Victrola

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

"HIS MASTER'S VOICE"

Victor Talking Machine Company, Camden, N.J.
The following advertisement which recently appeared in the New York newspapers speaks for itself:

**Landay Bros.**

HEADQUARTERS FOR VICTROLAS
NOW ALSO HEADQUARTERS FOR

**Sonora**
CLEAR AS A BELL

It has always been the philosophy of this institution that one cannot play every instrument in the band. That is why for twenty years we have preached exclusively the gospel of Victor Quality. We are not now changing our philosophy, but proving it. Our devotion is to a principle, not a name. That principle is Quality. For twenty years its only synonym was Victrola. Today it is also Sonora. The Victrola still stands for Quality; there has been no change. But its historic isolation is challenged. A pupil has drawn level with the master and supremacy has company. We need not descend to comparisons. As children look equally good to their mother, so ours look equally good to us. It is a case of doubled, not divided devotion. We neither like the Victrola less nor the Sonora more. We simply must recognize and respond to the ever-increasing demand for the superb Sonora.

You are cordially invited to visit a Landay Store and view the representative and newly-delivered collection of

"The Highest Class Talking Machine in the World"

**Sonoras $50 to $1800**
CONVENIENT TERMS IF DESIRED

427 Fifth Avenue Near 39th Street

23 West 42nd Street OPEN EVENINGS

945 So. Boulevard Near 103rd Street

YONKERS 11 North Broadway

NEWARK 778 Broad Street
MAGNANOX REPLACES ORCHESTRA


A talking machine dealer in California was suddenly confronted recently in trying to solve an unusual problem. He had been approached by several young men from the mountain regions and asked if he would help them to dance in a dance hall. He readily con-

victed the boys that their problem was solved.

The sale problem was another serious ques-
tion, for it was found that while the boys were a
ble to supply the money for pianists and an orchestra they were not in a position to secure sufficient funds to pay for the Magnanox. This problem was easily solved, however, for they informed the Magnanox representative that they had been planning to give a series of dances during the Summer. Arrangements were then com-
pleted, whereby they agreed to pay the talking machine dealer the money that they had on hand for hiring an orchestra and they would then be furnished the Magnanox with a supply of phonograph records.

They agreed to try the Magnanox back to the dealer when the dance was over, and when the next one was scheduled they would hire it again, paying the money which would have been used for an orchestra, these payments applying on the purchase price of the Magnanox.

When the full amount was received by the dealer, the subject, said in part, they agreed to hire the equipment was turned over to the boys as a permanent possession, and in this way they were provided with equipment for future dancing and other entertainments.

You advertised last year for good will; advertise this year for business.

MUSIC "BUILT IN" THE HOME

Architects Planning New Apartment Houses With Talking Machines "Built In"

The statement made recently by an architect that he had finished plans for a number of apart-
ment houses in which he had provided for talk-
ing machines being "built in" the same as a stove has aroused much comment. For instance, the Toledo Blade in a recent issue remarked:

"The suggestion made the other day that it
would not be long before architects would have houses with the talking machine built in can be taken as a prophecy by the thoughtful, if they wish. It is not as grotesque as it appears at first glance. Perhaps it will not be the talking machine but something else equally remote as a permanent fixture. The trend of building is that way."

"There are many houses still standing in this city which were erected without provision made for furnaces; hundreds that were built without thought of electric lights; and it is a smart architect who provides conduits in his plans conducive for telephone wires."

"A bath-tub in a room especially constructed for bathing purposes, running water to a constant supply of water and means of providing hot water at any time, would have seemed some-
things like a Jules Verne tale not so many gen-
turies ago. Special provision of building a
ice box into a house would have appeared ridiculous in the boyhood days of most men of middle age at present."

"Architecture, taking so many of its ideas
from the civilization of the Greeks and Romans, has been slow to join forces with science, but it is doing it now. The theory that the useful can
be beautifully designed is being accepted, and when we get houses more convenient than the habit of building houses for people to live in we shall see more strange things in the way of "built-in" innovations than talking machines."

REQUIREMENTS FOR SALES SUCCESS

Call your salesman's attention to these para-
graphs, especially the last, which are set forth by the Silent Partner:

"The first requirement for getting results as a salesman is to develop in the salesman a
the habit of thinking on the theory that the
man, who works, produces and regulates its advertising col-
umns and expends or contracts the appropri-
ations for any given line of goods.

"The merchandising sense and sound business principles of the display planner must be widely tempered with that outside or "houseman view-
point" which is one of the advertising man's most
precious assets and an asset not often possessed by other than advertising men. For
if a person with only the merchandise viewpoint in the ad
management is the man who "sees" the
way to close business deals, he is not likely to con-
temporaneously show the things the store wants to sell, instead of the things the shopping com-
nunity want to buy.

"And when we add to these points the unique
fact that the display often is merely an extension
of an influence in the consumer's mind begun by
some outside agency, it seems to me, just as the display itself often forgets, the
connection link in the chain of conclusive evi-
dence which produces action".

IMPORTANT PRINCIPLES WHICH GOVERN WINDOW DISPLAY

Broadly Considered, They Are Similar to Those form the Same Function—That of Securing

Declaring before the Associated Advertising Clubs that window displays and advertising must perform the same function, and therefore must be governed by the same principles, Gordon Schuhfarber, of Providence, R. I., in discussing the subject, said in part, "They are..." the same principles which every salesman, whether in print or in person, learns in the very primary grade of selling. Writing about the same—the same as your advertising planner—they must be for the sale of his tools. A display, like a salesman and like a printed advertisement, to get results must pro-
cure the interest of the customer by amusing, intriguing, captivating and stimulating him.

"And when we add to these points the unique
fact that the display often is merely an extension
of an influence in the consumer's mind begun by
some outside agency, it seems to me, just as the display itself often forgets, the
connection link in the chain of conclusive evi-
dence which produces action".

IT IS NOT AS GROTESQUE AS IT APPEARS AT FIRST GLANCE. PERHAPS IT WILL NOT BE THE TALKING MACHINE BUT SOMETHING ELSE EQUIVALENT AS A PERMANENT FIXTURE. THE TREND OF BUILDING IS THAT WAY. THER.

Selling Machines to Vacationists

A Good Market Is Assured at This Season—Quick Profits Can Be Secured by Dealers

The vacation season is here and the unde-

waking talking machine dealer will take advan-
tage of that fact by extending to the desires of
that part of the public which is going away for the Summer. A sure profit and quick turn-

over of small portable talking machines can be realized at this time by the prosecution of a vigorous campaign directed to people who are contemplating going out on a vacation. The bu-

ness that can be worked up should appeal to the dealer more particularly because of the ex-

tinction of summer business. Dealers who are thinking of taking advantage of this opportunity must not expect that profits will be realized by waiting for the public to come into the shop. Such profits will come only in really out-

standing work. One should utilize every possible method of bringing his wares to the attention of the people: he is likely to reach. If proper advertising and other methods of gaining publicity are employed, the expendi-
ture of effort and money will be amply rewarded by a consumption of volume of sales, and consequently a large profit.

Getting Newspaper Publicity

Amateur Investors Get Much Space Regarding "Doings" in Domain of Sound Reproduction

Judging from the stories we frequently come across in the daily papers a number of amateurs are apparently deriving considerable newspaper publicity from their experiments in reproducing familiar sounds from the talking machine records without the usual needle and sound box. One would consider from the way this matter is seriously treated in the papers that some complete theory of acoustics was being solved.

The subject is hardly worthy of serious consideration, but we believe it should be the duty of all those concerned with such a phase of the record industry to impress on the public that nothing of value can be gained by these experiments, which are of little purpose other than curiosity.

Adler Buys Levinger Stock

Adler Music Co. of Eureka, Ore., Secures Victrola and Victor Record Lines, Which Will Be Handled in Addition to Edison and Columbia

Bakersfield, Calif.—July 3.—Through a recent purchase of the Victrola stock from Louis Levinger, of the Rexall Store, Sanford Adler, of the Adler Music Co., becomes proprietor of one of the largest talking machine businesses in California and Oregon. In addition to the Victor line Mr. Adler retains the Edison and Columbia lines, thus giving him a very comprehensive line of instruments and records for the Chosen public. Mr. Levinger states that owing to the increase of his drug business he found it necessary to give up his talking machine agency, and Mr. Adler proved to be a reliable buyer and took the line through his sale to Mr. Adler. The money con-
nideration was in the neighborhood of $7,500.

Dues Firm Incorporates

The Cosmopolitan Record Corp., talking machine dealer of New York, has been granted a charter to incorporate under the laws of that State, with a capital of $25,000. The incorporators are T. Maxfield, C. Fechner and L. J. Cooke.
Some Questions to Test the Progressiveness of the Talking Machine Dealer

By Frank H. Williams

Are you, Mr. Talking Machine Dealer, making all the money that you could make out of your store?

Isn't there something you could do which would help to increase your returns?

Have you ever thoroughly analyzed your proposition for the purpose of finding ways and means by which you could get in more money from day to day?

Undoubtedly it would be worth while for you to conduct such an analysis of your store. And, for the purpose of helping you in this, the following list of questions has been prepared:

Ask yourself these questions, Mr. Dealer. Answer them truthfully. If you will do this you will undoubtedly find ways and means of healthfully increasing your business.

Here are the questions:

1. Do I give as much personal attention to my store as I should or am I inclined to let the store run itself while I am busy about other things?

2. If I am unable to give the store any great amount of personal attention, do I see to it that the man who is in charge of the establishment gives the store the kind of thoughtful, business-building attention that it should have?

3. Are my salespeople the sort of folks who take an interest in their work, who are always thoughtful and courteous and who are eager to serve customers in such a way that the customers will want to come back to the store again and again?

4. Have I ever looked at my store and at the services rendered by my salespeople from the viewpoint of a customer?

5. Wouldn't it be a mighty good thing for me to look at my store from this viewpoint of an outsider?

Wouldn't it be a good plan when doing these things to secure an expression of opinion from my customers and from my salespeople regarding the new plans for the purpose of seeing just what other folks think about the proposition?

When I do secure these outside expressions of opinion will I pay any attention to them or will I discard them without any great amount of thought?

Would I, if I were a customer, want to shop regularly in my store?

If I were a customer just what would I think of the store arrangement?

What would I think of my store service? Of my window displays? Of my newspaper advertising? Of everything connected with my store?

When speaking of window displays let me ask myself these questions concerning my displays:

Do I change my displays frequently or do I allow the same old displays to remain in the windows from week to week, gathering dust and becoming more bedraggled and unattractive as the time goes by?

Do I make the most effective possible use of the window trimmings furnished me by the manufacturers and distributors?

Do I see to it that all the material sent by the manufacturers and distributors for use in making my window attractive is used in the trimming of the windows? Or do I allow some of this valuable material to be discarded because its use involves the expenditure of some time and thought?

(Continued on page 6)
Victor Supremacy

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

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

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

Warning: The use of the word "Victrola" or of any of its parts for advertising purposes or in connection with other machines or apparatus is fraudulent and illegal.

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

Victor Wholesalers

Albany, N. Y. ......... Carlyle Victor Co., Inc.
Atlanta, Ga. ............ Dyke Talking Machine Co.
Baltimore, Md. .......... Cohen & Hughes
Binghamton, N. Y. ...... Cohen & Sons Co.
Cleveland, Ohio ...... The褐色 Machine Co.
Denver, Cola ............. The Exhibit Musical Co.
El Paso, Tex. ............ The Denver Cola Co.
Los Angeles, Cal. ......... The Exhibitor Musical Co.
Milwaukee, Wisc. ......... The Horizon-Galilee Company

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

St. Louis, Mo. ............ The St. Louis Musical Co.
St. Paul, Minn. ........... The St. Paul Musical Co.

Victrola VI, $35 Mahogany or oak

Victrola VIII, $55 Mahogany or oak

Victrola IX, $75 Mahogany or oak

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

Victrola XVI, $275

Victrola XVI, electric, $337.50 Mahogany or oak

"His Master's Voice"
REG US PAT OFF
A QUIZ FOR TALKING MACHINE MEN
(Continued from page 4

Do folks ever comment favorably on your store display?
If they do not, isn't that a pretty good indication that your display isn't making the impression they should make?
Do you keep up store arrangement and the goods shown on your counters with the display in your show windows?
For instance, when there is a display in the show windows of some certain talking machine records, do you feature these records on your counters so that the attention of all the customers entering the store will be called to the records?
Or when I am commenting on some particular kind of machine in my show windows do I see to it that there is a good, prominent display of the same machines inside the store near the main entrance?
Do I occasionally have a special counter near the main entrance on which I feature the goods which are being displayed in the main show windows?
In other words, is my sales promotion work well balanced, or do I simply put same goods in the show window and let it go at that, without doing the least little thing to look up my displays inside the store with the goods shown in the windows?
Do I also keep up my window displays and counters with all the newspaper advertising I run?
For instance, when I am running a newspaper advertisement calling attention to some special records, do I see to it that the records are also featured in my show windows and on my counters?
Am I making my newspaper advertising just as effective as I possibly could make it, or do I dash off something and pay for having it published without considering if from every angle it is whether or not it will really help me sell more goods?
Do I use the electric furnish me by memm

lectures and distributor, and if I pitched to the ads thus furnished me were placed by skilled advertising men and that their insertion by me is sure to help me sell larger quantities of the goods mentioned in the advertisement?
Do I check upon my ads so as to know just which ads create the most business for me and just which ads are the least effective?
And do I then try to give the future ads along the lines of those ads which have brought me the most business?

VICTROLA MUSIC ON CITY PIERS
Talking Machine Meets the Emergency When Funds Are Not Available for Hiring Bands

Despite all the statements by various officials of New York City and the Mayor down regarding not only the desirability but the absolute necessity of music for the public, it appears that city auditors are so depleted that there is no money available for the hiring of bands to play on all the recreation piers. The result is that some of these piers have been opened simply as breathing spaces for residents of the public district.

It is interesting to the talking machine trade, however, to know that once again the talking machine has come to the rescue, for it has been arranged to have a Victrola equipped with a Magnavox give concerts on the various piers on different evenings during the week. It is believed that the talking machine will serve temporarily at least to fill the public desire for music until provisions can be made for hiring a band.

SWISS CUSTOMS DUTY TRIPLED

It is reported that the new Swiss Customs Tariff, which went into effect on July 1, provides for a duty of sixty francs per hundredweight on talking machines and phonographs, as compared with the old duty of twenty francs.

Do I run my advertising in the local newspapers on a regular schedule or is it inserted on a scheduled, hit-or-miss basis which has no definite plan and which, for that reason, can hardly be expected to bring in any very definite results?
Are those records I am using those which have the biggest appeal to the trade I am catering to?

Ask yourself these questions, Mr. Talking Machine Dealer, and give careful, honest answers to all of them.
You'll find it will help you immensely to do so. Do it NOW!

GILMORE BROS. TAKE ON BRUNSWICK
Well-known Department Store of Detroit to Give This Line Strong Representation

Detroit, Mich., July 3—An announcement is made by P. J. Gordon, district manager in the talking machine department of the Brunswick-Balke- Colleter Co.'s local office, that Gilmore Bros., Kalama, Mich., have taken on the Brunswick and will soon handle this line exclusively.

Gilmore Bros. operate a large department store and are well and favorably known in their city. They have devoted the front of their entire third floor to new phonograph department and will add additional demonstration rooms in the Fall. They are very enthusiastic over the outlook for talking machine trade and announced their assuming the Brunswick agency in a full page in the local papers.

L. L. PARKER RE-ENTERS BUSINESS

Lloyd L. Parker, following a three months' vacation, has re-entered the music business in Harrisburg, Pa., Mr. Parker has purchased the Enrico Aitue Music Store and will carry a full line of Victrolas and Victor records as well as Galbraith pianos and Jesse French pianos.

Conservation is one-half of every business success, and conservation begins with a simple bookkeeping system.

The Life of the Phonograph Depends on the Oil

Any ordinary kind may seem good for a short time, but the efficiency of the best machine is soon ruined by poor oil. If you care about the reputation of your phonographs—if you want them to give the service planned for them by the genius of the makers—don’t take chances—use Nyoil and no other.

NYOIL

is the most highly-refined phonograph oil in use. Every impurity is taken from it, leaving only what is required to keep a machine in perfect condition. It will not gum or become rancid. It is colorless and has absolutely no odor. It lubricates the machine and is unequalled as a polish for fine woodwork.

We Make Over 80% of the Watch Oil Used in America

and have done so for more than 50 years. This means that we know the kind required for fine mechanisms. Nyoil is everywhere recognized as the standard lubricant for Phonographs, Sewing Machines, Typewriters and other machines requiring a pure, quality oil.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
Victor

Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor retailer.

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

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

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
THE BUSINESS SITUATION SUMMARIZED

The popular business slogan of the day, "Hard times are not coming but soft times are going," sums up in a few words the actual conditions as they are regarded by the business men of wider vision. There is a wide difference between the business depression under which industries have been laboring and hard times as they have been known to exist in this country, but there is no question regarding the fact that to keep business moving at all an unusual amount of effort is required.

The talking machine industry, taken as a whole, is fortunate in that it has suffered less than the majority of the industries of the country. It was one of the last of the trades to feel the weight of depression at all, and at no time has the industry been at a standstill. The worst that has happened is that there has been a falling off in demand, and the abnormal conditions that existed during the past few years have given place to a situation that demands salesmanship and careful business management.

The chief handicap under which certain talking machine dealers are operating is that they have not heretofore been called upon to exert any great amount of selling ability. With most of them this ability existed, although it had for a long time been more or less dormant, and in the emergency it was a comparatively simple matter to develop the selling end along the recognized lines. There have been a number, however, who have become so used to having the business come to them that they have been unable to meet the new situation successfully and have suffered accordingly. In view of the close co-operation established between the manufacturers, however, including the advertising and sales help supplied to the dealer, he is free from most of the worry of planning the selling campaign and is simply called upon to go out directly and sell. The man is indeed lacking in energy or the ability to apply the principles of good business if he cannot get results from the material thus placed at his hands.

The distribution problem in the trade has changed from that of "sit and take it" to "solicit and get it" when it comes to business. There is nothing fundamentally wrong with the industry. There is no really tangible buyers' strike such as was reported in other lines of trade. It is simply that the public instead of buying is in a frame of mind where it demands to be sold. It will be found that the retailer recognizing this principle is not going to have much time to complain that business is gone to the dogs.

SUCCESS OF CARAVAN CONVENTION IDEA

The Edison Caravan Convention which opened in New York so successfully as The World went to press last month closed its sessions, after visits to New Orleans and Chicago, in Vancouver on June 27-28 in a blaze of glory. The various sessions brought together a great body of enthusiastic and optimistic dealers and wholesalers, and the sessions were, as a whole, most inspiring and stimulating. The program was original and excellent in quality; the sales talks and the many interchanges of views arousing not only confidence but a new spirit of enterprise among those present.

The various gatherings again demonstrated the success of the Edison Caravan Convention idea, and the fact that an ambitious program, such as that represented at this convention, could be successfully presented in four cities in widely separated sections of the country, before more than five thousand dealers, is in itself a tribute to the ability and foresight of those responsible for the development and execution of the idea.

The thought back of the Caravan Convention is that instead of taking several thousand dealers from their businesses and bringing them together for one general convention, it is better to reverse the process and bring the convention to the dealers, hence it is that in New York, New Orleans, Chicago, and Vancouver Mr. Maxwell's play and the program that accompanied it served to arouse the enthusiasm of audiences that in each city exceeded a thousand in number. It is but natural that the Edison Caravan Convention idea should attract attention from many other industries who see in the plan a solution of the problem of maintaining contact between manufacturer and retailer successfully and, according to the general standard, economically.
THE NEW CANADIAN COPYRIGHT LAW

The passage last month of the new Canadian Copyright Act is of direct interest to the talking machine industry and particularly to those concerns who, with headquarters in the United States, maintain complete manufacturing and sales organizations in the Dominion. The important point, of course, is the inclusion of the paragraph in the Act providing for the payment of a flat royalty of two cents for the use of copyrighted music on records and music rolls. This feature of the Act follows along the line of the United States Copyright Law of 1909, and although not considered particularly burdensome to the record interests, nevertheless means that in Canada many thousands of dollars in royalties must be paid to publishers and composers by record makers that heretofore has been avoided through the absence of any definite law.

The talking machine interests can find some solace in the fact that the efforts of music publishing interests to have the Canadian Act provide higher royalties for the use of music were not successful, for should the higher royalties have been obtained it is believed that that fact would have been cited as a precedent in demanding higher mechanical royalties under the provisions of the United States Copyright Act, which, it is expected, will be before Congress very shortly. Incidentally, it might be well for all record interests to watch the progress of copyright legislation in this country with a view to protecting their interests.

NEED FOR ACTIVE ASSOCIATION WORK

Evidence of the necessity for strong and active association work on the part of talking machine men in various States is offered in the case of the MacDade Bill that was passed by the Pennsylvania Legislature recently and then vetoed by the Governor. The bill was designed for the direct benefit of talking machine dealers, and explicitly exempted talking machines, sold on instalments or hire, from levy or sale on execution or distress for rent.

When the measure was first introduced the attention of the trade was called to the necessity of getting behind it and making every effort to see that it was passed. Although several attorneys representing large Philadelphia department stores talking machines, as well as members of the Pittsburgh association and a few individuals, sensed the importance of the bill and lent their support to it, the interest was in no sense State-wide, and it was not until the message went out that the Legislature would probably ignore the bill entirely that the trade showed some signs of life that any organized effort was made to push the bill through.

Even though the Legislature was moved to act favorably, the Governor in the absence of any definite and strong trade arguments for the measure saw fit to veto it. It is understood that the landlord and real estate interests of the State were more active in seeing that the bill was vetoed than the talking machine men were in seeing that the bill was passed. As the matter stands now, a talking machine that has been sold on instalments may be seized for rent in Pennsylvania, even though the title in the instrument rests with the dealer, it may be that the MacDade Bill, or a similar measure, will be introduced again, but that means that the work must be done all over again, and unless the trade shows more interest than it did in the last bill the effort will be satisfied with a very short time.

Experience has proven that legislators, and even State executives, are very prone to give heed to the suggestions made by live trade organizations. The fact that representatives of such organizations speak for several thousand merchants, and that these merchants have some measure of political power, is an argument that the average office-holder will listen to with respect.

The various divisions of the music industry are called upon at frequent intervals to defend themselves against obnoxious measures or to support legislation that promises to prove beneficial and effective action can only be taken by well-defined organizations. It would seem that talking machine dealers in various States, regardless of trade affiliations, should form representative organizations able to represent the trade in the State Legislature and on occasion in matters of national scope. The incident in Pennsylvania shows the results of the lack of such a State organization.

SELLING PROBLEMS DISCUSSED BY JOBBERS

The announced plan of the National Association of Talking Machine Jobbers to make the annual convention held at Colorado Springs, July 11 to 13, a real business or selling convention was carried out to the general satisfaction of many members of that organization who journeyed to the West to attend the sessions. Not that the jobbers had not discussed selling plans and problems before, in fact for several years past the question of production has injected itself into the discussions and been of sufficient importance to warrant the matter of distribution to the side line.

The realization of the fact that the selling problem is the important one before American business today and the inclination to study that problem at close range in all its phases does credit to the jobbers who have, as individuals, shown remarkable progress during the last couple of years in the mapping out of their selling campaigns and the formulation of selling helps for dealers.

There were, of course, a number of jobbers who felt that the discussion could have been held to greater advantage at some Eastern point closer to the Victor factory, but the sincerity of those engaged in the various discussions indicated that the time and place had little to do with the consideration of matters of vital interest to the Victor trade at large, and for that matter to the entire industry.

The question that faced the jobbers incidentally was not one of disposing of surplus stock, but rather one of evolving a sales plan in preparation for the future—of looking ahead and anticipating the business demands that may be expected to develop the coming year.

BIG VALUE IN BOTH TONE AND PRICE

7½ inches
and
8½ inches
centre to centre
Large size sound box
Mica diaphragm

Send for sample

The William Phillips Phono Parts Corp. 145 West Forty-fifth Street New York City

Our No. 5 Octagon Sound Box to fit the Victor, Columbia and Sonora is the best
Suitable for Portables
More Album Capacity—
More Records Sold

This new set of NYACCO loose leaf albums has been made particularly for the Victrola 80

The extra record filing capacity available makes possible more record sales for the dealer

*The Set Consists of*

Six Loose Leaf Albums vertically filed for 10" Records.

Two Loose Leaf Albums horizontally filed for 12" Records.

Complete shelving included.

All of the well-known NYACCO Quality

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

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

*NYACCO*

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 Lispens St., New York, N. Y.

Chicago Factory
415-417 S. Jefferson St., Chicago, Ill.
How to Secure the Most Profitable Results
From Newspaper Advertising

By L. C. Lincoln

In discussing advertising in a general way with those who know little about it, you will find that many people think of it as some sensational method of attracting attention. If a crowd can be attracted, or if a merchant succeeds in getting people to talk about him, he is said to be a good advertiser.

Time and time again merchants have tried advertising stunts which jangled the sidewalk in front of the window with people and created a lot of curiosity and interest in the attraction, but when they came to sum up the results they were found to be far from satisfactory.

Talking machine dealers probably use the newspapers more than any other advertising medium, and rightly so, since there is no means of reaching the buying public that is more effective unless a dealer is so located that he cannot use newspapers to good advantage.

Competition is too keen these days to insert "any old kind" of advertisement in the newspapers and expect results. Every advertisement signed by a dealer should be the result of careful thought and preparation, either by himself or someone fitted to prepare good copy.

There are business men who still think that a successful writer of advertisements is one who can write copy which will "hype" people into buying. This is a false conclusion. A good advertisement writer is one who can put his message into clear, concise, simple sentences.

The idea is the big thing, and the writer may or may not have conceived the idea of the message he attempts to put across. On the idea depends the success of any undertaking. No matter how well the advertisement reads, or how beautiful in appearance, it will not sell goods unless the right idea is put in it. One who can both conceive practical merchandising ideas and write and plan good advertisements is the ideal advertising man.

A merchant who is full of sound, practical selling ideas, but lacks a fair education, should not attempt to write his own advertisements—better let the local newspaper man whip them into shape.

If a merchant advertises a talking machine or phonograph, names the price and quotes low terms he cannot expect to secure better terms from his customers.

An advertisement that makes no mention of terms or states "Terms Within Reason," "Reasonable Terms Accepted," "Monthly Payments Accepted" or similar statements, invariably secures better terms than one that specifies definite payments. There is no use in stating terms unless you wish to interest people who make terms the first consideration.

There are people considering the purchase of a phonograph who have read various advertisements quoting low terms. They do not know one instrument from another, but they are under the impression that terms are practically the same everywhere.

It follows that there is no use in quoting terms unless the terms are really better than may be expected elsewhere. If you advertise regularly and frequently a $30 instrument for $25 down and $10 per month without interest, you may make more sales than had you advertised no terms at all, but it is safe to say that you will have made less money or at not so substantial a condition at the end of the year.

It seems to be the belief of some dealers that it is not necessary for them to advertise. They believe, apparently, from the fact that grocers and druggists do not advertise brands that are nationally advertised that it is not necessary for them to do so. They fail to consider that there may be several grocers or druggists in a town selling the same brand of goods and the number of dealers selling Sonoras, for example, is limited to one or two. Grocers and druggists are well aware that it is the advertised article that is in great demand, and this is why you will find well-known brands on the shelves of every successful grocer or druggist.

You will notice, too, that when a clothes seller sells a certain brand of clothing he advertises extensively in the newspapers regardless of the fact that this brand is widely advertised by the manufacturer. This is because clothing stores secure exclusive selling rights similar to those prevailing in the talking machine trade and clothing advertisements are the only way the people know that certain brands may be obtained from them.

A man or woman may buy a certain brand of hat, shoes, clothing or other commodity for years, and when for some reason he or she wishes to make a change an advertised brand is usually the first choice. People will say they "never heard of" this or that article. They really mean they never heard of it until advertised.

A man, for instance, may never have bought a package of breakfast food at his life, may never have talked about breakfast food with anyone, but should the subject be discussed in his presence he probably would think or say that he had heard of the advertised brands for years, whereas he had simply known of them through advertising.

There are merchants who, realizing this, will stock a nationally advertised line and yet refuse to advertise it locally to let their own customers know that the well-known article may be purchased from them. They lose hundreds or thousands of dollars' worth of business annually through this short-sighted policy, when frequent advertising by some other dealer obtains the line and immediately gives the nationally advertised article wide local publicity in order to cash in on the manufacturer's own campaign.

The most successful merchants are those who sell nationally advertised articles and advertise locally to let the home people know where these goods are obtainable.

FEATURE GODOWSKY PIANO RECORDS

Double Page Spread in Saturday Evening Post Devoted Entirely to Featuring Godowsky Records Made by Brunswick Attracts Attention

A double-page advertisement of unusual interest and attractiveness was that carried by the Brunswick-Balke-Collier Co., of Chicago, in the Saturday Evening Post of June 16, in which these pages were devoted almost entirely to the exploitation of the remarkable pianoforte records made by this company, particularly those recorded by Leopold Godowsky, one of the most recent being the Schubert-Tausig "Marche Militaire," concert paraphrase, and Mackowell's "Witches' Dance." The text of this advertisement was devoted largely to the method of reproduction and its bearing specially upon satisfactory pianoforte records. It doesn't often happen that two pages are devoted to this one subject, but it is an impressive way of bringing the attention of the public to pianoforte records, especially those made by Godowsky.

Don't be afraid of a small beginning; one grain of corn, if allowed to reproduce unhindered, would in four years produce about three million bushels. Little efforts in the talking machine field often bring big results.

DON'T PRICK YOUR FINGERS

THE BEN HUTCHES "PICKUP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature. JOBBERS' applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO
What About the Fall Season?

If Noah had waited for the rain before building the Ark—he would have been out of luck—or, as Theodore Roosevelt once said, “Ninety per cent. of wisdom consists in being wise in time.”

Economists tell us that the peak of depression has passed and that the reaction is going to be an era of prosperity as great as we have ever known.

Peerless has taken full advantage of the “breathing spell” to prepare large stocks of standard albums in anticipation of a lively Fall and Winter trade and can now render an unusual service to those who would “be wise in time.”

When placing your order for machines and record cabinets it is an easy matter to estimate your requirements for albums and an order in our hands now for shipment to you in September, October, or even as late as November, will prevent the possibility of last minute shortages and find you equipped to handle a big volume of sales.

Normalcy is here—prices are at their best—buy now!

Costs You Nothing

If you are not on our mailing list write at once for our monthly bulletin and new revised prices.

Peerless Album Company
636-638 Broadway
New York

New Record Filing System for Dealers Suggested to Aid Salesmen and Increase Sales

In the belief that if all the records made by one particular artist or organization were grouped separately on the record shelves at the retail store it would be easy for salesmen to locate the lesser known records by the different artists and thus increase materially the volume of general sales, Bernard Alpers, of New York, has evolved a system to provide for such a groupings of records.

According to Mr. Alpers the system can be easily installed, and has been proven by experience to be of practical value. It does not call for any renumbering of records, but simply of some restocking to bring them together, according to a definite plan.

