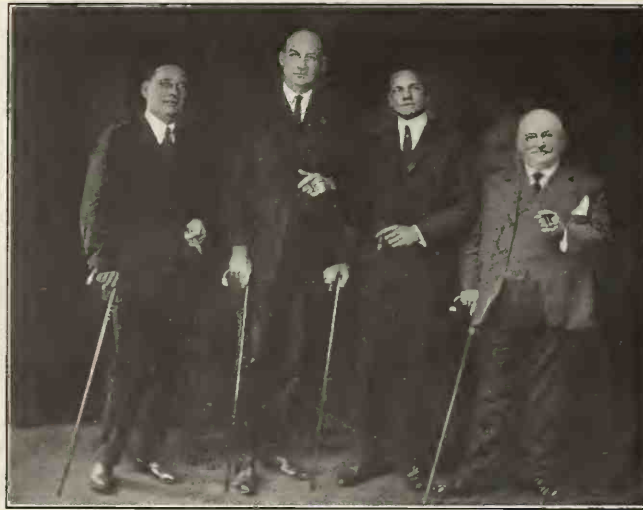
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- 10388 Paper Doll (Lee David)—Fox-trot, Joseph Knecht's Waldorf-Astoria Dance Orchestra
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- 10389 Two Little Love Birds (S. Romberg)—Fox-trot, The Great Lakes' Orchestra
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- Weslyn)—Fox-trot.....Plantation Dance Orchestra
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- Fare Thee Well, Love, Fare Thee Well (E. A. Keith)—Male quartet, Orch. accomp. New Stellar Quartet
- 10392 Let the Lower Lights Be Burning (P. P. Bliss)—Male quartet Criterion Quartet
- In the Sweet Bye and Bye (Jos. P. Webster)—Male quartet Criterion Quartet
- 10393 Serenade (Franz Schubert)—Violin solo, piano accomp. by Mme. L. Vojuckova-Wetche. Milan Lusk
- Paraphrase on Paderewski's Minuet (Fritz Kreisler)—Violin solo, piano accomp. by Mme. L. Vojuckova-Wetche Milan Lusk
- 10394 Medley of Irish Jigs—Irish hornpipe.... Tom Ennis
- Medley of Irish Reels—Irish hornpipe.... Tom Ennis

EDISON DEALERS MEET IN ST. LOUIS

Quartet of Prominent Edison Men Who Attended Missouri Gathering

Herewith is shown a quartet of Edison men who attended the St. Louis dealers' meeting, held at the Hotel Statler last month. From left to right they are: T. J. Leonard, general manager, Thomas A. Edison, Inc.; J. J. Calla-



Edison Men at St. Louis Convention

han, Edison supervisor; A. H. Curry, president and general manager, Texas-Oklahoma Phonograph Co., Dallas, Tex., and J. W. Scott, Amberola supervisor. The happenings at this convention were reported in last month's World.

NEW KINDERGARTEN RECORDS

Columbia Co.'s Educational Department Issues Twelve Records for Children

The educational department of the Columbia Graphophone Co. has issued twelve new kindergarten records in the series it established a few months ago. The set now comprises twenty records, offering eighty selections in all of the world's best music, specially interpreted for the child's needs. Approved by Patty Smith Hill, associate professor, Teachers' College, Columbia University, and personally supervised by her assistants in the Horace Mann School of Teachers' College, Ethel M. Robinson, Helene Kneip and Louise Birch, these records represent remarkably fine interpretations of these classics for the purpose.

Through the large sales already secured prominent educators have come to recognize the distinctive character of the work the Columbia educational department is doing for the schools of the country. Not only have they testified that these records are ideal for children, but that the entire series is excellent school equipment of an educational type.

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