According to Mr. Alpers, when all the records of one artist are together on a single shelf the work of supplying a customer with records by that artist is greatly facilitated. "Should a customer approach a salesman for a Gluck record, for instance," said Mr. Alpers, "the salesman by the use of my system could readily pick out two or three Gluck records from the shell without being obliged to spend time looking through the catalog for certain numbers only to find some of them out of stock. It is natural to assume that a person who asks for a record by a special artist will be interested in other records made by that particular artist, and thus the salesman finds the opportunity for placing before the customer at the psychological moment some of the lesser known but nevertheless well worthwhile records.

"There is no question but that the delay occasioned by hunting through the catalog for the records of a certain artist and then going from one part of the store to another to pick out from the shelves the records that happen to be in stock means loss of sales, for the customer is likely to become impatient. With the records all together this delay is avoided, but a glance at only one shell tells just what records are in stock, the records that happen to be in stock means loss of sales, for the customer is likely to become impatient. With the records all together this delay is avoided, but a glance at only one shell tells just what records are in stock, under the old system, he is likely to be interested in pushing these records.

"From the salesman's point of view, too, the new system helps to legitimate his work, for under it in most cases he is required only to memorize a limited number of series or of the names of the various artists, instead of several thousand different record numbers and titles. Not that it is not the proper thing for the salesman to know every record in the catalog by number and title, but not all of them succeed in keeping such information on tap in their minds, and thus the proposed system should prove a real boon to them.

"The accompanying chart gives some idea of the arrangement of the records under the proposed plan. It will be seen that there is a definite relationship between the records and the artists they represent. The 'EF' series, for instance, would immediately recall the artist Elman, and under that title would be found all the Elman records in regular numerical order."

Mr. Alpers has presented his plan to one of the record manufacturers, as well as to wholesale dealers, who have found considerable merit in it. It would seem worthy of consideration particularly because it is calculated to present the lesser known records by prominent artists in a manner and at a time that should mean sales. One of the problems of the record manufacturer has been to bring before the public the many records of genuine intrinsic value which have not been strongly exploited in the company's publicity. Most of these records are made by artists of standing, and plans such as that suggested by Mr. Alpers should at least

WIDE-AWAKE DEALERS
are increasing their profits through the sale of De Luxe Needles

Before you place your next order write to us for samples and full particulars about

DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED
Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone   No Scratchy Surface Noise
PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)
PEARSALL SERVICE!
Ask Any Pearsall Dealer
Serve
Desire to Plus Ability
10 EAST 39th ST.
NEW YORK CITY
SILAS E. PEARSALL COMPANY
Lucy Gates sings two songs that will never grow old, just as everyone wants to hear them sung, “I Dream That I Dwelt in Marble Halls” and “The Last Rose of Summer” will sell now and always. A-6156.

Columbia Graphophone Co.
NEW YORK

JURY-ROKE CO.'S NEW DEPARTMENT


JACKSON, Mich., July 5.—Never before was an exclusive Victor department ushered into being under such auspicious circumstances as those which attended the recent formal opening of this city of the Jury-Rowe Co.'s Victor department. Beautifully decorated with rich huckleberry bouquets placed in festoons, gracefully drooping vines and potted geraniums added to the charming arrangement of the establishment. A musical program unusual in the brilliancy of its achievement was rendered by Jackson's best talent, which has attracted so much attention throughout Michigan.

Mrs. Frederica Brown Rogers, with her usual ability to charm and please, gave several numbers in a most enjoyable and artistic manner while R. M. Shultz also contributed to the program.

Eight thousand people passed through the department and more than a thousand were turned away. C. F. Steinbuhler, manager, is deserving of great credit for the success of the opening, as the event was arranged under his personal supervision and carried out under his direction.

Flowers were received from the Victor Talking Machine Co., Grinnell Bros., Detroit; Chicago Talking Machine Co., Toledo Talking Machine Co., and department employees.


WATCH YOUR CORRESPONDENCE

Tactful, Courteous Letters a Necessary Adjunct for Successful Business

Correspondence in the carrying on of the average business is almost as important as having efficient salesmen. Well-written, courteous, intelligent letters exert a big influence in the business world, whether they are written for the purpose of selling goods, making collection or any other of the hundred and one things that come up in the daily course of commerce.

The talking machine merchant should give the preparation of correspondence serious consideration. He should be absolutely sure that his letters are tactful and courteous. Another thing after the stenographer has transcribed the letter from his notes read it carefully, make sure that it expresses just what it is meant to express, and sign it. Do not allow your stenographer to sign correspondence. Do not use the phrase “Dlrected not read.” If a letter is worth writing it should be read and signed. Any other course is incorrect—in fact, it is insulting. Many a prospect has been lost through an apparently little thing like this.

THESE RECORDS PROVED EXPENSIVE


Record thieves in New York, who have been quite plentiful of late, are now being meted out the sort of punishment to discourage them from continuing their practices. The courts have begun to substitute jail sentences for fines, and it cost a Harlem youth sixty days in the workhouse to secure $53 worth of records from the Brunswick-Balke-Collender Co. under false pretenses. The thief represented himself as a music dealer in Union Hill, N. J., and disappeared with the records as soon as they had been delivered.

It's a splendid thing to have a promising future just so long as the promises are kept.

NEW BRUNSWICK SHOP IN DALLAS

Rosser-Macon Co. Opens Second “Bungalow House” at 1211 Elm Street, That City

DALLAS, Tex., July 1.—The Rosser-Macon Co. last month held the formal opening of its second Brunswick Phonograph Shop at 1211 Elm street. The establishment of the new store reflects the success met with by the company in the original Brunswick Shop opened last December at 1818 Main street.

The new store, as was the original, has an interior arranged to represent a very attractive bungalow with green gabled roof and five cozy rooms for the demonstration of Brunswick phonographs and records. A handsome room for the display of machines is a pleasing feature of the second floor.

ADVERTISING THROUGH CHILDREN

A. A. McMillan, Victor dealer, Brookings, S. D., has adopted a plan of reaching householders through school children. Book covers are distributed free of charge to the public schools. These covers are made of strong brown paper on which is printed his name and a few interesting facts concerning the Victrola. By this method his advertising goes into practically every home in the community.

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.
An excellent illustration of the value of concentration on one subject is found in the great Babe Ruth. He has concentrated on batting home runs—and is showing big results.

The Victor retailer who is "exclusively" Victor also concentrates. "He" is the one that is making the home runs in the talking machine merchandising field and he is expending no more effort than the fellow that only makes first base or strikes out.

It is simply a case of specialization.

Ormes Inc.
Victor Exclusively
103 East 125th St., New York
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

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

SELECTING THEIR FAVORITES

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

ACTUELLE RECORD SALES CAMPAIGN

Dealers in New York Tie Up Successfully With Advertising—Success of Winterton Store

All Pathe dealers in Greater New York and vicinity are showing a keen interest in the development of Actuelle record sales in this territory. Advertisements appearing weekly in the New York newspapers have been backed up by aggressive displays and advertising at the dealers' stores.

Window displays featuring the same records as those featured in the ads are displayed in every window and link up the sales campaign.

The good work started by Miss Neier, formerly in charge of Winterton Piano Co.'s Pathe department, is being carried on most effectively by Miss Zee, her successor. Miss Zee, having had some years of experience selling phonographs and records, is in position to contribute many valuable ideas to her already well-established department. The atmosphere of Winterton's store has always been one most desirable to the musically inclined, and the pleasant, affable attention of the salespeople and the equipment of the store for rendering the best of service have contributed no little to this respect.

NOW BURNHAM PHONOGRAPH CORP.

Los Angeles, Cal., July 6.—The Burnham Phonograph Mfg. Co. has changed its name to the "Burnham Phonograph Corp." J. C. Belding, secretary, reports an increase in the capital stock of the company and a change in the personnel of some of the stockholders; otherwise there has been no change and the factory, with the same management, is running at capacity.

It was necessary, in order to effect the change of name, that the Burnham Phonograph Mfg. Co. apply to the court for dissolution at the same time as the new Burnham Phonograph Corp. was incorporated.

1,500 CHILDREN ENJOY THE VICTOR

Franklin Parlors Supply Music for Englewood Celebration—Orders for School Machines Result From This Pleasing Demonstration

The Franklin Parlors, Victor representatives at Englewood, N. J., furnished a Victorola for use at a festi held in that city recently by the school children. There were over 1,500 children on the

Englewood Children Dance to Victor Music; field, and Mr. Rusch, manager of the Franklin Parlors, may be seen on the stand with a physical instructor, furnishing the music for the folk dances. As a result of this demonstration the Franklin Parlors have received an order for eight Victor school machines for the Englewood schools, and Mr. Rusch is co-operating with the school authorities in planning the most advantageous uses for these machines.

H. JAFFEE HEADS MUSIC CONCERN

H. Jaffe has been appointed president and general manager of the Ridgewood Talking Machine Co., Ridgewood, N. J., succeeding J. Donham, its former owner, who is now running the Dyckman Music Shop, 551 West 20th street.

Mr. Jaffe is a well-known pianist, having studied under that prominent teacher, Hans Seifert, and is well fitted to take over and develop the business successfully.

ADVERTISING THAT IS PAYING

Upham's Music Store Adopts Plan of Concentrating on One Object in Advertising

MASS. June 20. Something of a departure from the usual method of mass advertising is being tried here with considerable success by Upham's (The Community Music Store). This establishment carries a full line of Victor talking machines and records.

The advertising plan consists of concentrating on one particular article or record and the whole advertisement is built on this principle. For example: If it is desired to feature a particular record, the whole ad is devoted to this purpose. The name of the artist holds the text and a brief outline of his ability follows. The advertisement closes with an invitation to visit the store and hear the record.

To be successful an advertisement should arouse interest and curiosity enough to cause a visit to the store and view the object advertised. The desire created by the ad can be intensified into the purchasing point by the salesmen. The method related above forces the reader's attention upon one particular thing. This, while not doubt appealing to a smaller circle of readers, is more forceful than an advertisement made up of small, hard-to-read type covering almost the entire stock of the dealer, and will, if the concentration method is persisted in, produce greater results in the end.

INTERESTING THE SCHOOL CHILDREN

The J. L. Roark Estate, Victor dealers of Greenville, S.C., aroused much interest among school children under sixteen years of age recently by offering prizes for the children who made the best drawings of Victor trade marks, and at the same time offered a list of six features of excellence in Victor machines and records.

M"ASTER WAX BUSINESS BLANKS

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.

The Wax and Novelty Company
67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.
THE TWO NEW STYLES OF VICTROLAS


Camden, N. J., July 6.—The Victor Talking Machine Co. announced June 14 two new styles of Victorolas, to be known as Style No. 300 and Style No. 50. The latter is a portable instrument, listed at $45, and is in many ways a revolutionary type of Victorola. It is of a very handy size and yet plays either the 10-inch or 12-inch size of records. When the instrument is closed the tone arm, sound box and winding key are rigidly secured inside. From a constructive standpoint it is unique in that it contains no sound chamber, the sound waves being amplified through an overheard reflection process which involves a number of features patented by the Victor Co. It is light in weight, finished in mahogany, and especially designed for use on picnics, camping trips, dancing, yachting, etc. The volume and quality of its reproducing compare very favorably with the larger Victorola models.

Style No. 300 Victorola, listed at $250, embodies all of the fundamental features which have for years identified the instruments made by the Victor Co. The top is designed in such a way as to make it impossible to place keys, a-brac, etc., on it. In other words, in this new model the Victor Co. is carrying out its long-standing policy of building Victorolas to represent a definite type of musical instrument which cannot be used for any multi-furniture purposes.

WICKLIPP BUYS PIANO BUSINESS

C. T. Wicklipp, for the past seven years representative of the Columbia Graphophone Co., with headquarters at the J. H. Templeman Piano Co.'s store in Cynthiana, Ky., has purchased the Templeman business.

Albert Leon, a well-known Victor dealer of Perth Amboy, N. J., has recently been elected Grand High Priest of the Grand Chapter, Royal Arch Masons of New Jersey.

CURTAILING YOUR SALES ENERGIES

If You're a Dealer in Phonographs Don't Discriminate Against Them

A merchant who spends several hours every day outside looking after his piano prospects objected strenuously to the suggestion, made by a traveling salesman, that he ought to spend some time drumming up piano prospects and leaving phonograph buyers find your store unvisited.

"Surely," said the salesman, "you can sell talking machines easier than pianos, and get your money quicker. What is your reason for burning up piano prospects and letting phonograph buyers find your store unvisited?"

"I can't give you a reason. It looks too much like peddling. The piano is a big thing and costs money; the phonograph somehow doesn't look so small."

All of which is the most faltering reasoning. If a music dealer feels that he can help his business by going out after it, or sending store salesmen after it, he is not lowering his dignity whether he sells a piano or a jew's-harp. Too many men are strong on dignity and short on good old-fashioned American merchandising ability.

If you have anything to sell sell it. It makes no difference whether you go outside and ask a man to come in and buy or wait till the man feels the need of the thing and drops into your store when he has nothing else to do.

What is the difference between a manufacturer's salesman calling on a dealer in his store and a retail salesman calling on a patron at his residence, very properly asks a writer in The Puritan.

If you take things too easy the reward will come to you in inverse ratio.

Do not think for yourself only, but for your adversary, too. Try constantly to put yourself in his place. Make only such suggestions as you would accept yourself if you were in his position.

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.

Curtailing Your Sales Energies

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.
EXCLUSIVE OKeh FEATURE

THE NORFOLK JAZZ QUARTETTE

THE NORFOLK JAZZ QUARTETTE is another lucky number for OKeh Dealers. Their music is best described as improvisations that are unlike any other. It reflects the original negro folk songs, but to the monotonous chanting is added more harmony and weird jazzed chants.

The initial release of "JELLY ROLL BLUES" totalled a sales four times greater than any popular hit in that bulletin. These figures forecast the great possibilities in profits for the trade.

You may be interested to know that it isn't the colored race which is responsible for this jump in record sales. The big demand comes from the white people.

We see in this group a means to boost sales, and because this is so evident we are getting ready to forcefully push their records. There will be a generous distribution of literature and advertising. Everything will be done to help make their records popular.

ORDER BIG

The act of really introducing them to your customers rests with you. Play them, talk about them. You can't help getting enthusiastic. And your enthusiasm is well protected by the fact that they are exclusively OKeh.

4318  10 in.  85c.  JELLY ROLL BLUES - - - - - Norfolk Jazz Quartette
4345  10 in.  85c.  MONDAY MORNING BLUES - - - - Norfolk Jazz Quartette
4365  10 in.  85c.  STANDING ON THE CORNER - - - - Norfolk Jazz Quartette
4365  10 in.  85c.  PREACHER MAN BLUES - - - - Norfolk Jazz Quartette
4355  10 in.  85c.  WIDE, WIDE WORLD - - - - Norfolk Jazz Quartette

Then Feature

(OFFICE OF THE TALKING MACHINE WORLD, NEW YORK, J ULY 15, 1921)
Pertinent Suggestions on Stimulating the Sales of Monthly Record Releases

By Edward Katt

There is a little "stick-to-tul" salesman noted for his perseverance, always amiable and courteous and with a continual store of pleasing little stories to tell who, if given a little encouragement, is willing to be an active promoter of sales for every dealer in talking machine records.

"This is a poor time for increasing the sales force," says the average dealer. "True enough, but the little sales stimulants, if used to advantage, as you will, which we have in mind, is ready to be employed for little or nothing; in fact, employed or not, he is to be found somewhere about the average talking machine establishment, restless and chafing under the neglect or underestimation of his ability by the proprietor.

Sometimes he is relative to a position of comparative insignificance in the store, where customers, the more inquisitive ones, find him out and after the first pleasant contact wonder why the boss is so smarmy of so capable and interesting a salesperson.

At times our little friend is given more consideration than he deserves to out amongst the prospective local buyers, but usually he struggles along entirely on his own hook, without so much as an introduction from headquarters and with little or no encouragement and support from that point.

Under the above circumstances the best of salesmen would find progress extremely difficult, which brings us to our point.

The "Monthly Record Supplement Booklets" prepared and printed in attractive style by every large manufacturer of records and furnished to most dealers for little or no cost, are indeed capable little salesmen. They tell the sales stories regarding the current releases in a manner possible only for the most keenly developed critic of music and musical merchandising. They put the points across briefly and descriptively. They establish a warm, friendly feeling between the reader and the artist and a relative atmosphere which contribute to the records. Yet too often they are mistrusted in that they are not employed to the best advantage.

The numerous results can be obtained from the distribution of the supplement booklets when the dealer is unmistakably identified as an important factor in the progress of the artist and selection to the ultimate audience. In fact, the imprints of the dealer's name and address in the space usually allowed for that purpose a great advantage is frequently overlooked. A short, rather rude stamp impression reflects most unfavorably on the store whose name it bears and breaks the happy charm, so to speak, of the otherwise delightful little missive.

Some dealers have considerably developed this detail by having the name and address neatly imprinted together with the store trade mark or logo. A most attractive variation is obtained by several dealers who use a seal or neatly printed label for this purpose. An instance is that of a prominent piano house which employs a small oval label. The background is in gold, the printing is in black, and a black border to the edge of the label sets it off to advantage. The colors probably read something like the following:

"Dear Patron,—When you glance through the booklet enclosed you cannot help but be reminded of the happiness and keen entertainment which several of the records can bring to your home during these first warm Summer days when a few moments of relaxation are so desirable. The latest song hits and dance numbers are just what you need to enliven the evening gatherings on the porch or outdoors. The violin solo by................... when I first played it here in the store, impressed me with its soaring tones and its ability to touch all ears alike. It is indeed a record which you should add to your collection. There are also some dandy spirited martial selections by.................. Hand, and others which you will certainly enjoy hearing.

"At your first opportunity won't you stop in

and let us play the latest records for you? Our accommodations are ample—always a large, cool, airy listening booth waiting for you. Yours very truly,

".................................. Music Store."

The booklet with the above enclosure, reaching, "Dear Patron," was properly introduced, stopped in unashed, and standing on its own feet and its little say. If there was the tiniest spark of buying fire in friend Patron you can bet.................. Music Store got the business.

COVERS TRADE IN CALIFORNIA

H. E. Metcalf, Publicity Director of the Magnavox Co., tells of his Extensive Trip

OAKLAND, Cal., July 2—H. E. Metcalf, publicity director of the Magnavox Co. of this city, returned recently from an interesting trip during which he obtained complete information about the Magnavox situation in California. In the course of his trip Mr. Metcalf gave a demonstration of Magnavox music and voice Telephones at every place where the Magnavox was not well known. An automobile was equipped in practically every town, and the middle and southern parts of California were visited and demonstrations given. A great deal of valuable information was obtained and more than twenty new dealers were signed up. California being one of the greatest resort States, is a fertile field for Magnavox sales.

The Celina Cabinet

Represents Unusual Value

Because it is an honest product of quality, truthfully represented.

Because it is built by a concern that has a recognized reputation for fair and honorable business dealings.

Because it is made in five upright and four period designs, such representing a complete line to choose from.

The Celina Specialty Co.

Celina, Ohio

 Proper Distribution of Monthly Record Releases Will Mean Much in the Upbuilding of the Business
Why Did Widener Do It?

After making an exhaustive survey of the phonograph situation, after taking into careful consideration the features of every product on the market, Widener's, Inc., operating a series of fourteen stores from Boston to St. Louis, have taken on the Granby Phonograph line. Nine of these stores are so placed geographically that they make ideal distributing points for the surrounding territory. These stores are as follows: Boston, Worcester, Hartford, New York, Newark, Philadelphia, Cincinnati, Indianapolis and St. Louis.

Each manager of Widener's stores will take full charge of each respective territory as Granby factory representatives, succeeding the former representatives of each territory.

The Granby-Widener Alliance
—logical, consistent and powerful—will prove a sales and prestige builder extraordinary.

It is highly significant that so authoritative a judge of phonograph values, and an organization as experienced in its specialized field as Widener's, Inc., should put the seal of approval on the Granby and make it first choice for future selling activities.

The Selection of the Granby
means much to you as a progressive merchant.

What influenced the Widener institution to choose the Granby in preference to all other phonograph makes, should greatly interest you.

Write or wire for full details of the Granby selling franchise.

GRANBY PHONOGRAPH CORPORATION
NORFOLK, VIRGINIA

Wholesale Distributing Points
Boston Worcester Hartford New York Newark Philadelphia Cincinnati Indianapolis St. Louis
Helping General Business by Capitalizing the Popularity of the Recording Artists

Talking machine dealers have for a long time past realized the fact that it was good business to have noted record artists appear in their respective cities and to feature at the time the records made by those artists and in other ways hook up with the event. There is no question but that the individual appeal of a great many artists has been materially increased through the fact that their records have been distributed widely, and it is to say that a considerable proportion of many concert audiences is made up of people who are not so much interested in the program as they are in seeing in person the the fact that the Benson Orchestra, which makes the Victor records, plays regularly in the Stevens Building Restaurant during non-time.

If the inclination of these outside interests to profit by the popularity of artists won through the medium of talking machine records develops to any degree, it will not be beyond the realm of possibility to expect to find in the theatrical announcements of the daily papers the statement that this or that star of tomorrow is the same one whose songs and recitations have proven so popular on the ——— records.

Walter Kelly, Eddie Cantor, Bert Williams, and a score or more other comedians and monologue artists have found their way into talking machine recording rooms because of their stage popularity, but there is no question of the fact that there are probably three owners of records who have never seen the artists in person to one who first saw the artist and then bought the record. It means that a direct appeal to the record owner will interest more people than an appeal to those with whom the artist has won popularity in person.

ESKIMOS DESIRE TO BE UP TO DATE

Talking Machines, Records, Music and Books Order by Progressive Element in Far North—Jazz to Be Featured in Igloo Concerts

Eskimos, Alaska, June 26—Igloos musical and literary circles may become fashionable among the Eskimos. Dennis Anoktok of Anderson River, leader of sub-polar cognoscenti, has written to Emmottson for a talking machine, forty records of recent songs and a dozen popular novels. His order came by the last mail from Dawson. The articles will go north by the first Mackenzie River steamer.

The songs are those that have won the plaudits of the cabarets, the kind that jazz connoisseurs describe as "knockouts, believe me"—many songs, hula songs, ragtime love, the gamut of blues from cerulean to indigo, passionate tango melodies warranted to heat an igloo when the temperature outdoors is seventy below. These ditties will give the Arctic, that knows caused beans, its first real taste of canned music.

Anoktok and his four-fled highbrows will burn the midnight oil over the pages of "Main Street," "This Side of Paradise," "Moon Call" and other best-seller romances. What effect these cultural achievements of the white man will have upon the monomyth souls of the Eskimo is for psychologists to conjecture. They may work an epoch or start a riot.

Anoktok was educated at the mission at Fort McPherson, a post of the Hudson Bay Co., now selling its land in the rich prairie provinces to farm settlers, but still dominant in the fur trade of the Far North. With the shipment of books and music went new parts for the gasoline power boat. In his power boats he scouts far and wide on hunting expeditions along the Arctic coast. The old-fashioned kyack made of rawhide is too crude for him. Anoktok is an up-to-the-minute Eskimo.

Don't be afraid to talk turkey in the form of dollars and cents now and then

Increased Record Business Is Here
You Will Get It With

Okeh Records
The Record of Quality

KIEFER-STEWART CO.
Distributors of Okeh Records
Capitol Ave. and Georgia St. Indianapolis, Ind.
Here is Your Chance

Do you realize that Columbia Grafonolas now cost less than other phonographs—were the first to have their prices reduced—give Columbia dealers the same percentage of profit as before—offer right now an exceptional chance for quick sales?
Do you realize that all the latest model Columbia Grafonolas with their many modern exclusive improvements now sell for less money than your customers would have to pay for older designs of phonographs without any of these improvements?

Are you taking full advantage of the fact that the Columbia Graphophone Company was the first to readjust prices? Have you impressed upon your customers how much these reductions amount to in actual cash? Do you realize that on every $100 worth of Columbia product you sell today you are making exactly the same percentage of profit that you were making before these price readjustments went into effect.

With all these factors in their favor, do you realize what an exceptional opportunity Columbia Grafonolas now offer for a quick turnover and big sales? Now, when every condition’s right, is the time to push your sales.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
CO-OPERATING WITH GRANBY TRADE

Harry Coplan, Through His Knowledge of Merchandising Conditions, Big Aid in Granby Progress in Ohio and in Other States

NEWARK, Va., July 1—Harry Coplan, of the Granby Phonograph Corp., is present in that part of Ohio which is under the supervision of the Kennedy-Schults Co., representative of the company.

Granby today is largely due to Mr. Coplan’s zeal and efforts, as he superintended the building of the Granby factory, at Newport, Ohio, which is one of the finest equipped plants in this country. He is not only a factory man in the broadest sense, but is seemingly a clever merchant as well. He has an extraordinary knowledge of the installment business and may be considered a specialist in that line. Harry Coplan is a typical Granby executive and is contributing much to the growth of the Granby Corp. throughout the country.

Harry Coplan
Granby Phonograph Corp., The Kennedy-Schults Co. has lately established a Granby office and warehouse in Cleveland. Mr. Coplan is giving characteristic and intensive Granby co-operation in that territory.

Harry Coplan, although one of the newer members of the phonograph industry, is one of the oldest members of the American Home Corp., the controlling company of the Granby Phonograph Corp. The success of the Granby phonograph today is largely due to Mr. Coplan’s zeal and efforts, as he superintended the building of the Granby factory, at Newport, Ohio, which is one of the finest equipped plants in this country. He is not only a factory man in the broadest sense, but is seemingly a clever merchant as well. He has an extraordinary knowledge of the installment business and may be considered a specialist in that line. Harry Coplan is a typical Granby executive and is contributing much to the growth of the Granby Corp. throughout the country.

INSTRUCTS MUSIC SUPERVISORS

Ten Supervisors and Teachers of Indiana Receive Some Interesting Knowledge From Educational Department of Stewart Co.

KINDRED VS. IND. July 3.—Under the direct initiative of Miss Edith Ricketts, of the educational department of the Victor Talking Machine Co., ten grade teachers and music supervisors from over the State of Indiana were in session in the Stewart educational room recently.

Miss Ricketts explained in detail the work which these people are to do this Summer among the county institutes in Indiana. Record analysis occupied the greater part of one morning.

Miss Hohson, Educational Director of the Nashville educational department, was thorough in her explanation of the many different text-books which these ten music supervisors will use consistently in their work this Summer.

Miss Hohson also explained the music memory contest which is to be held in Indiana next July, and showed the numbers of this class in many ways in which it is possible for them to cooperate with Victor dealers in institute work.

N. B. Rumage recently opened a new talking-machine store on Arena avenue, Arena, Cal., where he has been handling the Columbia line of Grafonola and records. The store has met with considerable success since its establishment in that section.

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
171 Wooster St., New York

LARGER QUARTERS FOR DOCTOROW

Prominent Accessory Man Adds Four Large Rooms to Quar ters in Vanderbilt Building

Owing to the growth of his business, D. R. Doctorow, the well-known distributor of phonograph accessories and parts, with offices at 51 East Forty-second street, New York, has been compelled to enlarge his quarters. Arrangements were recently consummated whereby he secured four additional large-sized rooms adjoining the offices now occupied, which have been equipped so as to display against the very complete line of talking-machine accessories which he carries. One large room is to be used for the display of motors, tone arms and other accessories. Another room is to be fitted up to show cabinets, talking machines, etc. Mr. Doctorow’s large quarters are pleasantly located on the third floor of the Vanderbilt Ave., Bldg.; the location is central, easily accessible to city as well as out-of-town customers, being convenient to the Grand Central Station. Mr. Doctorow took possession of his new quarters early in July.

Be honest, frank and sincere with your customers. Give him a straightforward, manly, true selling talk, and leave the bluff, fum, etc., to the man who has neither the goods nor the personality.
The Individuality of Music

as conceived and interpreted by the artist, is offered in the new Gennett Records. They endow your phonograph with a new and entrancing charm. Try these new July Gennett Records.

4723—Kharmine (Thompson, O'Neill, Olson)
Paper Doll (David)
Waldorf-Astoria Dance Orchestra—85c
4724—I'll Keep On Loving You (Coburn-
Oh, What a Tune! (Vincent-Antonio-
Harry Rademaker's Orchestra—85c

4725—In a Monastery Garden (Kettelby)
Cavalleria Rusticana (Massacani) (Inter-
Gennett Symphony Orchestra
P. Floridia, Director. 85c

4721—Paddy O'Neill
Arthur Fields, Baritone, with Orch. Acc.
Vamping Rose
Billy Jones, Tenor, with Orch. Acc.—85c

Gennett Records
Manufactured by
The Starr Piano Company, Richmond, Indiana

New York—Chicago—Los Angeles—Birmingham—Detroit—Cincinnati—Cleveland
Indianapolis—Boston—Jacksonville—London, Canada
NEW CANADIAN COPYRIGHT ACT PASSED BY PARLIAMENT

New Law Provides Royalty of Two Cents Per Copy for Mechanical Reproduction of Music in Record or Roll Form—Other Interesting and Important Features of Act

OTTAWA, Canada, June 30—After many months of delay and much argument the new Canadian copyright law has finally passed Parliament, and as to become effective upon a day to be fixed by proclamation of the Governor in Council.

The section of the law which is particularly interesting to the music industry is that providing for a flat royalty of two cents upon each reproducing surface of records or music rolls. This point was rigidly opposed by certain interests, but was strongly supported by publishers and composers and eventually won out. It will mean that American publishers and songwriters will profit greatly by being able to collect definite royalties for the use of their songs on Canadian records and rolls. The fact that such royalties could not be collected previously has always been a sore point.

The most vital parts of the new copyright law are as follows:

Subject to the provisions of this Act, copyright shall subsist in Canada for the term hereafter mentioned, or on any original literary, dramatic, musical and artistic work.

Copyright shall subsist for the term hereafter mentioned in records, perforated rolls and other contrivances by means of which sounds may be mechanically reproduced, as the manner as if such contrivances were musical, literary or dramatic works.

The term of the copyright shall subsist the life of the author and a period of fifty years after his death.

The term of which copyright shall subsist for records, perforated rolls and other contrivances from which sounds may be mechanically recorded shall be fifty years from the making of the original plate from which contrivance it was directly or indirectly derived.

For the purpose of this Act, "copyright" means the sole right to produce or reproduce the work or any substantial part thereof in any material form whatsoever, to perform, or to use in the case of a lecture to deliver, the work or any substantial part thereof in public; if the work is unpublished, to publish the work or any substantial part thereof, and shall include the sole right—

(a) to produce, reproduce and publish any translation of the work;

(b) in the case of a dramatic work, to convert it into a novel or other non-dramatic work;

(c) in the case of a novel or other non-dramatic work, or of an artistic work, to convert it into a dramatic work, by way of performance in public or otherwise;

(d) in the case of a literary, dramatic or musical work, to make any record, perforated roll, cinematograph film, or other contrivance by means of which the work may be mechanically performed or delivered, and to authorize any such acts as aforesaid.

The royalty shall be two cents on each playing surface of each such record and two cents for each such perforated roll or other contrivance. If any such contrivance is made reproducing on the same playing surface for two or more different works in which copyright subsists and the owners of the copyright therein are different persons the same payable by way of royalties under the section shall be apportioned amongst the several owners equally.

No royalties shall be payable in respect to contrivances beneficially used and sold before the commencement of this Act.

Copyright in a work shall be deemed to be infringed by any person who, without the consent of the owner of the copyright, does any-
DONT WAIT ON FOLKS—SELL THEM

Suggestions on Making the Booth a Greater Aid in Selling—Being Alive to Opportunities

It pays to feature your stock under classified headings when you are advertising stock records and it pays to give some attention to stock records regardless of the demand for current releases.

When customers enter your store and ask to hear a number of records and you offer them into the booth and they hear only what they ask for and buy some, you have not sold them anything. They came to your store and bought if you are employees you can test assured your employer's advertising and the store surroundings sold these customers.

If there is nothing in that booth suggesting a purchase that the customer might not have thought of, you have missed another opportunity.

Short "punchy" signs, carefully lettered, calling attention to a record out of general demand, is an effective selling method, as are similar signs in the windows and about the store. There are plenty of people who can wait on the trade waiting for someone to give them an opportunity to wait.

Keep your mind busy and you will always have the pleasure of being paid for your time. We know plenty of lazy-minded people who are waiting for a job, says the Putnam-Page Co.'s dealers' bulletin.

You who have a place in this business have a golden opportunity now to prove your worth. Don't wait on folks—sell them!

This is a timely suggestion which no real salesman can afford to overlook.

CEYLON GREAT GRAPHITE CENTER

In the Island of Ceylon graphite is found in greater abundance than in any similar-sized area in the world. The soil and rocks of Ceylon are almost everywhere impregnated with graphite, so that it may be seen covering the surface in the drainage after a rain. The supply is practically inexhaustible. The peculiarities of Ceylon graphite is its remarkable purity.

Packed in rust and dust proof numbered cartons.

Special prices to manufacturers and jobbers.

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
The VOCALION

The Perfect Phonograph

The perfect phonograph is a beautiful instrument—beautiful to see, to hear, to play.

The handiwork of artist-designers, of wood-workers skilled in the production of the world's costliest and finest instruments, is apparent in its every line, its choicely matched veneer, its rare depth of finish and of color.

To hear the perfect phonograph is to acquire new respect for the type. Gone are the thin reflections of voices and of instruments that characterized the machine of yesterday. Instead are heard true reproductions, holding the mirror to nature itself. Pure, living human tones, vibrant with the very breath of the singer; glorious voices of the orchestra, full, pealing, and military; sad, plaintive, and sighing; deep, rich, and sonorous. Every instrument, every artist gaining a full measure of justice for the distinctive beauty that is theirs.

To play the perfect phonograph is to experience a new delight in music. Holding the wonderful Graduola tone-controlling device in hand, mastery of all music and all musicians comes like a beneficent gift.

The charm of the perfect phonograph—the Vocalion—has been recognized in all lands, felt by all classes. To see, to hear, to play the Vocalion is to know that at last the phonograph has come into its own.

THE AEOLIAN COMPANY

Makers of the Duo-Art Reproducing Piano Foremost Manufacturers of Musical Instruments in the World

AEOLIAN HALL, NEW YORK CITY

LONDON PARIS MADRID MELBOURNE SYDNEY
COLONIAL MUSIC SHOP OPENS

New Columbia Establishment in Auburn, N. Y., Most Attractively Arranged

AUBURN, N. Y., July 4.—The formal opening of the new Colonial Music Shop in this city late last month was well attended and was a pronounced success. Alterations and improvements have made this establishment one of the most attractive in the city.

Charles Dickinson and D. A. Little, who have had a wide experience in the talking machine and record business, will assume charge of the enterprise. A complete line of Columbia phonographs will be carried, together with the largest and most complete stock of Columbia records in the city.

SALES CLOSING A HIGH MARK

Ray Belcher, Pathé dealer in Jersey City, is hitting a high mark. His success is entirely attributable to his intense application of the Pathé selling plan. Crew Manager Mosersberg is in charge of outside selling. Jos. C. Hilsch has met with considerable success selling Pathés in fumed oak finish, which is an appropriate wood for the Summer, since the high-polish finishes are easily scratched when on the porch. This dealer is also using the Pathé selling plan and his stationed Crew Manager Carter at the wheel. Another Pathé dealer in New Jersey who is realizing gratifying sales in the face of adverse conditions is Benjamin Shekerjian, Morristown.

CONCERTS ATTRACT THE PUBLIC

A series of Victrola concerts are being staged by Bailey's Music Rooms of Hardwick, Vt., as part of their regular advertising policy. The concerts are being eagerly looked forward to by the inhabitants of Hardwick and surrounding towns and promise to be successful as a business getter.

An Oplex Sign Will Tell Them What You Sell

No one can fail to know the lines of instruments you handle if you tell them with a Fleelume Oplex Electric Sign the kind with the raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs; they have greatest reading distance, lowest upkeep cost, better illumination, most artistic design and the added advantage that any trade-mark can be perfectly reproduced in the raised Oplex characters.

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

FLEELUME SIGN COMPANY
36 KAIS STREET
BUFFALO, N. Y.
CAUTION

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

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

W.H. BAGSHAW CO.

Factories: Lowell, Mass.

Selling Agents

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

347 FIFTH AVENUE

New York
BRILLIANTONE NEEDLES
The Outfit For Every Occasion

HERE'S the ideal combination needle outfit. This carton of 5 metal boxes, each containing 200 BRILLIANTONE NEEDLES of a different tone—Extra Loud Tone, Opera Tone, Full Tone, Half Tone and Light Tone. Sell your Customers this outfit so they will have in their home a needle for every conceivable occasion.

BRILLIANTONE STEEL NEEDLE CO. of America, Inc.
Selling Agents for
347 FIFTH AVENUE, NEW YORK

AT 34th STREET SUITE 610

Canadian Distributors: The Musical Mfrs. Sales Co., 76 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City
How Albums Can Be Used to Stimulate Sales of Talking Machine Records

Although it is generally admitted that the present so-called "condition of trade" is purely psychological—that is, that there is nothing the matter with the purchasing power of the people of this country except that they are holding on to their money in hours of sound making on lower prices, it is certainly a pertinent and opportune moment for manufacturers to come forward and lead all the possible yellow accents within them to the dealers. While it is true that business has already shown a firm reaction in the shops of last November, some retailers are still lagging under the stress and are in a position to welcome any suggestions which might produce immediate sales returns equivalent to offset any losses that may have occurred. It is with this thought in mind that I have gone into our files and reviewed accumulated matter on the subject of selling albums, which have proved successful in some quarters of this industry, and therefore seem worthy of a more general application. I go on over this bank of material I am selecting only the ideas which seem to promise the greatest sales benefits at the present moment.

A favored feature of the talking machine business has always been that human quality or aptitude to collect and preserve choice cards and records of the rarities and monstrosities of other men, as it is addressed to by the large libraries in every ordinary house, the rare pictures on the walls and the curio cabinets containing shells and colored stones, relics and trophies. People have in recent years extended their collections to records of music for the talking machine and phonograph. But up to the inception of the record album the art of collecting records and the pride of possession having made ample provision for its constant growth, with it within a few years the dealers found that albums really do well sales by offering an invitation to the owner to enlarge his collection.

Various Selling Stunts in Which the Record Album Can Play a Notable Part Set Forth for Dealer's Benefit

how he starts his operative customer off on a fine and promising story that sometimes results in a sale amounting to $5 or $20 for a few albums. He puts it in what he calls 'an album window.' One of his clerks is handy with the amateur paint brush and he paints the letter of the back of a dozen albums with such suggestions as, 'Aids,' 'Faner,' 'McCormack,' 'Caruso,' etc. These he displays in the foreground of the window with the consciousness that the public think immediately and, already in possession of perhaps quite a few of the suggested classifications, flock in and purchase the designated albums. It naturally follows that, once a customer owns an 'Aids' album, he is never satisfied until the 'Aids' score is complete and the album filled.

From a dealer in New England I get this self-service idea. Rather than go to the expense of putting in a elaborate fixture for the display of records which the waiting customer may play himself, this dealer uses albums with price results. He places an album containing twelve records he wishes to move in each record bearing window within hasty reach of the visitor. This has the double purpose of disposing of records on the spot and demonstrating to the customer the value and utility of the album.

Reaching the Rural Customer

An Oregon dealer who has among his clientele many farmers in remote districts finds considerable advantage in the parcel post system of record sales in the house. He sends a dozen of the latest records every month or so to a selected list of patrons—shipping them in an album. A letter follows explaining that the records were sent in the album as a precaution against breakage, but, for the price of the album remitted along with the check for the records accepted, it need not be returned. Under this plan about one-half of the number of albums sent with records remain, and, as it often follows that the farmer wishes to return four or five of the dozen records, he will request a dozen more from which additional selections may be made to fill the album. Dealers are cautioned, however, to keep strict account of the sending of albums so that it will not occur that a customer receives more albums than are welcome. It is well to be careful not to overlook the parcel post plan.

A Complete Proposition Helps to Close Sales

More than ever the hesitancy for the one-price system and plainly marked goods in the window and throughout the store is made apparent by the present conditions. To quote an inquiring customer $50 for a talking machine, $1 each for popular records, and $10 cents per hundred for needles is to encourage thoughts of expense which put the average purchaser in a state of confusion. How much better it is to say: This outfit, consisting of the talking machine, six popular records and three hundred needles, only $56.30. It is equally true that cabinets and phonographs with shelves for albums should be quoted complete, with the necessary albums. There should be left no room for doubt in the customer's mind as to what the expense of the whole equipment will amount to. Incidentally, all shelf talking machines and shelf cabinets on the sales floor should be shown with albums.

Making Salesmen of Repairman and Collector

It is not a new idea to have the repairman and collector take along a few records to demonstrate on each call. But to take these in an album is a suggestion which will not only make the importation demonstrative but will further demonstrate the great care and system in the way in which the product from your store is handled. On the other hand, if the repairman or collector can have the album with the customer

(Continued on page 34)
A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, The Widdicomb Furniture Company was established at Grand Rapids, Michigan. It was organized by men of vision who were master cabinet makers, and who saw the growing demand for fine furniture.

In fifty-six years this organization has forged ahead until today it stands in the forefront of this particular industry. It is known, wherever furniture men meet, for the superiority of its product, exquisite workmanship and perfect cabinet design.

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well as lend beauty and dignity to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicomb placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more than ever convinced that there existed a great demand for a phonograph of artistic merit.

But they did not at once put their ideas into practice. They called together experienced phonograph men from different parts of the country, men who had had long years of experience in the practical end of phonograph making.

These experts, together with the Widdicomb cabinet makers, worked for two years before the first Widdicomb phonograph (now entitled The Aristocrat of Phonographs) was completed.

When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which combined beauty in appearance and exquisite musical qualities as well.


The Widdicomb Phonograph plays all records. Our tests show that it plays all records better. This is a claim that the Widdicomb can back up by actual demonstration. The new Widdicomb Vibrationless Amplifier (patented) gives the Widdicomb supremacy of tone. This tone chamber eliminates vibration and metallic harshness. It does full justice to the lower as well as the higher musical notes and reproduces with equal prominence the deeper and richer tones of orchestral records.

Let us tell you more about it. Write for our new catalog.
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
$3.69
Finances a $200 Time Payment Sale
for the Brunswick Dealers, under
New Brunswick Finance Plan

In other words, under a New Deferred Payment Sales Plan for Brunswick dealers, no additional capital is needed to do a profitable time-payment business in Brunswick Phonographs.

On a $200 time-payment sale, the dealer realizes all the cost, plus $50.30 of the profit immediately. The total of financing the sale is $3.69.

No tying up of his capital. Brunswick supplies the financial help, then moves the goods by force of heavy national advertising. Seize this opportunity to acquire a Brunswick Franchise right now—at the very beginning of one of the greatest and most constructive campaigns of national advertising ever put behind a phonograph and records.

A letter brings full details of the Brunswick Finance Plan. No obligation. But be sure to get all the facts about the greatest offer ever made to phonograph dealers.

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 625-633 South Wabash Avenue, Chicago
Branch Houses in Principal Cities of United States,
Mexico and Canada
New England Distributors:
Kraft, Bates & Spencer, Inc., 1265 Boylston Street,
Boston, Mass.
Canadian Distributors:
Musical Merchandiser Sales Co., 79 Wellington St., West,
Toronto
The Brunswick-Balke-Collender Company,
In La Calle De Capuchinas No. 25,
Mexico City, Mexico
TALKING MACHINES IN AUSTRALIA

Manufacture of Talking Machines in Attitudes Enjoy Expectable Growth—One Plant Produces Five Hundred Machines Per Month

Many manufacturers are of the opinion that the talking machine demand in Australia is supplied entirely by importation. As a matter of fact, this is far from being the case. In a little more than eight years the talking machine manufacturing industry on this island has advanced by leaps and bounds until to-day a fair output of talking machines is reported.

According to the Australian Manufacturer, the industry first saw the light of day in Australia in 1912, when the first patent was granted to the firm of Jackson & MacDonald on the "Rexonola." The first machines were made by contract, but the rapid expansion of the industry necessitated the construction of three large factories during the past eight years. More than five hundred of these machines are turned out each month at the present time and the industry is continuing to expand at a rapid rate. In one factory of this firm the cabinets, from start to finish, are made; there is a special factory where only the period designs are produced.

Lastly, there is the building in which motors and other working parts are fitted, this building also containing repair department, warehouse, showrooms and offices.

DHALTAR TO SING FOR EMERSON

Well-known Concert Tenor’s Recording to Be Included in September List

The Emerson Phonograph Co. recently announced to the trade that Vernon Dallhart, the well-known concert tenor, had been engaged to make records for the Emerson library. Mr. Dallhart is very well known in the concert field, and some few years back made records for the same company. The officials of the Emerson company are very enthusiastic about these new recordings, and confidently feel that they will meet with favor. The first numbers by Mr. Dallhart are being recorded now, and will be ready for the trade in the September list.

IRWIN KURTZ SAVES MORE MONEY

Irwin Kurtz, president of The Talking Machine Men, Inc., and one of the popular dealers in the metropolitan district, has sent the following interesting announcement to his friends:

ANOTHER $200 TAX EXEMPTION HAS ARRIVED AT THE HOME OF MR. AND MRS. IRWIN KURTZ, 1930 SEVENTH AVENUE. THEIR TWIN IS BIG AND THEIR NAME IS HERMELINE LENA, AND HER WEIGHT IS SIX AND A HALF POUNDS.

The Rialto Music Co., Columbus dealer, of Omaha, Neb., has purchased an auto truck which it loads with records and, driven through the streets, brings music to the doors of purchasers, thus increasing sales.

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

PHYSICS OF RECORDS AND NEEDLES

Effect of the Needle Upon the Record Set Forth in Interesting Illustrated Article in the Magazine, Science and Invention.

An interesting article explaining the physics of the talking machine record and needle, by H. Gernsback, member of the American Physical Society, is the feature of the June issue of Science and Invention, a magazine devoted to popular descriptions of scientific subjects.

The article should be particularly valuable to the layman who seeks to learn why it is advised to change a steel needle with each record. Various types of records, including the lateral cut, the hill and dale, and a combination of the two, are described in detail, and the article endeavors to show that soft needles, although they have to be replaced after each playing, serve to preserve the life of the record, while hard needles tend to wear away the walls of the record grooves quickly.

The article is profusely illustrated with enlarged views of record grooves and of needles in various stages of wear. The front cover depicts in colors a record groove magnified several thousand times, showing the action of the needle in traversing it.

NEW EMERSON DISTRIBUTORS

R. K. Curry & Co. Appointed Distributors for the State of Michigan

R. K. Curry & Co., of Detroit, Mich., have recently been appointed by the Emerson Phonograph Co. of New York City distributors of Emerson phonographs and records for the State of Michigan. This concern will carry a complete line of Emerson products, which, it is expected, will be presented to the trade in a high-class manner. This company is not new in the talking machine field, having been connected with the industry in the State of Michigan for some years past. The acquisition of the Emerson representation is an important forward step in the history of this house.

HARPONOLA

The machine that has made good with the dealer—

If you don’t know the Harponola or why it has made good with the dealer, you should write or wire for the Harponola proposition.

THE HARPONOLA COMPANY

101 MERCELINE PARK

CELINA, OHIO

Edmund Brandts, President

Harpolina Cabinets are built by the Menman Brandts Brothers in a separate up-to-date factory.
We have never found it necessary to give premiums to the trade or the public as an inducement to buy Gilt Edge Needles. The secret of their widespread popularity is that inherently, Gilt Edge quality is right. Therefore, after the first trial, the purchaser becomes a permanent Gilt Edge Needle user and recommends them.
Some Sales Stunts of Prominent Dealers That Merit Special Commendation

By W. Bliss Stoddard

Under the auspices of the dealers in builders' materials, and house-furnishings of Cincinnati, O., a comprehensive display of all that goes toward the making and furnishing of the modern home was made at Music Hall recently. Music has become recognized as one of the necessities of modern life, and, accordingly, it is as necessary to own a talking machine as it is to own a home—more so, in fact, for one may live in a cheerless home with far less comfort than in a bright apartment where music abounds.

The Harrison Mfg. Co., in keeping with the season, had a booth fitted up as a veranda or sun-parlor, with wicker furniture, and to harmony with the rest of the settings there was a Victrola encased in wicker, with panels of cretonne to match the upholstery.

H. & S. Page Co. had a drawing room wherein was installed a Victrola, which was kept in constant operation.

The Adams & Doepke Co. likewise installed a talking machine as a prominent part of the furnishings of their three-room cottage. A young woman demonstrated the machine and frequently sang to its accompaniment.

In Ballet in the Home

The Baldwin Shop of Cincinnati, O., recently had a window that called instant attention to the records and talking machines by its air of refinement. Curtains of black velvet in the rear were draped back to show a small Victor dog on a stand. An Oriental rug partially covered the floor, and at one end was a Victrola, beside which stood a lighted music lamp. At the other end was a wicker arm chair in which lay a national magazine, open at a Victor ad. On the stand beside it were several records, while an open card of records was shown on the floor. Suspended from the ceiling was a large card-board arrow pointing to the machine, on which was lettered: "One hour is all the time we need to place this Victrola in your home."

Featuring the Portable Machine

This is the season when the vakationist hires himself to the woods and the lakes to commune with Nature—but he also takes along with him many of the comforts of civilization, not the least of which is the portable talking machine. This, then, is the time to feature this light-hearted companion. Thus, when the Jack or Jane of the garden or the shore returns home, the record of that day will be in the Victrola. To them, when they pull a long face, showed a large cut of the portable, telling these: "It is light, compact, sturdy-built, occupies little space in the carry-bag or canoe. Best of all, you will never be lonely so long as you can hear your favorite music whenever you desire."

They sent out at the same time a large mailing list containing some circular offering to send a portable machine on trial, with payments for same distributed over a term of months.

Open Artistic Talking Machine Department

On May 20 the Rike-Kumol Co., Dayton, O., opened up its new and improved talking machine department on the sixth floor of the store. It is under the management of John E. Saum, for a number of years identified with Dayton commercial interests. The department is finished in a soft gray, and there are eight booths, each of which has a walnut table on which was a porcelain vase. At one end of the room was a talking machine beside which was a floor lamp with a wide-spread ing lamp. Standing on a music stool was a picture of a pink, placing a record on the machine. At the other side was a smaller cabinet holding one of the Bubble Book records. Between the children was a huge Victor dog, beside which was a brown card lettered in gold: "Announcing the new Victrola department—Complete stock of Victor records and Victrolas—Superior quality service."

Dancing Doll Advertisements

In Sandusky, O., there is a record and repair shop located on the second floor of one of the offices on the main street. Recently business was somewhat dull, but knowing that anything in motion always attracts attention, one of the salesmen secured a mechanical doll that would do the "shimmie." This doll he installed at the foot of the stairway leading to the second floor, and in front of it he placed a portable talking machine which ground out some lively dance music. He secured a boy to attend to the machine, change the records, and see that no one interfered with the dancing doll. Beside the machine was a large card set in a wire rack: "You Can Learn to Shimmie as Well as Olena Parker, if You Have One of Our Phonographs and a Supply of the Latest Dance Records. Save Money by Bringing Your Damaged Talking Machines for Repairs to Blackie." This machine was kept in operation from 12 to 2 p.m. each day for a week, and succeeded in acquainting scores of business people who passed by with the fact that there was an up-to-date phonograph and repair shop on the second floor, within convenient distance of their offices.

Talking Machines for the Summer

Grinnell, Iowa, has two series of branch establishments in a number of Ohio and Michigan towns, have recently been pushing Victrolas for Summer camps, and, in their stores in Toledo, Detroit, Jackson, and Battle Creek, have been showing the same scene with variations—according to the tastes of the window decorators in the various branches. The floor is covered with sand and at one end is a Boy Scout's tent, before which is a small campfire, over which is placed a folding stove and coffee pot and skillets. In the corner are packing boxes which have held portable Victrolas and on top is one of the machines, while several records are scattered on the ground. Beside the machine is set a card: "The Victrola—No other musical instrument gives such pleasure as a small portable Victrola for the Summer house or camp."

A charter of incorporation has been granted to the Chasic Photographic Corp. of New York under the laws of this State with a capital of $50,000. The incorporators are H. E. Pace, W. E. Dubois, and J. E. Hall.

Why Break Records? Just File Them!

This is if you have the wonderful Record File eye, from which is a feature of

The Marvelous MAGNOLIA

Delivery Envelopes

Art Series
New Designs

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

A Selected List of Victor Records

Every 60 Days

We Will Be Pleased to Pay any or some of the following for any number or description of Victrola Records or Complete Sets—$7.50 and upwards.

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECR0FT

5546 North 5th Street

PHILADELPHIA
FOR home entertainment there is nothing to equal the Steger Phonograph. Every member of the family can enjoy favorite songs, dance selections, instrumental and band numbers, popular or classical music, when there is an artistic Steger in the home.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound-amplifying chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

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

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

Desirable territory open. Write for the Steger proposition today.

Phonograph Division

STEGER & SONS
Phone Manufacturing Company
Steger Building, • • CHICAGO, I.L.
Factory, Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If o'er a Steger—'tis the most reliable Phonos in the world."
CELEBRATES 19TH ANNIVERSARY

Reynolds Music House, Mobile, Al.a., Marks Occasion in a Fitting Manner

MGM, Ala., July 1.—The Reynolds Music House, well-known Victor wholesalers, with an establishment at 167 Dauphin street, this city, recently celebrated the nineteenth anniversary of the founding of the business. The second floor of the building has been remodeled and turned into a commodious recital hall, and advantage was taken of the anniversary celebration to hold a formal opening of the new hall.

The anniversary was celebrated by an elabo-
rate concert given in the recital hall of the
Reynolds store. The program was one of unusual excellence and attracted a large and fashionable audience.

W. H. Reynolds, founder and head of the business, paid tribute to the staff who have been working with him by carrying full-page advertise-
ments in the local newspapers in which por-
traits of every member of the force appeared, from Mr. Reynolds himself at the top to "Uncle Jim," the genial colored porter.

Mr. Reynolds took occasion in connection with the advertisement to announce that ar-
rangements had been made for Red Seal record recitals at regular intervals throughout the Fall and Winter with a special children's hour every Saturday morning.

Mr. Reynolds has been very active in trade affairs, not only locally but nationally, and has been associated with the talking machine busi-
ness from its infancy. He stands high in the councils of the industry, and has for several years acted as treasurer for the National Asso-
ciation of Talking Machine Jobbers. A host of friends join in congratulations to Mr. Reynolds on his record as a business man, and bespeak many future celebrations which will testify to the progress of his business.

Work is a good thing and so is play; they only become harmful when mixed.

KAEMKER'S MUSIC SHOP TO OPEN

One of the Handsomest Music Stores in St.
Louis Will Handle the Serenado

St. Louis, Mo., July 7.—H. Kaemker, the well-known phonograph man, has bought the music store at Vandeventer and St. Louis ave-
nues and will open one of the most complete stores in the city, just as soon as extensive re-
modelling is completed. The entire establish-
ment is to be done in white, with about six feet of the walls paneled so as to break the monotony of the flat surface. This panel will be topped with a heavy molding, upon which the record hits can be fully displayed.

The four booths which are now being in-
stalled to start with will be equipped with the latest ventilation, cooling and lighting devices, and comfortable white-camel chairs will be pro-
vided. These booths will have the unique fea-
ture of built-in record racks, containing three shelves—one for the records which have been bought by the purchaser and one each for the records which are to be played and those which have been refused.

Mr. Kaemker states that many people come in to hear records without any idea of the par-
ticular numbers which they desire and that with this arrangement the salesman can be readily supplied with the hits of the month, as well as some of the better music records which will never grow old.

The whole store will be heavily carpeted in neutral colors to insure that the models of the Serenado talking machine, in all of the finishes, may be displayed to advantage. Racks and de-
vices for records and music rolls are being in-
stalled and some unique features will be dis-
closed for the first time when Kaemker's Music Shop has its formal opening. The Serenado line of talking machines will be handled.

The James H. Holstrom Piano Co., of New York, is featuring the Brunswick machines in its new talking machine department.

FEATURES

PLAYS ALL RECORDS

No. 2 Round Tone Arm and Reproducer

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

Perfectly balanced in ac-
cordance with carefully worked ratios and with re-
gard 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.

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

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 soft-
ness and clearness that is re-
makable.

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

Perfect regulation without in any way changing char-
acter of tone.

MODERATOR MODIFIES, MUTES, REGULATES TONE. MAKES RECORD INSTRUMENTS PRODUCE NATURAL RESULT, NO MIS hear-

J. M. REYNOLDS, Mgr.
Finer Service—Finer Records

Your business needs the Best in Service! We have it. We want to give it to you. Our organization is big enough and so well operated as to give assurance to any Record Dealer.

We can increase your sales. We shall increase your sales if we may serve with OKeh records.

From John McCormack, Frieda Hempel, Hermann Jadlowker, Marina Campanari, Vaughn De Leath to Mamie Smith, Norfolk Jazz Quartette, Natzy's Hotel Biltmore Orchestra, Erdody's Hotel Pennsylvania Orchestra, etc.

The policy behind OKeh Records is making it the finer Record. It is felt in the variety of feature selections issued monthly. "Features" that are "money-getters." From the most celebrated to the most sensational—all may be heard on OKeh.

Consolidated Talking Machine Co.

OKeh Record Distributors

227 W. Washington St.

Branch: 2957 Gratiot Ave., Detroit, Mich.
GREAT BANQUET AT HOTEL COMMODORE WHICH CLOSED EDISON CARAVAN CONVENTION

The Edison Caravan Convention at the Knickerbocker Hotel, New York, referred to at length in last month's World, closed with a most elaborate banquet tendered to the Edison dealers in Commodore, and proved to be a most unusual affair, elaborate as to menu and exceptionally fine as to entertainment. The guests, numbering over 1,000, filled the great hall, and during the conclusion of the dinner, he was presented by William Maxwell. There was a splendid program in the way of entertainment, which closed with Mr. Maxwell extending in behalf of the Edison laboratories the thanks of the executives to the visiting dealers for the spirit that prevailed throughout the convention, and appealed for the continuance of a fighting campaign that will make 1921 a more profitable year than 1920.

SIDEWALK JAZZ NOT POPULAR

Owners of Talking Machine Stores Feel Sidewalk Concerts Hurt Rather Than Help Trade

That there can be "too much of a good thing" has been discovered by a number of music stores who sell talking machines and records. Consequently the entertainments provided by these stores for the benefit of the passing public will be curtailed.

No more will the bank clerk or the gum-chewing "steno" be enthralled by the strains of the latest popular song wafted from the doorway of a Nascan street music shop. No more will Mama stop to hear the latest "jazz" number on her way to rush the special delivery letter off for her boss, nor will Jerry with the "urgent" telegram spend that half-hour listening to some vaudeville star sing on the record. The day of the "sidewalk concert" is on the wane, the music shop proprietors say.

The idea of the public playing of the records was primarily an advertising scheme to attract the attention to the latest records. This developed from the success the dealers found when they installed the "listening rooms" in the shops where one could hear any record upon request. Then they decided to advertise their records in the effective manner of playing them for the crowd to hear.

The trouble came when so many of the passing crowd stopped to listen that the doorway to the shop was clogged, and the dealers discovered that their patronage had fallen off rather than picked up, and that the advertising merely became a "good thing" for the idlers and really lost business for the shop. Then the scheme caused trouble for the traffic cops, for in the congested financial district the "audience" listening to the records would sometimes overflow the curb and even block the traffic, says a writer in the New York Sun. Consequently the concerts are to cease.

OPENED VICTOR AGENCY IN SOUTH

Asheville, N. C., June 30.—A new Victor agency will be opened here in the near future by J. L. Hood, a former resident of Asheville. Mr. Hood, who has been in the music business in Greensboro for the past eight years, will locate in the new Woodcock Building when it is completed.

the dinner there was a continuous round of music provided by Ernest Cutting's Orchestra and Johnstone's organ entertainers. Thomas A. Edison was present in person and received a tremendous ovation from the dealers, when, at

MUSIC FOR SCHOOL CHILDREN

Phonograph Records to Be Made of Symphony Selections to Educate School Children

Kansas City, Mo., June 28.—To familiarize Kansas City school children with good music, talking machine records of selections to be played here next season by the St. Louis Symphony Orchestra will be made for use in the schools. Miss Mabel Glenn, who was recently appointed director of music by the Board of Education, stated that the object is to educate the children to the value of good music and to enable them to recognize standard selections when they hear them. Five concerts will be given by the orchestra from which the records will be made. This is a move of decided importance.

The BABY GRAND DESIGN PHONOGRAPH

leads in Design, Style and Tone which adds beauty and dignity to the Home—and it is today the best constructed and best finished instrument made.

PATENTED and fully guaranteed.

Write for Catalog and Prices

KROLL & HOROWITZ FURNITURE CO., Inc.

258 CANAL STREET

Eastern Distributors

NEW YORK
"Oh! Dear," "Ain't We Got Fun?" Furman & Nash sing the first selection and Van & Schenck syncope the second. There'll be ragtime ringing of your cash register when you put this record on sale. A-3412.

RAY HANSON PASSES AWAY

Columbia Dealer of Boone, la., Dies Following an Operation

The many friends of Ray Hanson, well-known young business man and owner of the Hanson Music Shop in the Hotel Hotel Building, Boone, la., were very much shocked to hear of his untimely death following an operation for appendicitis.

Mr. Hanson was very well liked and had made many friends through his activities as a Columbia dealer. His music shop had become well known in the city as a rendezvous for musical people, with whom Mr. Hanson had very much in common, as he was quite musical himself. He was one of the most progressive Columbia dealers in the country and had inaug urated in his sales efforts many unique plans which won for him many admirers in the Columbia trade.

AN INVISIBLE FORCE

You cannot see the force of advertising, but you can feel it; and Ernest C. Hastings, managing editor of the Dry Goods Economist, New York City, in speaking before the retail section of the convention of the Associated Advertising Clubs, held in Atlanta recently, told a story of a conversation between an advertising man and a merchant that illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No." "Well, advertising is like the wind—an invisible force. You can't see it, but you can and will see the results just as you saw your hat go rolling down the street. And just as broken trees and flying dust are a symbol of the wind in the pictures, the advertisements I shall print in the newspapers about the merchandise carried in your store will be symbolical of force."

NEW VICTOR STORE IN DAYTON

COLUMBUS, O., June 30.—J. E. Swinn is in charge of the new Victor Department of the Rice-Kamler store in Dayton, which has just been installed by the Perry B. Whitwil 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.

W. C. LAHRW E OPENS MUSIC STORE

W. C. Lahrw, of Knox, Ind., recently opened a new music store. The establishment is models in every respect and a complete line of musical instruments and supplies will be handled. Victor talking machines will be featured.
GoEs AFTER SALES AND GETS THEM

How the Burwel Jewelry Co. Makes Sonora Sales in Colorado—Example Worth Following

The sales department of the Sonora Phonograph, Co., New York, received recently interesting reports of the progressiveness of the Burwel Jewelry Co., Sonora dealer at La Junta, Col. La Junta is a division point on the Santa Fe Railroad, and, like most division points in the West, now has a temporary wave of unemployment due to railroad activity. The average dealer might think such a handicap was almost insurmountable, but Carl Burwel, head of the Burwel Co., is not one of the average kind. Every Monday morning he and his salesmen start out, each with a Ford on which are four Sonoras, and they do not return until the trucks are empty. Mr. Burwel states the results of this campaign are most gratifying, as it is a mighty poor week when they do not all get back Thursday nights with eight contracts and an empty Ford.

Some time ago the cattlemen of the valley had a real "blow-out" in town, hired the local town hall, and put on an old-time vaudeville show. Mr. Burwel entertained them with a baby grand Sonora, and personally supervised the distribution of Sonora catalogs and price lists among the audience. He reports five sales directly from this source and several A No. 1 prospects that he intends to close very soon. The Burwel Jewelry Co. is now trying to get a lease on a large store on La Junta's busiest corner, which will give the Sonora a more fitting representation in this town.

THE WINDOW AS A SALES FACTOR

Max Strasburg Co., a Progressive Detroit Dealer Who Recognizes the Value of Window

Detroit, Mich., July 7.—Max Strasburg, head of the Max Strasburg Co., 1204 Liberty avenue, is one of the city's oldest dealers in point of

An Atlantic Strasburg Window

service and results secured, withal he is absolutely up to date in every way that insures a splendidly equipped store and attractive window displays. He is a great believer in using his windows as a vital part of his sales service, and this is evident from a recent window display which we illustrate herewith. Mr. Strasburg's excellent downtown location makes his store one of the best known Grafonola shops in Detroit, and his success can be attributed not only to his appointments but to the completeness of his stock and courteous attention to the wants of his customers.

OPENS NEW STORE IN WATERBURY

Waterbury, Conn., June 20.—The official opening of the new store of the Skinner Music Co., 150 Grand street, this city, was held on Saturday, the public being invited to attend a special reception in the afternoon, where an elaborate musical program was the chief feature. The store has been handsomely decorated and is provided with a number of attractively furnished rooms for the display and demonstration of pianos and Victrolas. The company was formerly known as the Sonnenberg-Skinner Co.

The Allen & Woodworth Co., Greenfield, Mass., has been incorporated with capital stock of $25,000, to handle musical merchandise.

Scottford Tonearm and Superior Reproducer

Illustrated, STYLE 2 FINISH

A combination of Japanese and PHONORAMA parts

Sample Prepaid, $1.75 Nickel—$10.00 Gold

Quantity Prices on Application

VISITORS FROM SWITZERLAND

Fred H. and Paul Thomas, of Prominent Talking Machine Motor Manufacturing Concern, Is on

an Extended Visit to the United States

Frederick H. Thorens and Paul Thomas, sons of Herman Thorens, the well-known manufacturer of talking machine motors, of St. Croix, Switzerland, are at present on an extended visit to the United States to call upon the company's numerous customers here and to study conditions at first hand. The Messrs. Thorens are at present on an extended tour covering Canadian cities, as well as Cincinnati, Chicago, St. Louis and other points in the United States. They plan to spend some time in New York upon their return, and start for home late in July. The visitors report that the Thorens works are quite busy despite the general trade depression, and several hundred workers are employed in making motors for domestic and foreign consumption.

In a chat with The World, Messrs. Thorens expressed great pleasure at finding such an optimistic spirit prevailing in the talking machine industry in America despite the general depression that exists in the talking machine business throughout the world. "It is," remarked F. H. Thoretz, "the most convincing proof of the vitality of the American market, which, I am certain, will come back to a normal state at a very early date. In fact, it is inevitable when one realizes the great spirit of confidence that prevails."

WORK FOR BUSINESS AND GET IT

George Fennell & Co.'s Business in Past Four Months Exceeds That of the Year 1920

Regardless of business depression, George Fennell & Co., Fillmore dealers, 2309 Third avenue, New York, have done a record talking machine business during the first four months of this year. The firm reports that the amount of business of the four months just passed exceeds that of the entire year 1920. While this is primarily a furniture house a special effort has been made to make this department successful and a progressive sales policy and closest attention to every phase of the business have accomplished phenomenal results.

E. C. Boykin, general manager of the Phonograph Corp., of Manhattan, commenting upon the success of the firm, declared that it was due in a great measure to the use of a turntable and the efficient service given customers.

A bright little sheet entitled "A Breeze" is being issued by the Will A. Watkins Co., dealer in Columbia Grafonolas and records, Dallas, Texas, as a trade stimulator.

Exclusively Okeh

MAMIE SMITH

We have her latest 10 in. $1.00

<table>
<thead>
<tr>
<th>Dangerous Blues</th>
<th>What Have I Done?</th>
</tr>
</thead>
</table>

Norfolk Jazz Quartette

We have their latest 10 in. $0.50

<table>
<thead>
<tr>
<th>Preacher Man Blues</th>
<th>Wide, Wide World</th>
</tr>
</thead>
</table>

EVERHART & BROWN

Ours Is the Service That Never Stops

1705 East Broad St.

Richmond, Va.
The Emerson Phonograph Company is prepared through the agency of its distributors to offer its dealers and trade the benefit of a progressive operating schedule that provides for:

The production of a complete line of the Emerson Music Master Horn Phonographs, including the popular "Sheraton" and "Queen Anne" period models.

The recording of 10" Gold Seal Records, continuing the Emerson policy of anticipating popular "hits" and augmenting this list by standard selections.

The recording of the increasingly popular and exclusively Emerson Picture Record.

The continued manufacture of Italian, Polish, Hebrew-Jewish and German records that have already established Emerson superiority in foreign language recording.

The immediate operation of a progressive advertising campaign.

The development of a dependable, efficient service that will establish an intimate and mutually beneficial co-operation between the Company and its distributors and dealers.

*Emerson innovations and service are reacting to-day with increasing advantage to all Emerson distributors and dealers who keep informed on every Emerson move.*

Play EMERSON RECORDS on
The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.
HOUSE-TO-DO URE Drive a SUCCESS

Jesse French & Sons Piano Co., Montgomery, Ala., Sell 100 Grafonolas as Result of Drive—Campaign Well Planned in Every Detail

Montgomery, Ala., July 6—One of the most thorough, complete and successful house-to-house campaigns undertaken in this territory was put on recently by the Jesse French & Sons Piano Co., of this city. Columbia dealers. This concern is one of the largest and most enterprising firms.

Campaign for Business Started by Mr. Parsons in the South, having stores in four large Southern cities.

L. O. Parsons, vice-president and general manager of the company, who is well known in the local trade as exceptionally progressive, worked out the plans for this campaign with D. D. Jordan, field representative of the Atlanta branch of the Columbia Graphophone Co. As the result of this intensive campaign, upwards of 100 Columbia Grafonolas were sold. In addition, the dealers' mailing list was increased by a large number of active and interested Grafonola owners. The newspaper campaign started a week before the actual drive, and advertising appeared in every paper in Montgomery for the entire week.

One of the photographs reproduced herewith shows Mr. Parsons with the actual invoice of a bona fide sale in his hand. On the driver's seat is Mr. Jordan, and the effectiveness of the truck is increased by the great big canvas painted in red.

The second photograph shows the window display used by the Jesse French store during the week of the drive. The signs at the top are red and white water colors, giving an unusually effective combination. Not only were the immediate sales very satisfactory, but Mr. Parsons dug up enough business during the drive to carry him along for six months, and he is enthusiastic regarding the co-operation afforded by Mr. Jordan and the other members of the Columbia organization in Atlanta.

Returns from European Trip

Frank Netschert, manufacturer of artificial flowers, 61 Barclay street, New York, has just returned from an extended business and pleasure trip through Germany, Switzerland and Holland, in the interest of his flower business, where he established several profitable connections. In speaking of general European conditions, Mr. Netschert stated that he found, in the cities he visited, a high degree of industrial activity, especially so in Germany. Mr. Netschert's journey covered a period of more than three months, and he comes back to New York very much refreshed after a most enjoyable trip.

If you want your customer to believe your statements, then believe them yourself. Know your line and "root" for it.

The Talking Machine World

Establishes New Accounts


Detroit, Mich., July 5—The Jewett Phonograph Co., manufacturer of the Jewett phonograph, is making rapid strides in the establishment of progressive and active dealer accounts. This company is to be congratulated upon its aggressiveness and energy, for the results attained by the Jewett sales organization indicate that there is profitable business to be secured in the talking machine industry, provided adequate methods are adopted to go after it.


Commenting on the company's plans for the future, Mr. Fair said: "Our product has always been good, but we want the trade to know we are constantly improving it. No matter how good a phonograph we may be able to produce, we will never be completely satisfied, but we will be constantly on the alert to improve it. "We are increasing our production at the plant and every dealer who has arranged to handle the Jewett line seems to be imbued with genuine optimism. Practically every one of our representatives advises us that the line is easy to sell, and it is gratifying to know that our readers are co-operating with our sales plans in every possible way."

Business is no longer a barter. Business is service. The salesman who shows his customer how he can serve him without suspicion, puts distrust to flight and creates confidence.

Vaughn de Leath with Okeh

Popular Contralto to Make Okeh Records Exclusively—Well Known as a Composer

The recent announcement by the General Phonograph Corp. that Miss Vaughan de Leath had signed a contract to make Okeh records exclusively was received with considerable favor by Okeh dealers, as this popular artist is well known in musical circles throughout the country. Miss De Leath is an accomplished musician and is a composer of considerable prominence. Several of her selections having been recorded for the Okeh Library.

Miss De Leath's voice is an exceptionally rich contralto which lends itself admirably to recording, and her first Okeh selections have been enthusiastically praised by musical critics. In addition to her recording activities, Miss De Leath is one of the composers on the staff of Irving Berlin, music publisher, and several of her numbers have attained considerable success.

It's pleasant to say "I must" than to listen to some other fellow saying "You must."

Period Models

Queen Anne and Louis XVI

A High Grade Phonograph and Library Table Combined

Immediate Delivery in Mahogany Burl Walnut Golden Oak

Two-thirds of top is stationary. No need to move anything when playing phonograph. Fully equipped to play all disc records.

Your satisfaction guaranteed. Large percentage of records indicates satisfied dealers.

Write for Prices and Discounts.

Seaburg Manufacturing Company

Jamestown, New York

Pacific Coast Representatives—J. W. Roe, 1711 E. Harrison St., Seattle, Wash.
Not a single Dalion Dealer has ever dropped the line

If that is the kind of instruments and kind of factory which interest you, let us hear your wishes. Some most desirable territory is yet available. Our dealers are virtually our partners: so regarded, and so treated.

The Dalion is a well-rounded line of instruments that for actual, intrinsic value and true tone worth are not excelled in the field. Back of it all is a progressive sales policy that is pushing all the time. Why don’t you investigate the very real advantages our selling franchise offers? Write that letter now!

Have you ever read the Dalion Guarantee?

Every Dalion is warranted not only against all imperfections of material and workmanship, but as a musical instrument second to none in fidelity of reproduction, and the motor is so good it is guaranteed against spring breakage for one year.

Are phonographs a department with you, or a business? We invite inquiry from dealers who want to build volume and profit in this field.


Milwaukee, Wis., U. S. A.
Ted Lewis’ Jazz Band’s two latest fox-trots are “Love Me” and “Underneath the Palms.” It will take fast footwork on your part to hand them to all the people whose feet they’ll affect. A-3411.

**MONTHLY RECORD CONCERTS**

Method of Developing Sales That Should Be More Generally Adopted By Dealers

The well-arranged invitation concert as a means of stimulating business has long been advocated by The World, and the following timely words from the Putnam-Page Co. bulletin are certainly most pertinent:

“There is a revival of interest in monthly record concerts with a well-balanced program and this is a sales method that should not have been allowed to lapse in the trade. Many store owners discontinued it and attributed the discontinuance to the shortage. Some who have done so might consult their conscience and admit that they gave them up because the pickings were easy without it. ‘Easy pickings’ are not in vogue in these times and the best way to sustain the interest of your community in your store is the monthly concert method.”

**JOINS SONORA JOBBER’S STAFF**

E. L. Brown, formerly associated with the Sonora Phonograph Co for a number of years, and more recently associated with the Griffith Piano Co., Sonora jobber, has been appointed a member of the sales staff of the Greater City Phonograph Co., Sonora jobber in metropolitan territory. Mr. Brown, who is well known in the local trade, will cover Brooklyn territory for this jobber, and his previous experience will enable him to give efficient service and co-operation to Sonora dealers in this section.

**A PLAQUE THAT IS PRACTICAL**

The Standard Talking Machine Co., Victor wholesaler of Pittsburgh, Pa., is offering to the trade attractive plaques bearing the Victor trade-mark in relief for use in decorating booths. The plaque has a double value in that it also acts as a deodorizer, there being a receptacle at the top to hold a deodorizing perfume.

**J. R. VESTY HONORED**

J. R. Vesty, of the Kimball Co., talking machines and pianos, Memphis, Tenn., has been made chairman of the membership committee of the Chamber of Commerce, one of the fastest growing commercial bodies in the South.

**VICTOR DOG SCARES LOCAL CANNES**

Big Figure in Front of Imfeld Music House Attracts Great Amount of Attention

That the Victor dog, even though counted among the best-known trade-marks in the world, still has the power of attracting unusual attention was evidenced in Oxford, O., recently, when the Imfeld Music Store opened its new quarters in that city and placed a large papier-mache Victor dog on the sidewalk at the entrance. The effect on the local canines was reported in a local paper as follows:

“A large crowd, owned by the Imfeld Music Store, which had failed to terrify Hamilton canines, was transferred to Oxford Saturday, where it met with better results. The occasion was the opening of their new music store in that village, and the dog was a papier-mache likeness listening ‘to his master’s voice,’ which had stood in front of the store here. It caused the villagers considerable amusement. The sight was new to the Oxford dogs and, on account of its enormous size, they seemed disinclined to get close enough to use their noses to investigate and relied entirely upon sight. They surrounded it and caused quite a commotion. ‘A small boy helped the fun along by getting behind the image and pushing it toward the bystanders. This resulted in a great scattering of small dogs.’

**TELLS OF BUSINESS EXPANSION**

R. F. Perry of the Brunswick-Balke-Collender Co.’s store in Salt Lake City, Utah, recently returned from a very successful trip through Idaho, and reports that Brunswick dealers tell of an increase in sales and public demand for the recordings of the exclusive Brunswick artists.

**NEW COLUMBIA WINDOW EXHIBIT**

“Curzyus” Being Featured With Excellent Results in New England

Columbia dealers in Connecticut have received unusual publicity from the use of a novel display entitled “Curzyus.” This display has already made its appearance in New Haven, Duncansville, and Sunbury.

**To The Victor Dealers of America!**

Make every day in your month as profitable as the first day. Sell more Red Seal Records. We can show you how!

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit
TO MANUFACTURERS:

THE

CONTROLA

Is the FIRST and ONLY device which entirely eliminates starting and stopping levers.

IT STARTS, LIFTS the NEEDLE and STOPS ITSELF

Silently and without any effort on the part of the operator whatsoever.

The Controla on a Victor

Note.—All semi-rigid tone arms use this type of Controla. The style for rigid tone arms will be shown on the Columbia in the next issue.

The Controla not only adds considerably to the appearance of a Talking Machine, but it furnishes a multitude of real talking points of honest merit. Features that will, in competition with any make of talking machine, sell a Controla-equipped machine nine times out of ten. And yet the Controla does not cost any more than the so-called "automatic stops." Why not let the Controla make YOUR machine ULTRA-MODERN? You know the story about the early bird.

The Controla is Permanent, NON-SET and simplicity itself, and the outstanding feature is,

"IT NEVER FAILS"

Exclusive arrangement now being offered. Are you interested?

Descriptive Literature on Request

Phonograph Control Corporation
19 ACADEMY STREET
NEWARK, N. J.

P. S.—Did you read the ad in the May and June issue?
THE TALKING MACHINE WORLD

THE NEWS VALUE OF ADVERTISING

Aim of Advertisers Should Be to Make the Display Advertising Columns of the Newspaper as Readable and Interesting to the General Public As Are the News Columns

Advertising is news, declared Frank A. Black, of Boston, in addressing the retail division of the Associated Advertising Clubs at the convention in Atlantic City recently. Since advertising is news, he said, the tendency of advertising in the future will, in his opinion, be to treat it as such. He believes advertisers should get further and further away from scarecrows headlines and large type, and depend upon ability to write and ability to supply the goods the people want, to get attention.

During discussions of advertising at this convention of the Associated Advertising Clubs of the World it has developed that a great many women read newspapers quite as much to keep in touch with store advertisements as for any other purpose. Interesting store advertisements are circulation-getters for newspapers, it has been shown.

"Sometimes," said Mr. Black, "retail advertising will elevate itself, in interest and in value to the reader, so that it can be printed exactly as the several pages of a newspaper are printed and will be read with the same attention. We are treading in that direction.

"This does not mean," he continued, "that everybody will read every item of every advertisement, because we do not read every item of news in a newspaper, but it does mean that a great deal less attention will be given to the display of store advertisements and to devices for getting attention, and much more attention will be paid to the matter in the advertisement.

"In other words, retail advertising will be treated like news, which it is—news about the subject which occupies so much of the time and attention of all of us, how to spend our money to the best advantage. Retail advertising will then be something which helps men and women to buy, rather than helping stores to sell. My feeling is that the result will be that certain stores will sell more, while some others will probably sell less.

"When advertising is handled in that manner," said Mr. Black, "the advertising manager will consider each item in relation to its news value, editing the advertisement much as the editor of a newspaper judges the news. With type no larger than high point size (the size in which news matter is usually set) and with all the present competition in the matter of display eliminated, the advertisement that gets the most attention will be the one which is written with the greatest skill. The subject of price will be subordinated to its proper position, secondary to quality. Illustrations will improve from an artistic point of view, and will really illustrate. Headlines will have to say something, because space will be limited. Exaggerations will be recognized for the poor and extravagant advertising that they are." He did not believe there would be any trouble in getting men and women to read advertisements when they realize that the advertisement is published as a guide to help them to make comfortable, healthier, better looking, happier, to reduce the labor in the home, and otherwise to add to their freedom and comfort. "Trade advertising will be much satisfaction in being a member of the advertising profession when advertising is used in such a manner," he said.

The time will come when there will be no need for vigilance committees of advertising clubs to see that all advertisements are truthful, he said, because business men will recognize that auntruth is a waste in the long run. The economic value of truth in business will be taught in the schools, he believed, and, therefore, assuredly grow in favor.

HOOVER TO DISCUSS FOREIGN TRADE

Representatives of Department of Commerce to Report to Washington for Conference

WASHINGTON, D. C., July 5.—The foreign representatives of the Department of Commerce have been instructed by Secretary Hoover to report to Washington for discussions bearing on the foreign trade situation in its relation to the proposed reorganization of the Bureau of Foreign and Domestic Commerce.

It is understood that Mr. Hoover will bring up the question of grouping of foreign trade activities by basic commodities and the idea of altering the department's divisions of foreign territory to conform to commercial rather than political boundaries.

AN INTERESTING WINDOW DISPLAY

The Wellborn-Bell Piano Co., Memphis, Tenn., which conducts a talking machine department, has arranged a very interesting window display showing records at various stages of manufacture, from the original substances to the finished product.

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. WIMPFEIMER & BRO., Inc.
450-460 Fourth Avenue, New York
A CROON & MELODY SONG IN WALTZ TIME

Manny's Little Sunny Honey Boy

YOU CAN'T GO WRONG WITH ANY FEIST SONG

TALKING MACHINE MEN MEET

Hold Regular Monthly Luncheon and Business Session at Café Boulevard on June 15—Discuss Sunday Closing and Other Problems

The monthly luncheon and meeting of the Talking Machine Men, Inc., was held on Wednesday, June 15, at the Café Boulevard.

President Irwin Kurtz, who some time ago inaugurated the policy of inviting music publishers to address the meetings, has demonstrated that this arrangement has produced gratifying results in getting a large attendance.

In recent months the Association has taken some active measures in an effort to keep talking machine stores in the metropolitan district closed on Sundays. Theodore Vason, acting as a committee, has presented to the Association a number of methods by which it is hoped to eradicate what is termed the present evil.

Louis Bernstein, head of Shapiro, Bernstein & Co., Inc., the well-known New York publishing house, addressed the gathering on "Co-operation." He stated that the record companies and the music publishers were working closer and closer together and this has been the means of greatly increasing record sales. He pointed out that where dealers had piles of stocks of records on hand it was possible, with the aid of the publishers, to make a special drive on the goods with the assistance of theatre and other amusement centers in the dealer's locality. He cited an example of such a situation arising in the Middle West where, when the publisher found the dealer not overstocked, he authorized his branch office to make a special drive in the territory. Thus through the theatres and orchestra halls the goods were quickly moved.

Mr. Bernstein said it has been proven that a talking machine record dealer handling sheet music did not decrease his record sales, but in fact they showed added activity. He encouraged the dealers to stock sheet music of the current hit type. In this way they could handle such goods without involving large expenditures and give it only limited space.

President Kurtz, called attention to the fact that he had installed sheet music racks in his store some three months ago and the result is not only additional profit from the sale of the sheet music but in many cases it has increased the sale of records.

Under the direction of Thomas Hughes, a number of songs to be featured by the sales and professional departments of Shapiro, Bernstein & Co., Inc., were sung. These included "Minim," a new number by Con Conrad, composer of "Margarit" and "Palmetto, a," and a Mary Ethel June Piccio number called "Isle of Paradise," a ballad entitled "Honey Rose" was sung by William Tracey, who is the writer of the lyrics. A novelty song called "I Ain't Nobody's Darling" was also introduced. This is a typical "giving" song and at the encouragement of the singer the entire gathering sang the chorus several times.

The entertainment committee, composed of Messrs. Brown, Lazarus, Galasco, Berlin, Kurtz and Davis, reported on the plans for the annual outing of the Association, to be held on August 17, at the Terra Marine Hotel, New Dorp, Staten Island.

NOVEL METHOD OF BOOSTING HITS

Publishing House in Los Angeles Uses Magnavox to Stimulate Publication Sales

Los Angeles, Cal., July 4—One of the latest hits of the Magnavox was recently discovered on this city, where it is being used by a publishing house to help stimulate the sale of one of its latest popular hits.

The Ell & Ell Publishing Co., with headquarters in the Superba Theatre on Broadway, placed the Telefunken and horned out on the fire escape pointing up Broadway. Then, by placing the hand transmitter of the Magnavox on the sounding board of its grand piano, the notes of its latest song hit, "Why, Dear," were soon being heard up the street for many blocks. Several performers of local theatres then arrived and endeavored to outdo the others in their vocal renditions of the song.

By an ingenious arrangement both the piano and the singer's voice were amplified at the same time, thus giving passersby an opportunity of hearing both the vocal and instrumental arrangements. Considerable interest was manifested by the public, and the idea proved invaluable as well as a booster for the new song.

NORTH CAROLINA DEALERS ARE BUSY

Goldsboro, N. C., July 6—Royall & Bonden, Victor dealers of this city, report that local conditions are proving vastly different between these two locations, although not widely separated geographically.

In Goldsboro, where the majority of the inhabitants derive their income from agricultural pursuits, the demand is negligible. But in the capital city the demand is very good and gives every prospect of continuing so.

The Independent Jobbers Co., of this city, distributor of Oliver records and needles, reports that its business in both records and needles is keeping up and that a recent improvement has been noticeable.

Joseph Isaac, retailer of both the Victor and Edison lines in this city, reports that the condition of the cotton market in the locality has somewhat curtailed the demand. Goldboro trade is not confined solely to the immediate city, but draws upon a number of nearby villages as well.

THE VALUE OF CONFIDENCE

Confidence in the salesman means confidence in the goods, and that spells success and sales. Exaggeration, misstatement and evasiveness create distrust, and so business is big enough to stand out against it.
Snapshots of Okéh Record Salesmen

They Each Killed a Cat!

Sounds rather queer, doesn’t it? Sort of a far cry from the phonograph record business—this killing cats idea. But, “there’s more than one way to kill a cat,” and this cat’s name happens to be “More Sales.” If each of the salesmen featured on this page has found another way to kill that cat, you’ll agree the story isn’t so far-fetched, eh?

These salesmen are being employed by hundreds and hundreds of Okéh Dealers, who have realized that “More Sales” are the watchwords today. These progressive phonograph merchants know that in these strenuous times it takes more than one way to kill this particular cat.

Space doesn’t permit us to tell you their interesting story of accomplishments, but if you’ll clip and fill in this coupon right now, we’ll tell you how you can employ them to your advantage.

Gentlemen:

Please send me, without any obligation on my part, complete information regarding the Okéh Sales-man.

Name: __________________________

City or Town: ________________

State: ________________
ORGANIZED COLUMBIA'S BIGGEST

Bernard was the most aggressive drive made by any company that year, and his efforts resulted in a surprising large volume of business during the first month, and the Acolian Co. officials are quite enthusiastic over the showing that has been made, and that promises to be made in New York and vicinity through the efforts of the new company.

JOIN FORCES WITH BOY SCOUTS

C. C. Adams Music Co. Advances Columbia Record Exploitation and Helps Vacation Fund

Peoria, Ill., July 5—The C. C. Adams Music Co., of this city, reports that its record campaign, under the auspices of the local Boy Scouts' association, is one of the biggest successes that ever happen, in that locality. The Boy Scouts recently put on a drive for the purpose of acquiring a vacation fund, and in order to obtain sufficient funds to carry out this program they offered their services to the local business men of Peoria. The Adams Music Co. took advantage of this offer and decided upon a record campaign, and in furthering this work selected twenty-five of the Boy Scouts, who made a house-to-house canvass, selling Columbia records. For every record sold the boys received a commission, which at the end of the drive will be turned over to the vacation fund.

A similar project was recently put on by Lamersman Bros., of Marinette, Wis., which has succeeded far beyond all expectations.

LILLYN BROWN MAKES BIG HIT

Miss Lillyn Brown, popular Emerson artist, and her Jazz-Be Syncopators are making a decided hit on their present tour through the South. Miss Brown is considered one of the leading colored vaudeville artists on the stage today, and from all indications this tour through the South will be a record-breaker from the standpoint of interest and in every other way. Her advance agents are booking her solid, and the interest displayed in the South indicates a most cordial reception for Miss Brown and her syncopators.

Ben S. Lornenthal, of the Louisville Music Co., Louisville, Ky., reports a 90 per cent improvement in both the wholesale and retail talking machine departments.

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

THE SOUND OF A PHONOGRAPH

Seems Weak and Is Lost

IN THE OPEN AIR

BUT—ATTACH THE MAGNAVOX

and Use It This Summer for

DANCING

in the Great Outdoors, in Pavilions, in Fact Anywhere, on Any Dance Floor.

MAGNAVOX TELEMEGAFONES TYPE MV-1 ARE MUCH LOUDER THAN ANY PHONOGRAPH, ARE RUGGED AND PORTABLE, CAN BE OPERATED FROM YOUR AUTOMOBILE STORAGE BATTERY.

WRITE AT ONCE FOR DEALERS' PROPOSITION

DISTRIBUTORS:
L. M. Massey & Co., Chicago, III.
W. W. Sons Co., 303 East 24th St., Chicago, Ill.
Kroeger-Stewart Co., Indianapolis, Ind.
Telephone Manufacturers Co., 121 N. LaSalle St. Chicago, Ill.

THE MAGNAVOX CO.
OAKLAND, CALIF.
214 Pennsylvania Terminal Building
NEW YORK CITY

GRAFONOLA FOR "HELLO" GIRLS

Telephone Girls in Selma, Ala., Purchase Columbia Grafonola—Demonstration Produces Sale

Selma, Ala., July 6—The girls in the local telephone exchange wanted a talking machine for

Don't wait—catch this Summer's business—write to-day.

Miss Buell After Closing a Sale

their rest room recently, and accordingly invited the various dealers in this town to demonstrate their product. John Land, local Columbia dealer, was represented by Miss Buell, of his sales staff, and after a spirited sales contest Miss Buell was victorious, a Columbia Grafonola being chosen by the telephone girls.

The accompanying photograph shows Miss Buell just after she had closed the sale, and she well deserved the congratulations that she received from Mr. Land upon the satisfactory outcome of her aggressive sales effort.

SALES AGGRESSIVENESS PAYS

The Lumbering Co., 516 Washington street, Holokan, N. J., is in every sense a live Emerson dealer and a firm believer in going after and getting real business during the Summer months. Recently M. Frederick Brady, manager of this live Emerson shop, and one salesman, after a two days' campaign of outside selling, disposed of five model No. 11 Emerson phonographs in a neighboring Summer resort. This is the sort of selling aggressiveness which makes for real business and shows without question that talking machines can be sold with the proper selling methods.
Noiseless  Strong  Successful

THE SILENT PHONOGRAPH MOTOR

OVER 300,000 IN ACTUAL USE

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. This device eliminates all problems of governor adjustment and uniform control. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.

2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. As the service of the motor continues, this bearing maintains the spindle at a stable position. No eccentric motion possible. Cannot work loose or get out of order; built into the motor; an exclusive SILENT Motor feature.

3. Absolutely silent worm-wind. The materials and workmanship entering into the SILENT Motor are of a character obtained only in the very highest-class motor products of the talking machine industry. Yet the years of experience that stand behind this factory make its product less expensive than ordinary motors.

4. Playing capacity in excess of rating. SILENT Motors are made in two types, a two-spring unit playing three 10-inch records and a two-spring motor playing four 10-inch records. These capacities are rated so low that they are guaranteed; an exclusive SILENT Motor feature.

5. Noiseless in operation. The Silent Motor can be tested and compared in actual operation against any other motor on the market.

6. All moving parts balanced. To eliminate destructive stresses and strains in operation, the SILENT Motor has been designed to provide a perfect balance between all its moving parts. Its center of gravity is as close to the cubic center of the mechanism as possible. This means longer life and more satisfactory service in the phonograph in the home.

7. Precision in manufacture. Notwithstanding the aged traditions of the industry, that manufacture should be kept secret, we will welcome the opportunity to show visitors through our factory, in order that they may see for themselves the precision of our methods.

8. Inspection and tests. Every SILENT motor is subjected to exhaustive examination for quality, durability and performance before shipment.

Send for a Sample Motor—Quotations on Request.

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean St.  Brooklyn, N. Y.
Support of Talking Machine Interests Urged in Financing the Various Activities of the Music Industries Chamber of Commerce That Are of Benefit to That Trade.

The Music Industries Chamber of Commerce is at the present time carrying on an active campaign for raising funds among manufacturers, and particularly among manufacturers, to enlist the active support of that division of the trade in the work of the Chamber. At the present time the Chamber of Commerce is engaged among other activities in carrying on a strong national-wide campaign directed toward the elimination of excise taxes, as well as excess-profits taxes, and the substitution therefor of a general commodity sales tax.

This tax fight is of as much interest and importance to talking-machine men as it is to the manufacturers and distributors of pianos, music rolls, or other musical instruments and parts, for it is to be remembered that the original recommendation of the Secretary of the Treasury was that the revised revenue bill provide for an excise tax of ten per cent on talking machines and other musical instruments instead of the prevailing five per cent with a view to raising another $13,000,000 annually in revenue for the Government. It is not necessary to enlarge upon the burden that such an increased tax represents as one of the problems that is now offered by the five per cent tax under existing trade conditions.

The sales tax plan was evolved by a special legal committee, consisting of the Chamber after a careful study of the subject from all angles, and the arguments prepared in support of that program have been distributed in and out of the trade, throughout the country, and placed in the hands of legislative committees charged with the duty of framing the new tax bill. This preparation of argument, the distribution of propaganda, and the maintenance of a legal representative of the Chamber in Washington, to watch every development in the tax fight and act accordingly, has meant the expenditure of considerable money. It is felt by the Chamber officials that inasmuch as the talking machine trade will share with all other branches of the industry in the benefits that will come from the putting through of a tax plan which will distribute the burden equitably that division of the trade should be willing to contribute in some measure to the financial support of the Chamber.

In addition to its work on the tax, the Chamber also conducts a number of other important activities calculated to prove of value to talking-machine interests, chief among them being the National Bureau for the Propagation of Music, which has met with great success and has been the means of introducing throughout the country the music memory contest in which talking machines and records play a prominent part. There is also the Better Business Bureau, which watches and proceeds against questionable business methods and advertising, and the Legal Bureau proper, which watches legislation in order to support measures favorable to the industry and oppose those inimical to its interests.

Several of the leading talking machine manufacturers and the National Association of Talking Machine Jobbers are already members of the Music Industries Chamber of Commerce, but it is the hope of the officials of that body to bring all the trade into line and receive from that branch of the industry financial support in proportion to that given by other lines of trade. The basis adopted by the Chamber which has been proven very satisfactory is the voluntary assessment of one-twentieth of one per cent of the annual gross volume of business. Such a pretax does not place any great burden on the individuals concerned, graduates the payment according to the ability of the manufacturer to pay and provides that each division of the industry contribute in proportion to the business turnover of that division.

Main-Springs

For any Phonograph Motor
Best Tempered Steel

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SAPPHIRES-Genuine

For any phonograph motor.

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TONE-ARMS
The very best in three-fork type, import and local.

For any phonograph motor.

PHONOGRAM NEEDLES
We are Jobbers in Brunswick, Black Diamond, Magna, Orpheum, Newberry, White Star, and the Old Edison.

ORDER RIGHT FROM THIS AD
Send the price list of other recto and record machines.
Terms-Prices are F.O.B. at St. Louis. Send checks in the amount of $2 issued by phonograph machine.

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

"The Highest Class Talking Machine in the World"

Because of the following important features that have earned for the Sonora this universal reputation:

1. The Sonora was first to play all makes of disc records without extra devices—plays them all perfectly.
2. The Sonora won first prize for tone quality in competition with the world's foremost phonographs at the Panama-Pacific International Exposition.
3. Sonora tone is controlled at its source—the only proper place. There is no muffling, no blurring of sound when transition from loud to soft is made.
4. The Sonora Tone Arm is all brass—not a porous, brittle zinc-lead-tin casting.
5. Sonora tone is assured long life, the sound box containing no material that will deteriorate with age.
6. The Sonora Sound Amplifier or Horn aids in producing the wonderful golden tone of the Sonora. It is composed of expensive woods throughout and is designed on the most scientific principles.
7. The Sonora Motor is the supreme achievement of the phonograph world—playing nearly twice as long as those in other machines sold at the same price.
8. The Sonora Automatic Stop is a simple, thoroughly reliable device that eliminates the necessity of being at the phonograph at the completion of a record.
9. The Sonora appeals to the eye as well as to the ear. Graceful, flowing lines and exceptionally fine finish have won its admission into the most carefully appointed homes. The well known Bulge Design that adds an atmosphere of distinction to the Sonora is produced by a patented process. Cabinet sides are 5/8" thick rather than 3/8" thick as are those on most other machines.
10. The Sonora Envelope Filing System is a patented feature of the Sonora, by means of which a desired record may be immediately found.

THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

Sonora's many models offer the widest range of selection and through heavy, continuous and distinctive advertising, these models are favorably known to millions of prospective buyers, many of whom eventually take great pride in possessing a Sonora.
At the Service of Sonora Dealers

We are at all times ready to and do cooperate with Sonora dealers and to offer as much assistance as we are able in building profitable agencies.

Sonora Agencies are valuable. We are selecting new dealers for open territory. Write now if you wish to handle the wonderful Sonora. Prices range from $50 to $1800. Each Sonora at its price is unequaled in value.

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 Broadway, 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-Andrews Hardware Co.,
Omaha, Nebr.
State of Nebraska.

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

Sonora Phonograph Co. of Pittsburgh,
620 Liberty Ave., Pittsburgh, Pa., Western Pennsylvania and West Virginia.

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

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

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

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

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

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

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

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

C. D. Smith Drug Co.,
913 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 8 counties of N.E. Oklahoma.

Streffel-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

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

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

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

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

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

BESIDES possessing important patents of its own, Sonora is licensed and operates under basic patents of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

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

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

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

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

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

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

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

C. D. Smith Drug Co.,
913 Arcade Bldg., St. Louis, Mo.
St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 8 counties of N.E. Oklahoma.

Streffel-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

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

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

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

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

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

Dealers who make prominent, attractive window and counter displays are selling **Bubble Books “that Sing”** in quantities.

You can make steady profitable sales by taking advantage of our 1921 dealer service plan.

Metal display racks--attractive window displays--lithographed cutouts--counter cards--circulars for your mailing list--ready to run advertisements in electros and mats, have been prepared to increase your sales.

**HARPER & BROTHERS**

**Bubble Book Division**

130 WEST 42nd STREET NEW YORK
EVERTHERE—in the big cities and the smallest hamlet, people are being crowded into smaller living quarters. The widely advertised "housing problem" seriously affects the Phonograph Sales more directly than perhaps you have ever imagined.

But here comes the MODERN-OLA and in direct answer

**Saves Space—Two Ways**

Being round in shape and tall, anyone can see in an instant how conveniently and economically it will fit into the precious corners.

Then the Lamp Feature. Everyone seems to desire a fine floor lamp, but again there comes the question of space.

Here then comes the MODERN-OLA and solves the second problem and everybody is happy.

So, the Modernola is not only a distinctive Phonograph of fine tone quality but also a decided SALES LEADER, which of course is important to you—Mr. Dealer.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

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

Place your order early. As a Ready Seller you will find the Modernola your "One Best Bet"
Edison Caravan Convention in Chicago

Edison Dealers in Middle West Attend Very Successful Two-day Convention Held in Chicago June 20-21—Local Men Speak on Trade Topics of Much Interest—“School for Salesmen,” William Maxwell’s Playlet, Duplicates Success It Met With in New York City and New Orleans—Last Stop Mode of Vancouver

Champaign, Ill., July 5—The Edison Caravan Convention, which scored such a success in New York and later in New Orleans, was opened in this city on June 20, at the Blackstone Theatre. The program was substantially along the same lines as that in the two cities mentioned. Following Mr. Farnsworth, William Maxwell’s four-act comedy with music, entitled “The School for Salesmen,” was introduced and its striking points aroused considerable favorable comment and enthusiasm. Between the acts an open forum was held on the

subject of “What My Banker Thinks of My Edison Business and Me,” which was opened by A. M. Cortin, of the Corbin Drug Store, Ottawa, Ill., and participated in by other dealers. Between the second and third acts of the play there was an address made by E. C. Hoykin, of the Photographic Corp. of Manhattan, on “The Good Man’s Name to Every Edison.” He was followed by Ken Payne, general stage manager.

Panoramic View of Edison Dealers, Jobbers, Officials and Artists Who Attended the program was J. W. Scott, a veteran employee of the Edison Co., who spoke on “The Diamond Amberole.” He was followed by Mario Laurin, bartender of the Metropolitan Opera Co., New York, who made an interesting address on “What It Means to an Artist to Have His Art

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

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

Needles can be repointed on abraapen enclosed in package, so that each needle will play an infinite number of records.

ATTRACTIVE INDEEDMENTS MADE TO JOBBERS

For Samples and Particulars—Write to

THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA
An open forum of exceeding interest followed Mr. Dunning's address, the subject being "Mood Change Parties," the talk being led by Charles E. Day, manager of the New Edison Parlors, Kellogg, Drake & Co., Galesburg, Ill., and W. O. Hopkins, of the Edison Shop, Indianapolis, Ind., and a number of other dealers. Mrs. Ceci Arden, contralto of the Metropolitan Opera Co., was then introduced and gave "A Tune Test That Is Slightly Different." She enacted the principal role, and looked and sang most beautifully.

Another open forum was then scheduled, the subject being 'The Turntable and How to Find Space for It,' the speakers being C. W. Sower-
EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 59)

The dollar. Following the concert there was dancing until the wee a.m.'s hours.

Traveling Staffs Meet

On Wednesday morning, June 22, the traveling staffs of all the Edison jobbers met with the officials of the Edison laboratories in a special travelers' convention at the Drake Hotel, and the entire policy of the Edison Co. was discussed and much valuable information interchanged.

Edison Dealers Entertained by Edison Jobbers at a Banquet at the Drake Hotel

Walter King, president, and travelers; from Iowa, Joe Silver, vice-president; and H. H. Blish, Jr., secretary and treasurer; Harger & Blish, Des Moines; from Sioux City establishment of this company, Bill Silver; from Detroit, Mich., R. E. Alling, manager Phonograph Co.; from Minneapolis, Lawrence H. Lucker, from Phonograph Co. of Kansas City, Mo., M. M. Blackman, manager; from St. Louis, Silverstein Music Co., Mark Silverstone; from Omaha, Schulz Bros., K. R. Mines; from Ohio, Phonograph Co. of Cincinnati, P. H. Ochman, vice-president; from Phonograph Co. of Cleveland, Ben Smith, presi-

The Youngest Delegate to the Convention

Little Miss Jean Anderson and Mrs. Parsons, Mr. and Mrs. H. C. Anderson, Indianapolis, Ind.; and L. A. Bloom, vice-president; from Wisconsin, Phonograph Co. of Milwaukee, Wm. S. Schmidt.

TO PREVENT MISREPRESENTATION

WASHINGTON, D.C., July 9.—Senator Lodge has introduced a bill in the Senate, the intent of which is to prohibit the manufacture, sale or distribution through interstate commerce of misbranded, misrepresented or falsely described articles.

The Kimberly Phonograph Co. of New Jersey, located in Elizabeth, has incorporated under the laws of that State to make talking machines, with a capital of $800,000. E. M. Woelke, V. E. Haskins, both of Elizabeth, and Leo Jacobson, of Perth Amboy, are the incorporators.

The finest phonograph is appropriately encased in

AMERICAN WALNUT

"The Cabinet-wood Superiority"

PRE-EMINENT Walnut characteristics are: matchless color, texture and figure, as well as strength, stability, and durability to a degree unapproached by any other cabinet-wood.

For these good and sufficient reasons, Walnut is always the first choice of manufacturers.

For Phonograph Cabinets

In the hands of a clever artisan, Walnut provides a cabinet-wood worthy of his best craftsmanship. "Goods Well Made Are Half Sold."

Our National advertising is carrying to the consumer this message:

"Be Sure Your Walnut Is Walnut"

It's up to you to cash in on this message.

Send for our valuable data for manufacturers—or data for dealers.
Also the worthwhile Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the American Walnut Manufacturers' Association, Room 1022, 616 So. Michigan Boulevard, Chicago.
WHY NOT FARM LAWN CONCERTS?

An interesting and profitable campaign, which included a series of Victrola farm lawn concerts, was launched recently by the Pontiac Music Shop, Pontiac, Mich. The concerts were advertised with the aid of well-arranged Victor concert programs and are proving a tremendous success. A letter from P. J. O'Connor, of the Pontiac Shop, to the Putnam-Page Co., Pearsall, Ill., describes the success of the experiment. The letter states that Victrola music has already been furnished for two church affairs and in addition twenty lawn concerts have been booked. Patriotic music was also furnished on Decoration Day and in the evening a Victrola concert was attended by four hundred people. The idea has gained such popularity that demands for bookings from churches and societies are constantly increasing.

MADE A TIMELY WINDOW DISPLAY

P. W. Simon's music store, which handles the Victor line in Uniontown, Pa., believes strongly in making its window displays timely. When the famous Uniontown races were held recently in that town a special window was arranged for the occasion, showing a miniature track with small model cars tearing around the track at great speed. The window, which was admirably designed by Miss Ethel Reden, attracted so much attention that the local papers carried complimentary notices about it in their columns.

TO MAKE EDISON TONE TESTS

Miss Cecil Arden, of the Metropolitan Opera Co., has been engaged by the Phonograph Co. of Manhattan, Edison wholesalers for Greater New York, to make tone tests at various points where Edison dealers are established. Miss Arden's tour will begin in September.

Scotford Tonearm and Superior Reproducer
Illustrating STYLE & FINISH
All Parts Priced
Sample Paid, $5.50 Nickel-$11.00 Gold
Quantity Prices on Application

SELLS RECORDS BY TELEPHONE

Columbia Dealer Uses Phone to Boost Record Sales—Campaign Produces Excellent Results

The Acuff Furniture & Music Co., of Maryville, Tenn., Columbia dealer, is selling records by telephone—not merely taking telephone orders, but demonstrating the records through this medium. This progressive dealer uses a cabinet type Grafonola, placing the telephone on a table so that the transmitter is as close as possible to the tone chamber. A fine needle is used, and the plan and detail, as outlined, are as follows: "We do not house the machine and telephone in a hearing room, but operate in our large room. We found to house both machine and telephone would cause the telephone transmitter to "crash" or "sizzle." We found in our main room, which is 30 by 140, we get the best results. Our patrons seem to think the tone fine and in fact we sell many records in this way, delivering and collecting for them. "We had the pleasure of selling one record by long-distance telephone this week. This, of course, is more for favorable publicity than a profit in dollars. The 'hello girl' must be your friend in this case or your scheme won't work at all. Our girls here like this method, as they get some of the fun themselves."

TRUTONA CORP. GRANTED CHARTER

The Trutona Corp., manufacturer and dealer in talking machines and parts, has received a charter of incorporation in Virginia, with capital ranging from $2,000 to $50,000. The officers of the new firm are: F. L. Shelor, of Petersburg, president; C. E. Sheler of Salem, secretary, and F. W. Minor of Richmond.

Sherman, Clay & Co.
Pacific Coast Distributors

Victor Victrolas
Victor Records
Victor Accessories

Main Wholesale Depot:
741 Mission Street, San Francisco

Branch Wholesale Depot:
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
Charles Hackett sings "Duna," that charming melody made for everyone who has ever longed for home. How's that for a public to which to offer the latest record by this great tenor? Columbia 79521.

**TRADE IN THE NORTHWEST IS DISTINCTLY OPTIMISTIC.**

Respect Lively Renewal of Business After September—Leading Jobbers and Dealers Express Their View in To the World Representative—Retail Stocks Said to Be Low Throughout Northwest.

St. Paul and Minneapolis, July 5. In the Northwest the general attitude of the business world is that of hopefulness. Crop experts tell everyone that there will be an immense yield, unless something should interfere, and business experts say that various difficulties are being adjusted and that all normal conditions will be re-established.

Well, the mass merchants are a cheerful lot and they are disposed to believe that most of their worries will disappear soon after Septem-ber 1. Just now, however, the life of the dealer in talking machines is not particularly profitable. Retail dealers in the Northwestern territory are looking forward to the best of the fall season, according to F. Sumner & Co., Northwestern distributors. In the larger cities the demand for Talking ma-chines and records, though not particularly brisk, is quite satisfactory under the circumstances. Rural dealers are buoyed up by the hope of big crops and the hope of agricultural prosperity.

"Our patrons are in good spirits," remarked George A. Jahn, head of the Victor department of W. J. Hoyer & Bros., "There is not a great deal of business to be had, but many of them say that they detect a distinct improvement in things and feel that when the revival starts it will move with great activity."

Melton Long, manager of the Minnesota Phonograph Co., which retails Edison products in Minneapolis, proudly proclaims that his totals so far this year are ahead of the corresponding period of 1929. Any retail dealer in the State will tell you that such a record is an enviable one, and wholesale line things are moving along very satisfactorily.

The Beckwith-O'Neill Co. finds that the country dealers are in a more hopeful and cheerful mood than they were last year. Victor goods are in demand, however, and wherever talking machines are being sold the Victorians continue to hold their share of public attention.

An aggressive advertising campaign is being conducted by the Stone Piano Co. in behalf of the Victor line of phonographs and, according to reports, the results have been profitable. Montana appears to be the keystone place on the Northwestern map, says W. L. Sprague, manager in the Northwest for the Columbia Phonograph Co. The new oil fields are pro-ductioning some excellent results. One dealer in a little town, who put up himself, is doing what is called a "hand office" business, and that means he is doing very well indeed. Mr. Sprague is confident that there will be a genuine trade revival soon after the crops begin to move in any considerable volume.

Retail stocks are low throughout the North-

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**Ward's Khaki Moving Covers**

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**Ward's Khaki Moving Covers**

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**Leon Errol**

Leon Errol, who has visited New York in recent years, is a notable actor, producer, stage impresario and dancer extraordinary, and his selection of an Adam model Sonora for his personal use is a gratifying tribute to this instrument.

**INCREASED DEMAND IN NEW JERSEY**

Collings & Co., who distribute U-Save-Your phonographs in New Jersey, report good business and a steadily increasing demand. This report is proved through the large re-orders which are being sent the U-Save-Your Manufacturing Co. at Warren, Mass.

W. J. Lorenzo, Dealer Service manager at Columbia headquarters in Philadelphia, was a recent visitor at the Columbia offices, New York. Mr. Lorenzo spent considerable time confering with the Dealer Service department here in the interest of the nationwide Columbia campaign.
HERE IT IS, GENTLEMEN

Big beautiful package that retails for 30c with polishing cloths free—sells on sight.
Jobbers ordering thousands. Shipping all over the world, even Africa.
The above cut will be used in National Advertising and will say,

"PURCHASE FROM YOUR VICTOR DEALER"

Send an order to your jobber at once for a trial case (twenty-four bottles) if he will not supply you—we will. Large discounts—you run no risk.
Guaranteed without reservations.
Larger size with polishing cloths 50c each, twenty-four to the case. Assorted sizes if desired.
You can create immediate business with this package. Try it—Now.

"MUSICAL FOREST" GETS BUSINESS

A. Weiler & Co., Edison Dealers and Jewelers, Use Clever Display to Increase Sales

A "musical forest" is the result-getting innovation recently inaugurated by A. Weiler & Co., progressive jewelry dealers and agents for the Edison phonograph in Greenwood, Miss. The front of the store is taken up with the jewelry department and the rear contains the talking machine display. This consists of trees, log cabins, and other accouterments which tend to make it realistic and interesting. The various Edison instruments are placed in an artistic manner which is sure to attract the attention of anyone entering the establishment. Rows of chairs provide for the comfort of visitors while listening to the music. The forest is changed semi-annually. In the Spring a Summer air is imparted to the display by placing a green carpet on the floor and arranging flowers here and there. In the Fall this is changed to the brown of Autumn. Autumn leaves are scattered about, the trees are bare, and birds take the place of the flowers.

DEATH OF ALBERT C. LOOMIS

Albert C. Loomis, who for over thirty years was connected with Thos. A. Edison, Inc., and for most of that time in the phonograph division, died suddenly at the Edison plant at West Orange, N. J., last month. Mr. Loomis, who was 59 years old, had invented and patented several labor-saving devices used in phonograph manufacture.

The death of Miss Leah Barrow, record expert of the Gimbels talking machine department, New York, is being mourned by her associates in business. Miss Barrow was one of the most popular of the Gimbels personnel.

MARY STAFFORD SCORES HIT

Singer of "Blues" Songs Popular With Columbia Trade—First Records Well Received

Mary Stafford, who recently signed a contract as an exclusive Columbia artist, is destined to become one of the most popular artists making "blues" records, as her first selections have been received with enthusiasm everywhere. Miss Stafford, or Annie Burns, as she is better known to the dusky natives of the Ozarks, where she made her home, has a voice particularly adapted

SALESMEN KEEP ON SCRATCHING

Sales Manager Lusk, of Serteno Mfg. Co., Gives Interesting Talk on Salesmanship—Admits That Hard Work Is Absolutely Necessary During These Times

GRAND RAPIDS, July 5—"We don't believe we have ever worked as hard in our lives as we have during the last six months or so," said M. E. Lusk, Jr., sales manager of the Serteno Mfg. Co., in a recent chat with The World, "but that work has brought in results and we are mighty glad, indeed, to say that we believe we are over the peak, as shown by the fact that our business is showing a gradual increase and is approaching right now mighty close to the point that it reached this time last year.

"When dry weather comes, about ninety-nine birds out of every hundred almost starve to death. But out of the one hundred birds there is one who keeps right on scratching—who turns up each leaf, who digs alongside of every log, with the result that when night time comes he has a belly full of worms and is not kicking about the dry condition and the scarcity of worms nor the work necessary to dig them out. "We believe salesmen are like birds, and we believe that dealers are like birds and that the only trouble with conditions has been that 90 per cent of the merchants have ceased to scratch and are kicking because their stores are full of customers and are not scratching them off their easy chairs. Moreover, we have found that in almost every town there is at least one merchant who has kept right on scratching and who is getting himself out of the mire—just as much and maybe more business than he ever did before in his life, for he has had less competition."

"We know that we will never see the time again, for some years to come, at least, when it is a question not of selling, but of manufacturing, and we believe that we all of us have got to get down to scratching if we are going to keep our belly full of worms. We have been fortunate, perhaps, in having a goodly proportion of scratchers in our organization, for it really has been a surprise to us at the way business has kept up all over the country."

"During the month of May, in addition to taking care of old dealers we signed up with probably sixty new accounts, each one of them signed up on a contract with us governing the sale of the Serteno. And so far during June we have been increasing that record, and look forward to at least seventy-five new dealer accounts this month. So, not only have we been receiving a satisfactory business from our old dealers, but we are finding throughout the country a reasonable number of forward-looking men, who don't believe the country has gone to pot—who know that business is to be had when it is gone after, and who are going after that business with the Serteno line."

Stopping advertising to save money is like letting the bearings run dry to save oil.
THE TALKING MACHINE WORLD

NEWARK DEALERS AFTER BUSINESS

Higher Priced Models in Demand—Dealers Adopt Aggressive Selling Policies—Business as Good as Could Be Expected at Present

NEWARK, N. J., July 6—Despite oppressive weather, general business depression and other unfavorable conditions, Newark music merchants believe that their efforts in selling, and their vigorous selling policies, are able to report a fair demand for talking machines. The cabinet and period models seem to be in greater demand, with the exception of the cheapies, which are not being sold so well at the present time as one would expect. The Columbia Phonograph Co., which is in charge of the K. Bamberger & Co. talking machine department, reports that business is as good as could be expected at this time. Unflagging courtesy and service constitute the basis of the concern. The Victrola and Brunswick talking machines are the popular machines sold by this firm.

The Griffith Piano Co., Sonora distributor for New Jersey, in common with other dealers, reports that the cabinet and period models are popular at this time. The company has an encouraging amount of business to look forward to for the month of June. Harry Griffith is at the head of the Sonora department, while T. M. Griffith and Fred Griffith have a share in the running of the business. The Lansing is in charge of the Paterson branch and the former heading the piano department.

The Edison Shop at 651 Broad street has evolved a flexible method of doing business and at the same time obtaining some worthwhile publicity. This consists of loading up three trucks with machines each morning and demonstrating and selling them from the vehicles. Mood change parties have also contributed to the steady sales of this progressive house and concerts given to friends and politicians in their headquarters have proved effective in implanting the Edison product on the minds of these prospects.

J. A. Blesenick, manager of the talking machines department of the Hanke department store, reports that machines costing from $125 and up are proving the better sellers. This department donated a Victrola as a prize to the winner of the athletic events to be held July 9, at Roton Point, at an outing of the employees.

The Widener store at 869 Broad street has added the Granby to its line. This firm also handles the Columbia Grafonola.

A number of dealers have already signified their intention of adding the Granby to their line.

Aroclan Hall reports conditions as being fair and is planning for an aggressive policy of business expansion and sales promotion in the Fall. Vocalion Red records are proving a good sale at this store at present, says E. B. Prondil, manager.

To attract the attention of passersby to the store, the Chalmers Victrola Shop has placed a machine under a coal manhole directly underneath the sidewalk. To this innovation is attributed a measure of the large volume of recent record sales. G. H. Denton is in charge of the Newark establishment and H. J. Snyder is his assistant.

The opening of the New branch of the Ideal Music Co., which was opened only a short time ago, is in charge of R. N. Whitehall. Features of the establishment are the thirteen Union booths, installed by the Unit Construction Co. of Philadelphia, and a large concert hall on the second floor designed for Victor concerts.

J. De Witt, of the Coe Piano Co., reports better business in June than preceding months and expresses optimism concerning the future. The Lauter Piano Co., exclusive Victor dealer, also reports business in good shape, as does the Victor department of the Knabe Piano Co.

Popular songs transmitted to passersby by means of a Magnavox have proved effective in enticing crowds to the Broad & Market street Music Co.'s store at 163 Market street. This has been the means of creating a demand for both records and sheet music.

WASHINGTON, D. C., July 5—In the summary of exports and imports of the commerce of the United States for the month of May, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures for talking machines and records are presented:

The desirable imports of talking machines and parts during May, 1921, amounted in value to $61,570, as compared with $80,073 worth which were imported during the same period of 1920. The eleven months' total ending May, 1921, showed importations valued at $733,520, as compared with $721,658 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,564, valued at $115,000, were exported in 1921, as compared with 6,006 talking machines, valued at $335,106, which were shipped in the same period of 1920. The twelve months' total showed that we exported 64,130 talking machines, valued at $2,951,283, as against 79,500 talking machines, valued at $3,217,401, in 1920, and 45,186 talking machines, valued at $1,367,641, in 1919.

The total exports of records and supplies for May, 1921, were valued at $212,986, as compared with $231,129 in May, 1920. For the eleven months ending May, 1921, records and accessories were exported valued at $2,817,134; in 1920, $3,574,956, and in 1919 the exports were valued at $2,653,319.

NEW MODEL OF AUTOMATIC STOP

POMA, O., July 1—The Secovy Co., of this city, manufacturer of automatic stops, has perfected its Model " X" start-and-stop, and is now presenting it to the manufacturers for full production. The new start-and-stop is very simple, comes in only eight pieces. The Secovy Co. has been in business for the past four years; George C. Secovy is president and general manager; S. D. Palmer is vice-president and S. N. Arrai is secretary and treasurer.

DOE 11

OUT WITH FINE NEW HITS

DANCE RECORDS
04 1994—Mamie (Moonlight Yuletide) Fox Trot American Odeon Co., who'll be the next one to cry over you—Fox Trot (Johnny R. Black) American Odeon Orch.
04 1995—Hannah Moon (Waller Smith)—Waltz (Julia Lambert's Harmonicace) Fox Trot. Who'll be the next one to cry over you—Fox Trot (Johnny R. Black) American Odeon Orch.
04 1996—Bing Bunny (The Irish Yeold Hotel)—Alma McPherson-Sable Orch. Dixieland Fox Trot.
04 1999—I Love You Better Than I Did Before (Oh, Lionel) Fox Trot (Johnny R. Black) American Odeon Orch.
04 1999—Where the Lucky Missipellio Plows (Hello to You) Fox Trot (Johnny R. Black) American Odeon Orch.

VOCAL RECORDS
04 1999—Who Fears the Flock in Easter Week, Heartache with Orchestra—Caldwell Odeon
04 1999—God Save Ireland (Hilmar with Orchestra—Arranged by Alfred Modell) Patric Jordan

SPECIAL NYLONFIRE WITH ORCHESTRA

Spencer Kruger
04 1999—The Hill in the Black Forest (Ellesper) NBC Special
04 1999—The Happy Copperbottom (Brookfield)

JUST RELEASED—10 JEWISH RECORDS
Sung by the famous Cantor JOSEF ROSENBLATT

Ask for our Jewish Catalogue

American Odeon Corporation
100 WEST 21ST STREET
NEW YORK CITY
PHONE: CHELSEA 906
H. G. Wells, called the world's most constructive educator, says:

Every school house in the world should be equipped with a Talking Machine . . .

The Victor retailer has the pleasure and satisfaction of not only representing the world's greatest musical instrument, but he is also a factor in the development of the nation's musical education.

One dealer in Ohio has sold to date ninety Victrolas to schools; every school is a record customer, every child an enthusiast, i.e., a salesman.

Your county institute in August gathers together several hundred teachers. Is Victor work to be presented in that institute? If not, write to our special department equipped to co-operate with Victor retailers in developing the demand for Victor records.

Have you seen our Children's Record Hanger?

The Cleveland Talking Machine Co.

Victor Wholesalers

1125 Oregon Avenue  Cleveland, Ohio
The instrument chosen by the greatest artists

The Victrola is to music what gold is to commerce

Victor advertising keeps the Victrola in the public mind, and keeps business moving in the direction of Victor retailers everywhere. These advertisements in the current magazines are right now impressing the public with the superiority of Victor products and bringing customers to your store.

Victor Talking Machine Company, Camden, N. J.
Victor dance records present the orchestra which are the biggest dance attractions before the public today. Nothing can compare with Vic
dance music except those same famous orches
twhich the Victor presents. Paul Whiteman
His Orchestra, The Benson Orchestra of Chi
All Star Trio and Their Orchestra, Joseph C. Sn
Orchestra, Original Dixieland Jazz Band and other favorite organizations which daily delight thousands of dancers with their vivacious dance music.

Such music as this on Victor dance records brings joy to thousands of dancers, and profit and good-will to the retailers who handle Victor products.

Company, Camden, N. J.
There is only one way to hear Victor records at their best — play them on Victrola instruments.

Victor records and Victrola instruments are specially made to be used together. They are scientifically synchronized, and that is possible only because both are the products of the Victor Talking Machine Company.

The need for this harmonization is so apparent to the great artists who make Victor records that they exercise utmost care in cooperation with the scientific and technical staff of the Victor organization to achieve the perfect result.

It is only when you play Victor records on Victrola instruments that the wax records come alive. They are so scientifically made that they can be played back to the delight of music lovers.

Get one of these Victrolas for summer entertainment.

There are so many places and so many times when one of these portable Victrolas fits right in with the occasion. They not only meet the need for summer entertainment, but meet it anywhere that need arises. Besides giving you the best music whenever you want it, they enable you to take it wherever you want it — indoors or out. And they play any of the more than 500 records in the Victor Record catalog.

New Victor Records demonstrated at all dealers in Victor products on the 1st of each month.

Victor newspaper advertising is the big side-partner of Victor magazine advertising. Both are constantly working together, and the advertisements shown here in miniature are appearing in newspapers throughout the country. And every Victor retailer enjoys the benefits of the extensive Victor advertising.

Victor Talking Machine Company, Camden, N. J.
Boston, Mass., July 15—A rather remarkable June so far as weather is concerned was responsible to a large degree for a little brisker business in the talking machine trade, but there is still room for improvement, as a number can testify. There has been more or less business with Summer cottagers who like to have an inexpensive talking machine around the house, but this line of activity has not been as what it was in previous Summers. The healthiest movement to be discerned this far comes from some of the mill towns of New England, where general business is beginning to show real signs of life. Dealers at these points, therefore, are beginning to expand their facilities to meet the increasing demand.

Pilot Trade Get-together Meet

At a meeting of the special committee of the New England Music Trade Association, of which Frank S. Horning, the Boylston street Victor dealer, is one, to see what might be done by way of getting the music trade together it was the consensus of opinion that an outing at one of the suburban golf clubs some time in September might be acceptable to the general membership. Later, if this is the plan finally decided on, formal arrangements to this end will be entered upon. An outing at Plymouth during the tercentenary was discouraged because of the time taken in getting down there and back.

Promotion for John J. Moore, Jr.

John J. Moore, Jr., who has been doing excellent work in Manager Fred E. Mann's New England territory for the Columbia Co., has been advanced from the position of supervisor of the Dealers' Service department to the management of the southern Massachusetts selling territory, succeeding H. E. Gill, resigned. Mr. Moore has made many friends in and around Boston, who will be glad to learn of his promotion. His position in the Dealers' Service department has been filled by the appointment of Paul H. Hanraham, who was Mr. Moore's assistant. Another change in the Columbia staff is that of Arthur Chapman, lately supervisor of orders and inventory, who has been assigned to the Rhode Island and southern Worcester territory, succeeding D. A. Ingalls, resigned. Mr. Chapman has succeeded by J. J. Burns, lately chief of the correspondence department.

Entertained the Sales Staff

Mr. Mann has just had as his guests Leon Tobias, secretary of Van Veen & Co., of New York, and Kenneth Hills, manager of the New York office of the Columbia Co., both of whom sat down to luncheon at the Boston City Club along with members of Manager Mann's sales staff. Mr. Tobias entertained the gathering with a talk on Col-Van equipment, which proved to be most informing.

Outing of Steinert Employees

One hundred and twelve of the employees of M. Steinert & Sons Co. enjoyed an outing at Bass Point, Nahant, on Saturday, June 25, and with Kenneth E. Reed, wholesale manager of the Victor department, to see that the women all had a good time it is a foregone conclusion that everything went off smoothly. The party motored down from Boston in four large auto trucks and some private cars took others. An extensive program had been carefully provided and in the cabaret some of the employees actually shone as brilliantly as some professionals. There were Miss Isabel Arnold and Miss Ruby Forbes, both of the Boylston street store, who gave a capital sketch with character songs. Irish folk dances by Miss Esther Walsh, of the Victor department, and impersonations and buck-and-wing dancing by "Shad" Plitty, the dusky elevator man at the Victor headquarters, who is always good at this sort of work. There was an exciting baseball game between the Victor and piano departments, the Victor crowd, of course, winning 14 to 10, as was expected. Those worthy of special mention for their clever work were Robert Steinert, who did some marvelous pitching; Charles Van Ewur, and the wonderful one-hand catch of Emmet Ryan, and Jerome Murphy, who played center field. A pleasant feature of the day was the presentation to Alexander Steinert, head of the house, of a pair of handsome binoculars, which he is expected to use on his trip to Europe, on which he will sail from New York today, accompanied by his son, Robert. The plans for this Steinert outing were in the hands of Mesdames Balliol, of the Arch street store, and Chocron, of the Boylston street establishment.

Reports Business Improvement

E. B. Shildell, of the E. B. Shildell Co., says that the June business with this house has been somewhat better than had been looked for, all things considered, and on a recent trip through western Massachusetts he found evidence that a marked improvement is soon to get under way, seen primarily in a disposition to place larger orders than in some time past. This condition is gratifying.

Congratulations!

All the Hallett & Davis people are congratulating two of the Pathé attaches who have decided to get married. In other words, the end.

(Continued on page 99)
Here are some of the salient features in Steinert Service.

Educational and Personal Service Bureau.
Practical Store Ideas Department.
Promotion of Educational Work in Schools.
Unsurpassed Record Stock.
Efficient Back Order System.
Excellent Shipping Facilities.
Years of Experience in Victor Merchandising.

This is a part of our service.
It is available to you anywhere in New England.
We will be glad to help you in your Fall campaign.

M. STEINERT & SONS
Victor Wholesalers
35 Arch Street
BOSTON
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick tells the people why Brunswick Phonographs and Records are superior

The success of Brunswick dealers has not been the result of a superior product alone. It is also due to the constant Brunswick policy of letting people know about it. Brunswick's advertising has always been educational, it has explained how floor lift is obtained and made people realize that there is a difference in phonographs.

It has told over and over again, through every kind of advertising medium, about the exclusive Brunswick Method of Reproduction and its principal features—the Ultrasonic and the Dual Tone Amplifier. Brunswick proceeded on the theory that, while people are very quickly interested in anything new and better, they must, of course, be told about it.

This policy of creating public demand for The Brunswick and Brunswick Records instead of waiting for public acceptance is one of the secrets, if it is a secret, of the rapid rise of The Brunswick to its present position as one of the world's leading phonograph manufacturers. Brunswick desires to arrive from the beginning with the power of this advertising; it gives him an advantage which he could not otherwise enjoy, a power which is reasonably well placed at the improvement that is seen in the Swing distribution. He and think that conditions are slipping up for a healthier situation this fall. Friend Burke is, as usual, spending the summer at Nantasket, on the south shore, and has leased a cottage at Kenmore. Tom Burke, his brother, has just returned from a trip through Manager Burke’s territory and he found the trade is in a better frame of mind than any time. He was out during some dreadfully sultry weather that Boston and other parts of New England recently experienced and, oh, boy! It was some heat!

The Cranby Line Going Well at Widener's...
TWO POINTS OF CONTACT

Ditson Exclusive
Victor Service

PROVIDES for the New England and Eastern Victor Dealers two important points of wholesale and factory contact—Boston and New York.

It means the shortening of distances, the quickening of deliveries, and a more satisfactory co-operation between the wholesaler and the retailer. In the case of many New England dealers particularly it means a double service. It is a good thing to have in mind when planning the fall campaign.
The Trade in Boston and New England—(Continued from page 69)

Horton-Gallo-Creamer Co.
NEW HAVEN, CONNECTICUT

VICTOR SERVICE SPECIALISTS

The New England dealer has a wealth of opportunities during the Summer months.
New England is one of the finest vacation spots in the country.
The thousands of vacationists who sojourn here are added prospects for the Victor dealer. Let us help you make the most of the opportunity.

Join Eastern Co. Forces
Garvan Waldron has been added to the staff of the Eastern Talking Machine Co. He is looking after the city territory and is becoming quite popular in the field. Mr. Waldron has the reputation of being quite a talented musician.

Attended Conference in Syracuse
R. O. Ainslie, of the Pathé; John L. Cotter, secretary of the Hallet & Davis, which handles the Pathé, and A. J. Cullen, of the Lansing Sales Co., all went over to Syracuse, N. Y., the latter part of June to attend a conference of the Hallet & Davis wholesale men of New York State and Pennsylvania.

W. S. Merrill's Novel Sea Trip
William S. Merrill, secretary of the New England Music Trade Association, spent a day and a night on a torpedo destroyer the latter part of June, the guest of the Lieutenant Commander, who is one of his friends. The trip was from Boston around Cape Cod and through Long Island Sound to Newport, R. I. He says it was one of the most enjoyable trips he ever has taken.

Lansing Sales Co.'s Trade Grows
A. J. Cullen is the proud possessor of an Oakland car and there isn't a pleasant late afternoon that he and his family are not motoring over the superb roads of Greater Boston and vicinity. Mr. Cullen says business with the Lansing Sales Co. is considerably improved and now that the Emerson line has been taken on the field for diversified activity promises to show renewed impetus.

Where Fitzgerald Vacationizes
W. J. Fitzgerald, whose Victor warerooms finds many customers day after day, has taken a cottage at Allerton, Nantasket, for the season. Fitzgerald says that his Framingham store, now opened less than a year, is proving very popular in that town. Mr. Fitzgerald has been contributing a series of articles to one of the local daily newspapers and his wide knowledge of the business especially fits him for such writing.

(Continued on page 72)
The Trade in Boston and New England—(Continued from page 71)

George Lincoln Parker at Alma Mater
George Lincoln Parker, Edison distributor in the Colonial Building, went down to Providence the middle of June to take part in the quarter centennial celebration of his Brown University class. He took in some of the larger functions and he says the class dinner, at which Secretary Charles I. Hughes was a special guest, was an unusually pleasant occasion.

Robert Stenert, one of the Dartmouth College alumni, went to Hanover, N. H., for commencement exercises, remaining there several weeks.

Marketers of Victorophone Polish
Victorphone Polish, formerly manufactured by the Victorphone Co., of this city, is now being marketed by the National Co., of Cambridge, Mass.

Many New Curry Installations
Frank B. Curry, manufacturer of talking machine water-room equipment in this city, reports that he is inquiring on a number of new installa-
tions. Among recent installations was a large one in the Victor waterrooms of Kaplan Bros., New Bedford, Mass. This equipment consists of seven talking machine booths, one player booth, record cases, and counters. It is very efficiently laid out and from an architectural standpoint most pleasing in appearance.

Where They Are Summering
Walter Gills, Victor distributor in the Henry F. Miller Co.'s Boylston street waterrooms, managed to take a week away from business and motored up to the White Mountains. Having spent his family to Lockeport, Me., he hopes to be able to join them for a short time later in the season.

Mr. Hough's Active Campaign
L. W. Hough, of the Eastern Co., and his wife, are spending the Summer at a hotel in Hardwick, going back and forth daily in the boat.

Ownership Changes in Cambridge
The Pilgrim Talking Machine Co., in Inman square, Cambridge, has lately changed owners. Abe Barrish, who is acquainted with the Victor promotion, is the new owner. He is planning for its enlargement.

L. W. Hough's Active Campaign
L. W. Hough, of this city, New England representative for Peerless record albums and long cabinets, has inaugurated an energetic sales campaign for the Fall season. As a part of this

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 PHONOGRAINS

NEW ENGLAND TALKING MACHINE CO.
MANUFACTURERS
16 BEACH STREET
BOSTON, MASS.

Factory Representative
L. A. SCHWARZ, Inc., 1265 Broadway, New York City

LANSING KHAKI COVERS
The Pioneer Moving Cover
High Grade Government Khaki

Dealer's Prices NOW:

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<th>Size</th>
<th>Price</th>
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<tbody>
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<td>$6.00</td>
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<tr>
<td>Large</td>
<td>$6.50</td>
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<tr>
<td>Extra Large</td>
<td>$7.35</td>
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Fitzall Leather or No. 3x Strap $2.50

Piano Moving Covers $18.00
SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Lansing Sales Co.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

Lansing KHAKI COVERs

"PERFECTION ATTACHMENTS"—FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHs

NEW ENGLAND TALKING MACHINE CO.
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MANUFACTURERS
16 BEACH STREET
BOSTON, MASS.

Factory Representative
L. A. SCHWARZ, Inc., 1265 Broadway, New York City

"Nameplates With a Personality"
For Manufacturers and Dealers of Talking Machines, Phonographs, Maid of Honor, etc.
E. V. YEUELL CO., Malden, Mass.
When You'll Think of Nameplates You'll Think of Yeuell.
GIVES CONCERTS TO GAIN PUBLICITY

Talking Machine Motor Service Co. Gives Emerson Concerts in Schools by Radio

HOLYOKE, Mass., July 7.—The Talking Machine Motor Service Co. of this city is a firm believer in availing itself of every opportunity of bringing its store before the eyes of the public and rarely misses a chance of using every avenue to increase its sales. Recently F. W. Doubleyed, manager of this concern, made arrangements to give to the pupils of the High School of Commerce a concert played on the Emerson phonograph with Emerson records. This was done by playing the records in the company’s store and transmitting them to the pupils of the school by means of radio. Newspapers of this city carried pertinent items on this novel method of interesting townspeople in the Emerson product and from every standpoint the idea was a success. This was one of two radio concerts given by this company, as a few days previous to this concert Mr. Doubleyed made arrangements with the

United Electric Light Co. of this city to give an Emerson concert to hundreds of people who had gathered at a nearby park. Visitors to this park were entertained during the afternoon by a splendid program of both vocal and instrumental numbers which were thoroughly enjoyed.

E. C. GALLO ATTENDS CONVENTION

NEW HAVEN, Conn., July 6.—The Horton-Gallo-Cremer Co., Victor distributor, of this city, was represented at the convention of the National Association of Talking Machine Jobbers, at Colorado Springs, by E. C. Gallo. Accompanied by Mrs. Gallo he left New York on the special train made up of Eastern jobbers.

Mr. Gallo reports that the dealers in his territory are optimistic over Fall conditions and are energetically planning big sales campaigns. The Hamilton Shop of Norwalk, Conn., which is served by the Horton-Gallo-Cremer Co., recently had Unico equipment installed, which will give it one of the most attractive warerooms in the State.

Sales Problems We Have Met

It has been our privilege to co-operate with Victor dealers in solving many of their sales and merchandising problems. We have offered our service gladly and willingly, feeling confident that our suggestions would prove practical and profitable to the dealer.

Cressey & Allen service is based on a thorough knowledge of the Victor dealer’s requirements. It is not guess work, but a knowledge based on experience that has made our dealer service worth while.

CRESSEY & ALLEN
PORTLAND, MAINE
THE DE LUXE MODEL is proving a very good seller for dealers. It makes possible owning a genuine Victorola in a *console type*, combining the usefulness of a table and record compartment with all the advantages of a cabinet machine.

And the combination of small Victorola and the Convertto Cabinet in which it is placed is, by comparison with other similar machines, appealingly *low priced*.

The De Luxe Convertto has the same sound door feature as the standard—that is, the doors on the machine open outward through the doors of the cabinet and form an oblong compartment acting as a sound amplifying chamber.

The machine remains portable.

Convertto Cabinets suit the times. They appeal to and fill the need and demand for low prices.

Write for details to any of the following distributors or to the factory.

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

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

Convertto Wholesale Distributors

<table>
<thead>
<tr>
<th>Location</th>
<th>Distributor</th>
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<tbody>
<tr>
<td>New York</td>
<td>R. F. Childs Co.</td>
</tr>
<tr>
<td>Chicago</td>
<td>J. W. Sterrett Co.</td>
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<tr>
<td>Philadelphia</td>
<td>E. T. Block Co.</td>
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<tr>
<td>Los Angeles</td>
<td>E. T. Block Co.</td>
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<tr>
<td>Kansas City</td>
<td>E. T. Block Co.</td>
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<td>Dallas</td>
<td>E. T. Block Co.</td>
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<tr>
<td>St. Louis</td>
<td>E. T. Block Co.</td>
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<tr>
<td>Cincinnati</td>
<td>E. T. Block Co.</td>
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*Patented Dec. 11, 1917*
SECURES NORFOLK JAZZ QUARTET

The General Phonograph Corp. announced recently that arrangements had been closed whereby the Norfolk Jazz Quartet would record exclusively for the Okeh record library. The first records made by this organization proved a phenomenal success, and the "Jelly Roll Blues" record is being sold in large quantities by the prominent Okeh dealers of the country. The Norfolk Jazz Quartet is an organization whose rendition of the popular blues numbers is distinctive and unusual. It has also attained considerable success in the rendition of so-called jazzed spirituals, and the General Phonograph Corp. is planning to feature the records made by this organization through the means of effective and timely publicity.

SALES MANAGER OF DUAL-TONE CO.

Charles W. Bowers, Well Known in Music Industry, Will Have Entire Charge of Merchandising of Dual-Tone Phonographs—Headquarters Are Now Located in Rahway, N. J.

Announcement was made recently of the appointment of C. W. Bowers as sales manager of the Dual-Tone Phonograph Co., Inc., N. J. Mr. Bowers will make his headquarters for the present in Rahway, N. J., and will have entire charge of the merchandising of the Dual-Tone phonograph. Mr. Bowers is well known throughout the music industry, having for the last ten years been connected with the Laffargue Co., New York, and traveling extensively for them.

Just Received!

A Big Importation of Superb
Oscar Herman Seidel Violins

A big variety of popular styles, ranging from $18.00 to $50.00.

It seems good to see such violins again. Premiere quality, every one of them—beautifully modeled and superb in finish and tone.

And every one a surprising value at the cost.

We'll be glad to send you detailed descriptions and prices of the different models. A postcard request brings you full information.

If you haven't our Confidential Trade Price List, send for a copy. It's a buying guide to profitable Musical Merchandising. Mailed promptly upon request. (Free of course.)


Musical Instrument Makers Since 1883

64 Broadway Brooklyn, N. Y.
Everyone in this country knows "Old Folks at Home." Nearly as many people know that Rosa Ponselle is the greatest soprano the present generation has produced. One and all will want to hear her sing this favorite old Southern song. Columbia 49934.

Columbia Graphophone Co.
NEW YORK

APPEARS BEFORE MERCHANTS' ASS'N

Alfred L. Smith Represents Music Industries Chamber of Commerce at Tax Hearing—J. Newcomb Blackburn Among the Speakers

As a very important step in the campaign of the Music Industries Chamber of Commerce against the present wartime excise taxes and for a reasonable sales tax, Alfred L. Smith, general manager, appeared at a hearing of the committee on taxation and public revenue of the Merchants' Association of New York, on June 23, and presented the views of the music industry.

The hearing was called to enable the members of the Merchants' Association to air their opinions previous to the registering of the vote of the Association on Referendum No. 36 of the Chamber of Commerce of the United States.

In view of the importance of the Merchants' Association in the community and the Nation, the Chamber urged all members of the music industry who are also members of the Association to be present or to authorize the Chamber's general manager to represent them.

J. Newcomb Blackburn, of the Blackburn Talking Machine Co., was present in person and spoke, and among the companies which specifically authorized Mr. Smith to appear for them were: Hinegessier & Jacobson, Jacobs Dorf & Sons, J. & C. Fischer, Fred. Gerstl Manufacturing Co., Hahriiff Piano Co., Kranich & Bach, Kohler & Campbell, Inc; Pathé Frères Photograph Co., Steinway & Sons, Sonora Photograph Co., Inc., and Waterton, Berlin & Snyder.

In his talk Mr. Smith dwelt upon two points—the bad features of the excise taxes and the merits of the commodity sales tax. The excise taxes, he said, were a war expedient, and the designation of the industries for taxation was made without principle. These taxes, proper at the time, have since become burdensome and grossly discriminatory.

Six or eight months ago, Mr. Smith said, there were a great many objections to the sales tax which sounded reasonable even to the student of sales. All of these, however, have now been answered after an exhaustive investigation by the Chamber and other organizations. There is now only one serious situation and that is that Congress may fear that there is some truth in the assertion that the sales tax would transfer the burden from business to the consumer. Mr. Smith said his bearers, as business men, knew the absolute falsity of this, and the general public, through the publication of editorials in the newspapers and otherwise, is gradually coming around to a sane view of the matter.

It is suggested that members of the industry everywhere make it a point to appear in person before local organizations considering the tax matter as the general manager of the Chamber did in New York.

Stephanek & Van Dracek, of Cedar Rapids, la., have just put on a delivery truck to take care of their country trade.

Goes After Sales and Gets Them

S. B. Lewis, of Northumberland, Pa., Closes Sixty-seven Sales from a Truck in Six Weeks

That there is business to be had by the salesman who really goes after it with the proper energy is indicated in the case of S. B. Lewis, of the sales staff of Meiser's Music House, Northumberland, Pa., who some time ago started a selling campaign from a truck, covering territory of a radius of fifteen miles of headquarters. In six weeks Mr. Lewis brought in sixty-seven real sales, sixteen of them for pianos and phonographs, and fifty-five for talking machines. Meiser's Music House features the Sip Bros. line of pianos and players, together with Victrolas and records.

WARMING UP "COLD TURKEY"

Some Good Advice on Living Up the Mailing List From the Putnam-Page Co.

"It is a simple matter to get in a rut with your mailing list. We know it in the Putnam-Page offices and we find that a constant renewal is the only method. It is a very wise thing to separate your list into specialized lists including active buyers, machine prospectors, Victrola owners, owners of other talking machines, etc.

"Years ago there traveled about this country a class of men who sold people rugs and clocks from wagons and they had a term for people who took up their time without buying. The term was 'cold turkey.' Just why we do not know, but it is a good thing to give the 'cold turkey' on your mailing list a good chance. Discover if you cannot warm them up. Otherwise discard them and go after some new ones."

TO MAKE NEW REPEATING DEVICE

Tow, O., July 6.—The Melodee Co., of this city, will soon place on the market a new repeating device, according to H. W. Hunt, one of the Melodee officials. This device, patented by W. R. Hudson, of the Melodee Co., has been assigned to that organization. The device operates on the motor and can be adapted to all standard types thereof.

WANAMAKER ON TAX REDUCTION

In one of the signed editorials which individualize the advertisements of John Wanamaker in the New York daily papers there appeared the other day the following appeal to the Government to take off the heavy war taxes. It reads in part:

"The merchants have made a good beginning in lowering prices. So far, so good. Now let the Government at Washington give distinct relief to the public by taking off merchandise and perishables the heavy taxation that Washington still collects, now two years after the war ended."

The advertiser reduces the value of "N" in the business equation.
Philadelphia, Pa., July 5.—The talking machine business in Philadelphia during the month of June, on the whole, was satisfactory. It was not a month to give the dealers any very great encouragement, and yet it showed a little increase over the previous month and left in its wake the feeling that the worst was over and that the dealers could look forward to a gradual resumption of business by the fall.

Victor Jobbers Bound West

The convention of Victor talking machine jobbers, which is about to be held at Colorado Springs, is taking a number of our jobbers not only to the convention city, but to extended trips through the West. Albert C. Weymann is going to represent the Weymann house at the convention and will be accompanied by his wife. Louis Buehn, of the Louis Buehn Co., will take his family to Colorado Springs, and from there they will go to Salt Lake City, Los Angeles, San Francisco, Portland, Bannf Springs, Chicago and home.

T. E. Barnhill, of the Penn Phonograph Co., is also planning an extended Western trip this month with Mrs. Barnhill. They will go to Buffalo, from there over the Great Lakes to Duluth, and then over the Canadian Rockies to Vancouver, Portland, Glacier National Park, and, returning, will go to Denver via Yellowstone Park and home. H. F. Miller will represent the Penn company at the Colorado Springs convention, leaving here with Mrs. Miller on the 7th of July. They will visit Yellowstone Park and go on as far as the Pacific Coast, expecting to reach home early in August.

Recent Trade Visitors

Among recent visitors calling on the Philadelphia trade were: E. Younglove, of Norris-town, Pa.; Max Hought, of Hought & Ladlow, Vineland, N. J.; A. C. Rosenberger, Millville, N. J.; Paul Rent, of the Metropolitan Music House, of Reading, Pa., and Mr. Hamilton, of the S. Hamilton Co., of Pittsburgh.

Weymann Co. Moves

The Wurlitzer Co., toward the end of June, closed its 1017 Chestnut street store and moved everything to its newly acquired and handsomely renovated store at 809-11 Chestnut street. It has three-fourths of the spacious stereopticon arranged in booths and has built a large counter and additional racks for the handling of records. The company has about disposed of the stock it purchased when it took over the Philadelphia Talking Machine Co. and hereafter will be exclusively Victor dealers.

Blake & Burkhardt's New Sign

Herbert E. Blake, of Blake & Burkhardt, reports that his firm is very well satisfied with the volume of business they did in June and they are running neck and neck with last year, a thing very few firms here can say. They placed, during the month, a very attractive Vocalion electric sign, eighteen feet long by three feet wide, on the front of their building, at the corner intersecting the two streets. It contains sixty-seven bulbs and can be seen for quite a distance.

Widener Jobbing the Granby

The Widener Grafoula Co. has started to job the Granby machines at all of its nine stores. There is a full line of these attractive machines at the Philadelphia store, 1109 Chestnut street, and the company has begun advertising them extensively here. H. H. Schumacker, of the Granby Co., Norfolk, Va., spent considerable time here early in the month. The Heath firm has given up the handling of these instruments.

New Victor Store in Tom's River

A new exclusive Victor dealer has just opened at Tom's River, N. J., the Talking Machine Co., of this city, having made the installation. The firm is known as the Trico Theatre Co., and has just recently built a $40,000 theatre building at Tom's River. The Unit Construction Co. fitted up the two stores on either side of the entrance to the theatre with attractive booths, racks, etc. The opening was attended by H. A. Ellis, the general manager of the Talking Machine Co. Mr. Ellis states that his company has started hard work on the development of the wholesale end of the business, and he is spending all the time he can visiting the branch stores and the dealers' firms that are supplied from headquarters.

Two Enjoyable Picnics

Two important picnics were held during the month, those of the Victor Dealers' Association and of the Columbia Phonograph Co. The Victor picnic was held at the Old Mohican Clubhouse at Morris-on-the-Delaware on Wednesday, June 22. It was a star affair. The committe in charge was Harry A. Ellis, of the Talking Machine Co.; Robert McCarthy, manager of Young's Brothers' department; E. F. Quinby, of the Estey Co.; Homer C. Davis, of 830 Lancaster avenue, and H. Royer Smith, of 928 Walnut street.

The party started from the Victor factory in Camden, N. J., after they had a group picture taken. The sports consisted of a fat man's

(Continued on page 79)
This advertisement appeared in the July, 1920, World—just a year ago.

Since then lightning has struck in many places.

Time has proved our prediction and justified our energetic policy.

Conditions today prove the wisdom of being an EXCLUSIVE VICTOR MERCHANT, of concentrating your energies on Victor promotion, and of securing the benefits of Buehn Victor Service.

THE LOUIS BUEHN COMPANY
PHILADELPHIA
the very dealer

race, a three-legged race, a 100-yard dash, a wheelbarrow race, sack race, etc., including a baseball game. The supper was served at 6 o'clock by Kight, the well-known Philadelphia caterer, and featured jazz band, instrumental and vocal music. There were more than 100 present.

The fat man's race was won by Ralph Clark, of the Penn company; William Nolan, of the Buehn sales force, won the sack race, and Mr. Butterforth, of Chester, won the potato race. The baseball team captained by Ralph Wilson beat the team captained by Charles Miller, but Miller protested the game, claiming a draw for the reason that when the Wilson team had a slight lead, the pitcher served a new King of beer at the end of the fourth inning and the Wilson team made a dash for it, and neither manager could prevail upon their teams to return to the contest.

The Columbia Outing at Aleyon Park

The Columbia forces held their annual picnic this year on June 16 at Aleyon Park, Pitman, N. J. It was an all-day affair, the management, all the employees going down in automobiles about 8 o'clock in the morning, and they did not return until late in the evening. "Some picnics" is what they called it.

The events were as follows: 100-yard dash, 50-yard dash, 200-yard relay, 200-yard relay three-legged race, shoe race, shoe and cigarette race, push-mobile race, water race, rescue race and marshmallow race. The baseball game was played between the men and women employees, the girls wearing bloomers and moby blouses and the men feminine attire. Handsome prizes were awarded the winners of all the events.

W. J. Lorenzow, of the Dealer Service department of Columbia Co., had a busy month of it. Aside from training for the events at the picnic he spent considerable time among the dealers up the State, and had a very successful opening of the Columbia sales force in the Model Shop.

Frank Heimbach, a Columbia dealer at 2645 West Lehigh avenue, was held up at his store by a footpad and was seriously blackjacked. The robber escaped without getting any loot.

Celebrate Keifer Week

In June we had a Keifer Week here. Keifer is the leader of the municipal band and he wrote two marches which were played by himself and band for the Vocalion records. L. P. Morisbach, a dealer of West Passyunk avenue, sold about 5,000 records during the first ten days. The Philadelphia Show Case Co., the distributor of the Vocalion product in this city, reports that it has been doing very well during June.

In the trade was the beginning of the Vocalion Co., was in Philadelphia during the month. M. S. French, the head of the Philadelphia Show Case Co., spent several days in Pittsburgh.

A Sketch of Weymann News

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, is very optimistic over the fall Victor business outlook. H. A. Weymann & Son, Inc., are already advertising to have a sufficient stock of Victorola on hand during the summer season for all dealers for fall shipment. Mr. Weymann states that substantial orders have already been received for the new portable model and the new Victorola 300.

Eight members of the Victor wholesale department attended the recent opening of the Philadelphia Victor Retailers' Association, which was a decided success.

A. C. E. Smith, secretary and treasurer of H. W. Weymann & Son, Inc., represented the firm at the convention of the National Association of Talking Machine Jobbers at Colorado Springs. He will accompany Mr. Weymann on the trip.

Charles Paulson, of the Weymann wholesale traveling staff, through ill-health had to relinquish his duties and take a complete rest for several months. E. J. McConnell has assumed Mr. Paulson's duties and will call upon the dealers in the territory which Mr. Paulson covered.

Enjoyed Fishing Trip in Canada

G. Dunbar Skewell, the Philadelphia jobber of the Cheney, spent a week on a fishing trip in Canada during the month.

Reports Business Improving

The Pcm Phonograph Co. reports that business was unusually satisfactory in June. The firm has been losing ahead of last year. T. W. Clark, of the sales force, is at present away on his vacation, which he is spending with his family in Ocean City, Md.

A. J. Heath & Co. Report Developments

A. J. Heath & Co. says business is picking up. They have undertaken the handling of a small electric phonograph, the Camera, made by the Camera Talking Machine Co., of this city. It is encased in aluminum, the advantage of which being that the weather will not affect it. There are two styles, the plain aluminum and aluminum covered with leather.

Progress of the Emerson Line

Harry E. Morris, sales manager of the Emerson, was in Philadelphia the last week in June for several days and brought with him very glowing reports from the house office. The business of the firm here has been increasing in a most satisfactory way in June and the Rcinscribed it to the firm's science of advertising in the local papers. Irving Lieb, Mr. Fox states, is meeting with good success in firmly establishing the Emerson line in eastern Pennsylvania. Mr. H. C. Cooper is covering the State territory assigned to him and is lining the dealers up in good shape. Joseph Wester, with the infectious smile, is winning new friends for the Emerson in Philadelphia.

Byron Winders has resigned his connection with E. V. Martin, 52 Irving street, and has accepted a position with the Cole Talking Machine Co. at 6018 Market street, one of the most prosperous of the West Philadelphia stores.

Informative Unico Folder

Through the means of an attractively prepared folder the Unit Construction Co., of this city, is combating the mistaken idea that Unico equipment necessitates a very large investment. While Unico equipment can be ordered as elaborately as desired, there are described in this folder, four excellent complete ideas which may be installed at a price within the reach of the smallest dealer. It has been a policy of the Unit Construction Co. to supplement its large catalog with smaller folders, which are undoubtedly proving their value.

Open Warehouses in Wayne

Aspid's, Victor retailers of this city, who have been established many years at Ardmore, have opened attractive new Victor warehouses at Wayne which they will conduct in addition to their stores at Ardmore. The agency took place on July 1 and was well attended. One of the features of the opening, and which was well advertised in the daily press, was the distribution of 1,000 of the well-known Penn Victor days to those who attended.

Model Shop Stimulates Interest in Stores

The Model Shop, which was recently installed in the local wholesale branch of the Columbia Graphophone Co., on the second floor of the building at 40 North Sixth street, is attracting the general attention of the trade. In fact, it is the center of interest to the Philadelphia branch and is always the first department in the establishment that a dealer visits when he calls at the branch. In the Model Shop there are always on display the latest sales ideas and Dealer Service material. Mr. Lorenzo, Dealer Service supervisor of the Philadelphia branch, is in cooperation with the dealers in every possible way in order that they may utilize to advantage the
THE Penn-Victor dog extends greetings to Victor dealers everywhere and assures them of his interest and help in promoting Victor business wherever they may be located. He awaits eagerly your call to service. Distributors listed below sell Penn-Victor dogs.

DISTRIBUTORS:

- Adler, Victor Co., Inc.
- Elmore Talking Machine Co.
- Faber & Hughes.
- E. F. Hengs & Sons Co., Inc.
- Talking Machine Co.
- Oliver Ditson Co.
- Eastern Talking Machine Co.
- The N. Stiegel & Sons Co.
- American Talking Machine Co.
- E. T. Williams Co.
- Boston Talking Machine Co.
- American Phonograph Co.
- Ditson Bros.
- Chicago Talking Machine Co.
- C. F. Hahn Co.
- Chicago Talking Machine Co.
- The Eclipse Music Co.
- The Knight-Sampbell Music Co.
- W. G. Wall Co.
- Florida Arms Co.
- Donnelly Music Co., Ltd.
- Stewart Talking Machine Co.
- Florida Talking Machine Co.
- Realco Phonograph Co.

J. W. Jenkins Music Co.
Breckinridge & Olive Co.
W. J. Ryan & Sons
The Harton-Gallagher Co.
Collins & Co.
Phillips Werfel, Ltd.
Emanuel Hano.
E. Brema & Son.
Chester H. Simpson Co.
Schechter & Cahn Co.
Hines, Inc.
Sills & Feeney Co.
Louis A. Schauer, Inc.
Maurice Hines.
H. A. Weymann & Son.
W. F. Frederick Piano Co.
Coxey & Allen, Inc.
The Lacy Co.
K. J. Cinnamon.
Kraemer-Harmer Co.
R. J. Wiley & Bros.
The Teleco Talking Machine Co.
Huston & Garden Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.
Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.

The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED
1711-13-15-17 North Tenth Street
Philadelphia
**GRANDY JOBBERs IN INDIANAPOLIS**

**Widey's Doing Well With Latest Addition to the Line—R. D. Duffy Sales Representative**

INDIANAPOLIS, Ind., July 8. The Grandy phonograph, for which Widey's, Grafodahl's, Graysville, Inc., of this city, became the distributing point for Indiana and part of Kentucky the first of last month, is being well received, according to W. C. Wilson, manager of Widey's, Robert D. Duffy, who is sales representative of the Grandy Phonograph Corp. in the territory, reports encouraging business, with retail dealers optimistic over the prospects for a lively trade in the instrument which is new to this field.

Mr. Duffy started in the phonograph business in 1912, when he became a salesman for the Columbia Graphophone Co. in its retail store at St. Louis and later was made sales manager. He went to Louisville, where he opened a new department with the Kuhnman-Steven Co., handling the Columbia and Edison machines.

In 1917 Mr. Duffy was made assistant manager, under Ben L. Breman, of the Columbia Co., of Indianapolis. He covered Indiana and western Kentucky from the Indianapolis branch until October, 1920, when he resigned to accept a position as Indiana representative of the William Kuehl Co., box manufacturers of Cincinnati. He resigned that position to re-enter the phonograph field.

"I am satisfied that such an excellent instrument as the Grandy phonograph will have an exceptional sale in this part of the country, as it has had in the East," says Mr. Duffy. "With this machine I can offer the dealers several attractive selling points. The Grandy is not only moderate in price, which particularly suits the smaller dealers, but it has exceptionally fine cabinet work, an unrivaled tour and real durability. These are points I am finding the dealers very much interested in."

**"CONTROLA" OFFICES ARE MOVED**

The Phonograph Control Corp. has moved its executive offices from 120 Market street to 19 Academy street, Newark, N. J.

The Phonograph Control Corp., has moved its executive offices from 120 Market street to 19 Academy street, Newark, N. J. In addition to housing the business department of the company, the new quarters will be a public demonstration station of the company's product, "The Controla."

Herbert W. Royal, president of the Phonograph Control Corp., in a recent statement to a representative of The World, said: "The trade and public alike have received our automatic starting and stopping device, the Controla, with so much favor that it has required our factory to work at full capacity in order to fill the demand. In order to further interest the public in our device, we are inaugurating local advertising campaigns in various sections of the country and these will be enlarged, from time to time, as conditions in the territories justify."

**MISS THROW VISITS NEW YORK**

Florence M. Throw, secretary to Manager Haring, of the Buffalo branch of the Columbia

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**Granby Jobbers in Indianapolis**

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**"Take Your Music With You"**

"CIROLA," the only PORTABLE Phonograph without sound chamber, has twin spring motor; highly节奏ed metal parts; is finished like a Piano; sounds like a Ballroom; holds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprise 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**

Size: 1/4 x 1/4 x 6

204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.
EDISON CARAVAN CONVENTION SCORES IN NEW ORLEANS

Second Stop of Big Edison Caravan Convention
Many Local Dealers Participate in Open Forums Following the Fixed Educational Program

New Orleans, La, July 2.—The Edison Caravan Convention, which arrived in New Orleans from New York on Monday, June 13, and held its sessions here on Tuesday and Wednesday, turned up to every claim that had been made for it. Advance reports from New York,

Arrows Great Enthusiasm in Crescent City—

Australian Maxwell's play, "The School for Salesmen," a four-act comedy with music which had an intrinsic value that appealed strongly to the phonograph men. Between the first and second acts of the play an open forum was held on "What My Banker Thinks of My Business and Me," the speakers being H. S. Hutchinson, of the Phonograph Co., Oklahoma City; G. C. Miller, of Monroe, La.; Bonifay, Fla., and J. B. Neith, Crowley, La. Between the second and third acts there was an address by E. C. Boykin, vice-president of the Phonograph Co., of Manhattan. Between the third and fourth acts Iden Payne, general stage director for Charles Frohman, Inc., delivered his noteworthy address on "How Salesmen Were Acted," and presented acts which made a distinct impression. The convention opened with the delivery of a personal message from Thos. A. Edison by T. J. Leonard, general sales manager of Thos. A. Edison, Inc. Chester Marcal, of Waycross, Ga., acted as chairman of the convention here, which was held at the Tussah Theatre. Among the speakers were J. B. Gregg, advertising manager of Thos. A. Edison, Inc., who talked on advertising service, and J. W. Scott, veteran Edison employee, who spoke on the Diamond Ambulona.

The second day's session opened with a talk on the Edison School Research by Prof. Charles H. Zurnow, of the Department of Music, Teachers' College, Columbia University, followed by a most interesting address by Mario Laurrili, Metropolitan Opera tournee, on what it means to the artist to have his art perpetuated by the phonograph. Edward R. Dunham, of the Cowell Publishing Co., New York, told of how magazines and farm papers interlock with Edison advertising.


M. W. Cottingham, H. Kochler Co., Lawton, Okla.; G. C. Miller, W. W. Price Piano Co., Beaumont, Tex.; and E. T. Wootol, Globe Furniture Co., Baton Rouge, La., led the forum on "Sitting and Walking or Going and Getting." and L. E. Lide, Columbus, Miss.; C. R. Girt, Jr., The Phonograph Shop, Galveston, Tex.; and W. P. Stick, McElhan & Stick, Fredericks, Okla., were the speakers in the forum on "Does Sales Aid Service Really Pay?"

During the session Miss Cecil Arden, contralto of the Metropolitan Opera Co., gave a tone test. John Lee Music, director of the Federal Advertising Agency, talked on "Interlocking Newspaper Copy," and Harry Breen offered some interesting comments in rhyme.

The Caravan Convention ended with an elaborate banquet, held at the Grandewald Hotel, on Wednesday night, when the visiting dealers were the guests of the Southern Edison jobbers, including the Diamond Music Co., Inc. of New Orleans; Phonographs, Inc., Atlanta; Silverstone Music Co., St. Louis; and the Texas-Oklahoma Phonograph Co., Dallas. Wm. Maxwell was the principal speaker at the banquet, taking occasion to sum up the lessons learned during the two days.

BINGER ASSETS SOLD AT AUCTION

By order of the United States District Court, the assets of the Binger Co., of 43 West Thirteenth street, New York, were sold by Chas. Shorwood, United States auctioneer, on Friday, July 8. The sale included all of the company's materials, machinery, office furniture, etc., in the company's plant at the above address.

The excellence of every work depends upon the intensity with which it is followed—the enthusiasm that is brought to bear—making all difficulties vanish, melting hardships into nothingness.

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, 1/4. SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO
MODERN RECORD SELLING

WHAT THEY SAY ABOUT IT

Our two Selrex Counters are giving splendid satisfaction. They are saving us expense and increasing our record sales.

J. W. Jenkins Sons Music Co.
Kansas City, Missouri.

The Selrex System does not need our advocacy to prove its worth. Practical, novel, economical and instantly successful with the public—it is indispensable to us.

Foster & Waldo Co.
Minneapolis.

Dealers in this territory using the Selrex Counter are finding it highly satisfactory, claiming they are now selling the trade that has always been in too much of a hurry to wait for regular demonstration.

Elyea Talking Machine Co.
Atlanta, Ga.

The Selrex Counter has been given a thorough trial in our music salon with the result that we consider it an absolute necessity in producing a large volume of counter business.

Famous-Barr Co.
St. Louis, Mo.

Selrex Counters permit quick selection and rapid service. They are agreeable to the customer and advantageous to the store and vastly increase the selling capacity of the department.

Cable Piano Company,
Minneapolis.

We are using Selrex Counters. To say they are successful hardly conveys our thoughts. They save overhead and give service. The name is well chosen.

A. Hospe Company.
Omaha, Neb.

Selrex Counter has exceeded our expectations. To promote record sales, we consider it one of the best investments we have ever made.

A. R. Sather,
Spooner, Wis.

Selrex—we like it—our customers like it—which means that it has fully earned its place here.

The Service Shop,
8 W. Washington St.
Chicago, Ill.

MADE IN FOUR SIZES

BECKWITH—O'NEILL
MINNEAPOLIS, MINN.
The Quickest and Biggest Hit of the Year

CHERIE

You can’t go wrong with any Feist’s song.

OPENED FINELY EQUIPPED STORE

New Edgar Music Shoppe in Tulsa a Great Emporium Devoted to the Sale of Victoros in Southwest—Has Strong Sales Organization

Tulsa, Okla., July 8.—One of the finest exclusive Victrola stores of the West has just been opened by Thomas J. Edgar in this city. After completing negotiations for supply of Victor merchandise from the Schenkel Co. of Kansas City, Mr. Edgar made a trip East to obtain the latest ideas of store arrangement and effective selling methods. The new Edgar Music Shoppe at 512 South Main street shows the thoroughness of his investigation and the wisdom of his choice in selection of equipment and personnel.

Much favorable comment has been made about the efficient and attractive Unico equipment which Mr. Edgar has installed and he is immensely pleased with the rapidity with which his order was executed and the thoroughness with which every detail was carried out. Although 5,000 miles from Philadelphia, and his order could not be placed until April 6 when his lease was finally settled, the completion of the installation was made and the store was ready for use three days before the formal opening on May 19. Mr. Edgar has backed up effective equipment with an efficient organization and the combination has made his shop a success from the start.

As president and general manager of the new company, Mr. Edgar personally supervises the satisfactory service which his customers receive. He is ably assisted by Miss Elizabeth Day in charge of record department, A. H. Reinier and H. L. Seltzer of the sales department and Morton Eagle, who has charge of the repair department.

Those who are bewailing business conditions could well follow the example of Mr. Edgar, who has clearly demonstrated that to the man with foresight who goes after business with the right preparation of equipment and organization a success can be made, regardless of business conditions.

The merchant is scanning his trade paper ads mightily closely these days. He may be a bureau hunter, but he’s hunting for the right stock and the right ideas.

FRENCH TAX TALKING MACHINES

Annual Tax of 10 Per Cent Ad Valorem Placed on Talking Machines, While Pianos Are Taxed—Manufacturers Protesting

According to a report from Paris, France, the French have discriminated in the process of raising revenue by placing a tax of 10 per cent ad valorem on all talking machines, whether native or foreign manufacture, the tax to be paid each year that the machine is in playable condition.

Whether this tax was levied with a view to preventing talking machines becoming more in favor than pianos or violins is not known, but the fact remains that no other musical instrument in France has a tax levied against it, even the Paris city authorities deciding to tax elevators instead of pianos, as was at first proposed, with the provision that the higher the elevator goes the higher the tax.

Talking machine manufacturers in France, including firms which assemble the machines, are protesting, asserting that the tax constitutes unfair treatment. They refer to the fact that even talking machine parts coming here from America must pay a heavy customs duty, while parts of all other instruments worth up to 400 francs are exempt.

Cunningham Co. Secures Okeh Line

Detroit, Mich., July 10.—The Cunningham Drug Co., of this city, has installed a record department in its Grant Building, and has taken on the Okeh line of records exclusively. This concern is one of the largest R.C. companies in the State of Michigan and operates a considerable chain of drug stores in that territory and plans are under way to equip all of its drug stores with an Okeh department. The deal was consummated with A. P. Miller, manager of the Consolidated Talking Machine Co.'s Detroit branch.

It has been well said in the past that the greatest asset in business is to be in advance of your competitors. That holds good as to the field in which you are working, to your financial and commercial relations, to technical experiences, to organization. If you lay yourself to-day with enterprise which will interest the others a year hence you will need no diplomatic tricks to succeed.

JOHNS MUSIC CO. SECURES LEASE

Newly Organized Firm Secures Ten-year Lease

Lima, O., July 5.—A ten-year lease has been secured by the newly organized Johns Music Co. on the property at 136 West High street, of this city. The entire establishment will be remodeled and it is expected that the premises will be ready for the formal opening on August 15. In addition to being an exclusive Victor agency, all classes of music and musical instruments will be handled. Those connected with the new enterprise are Don J. Johns, John A. Edwards, of Genoa; D. L. Clevinger and Dr. Glew V. Johns.

The trouble with a whole lot of smart people is that they aren’t smart enough to keep their smartness to themselves.

Recording Plating Pressing

Phonograph Dealers, Jobbers and Manufacturers can now secure records—under their own labels and trademarks—of popular and standard selections.

Special numbers recorded and pressed.

Complete facilities for engaging recording artists—singers and musicians.

The New York Recording Laboratories Inc.

145 West 43rd Street

New York, N. Y.

New Jewel Automatic Stop
Simplest and most effective automatic stop made. Watch-like in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Can be set in a second.

Jewel

154 West 47th Street

Chicago
UNICO SERVICE IS NATIONAL SERVICE

Unico Service embraces the skill and experience of over 1800 successful installations in every section of the United States and ten foreign countries.

UNICO EQUIPMENT THE WORLD’S STANDARD FOR MUSICAL MERCHANDISING

Demonstrating Rooms
Record Racks and Counters
Decorative Treatments
Complete Store Interiors

Is your business subnormal in volume and profits?
Hundreds of Unico Users are today enjoying normal business.
Put your problem up to us.
The Unico System has a profitable message for you. Write us for full information today. You owe it to yourself.

LARGE or SMALL
NEAR or DISTANT

Unico Service will insure you Increased Sales and Profits

Unico Construction is Patented. Unico Designs are Patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

CHICAGO
30 N. Michigan Boulevard

RAYBURN CLARK SMITH, President
58th Street and Grays Avenue

PHILADELPHIA
ENORMOUS DEMAND FOR RECORDS IN MILWAUKEE TRADE

Talking Machines Also Having Good Sales—Preparing for Big Fall and Winter Trade—Jobbers and Dealers Feeling Good Over Outlook—Expansion All Along the Line—News of the Month

MILWAUKEE, Wis., July 12.—The most conspicuous feature of business in the local talking machine trade in the last few weeks has been the relatively enormous demand for records. The call upon the record departments of music stores all through June and so far in July has been by far the best in the history of the business and exceeds that of the corresponding period of 1920 anywhere from 25 to 100 per cent, with a number of stores reporting an increase of as much as 200 per cent over a year ago. The popular stuff has been going like wildfire, to use the vernacular, but there also has been a very good call for the more permanent classes of records for building up libraries, such as are contained in the Red Seal catalog of the Victor company.

So far as talking machine trade from the instrument standpoint is concerned business this Summer is good. While comparisons are invalid it must still be said that in comparison with piano trade talking machines are in much better call. Maybe it is the smaller investment with an equally satisfactory return, or a number of other reasons; the fact remains that general music houses are selling a great many more talking machines than pianos, even considering the advantage the phonograph has over the piano in sales figures under any circumstances.

Figuring on Stock for Fall and Winter Much attention is being paid by dealers to calculations of probable requirements of instruments for the Fall and holiday season. Existing stocks in retailers' hands on July 1 were considerably smaller than a year ago, although it is true that last year there was an unusual accumulation of machines. This has been steadily reduced to a point where most dealers are proceeding with only a small surplus, making it necessary and desirable to begin to work upward in order to avoid being caught short when business resumes its customary briskness with the arrival of cooler weather and thoughts of holiday gift.

While local dealers look forward to no great boom in trade in the coming Fall, nevertheless there is enough business to produce a bigger volume than at the end of last year. At that time the slump in general business made its effect felt sharply, upsetting calculations and leaving a smaller residual quantity of goods on hand for carry-over into the new year. Even business in the last three or four months of 1921 is of no greater volume than that of a year ago. For the present period present stocks would be no means suffice and as a consequence dealers are getting into the market with increasing vigor.

The Outlook Is Encouraging

"It is apparent that the Victor dealer organization is confident of a very good Fall and holiday season, judging by the early-season inquiries and orders we are receiving," said Samuel W. Goldsmith, vice-president and general manager of the Badger Talking Machine Co., Victor jobber, 135 Second street. "We have had no complaint to make over the movement of merchandise in the first six months of this year, for it has been at least equal and probably better than for the same time last year. But now the dealer trade is beginning in earnest to provide for the busy months next Fall, and within thirty days the customary limits of activity will again be in full swing. Our record business has been wonderful all year and we have broken all previous marks for volume in this respect."

Brunswick Records in Great Demand

Thomas J. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, is one of the most enthusiastic men in the local talking machine trade as the result of good business. Brunswick records have been selling in great quantities, while machines are in good demand and Brunswick dealers throughout the territory are placing orders of good size for immediate and future delivery. Dance records have established sales marks which make volume on former years look truly insignificant in comparison. "Things are already moving rapidly and we are confident that we shall make this the best year we have ever had since the company launched its talking machine and record business," said Mr. Kidd. "I cannot understand why, there should be any calamity howlers—in fact, that species is rapidly disappearing with the utter lack of substantiation of fear and apprehension over the future."

Sonora Expansion With Yahr & Lange

The Sonora continues to achieve new and greater honors in sales under the vigorous representation this line is receiving at the hands of the Yahr & Lange Drug Co., 207-215 East Water street, exclusive distributor in Wisconsin and Upper Michigan. Fred E. Yahr, president of the company, who is in personal charge of the large musical instrument and supply business built up by this old-established wholesale drug and sundry concern, has added several more assistants in order to properly handle the increasing volume of trade. Milwaukee dealers, representing the Sonora report an unusually active Summer.

Edison Trade of Healthier Proportions

The Wisconsin and contiguous territory Edison trade is of healthy proportions and the Phonograph Co., 49-53 Quaeda street, expresses itself as well satisfied with the present volume and with the prospects for Fall as well.

Thirty Columbus Dealers in City of Milwaukee

Robert H. Walley, representing the Columbus in this territory in a wholesale way, has been doing some splendid sales promotion work which has given the Grafooda as well as Columbus records a wonderful vogue. Mr. Walley has been cooperating with the individual dealer in a manner that has made business excellent in

(Continued on page 89)
The Cheney Factories

Our cabinet factory and metal parts plant are complete—geared to the production of the finest in phonographs.

Cheney Talking Machine Company, Chicago

The Cheney
The Master Instrument
With the Violin Resonator and Orchestral Chambers
Columbia Dealers' Summer Time Fans, with their seasonable pictures and list of records, will make Columbia Record "fans" so fast that they'll put you in the big league class. Build up your summer record business by a liberal use of these novel fans.

Columbia Graphophone Co.
NEW YORK

MILWAUKEE'S GREAT RECORD TRADE
(Continued from page 97)

Despite the hardships under which all business has been proceeding. The Columbia dealer organization is enthusiastic over the line to a greater degree than it ever was before. Mr. Walley knows not only how to evolve "stunts" to boost business, but he can put them into practice to get results. There are now nearly thirty Columbia dealers within the city of Milwaukee, which includes some of our best-known and largest stores, all of which gives a decided prestige that is being converted into profitable business.

Reports Decided Revival in Business
The E. R. Godfrey Co., 303 Milwaukee street, distributor of the Paramount in five Middle Western States, reports a decided revival in business with the dealer trade, which is commencing to anticipate its requirements for the Fall months.

Preparing for Great Fall Campaign
Charles J. Orth, Inc., 504 Grand avenue, Wisconsin and Upper Michigan, distributor of the Turian, made in Sheboygan, Wis., is preparing a big Fall campaign to assist its dealer organization in building up the largest holiday business in its history. This will be launched in about thirty days, the time being well advanced to overcome any unusual conditions which have been existing in respect to business generally. Fred M. Orth, a brother of the late Charles Orth, is handling the distribution organization like a veteran.

Specialty Grows in Favor
The Standard Accessory Corp., 355-357 East Water street, is making steady increases in its output of the Record Flasher, a popular illuminating device for any standard talking machine. It has been making a vigorous campaign for business among dealers catering to rural residents and gained an excellent response from city distributors as well.

The Plymouth Phonograph Co.'s Latest Product
The Plymouth Phonograph Co., of Plymouth, Wis., is now offering to the trade a new design, known as the Plymouth Portable, that is meeting with an excellent call from dealers, especially those working the Summer resort and interior lake country of Wisconsin and neighboring States. The instrument is only six inches high, fourteen inches wide and fifteen and one-half inches long. It closes like a suitcase and weighs only eighteen pounds. The sound waves are liberated through an opening on the top of the box just behind the reproducing arm. Over the opening there is an adjustable door by which time volume is regulated. It is the design of W. H. Thomsen, president of the company.

Talked on Salesmanship
The Milwaukee Association of Music Industries at its regular monthly meeting held Wednesday, June 29, at the Hotel Mila, furnished a real treat and a mighty instructive treat for its members by presenting H. N. Tolles, vice-president of the Sheldon School, Chicago. Mr. Tolles talked for three-quarters of an hour on "The Fundamentals of Salesmanship," and his talk was so much appreciated that he will be requested to come back to Milwaukee early in the Fall to address a general association meeting, to which all store employees will be invited. The association will omit its July and August meetings and resume active work in September. President Chareece C. Warner and Secretary R. H. Zinke are both leaders in the local talking machine trade, both being Victor dealers. They also are prominent in the councils of the Milwaukee Victor Dealers' Association, which is doing excellent work in behalf of the talking machine trade in general.

Dance in Honor of Employees
C. Niss & Sons, Edison dealers, 607-609 Third street, recently entertained employees and their families at a dinner-dance in honor of two veteran employees, William Kulesinkof and Edward Laeube, who have completed a quarter of a century of service to the house. Appropriate gifts were presented to them by Clarence C. Niss. Herman V. Niss reviewed the company's activities and outlined details of a "better business" campaign to be conducted during the last half of the year, with special stress on the Fall and holiday months.

Peter Diodato has moved his talking machine shop at Sheboygan, Wis., to new and larger quarters at 425 North Eighth street.

Victimized by Swindler
The Franks Frenus Co., 12th Walnut street, representing the Edison and the Columbia, recently was victimized out of a $250 instrument and $50 in currency by a smooth swindler who promised to pay $300. It was discovered afterward that the cashier's certification was forged. A number of other Milwaukee business men suffered losses through the operations of the same individual.

Acolian Vocalion Merchandising
The J. B. Bradford Piano Co., 411 Broadway and 510 Mitchell street, has been accomplishing some big things in merchandising the Acolian-Vocalion in Milwaukee and vicinity. It also is a prominent Victor and Sonora retailer and through its broad organization, covering both the downtown and the South Side districts, is making the Vocalion and Acolian-Vocalion records an exceedingly popular line.

NEW BRUNSWICK AGENCY IN OMAHA
Omaha, July 8—One of the biggest deals recently perfected in this section is that closed by the Brunswick Co.'s Omaha branch, when the Brandes Department Store, of that city, took an exclusive representation of Brunswick talking machines and records. The manager of the new department is R. J. Waters, one of the best-known talking machine salesmen in this part of the country.

Plans are under way for the equipment of a new Brandes Brunswick department, which will contain some of the most up-to-date equipment yet seen west of the Mississippi.

Do not let the things you dislike, more than you love the things you like, or you are turning in a hurry-up call for the glooms.

What More Can You Ask
All the features that go to make a talking machine Profitably Salable you will find in the regular equipment of Magnola: "Built by Tone Specialists."

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

Watching the Music Come Out

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Watching the Music Come Out
LONG Console Cabinets Win Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a $250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

The Geo. A. Long Cabinet Company
HANOVER, PA.
Detroit, Mich., July 5.—The Crowley-Milner Co. of this city, one of the largest department stores in the State of Michigan, maintains a very attractive Columbia department which is proving a signal success. The importance of this store attaches to the Columbia line is evidenced in the large amount of window space which it utilizes to present Columbia Grafonolas.

The manager of the Columbia department of the Crowley-Milner Co. is L. W. Dow, who has had five years' experience in the talking machine business. When Mr. Dow became manager the department was doing a comparatively small business and, in fact, was merely an adjunct of another department of the store. Under Mr. Dow's capable and energetic efforts it has grown steadily, until it now occupies the entire second floor of the "Store for Homes" in the Crowley-Milner establishment.

"How can I acquire the faculty of discovering the 'psychological moment'—in everyday language, how can I become 'lucky'"? says a writer in the Chicago Tribune. "By trying to make clear to myself the great or small consequences of each business event."

**SCOTFORD MODEL I REPRODUCER ON VICTOR AND COLUMBIA**

**PAYS ONLY HIGHEST-SOLED RECORDS, BUT PLAYS THEM AT THEIR BEST**

**SCOTFORD MODEL I REPRODUCER 1-1/2 for Victor—Sample Prepared to Dealer $1.65 Nickel, $4.95 Gold—Returns $2.95 and $2.95**

**SCOTFORD MODEL I REPRODUCER with 1-1/2 Columbia Compositions—Prepared to Dealer, Nickel $4.50; Gold $1.50—Returns $2.75 and $2.75**

**Quantities Priceless—Claims**

**BARNHART BROTHERS & SPINDLER**

**Monroe and Thomas Streets**

**CHICAGO**

**NEW MANOPHONE MODELS COMING**

**New Designs Will Be Principally of the Console Type and Designed Along Original Lines—Business Shows Steady Betterment**

**ASHLAND, Mich., July 8—J. A. Warren announces that the Manophone Corp. will soon present to the trade several new models which will be principally of a console type. One of them, which is to be known as the Croyliced model, is of the tip-back table design and is a very handsome instrument of a new and entirely original style. Then there is the Weatherfield, also in table form and Colonial in design. The new models will be finished in different styles, including polychrome. In a statement on business Mr. Warren said: "As things are now stacking up conditions by Fall will be up to normal. Our plant is such that we can handle a rapidly increased amount of business or should that not be forthcoming we could still operate economically. I recently returned from a South and West trip and found people out that way looking very hopefully to a resumption of business in the Fall."**

**WATCH THE STAMPING OF YOUR MAIL**

Thousands of dollars are lost annually by careless merchants who neglect to place the proper number of stamps on correspondence. Saving one cent and losing dollars through carelessness is poor business policy. Sure sales are not only lost through delayed merchandise and held up mail, but enemies are also made for the firm through this practice. Watch your mail.

It's cheaper in the long run to do things than to ask for things.

**IT PAYS TO DEAL WITH KENNEDY-GREEN CO.**
**IT PAYS TO SELL OKeh Records**

We are the ever-ready OKeh Service Station. Our rush delivery on popular hits is the quickest remedy for your punctured sales. We serve to please.

John McCormack and Frieda Hempel, international favorites. No left-overs on their records. Mamie Smith and Norfolk Jazz Quartette—sold before released! OKeh music satisfies the popular demand. OKeh Records in your store bring more customers through the door. Give us the opportunity of a more personal talk with you. Write us—we'll do the rest.

**KENNEDY-GREEN COMPANY**

1865 Prospect Avenue

CLEVELAND, OHIO
Action! That's What's Needed

PRINTER'S ink, Mr. Victor Dealer, has not been spared of late in telling us how and why the business world is suffering a temporary depression. Many retail merchants have carelessly taken consolation in this statement, attributing slow business to "general conditions." This thought, wherever it exists, is sure to prove harmful for it means the beginning of inactivity, indifference and idleness—three evils that will put any business in jeopardy.

The dealer who insists that "business is bad" and that "nothing can be done" is making a mistake that means a loss of profits and standing in his community. He gives the alert competitor a most excellent opportunity to capitalize the situation.

There is no conceivable reason why any Victor dealer should be inactive or indifferent to-day. There are numerous selling methods and ideas that may be utilized whereby immediate returns are to be obtained. Then, too, there are proven plans and schemes that, by their proper use, can only bring substantial and profitable results.

Real business is to be had right now, plenty of it, and profitable, too. But you've got to dig for it. Yes, dig for it just as in pre-war and normal days when digging was a pleasure and part of the day's work.

Victor wholesalers are ready and anxious to make Victor dealers happier and more prosperous merchants. That is their pleasure and purpose, but they cannot work successfully without your co-operation. Are you ready for action, Mr. Victor Dealer?

C. BRUNO & SON, Inc.
351-353 Fourth Avenue New York

Victor Wholesalers to the Dealer Only
INDIANAPOLIS DEALERS OPTIMISTIC OVER THE OUTLOOK

Hendricks Discusses Conditions—Truly to the Pathé—Stewart Educational Classes—New Kimball Agencies—Collins Succeeds Jewel Co.—Number of New Agencies—News of the Month

INDIANAPOLIS, July 10—Just as proof that business is not as slow as it might be T. W. Hendricks, manager of the talking machine department of Patent Co., reports that in May, 1920, his company sold $145 worth of Victrolas, while in May of this year they sold more than $50,000 worth. This difference, he explains, is the result partly of the shortage of Victrolas last year, when the company sold in May more Victrola phonographs than any other make. He reports also a substantial increase in Edison sales this year.

"Our business is more in the higher-priced machines than it was last year," said Mr. Hendricks. "We are advertising heavily and are offering every possible inducement to the buyers. There really is no need to complain. We are not experiencing hardships and panics and we ought to be glad for what we get instead of complaining that business is not so good as it was. Business men are not as grateful as they should be for the way in which the country is meeting the business adjustment that was bound to follow close after the war."

F. W. Froman, of the Baldwin-Miller Co., distributor of the Dallon phonograph reports that business is looking up in his territory.

Pathé Actualie for Professor Lowell

A noteworthy Pathé sale was made last week when the Pathé shop delivered an Actualie H to Russell C. Howell, director of manual training in the Indianapolis public schools. Professor Lowell said he had spent four months looking over the various machines and deciding which one he should buy. His decision in favor of the Actualie, he said, was based on personal investigation from both a scientific and musical viewpoint, which convinced him that the mechanical principle of the instrument is correct. Professor Lowell is not only a skilled mechanic and cabinet maker, but is likewise a finished musician. In deciding on the purchase of the Actualie he declared to Edgar Eskew, manager of the Pathé Shop, that he was willing to go on record as a published statement as to the perfection of the instrument. Mr. Eskew is preparing advertising copy to contain the endorsement.

TINTED PHOTOGRAVURE OF MCCORMACK

At your choice of any of the following Victor artists' portraits: Galli-Curci, Kreisler, Schumann-Heink. A selection of tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These photogravures are FREE to Victor Dealers, who send requisition form stationery and three small postage stamps in an envelope to cover mailing. They are being sent free to introduce our three-dollars-a-year for Victor records. Requests for free photogravures will be filled as long as a limited supply lasts. Send immediately.

STEWART TALKING MACHINE CO.

Victor Jobbers

INDIANAPOLIS

"It is such sales as that one that are most gratifying," said Mr. Eskew in reference to the transaction. "Just now we are entirely out of the Actualies. There seems to be a slight improvement in business generally the last two or three weeks."

C. O. Mindell, manager of the Pathé department of the Mooney-Miller Ward Co., distributor, reports very quiet trade throughout the State. Among the visitors last month who brought news of the outlook among the smaller stores was Henry L. Snyder, Pathé dealer of Tell City.

To Sell the Pathé Line

B. A. Jacobs, of Columbus, has re-entered the furniture business and has taken on a contract to sell Pathé talking machines in that city. A year ago Mr. Jacobs decided to retire from business and therefore he sold out to John Houk. Mr. Houk did not continue the Pathé agency. Mr. Jacobs is starting a new business in competition with Mr. Houk.

ENCOURAGED OVER THE OUTLOOK

"Unless we fall down miserably," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., "our business this June will beat our business of June last year. Taking on the Brunswick line has increased the amount of business this month more materially. The business of the month is better in dollars and cents rather than in the number of machines sold. April has been the only other month this year to show an increase over the corresponding month of last year. Just now our record business is slower than usual, due to excessively hot weather."

IMPORTANT CONSOLIDATION

Increase of business in the Emerson phonograph machines and records has caused the Lathrop-McFarland Co., Indiana distributor, to consolidate his phonograph department with the Jewel Phonograph Co., according to an announcement just made. After September 5 the Jewel Phonograph Co., 229 North Pennsylvania street, will be known as the Collins Talking Machine Co. Delay in using the new name arises from the necessity of waiting for an order of court. The Jewel Phonograph Co. has been owned by the Lathrop-McFarland Co. and has been handling Jewel products solely. Under the reorganization the Lathrop-McFarland Co. retains a controlling interest in the phonograph business. C. E. Collins, former secretary-treasurer of the Lathrop-McFarland Co., is general manager of the new company.

J. D. Bright, formerly connected with the Columbia Graphophone Co. and more recently sales agent for the General Photograph Corp., has been added to the sales force of the Collins Talking Machine Co., to cover the State of Kentucky and southern Indiana for the Emerson interests.

IMPORTANT SPEAKERS AT EDUCATIONAL CLASSES

A new feature in the development of Victor salesmanship was presented at the educational classes held last month by the Stewart Talking Machine Co., Victor distributor. Charles T. Lacey, of the Seiber & Recker Furniture Co., of this city, gave a talk on period furniture, explaining the many possibilities for the sale of period models. He referred to three of the Victor period models as "the most perfect pieces of period furniture that I have ever seen."

Rhythm was the theme of a short talk given by Tom Sawyer, director of salesmanship in the Indianapolis salesforce. The speaker gave a demonstration to show how the Victrola and Victor records were used by him in connection with the teaching of pianism. Others to address the class were Edward W. Killgore, the new traveling representative of the Victor Talking Machine Co. in this territory, and James J. Jones, field representative and expert salesman of the Stewart Talking Machine Co.; Boyd Kasey, of the Stewart repair department.
INDIANAPOLIS DEALERS OPTIMISTIC
(Continued from page 93)

ment, gave a demonstration of repair work. A music memory contest was conducted by Miss Caroline Hosken and a demonstration of folk dances was given by eight small girls from one of the city schools.

Geo. Stewart on the Business Situation
George Stewart, vice-president of the Stewart Talling Machine Co., with Mrs. Stewart, is attending the Victor jobbers' convention July 11-14 at Colorado Springs. Speaking of general trade conditions in the State, Mr. Stewart said, "Many reports coming to us from dealers in different parts of our territory are most optimistic. Our general difficulty at the present time is to be able to obtain enough machines to meet the demands of our dealers. We have even found it necessary to order from jobbers in order to supply the urgent needs of several of our good dealers. At a recent gathering of men interested in the Victor business—one of the older and best known of them predicted a shortage of Victor goods—both machines and records—this Fall. At the present time, judging from the appearance of our stock, this prediction is becoming a reality."

Many Agencies for the Kimball
E. H. Jarrett, manager of the talking machine department of the Capital Paper Co., a Kimball distributor, will return to the city next week, after spending five weeks placing new agencies in West Virginia and Michigan. He has been reporting exceptionally good business from West Virginia, which is virgin territory for the Kimball talking machine products. C. E. Kahn, manager of the Capital Paper Co., says the new Grey Gull records just placed on the market are selling very well.

Says Selling Continues Good
O. C. Murcer, manager of the Somera department of the Keifer-Stewart Drug Co., says May was the best month of the year for his department. Selling continues fairly good, he says, but not good enough to warrant a prediction of normal business for several months. C. H. Recherche, manager of the Somera department of Chas, Mayer & Co., reports retail trade in Indianapolis keeping up exceptionally well, especially in sales of the higher-priced instruments.

Enthusiastic Over Caravan Convention
H. G. Anderson, general sales manager of the Kump Phonograph Co., Edison distributor, is enthusiastic over the Edison Caravan Convention, held in Chicago June 20 and 21. "It was bigger and better than ever," he says. "The big part of the convention was the four-car street parade written by Mr. Maxwell and entitled 'School for Edison Salesmen.' Our business is holding its own," continued Mr. Anderson. Although the hot weather of the first three weeks has made it easier to load than to work. We are expecting increased sales of records now that the Edison laboratories are producing Re-creation in six days, enabling the Edison owner to hear the latest Broadway hits sooner than hitherto. "Conditions are more encouraging than discouraging," says W. O. Hopkins, of the Edison Shop. "Our record business is improving after a slight let-up and our net business in machines during June was about the same as last June."

To Handle the Brunswick
The Schneider Music Co., of Vinncieux, Victor dealer, was signed up last month to handle the Brunswick. The Victor is also handled by this company.

W. E. Pearce Takes Charge
W. E. Pearce, formerly a traveling salesman out of the Indianapolis branch of the Brunswick, has accepted the position of manager of the phonograph department of Jensen Bros., exclusive Brunswick dealers of Terre Haute.

Moving to New Quarters
The Spiegel Music Co., of Ft. Wayne, Brunswick and Somera dealer, is moving this month to new quarters in a remodeled building at 1208 Calhoun street.

New Columbia Agency
Manager Scott, of the Columbia Graphophone Co., returning last week from a trip over his territory, reported business to be showing a marked tendency toward improvement, despite exceedingly hot weather. A new agency recently opened on for the Columbia is the music store of N. T. Drake, at Madison, Ind.

REPEATER MEETS WITH SUCCESS
Spira-Graf Well Received by Victor Trade—Has Several Interesting Mechanical Features

INDIANAPOLIS, Ind., July 6—The Spira-Graf, a new record-repeating device for the Victrola which was introduced recently by the Consolidated Sales Co., of this city, is meeting with considerable success. Victor dealers and jobbers have evinced keen interest in this repeater, which is noteworthy for its simplicity of construction, weighing less than one ounce, and its adaptability for use on any Victrola.

The complete device consists of a small disc which fits over the turntable spindle, and two elliptical wheels which are attached with their attendant axles to the Victrola sound box and are held firmly in place by the tiny screws of the sound box itself. The little wheels of soft rubber bear no part in the repeating action until the sound box, approaching the end of a record, touches the disc in the center. This slight contact lowers a wheel to the surface of the record and this wheel, traveling in an opposite direction to the revolution of the record, carries the sound box back to the beginning. When the repeating function is not desired the small disc is simply lifted from the turntable spindle and there is no need to remove or change the small wheels attached to the sound box.

Each Spira-Graf is packed in a jeweler's box, bearing a gold label, and in a twelve-package carton, constituting an attractive counter display. Intensive advertising is being planned through the Knight Advertising Agency, of this city, for the introduction of this device to the public trade, and interesting circulars to dealers have already been prepared for the dealers' use.

WON TALK PORTABLE SPORT MODEL

Selling 'to beat the band'
Order samples at once
In two colors
Black or Brown

Dealer's Price, $12.00

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.

Size 8"x12 1/4"x13". Weight 13 pounds

The WON TALK Motor can be furnished to the trade in any quantity
Dealer's Price $3.50

The WON TALK 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, 10 inch turntable. Nickel-plated WON TALK Sound Box, non-infringing tone arm. Brake, speed regulator and winding crank.

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

TRADE MARK

WON TALKING MACHINE WORLD
JULY 15, 1921
SUCCESSFUL OUTING OF THE PITTSBURGH ASSOCIATION

Industry Well Represented at Outing and Dinner at "The Pines"—Optimism Regarding Business Growth—Interesting Reports From Leading Members of the Trade Made to The World

PITTSBURGH, Pa., July 7.—It remained for the Talking Machine Dealers' Association of Pitts-
burgh to stage one of the most successful picnics and outings that have ever been held by that progressive organization—in its way probably the leading one of its kind in the country. The affair was held on June 14, Flag Day, at "The Pines," one of the most delightful outing places in western Pennsylvania.

National President John H. Phillips, Vice-President Herman Leecher, who acted as field marshal, and A. R. Meyer, the able secretary, the talking machine cohorts assembled at the Hotel Monongahela at noon, where luncheon was served. Shortly afterward the entire party took automobiles for the run to "The Pines." The entire afternoon was spent in games of various kinds, topped off with a baseball game, which was a "bowling success." George H. Rewbridge, the happy distributor of Victorola for the W. F. Frederick Piano Co., umpired the ball game. While many of his decisions were questioned and he was the target for a volley of verbal bombshells George stood ground and hosted the job like a veteran.

The two baseball nines were headed by H. E. Young, manager of McGreery & Co.'s Victorola department, and Henry Wood, manager of the talking machine department of Bogen & Bohr. The teams did some fine ball playing and at the end of nine innings victory perched on the standard of the Young players to the score of 14 to 12.

The stellar event of the outing was the dinner. There were chickens and waffles in profusion and the talking machine men demonstrated their ability to make these succulent delicacies disappear with the speed that snow vanishes before the sun. It was a merry party that gathered around the tables and Mr. Leecher proved a captivating toastmaster. Everyone had something to say and said it well. The committee in charge consisted of Mr. Phillips, Mr. Meyer, Mr. Wood, Mr. Leecher, Thomas T. Evans, Fred J. Drake, Mr. Rewbridge and Joseph Bombara.

While there has been a hesitancy in the talking machine trade here past the month there is an optimistic feeling prevalent among the leaders in the trade who feel convinced that there will be a revival or restoration of better business conditions within the next sixty days. One of the outstanding factors in the Pittsburgh district that has been a handicap to trade and its free traverse is that of the slump in the iron and steel industry. It is probably not pleasant to state disagreeable truths but never in the history of the steel industry of this section has the productive capacity been at a lower ebb. This, naturally, brings in its train some concomitant unemployment and makes the conditions in industrial sections rather unsatisfactory, due to the lack of money being circulated.

Notwithstanding this condition some of the talking machine dealers report that their sales in June showed an increase, not large, over the same month a year ago.

John Henk, the well-known manager of the Columbia Music Co., an exclusive Columbia Phonograph shop, said: "While business conditions are not as good as any sane business man would like to see them, from my viewpoint there is a great deal to be thankful for. Our business for June showed a gain over the same month a year back and this past week we had four days in which we did a very satisfactory business, both in Columbia Graphonolas and Columbia records. I feel that in one sense, with the revival of industrial activity, the talking machine business will regain its wonted power and strength."

Thomas T. Evans, the live-wire manager of the wholesale Victorola department of the C. C. Mellor Co., who returned a few days ago from a business trip through West Virginia, has a the most optimistic and hopeful view of the Victorola trade in the territory that his company serves. Mr. Evans said: "I have found a very hopeful atmosphere among all of our retail dealers, and they are ready for the return of good business, which I feel is almost at hand. The Pittsburgh territory, with its immense industries, is too large and too influential to remain in stagnation for even an iota of time. I am convinced that there is bound to be a very speedy return to normal business conditions and that the talking machine dealer who is prepared to meet his patrons will be in a position to reap a golden harvest. The permanency of the Victrola in this territory is unquestioned and with the new models that have recently come into the market we will be ready to meet practically all demands made by our dealers. Now is the time to smile and to look for the bright side of the cloud. It is there."

A. A. Bohn, treasurer of the Bache Photograph Co., who attended the Edison Caravan session at Chicago, returned from the meeting with a renewed enthusiasm and is of the opinion that business can be obtained by patient and consistent effort on the part of the retail dealer, supplemented by intelligent co-operation from the jobber and wholesale dealer. Mr. Bohn believes that as soon as a normal condition is reached in the industrial situation here a marked revival in local business conditions will follow and that the talking machine business will share in the prosperity that will ensue.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Phonograph Co., said: "We are now in the doldrums, but it is merely a condition that is caused by the general state of the industrial world. That a change for the better is bound to come is sure and I see no reason why there should be any feeling of depression on part of the average talking machine merchant. The way to get business is to pre- (Continued on page 96).
pure for it and when the proper time comes go after it. The preparation period is now and the five merchant will get ready for the revival in trade that undoubtedly must come before long and then people will resume buying as before!" said Mrs. Miller, of the Sonora Photophone Co., Sonora distributor, emphasizing the fact that his sales did not show any material falling off and that he and his staff were preparing for his business this fall. He said: "The Sonora dealers in my territory are lovelv alive to the possibilities of well-conducted sales campaigns and are co-operating with us in every possible manner to push sales of the Sonora." 

George R. Madison, of the Cheney Photophone Co., with headquarters in Cleveland, O., was on a business visit to Pittsburgh last week. Mr. Madison expressed himself as well satisfied with the outlook for Cheney sales this coming season.

The National Photophone Co., manufacturer and distributor of the Ultraphone, has opened a large and attractive talking machine shop at 643 Liberty Avenue. A large number of booths and demonstration apartments have been installed and a corps of efficient sales people are in charge. The company also handles the Argo-Vocalion and the Brunswick phonographs, and Columbus, Brunswick and Okeh records. Barry L. Dierks, son of W. C. Dierks, of the C. C. Miller Co., sailed on July 5 from Quebec on the steamer "Empress of Britain," of the Canadian Pacific Railway. Mr. Dierks, who is a graduate of the Carnegie Institute of Technology, will continue the study of architecture abroad.

That "the Victor has done a great deal more for the cultivation of music than any other similar agency" was the statement made at a semi-public gathering of musicians and music merchants of the Steel City by Harvey H. Saul, a prominent musician and church organist.

H. J. Bresnan, manager of the Pittsburgh Talking Machine Co., Patti distributor, returned from a business trip to New York a few days ago and announced that he was working on plans for an intensive campaign to be started shortly to popularize the Pathé phonographs and Pathé records. He said that he anticipated some large sales in his territory as a result of the work of the residence and that while at present there is a slow-down in business it is his opinion that a marked revival is at hand.

Miss Lillian A. Wood, director of the Victor educational department of the C. C. Miller Co., was one of the speakers at the outing held at Kennywood Park of the welfare workers of the Carnegie Steel Co. Her topic was "Music Appreciation" and was illustrated by one of the Victor and Victor records. Miss Wood is now at her home at Bradford, Pa., on vacation.

E. J. Combs, one of the roadmen of the Enfield Photophone Co., is spending his vacation at Portland, Ore.

J. A. Scanlan, Jr., manager of the Brunswick photograph department of the Brunswick-Balke-Collender Co. in the Pittsburgh district, spent several days in Cleveland on business. Mr. Scanlan stated to The World representative that he was very optimistic concerning the future trade of the Brunswick line in this section. Mr. Scanlan believes that there will be an increase in sales during the fall period and that persistency and consistency will bring results.

J. C. Roush, French Nestor and Wallace Russell, of the Standard Talking Machine Co., were hosts to several Victor dealers at a delightful eating held at the St. Clair Country Club the past week. The party left the city in automobiles and spent part of the afternoon in playing golf on the club grounds. Later a splendid dinner was served, after which there was a treat in the way of the demonstration of the new Victor records for July. The affair was thoroughly enjoyed by those so fortunate as to participate therein. Among the dealers there were E. E. Shortell, of the S. Hamilton Co.; Henry Wood, of Boggs & Buhl; George S. Hard, Messrs. Kulp and Johnson and H. Menzer. Miss Martha Jones, who was formerly connected with the retail Victor department of the C. C. Miller Co., is now with the Edison Shop, 313 Wood street.

Acreon Stanley, "The Phonograph Girl," was one of the attractions at the Davis Theatre the week of June 27 and won generous applause for her singing. Miss Stanley has a pleasing voice and a most charming personality and made many friends while in Pittsburgh. She is a Victor artist and her records have a splendid sale.


Miss Hildegarde Wehrle, one of the pleasing members of the sales staff of the talking machine department of the S. Hamilton Co., is spending her vacation at Akron, O.
TO FORM TALKING MACHINE UNIT OF MERCHANTS' ASS'N

M. V. DeForest, President of National Association of Music Merchants, Appoints Committee of Eleven to Bring Together the Retail Talking Machine Dealers of the Country

M. V. DeForest, president of the National Association of Music Merchants, has just announced the appointment of a committee of eleven members to consider and report on ways and means for bringing together the retail talking machine dealers of the country as a separate unit of the Music Merchants' Association. The appointment of such a committee was decided upon at the convention of the Merchants' Association in Chicago in May.

In presenting the names of the committee which he has appointed to work for the bringing together of the talking machine trade, President DeForest says in a general letter:

"Our recent letter to local associations requesting nominations of members of a talking machine committee did not bring the character of response I had hoped for.

"Instead of representatives whose interests are principally in the talking machine field, we have a majority of others who have always been active members in our general association work.

"Under the circumstances, I think it would be unwise to proceed as we originally planned and have a committee duly elected from the list of nominees submitted by the various local associations. However, I do think we should follow this matter up carefully and to this end I have appointed a special committee, as far as possible consisting of members of our Association, who themselves are directly interested in an important degree in selling talking machines.

"The duties of this committee will be to report to the executive board as soon as possible recommendations concerning added activities of our Association, or similar activities to be requested of the Music Industries Chamber of Commerce, which will be of particular interest to our members in connection with the phonograph end of their business.

"I have asked the following to serve on this special committee:


"Jos. Friedman, 170 Broadway, American Phonograph Dealers' Association, Inc.

"Grant Smith, Edsel Music Co., Cleveland, O.; Talking Machine Dealers of Northern Ohio.


"Irwin Kurtz, 315 Broadway, New York City.


"Jos. J. Friedman, 150 Dearborn St., Chicago, Ill.; National Retail Association.


FORDNEY TARIFF BILL REPORTED

Duty on Phonographs, Gramophones and Parts, Etc., Increased From 25 to 30 Per Cent Ad Valorem—Other Features of the Measure

WASHINGTON, D. C., June 30.—The new Fordney Tariff Bill, which has been occupying the attention of American business interests for the past several months and in which the music industry has taken a particular interest with a view to securing proper tariff protection for the newer developments in the trade in this country, was formally reported to the House yesterday by Chairman Fordney, of the Ways and Means Committee. The measure was at once referred back to the committee, to be presented to the House later with the committee's report.

The new bill is the longest tariff bill ever produced by Congress, 346 printed pages being required to carry the text. It is quite evident that strong fights will be made on various sections of the bill in the House, based upon minority reports on various schedules filed by members of the committee and upon protests made by the officials of various industries.

Under Paragraph 1414 of the new bill duty is assessed on phonographs, gramophones, phonop- phones and similar articles and parts thereof at the rate of 30 per centum ad valorem. Special duties are provided on steel springs, graphite springs, metal springs, cabinet covers, felt, etc., entering into the construction of talking machines.

American Valuation Plan

The American valuation plan is embodied in the bill and is stated as distinctly as words may convey the meaning. The bill declares that the word "value" shall mean "the price on the date of importation of the imported merchandise at which comparable and competitive products of the United States were ordinarily sold or freely offered for sale in the usual wholesale quantities and in the customary wrappings, coverings and containers, whether holding liquids or solids, to all purchasers in the ordinary course of trade, including all costs, charges and expenses, in the principal market of the United States."

It is expected by the members of the Ways and Means Committee that the new bill will return a revenue of from $500,000 to $600,000 a year, as compared with the $300,000 to $400,000 a year realized during normal pre-war years under the Payne-Aldrich Law. The new bill becomes effective on the day following the passage of the act.

Paul Laurinée Dunbar, the colored poet and author of the words of a several well-known songs which have been put to music and which are widely known through talking machine records, is to have a monument in Chicago erected by popular subscription.

KIMBALL PHONOGRAPH

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.

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 1865
Kimball Bldg., 306 S. Wabash Ave.
CHICAGO

Kimball Style J Mahogany Walnut
The Creed of Our Institution

We are a necessary factor between the Victor Talking Machine Co. and the Victor dealer, and as such we endeavor to render whatever possible assistance, cooperation and service we can to Victor dealers.

We do this not only with a genuine sense of pleasure, but also with a feeling that such products as emanate from the Victor Talking Machine Co. should be offered to the public under the best marketing plans conceivable.

Further than this, we believe that the Victor dealer is entitled to whatever help we can give him for furthering his worthy cause.

CURTIS N. ANDREWS
BUFFALO, N. Y.
National Association of Talking Machine Jobbers Holds Convention

Fifteenth Annual Gathering at Hotel Breadmoor, Colorado Springs, July 11-13 Attracts Large Numbers—Jobbers Enjoy Hospitality of Pittsburgh, Chicago, Kansas City on Noteworthy Trip West—Spirit of Optimism and Confidence Dominates Convention—Louis Buchen Elected President—R. L. Freeman’s Interesting Address

The annual convention of the National Association of Talking Machine Jobbers may be said to have begun with the departure of the special train from New York on Thursday morning.

A Motor Trip in Pittsburgh

The day was suffocatingly hot, the thermometer standing at 88 in the cars, even under the electric fans, and, therefore, a telegram received at Altoona from J. C. Roush, of Pittsburgh, asking the passengers of the special to be the guests of the Pittsburgh jobbers on a short automobile trip through the “Smoky City” and environs was received with much satisfaction. Upon arriving at Pittsburgh the automobiles were found waiting and the jobbers and their families had a very pleasant hour and a half touring the boulevard and park system of the city.

Whiteman’s Music Breaks Monotony

The big feature of the trip, and one that served to break the monotony most charmingly, was the presence of the famous Paul Whiteman himself, together with ten members of his Ambassador Orchestra. A piano had been placed in the observation car and both in the afternoon and evening there were given concerts of the genuine Whiteman brand of music. Despite the heat the musicians were very free in their response to demands for encore.

It is very probable that Whiteman dance records will be in great demand among employees of the Pennsylvania Railroad, especially those that served the special train en route. While the orchestra was playing every porter on the train found an excuse to spend some time on the observation car, with his feet moving nimly, and the rightful porter of the car made one birth up three times in order to find an excuse to hang around and listen. All the brakemen and the conductor left the front of the train to take care of itself, while they crowded to the rear. As one jobber remarked, it was fortunate that the engineer and freeman couldn’t hear the music.

Between times when the orchestra was not playing there was no eating to be done the members of the party whiled their time playing such games as casino, dominoes and top spinning. It was hinted that at times even the spirit of gambling made itself evident.

Lloyd Spencer’s Good Work

Lloyd L. Spencer, who looked after the arrangements for the special train, was indefatigable in his efforts to see that everybody was properly and comfortably settled and, doubtless, wore off several pounds of excess weight in running from one end of the train to the other, straightening minor tangles. W. E. Eastman, passenger representative of the Pennsylvania Railroad, lent a hand in every way.

(Continued on page 101)
YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through “thick or thin—good times or bad times,” this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—“The Victor and Blackman.”

Opportunity is now knocking on your door, Mr. Victor Dealer.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST., NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
Railroad, accompanied the party as far as Chicago and saw to it personally that nothing that would tend to their comfort was overlooked.


The Music in Chicago

Upon arriving in Chicago on Friday morning the members of the party wandered about the city until 11 o'clock, when they gathered in the sumptuous headquarters of Lyon & Healy and were conveyed thence by automobile to the magnificent South Shore Country Club, where an elaborate luncheon was served. Later the visitors were taken to the baseball park to witness a game between the Chicago White Sox and the New York Yanks, with Babe Ruth as the star attraction. Particular interest was displayed in the performance of the "Bambino," due to the fact that two Pullman cars bearing the New York team, including the "Babe" himself, were attached to the Jobbers' special train at Pittsburgh and some of the early risers were privileged to have breakfast in the same car with the "Home Run King" himself. The ball game resulted in a victory for the White Sox, with a score of four to one—which spoiled the day for the Easterners.

After the baseball game the visitors had the freedom of the city, as it was, until 7 o'clock, when they were again the guests of the Chicago jobbers at a dinner dance at the exclusive Drake Hotel, on Lake Shore Drive, with Benson's Orchestra furnishing the music. After the dance

Entrance to South Shore Country Club

first stage of the journey to Colorado Springs. The train was met at Englewood by L. C. Wiswell, of Lyon & Healy, president of the Association, who welcomed the visitors and outlined the entertainment during the day's stay in Chicago.

Those Who Traveled From the East

Those who arrived in Chicago on the special train included: George A. Dodge, of the Eastern Talking Machine Co., of Boston, with Mrs. Dodge and her daughter; Mr. and Mrs. W. A. Eisenbrandt, of H. R. Eisenbrandt & Sons, Inc., Baltimore, Md., with their two daughters; Mr. and Mrs. G. T. Williams and daughter, of the G. T. Williams Co., Brooklyn, N. Y.; Mr. and Mrs. Ralph L. Freeman, J. S. Macdonald, Edward J. Dingley, Ernest John and F. A. Dehau, of the Victor Talking Machine Co.; Mr. and Mrs. Thomas F. Green and Lloyd L. Spencer, of the Silas E. Pearson Co., New York; Mr. and Mrs. J. N. Blackman and Albert Blackman, Blackman Talking Machine Co., New York; Mr. and Mrs. Louis Buehn and two daughters and son, Philadelphia; Mr. and Mrs. Harry Miller, of the Penn Phonograph Co., Philadelphia; Mr. and Mrs. H. A. Weymann, H. A. Weymann & Sons, Philadelphia; R. C. Rogers, Rogers & Fisher, Washington, D. C.; H. A. Geach, Unit Construction Co., Philadelphia; Mr.

Group of Jobbers and Ladies at South Shore Country Club, Chicago


The Entertainment in Chicago

Upon arriving in Chicago on Friday morning the members of the party wandered about the city until 11 o'clock, when they gathered in the sumptuous headquarters of Lyon & Healy and were conveyed thence by automobile to the magnificent South Shore Country Club, where an elaborate luncheon was served. Later the visitors were taken to the baseball park to witness a game between the Chicago White Sox and the New York Yanks, with Babe Ruth as the star attraction. Particular interest was displayed in the performance of the "Bambino," due to the fact that two Pullman cars bearing the New York team, including the "Babe" himself, were attached to the Jobbers' special train at Pittsburgh and some of the early risers were privileged to have breakfast in the same car with the "Home Run King" himself. The ball game resulted in a victory for the White Sox, with a score of four to one—which spoiled the day for the Easterners.

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The Three Bostonians—Kenneth Reed, Geo. A. Dodge and H. A. Winkelman


(Continued on page 103)
YOUR VICTOR JOBBER

Your Victor jobber should do more than merely sell you merchandise. He should extend his fullest co-operation in helping you to dispose of your merchandise. He should furnish you with sales plans, with sound financial advice, and with other aid that will allow your establishment to have a healthy growth.

We have always taken pleasure in being of every assistance possible to the many dealers that we serve.

Can we serve you?

THE BUFFALO TALKING MACHINE COMPANY

Buffalo, New York
Grant Ege and M. C. Schoenely, and the other jobbers who bowed the convention special at Kansas City were Lester Burchfield, of Sanger Bros., Dallas, Tex.; George E. Miikell and Hugo Homa, of Miekell Bros., Omaha, and H. S. Smither, Miekell Bros., Des Moines, Ia.

Visit to the City of Pueblo

The big ten car special attracted great attention all along the route, particularly when the orchestra was playing. As the train was somewhat ahead of time at Pueblo, Colo., there was a stop at the train for a Breathing Spell at One of the Several Stops

off the previous conventions: W. D. Adams and Allan C. Robinson, Bergstrom Music Co., Honolulu; W. C. Grileth, Chicago Talking Machine Co.; John E. Clark and F. A. Ross, John Elliott Clark Co.; Salt Lake City; Mr. and Mrs. Ross P. Curtice, Helen Curtice and Norman Curtice, Ross P. Curtice, Omaha; Gene A. Mairs, Dyer & Bros., St. Paul; F. E. Fets, O. K. Hweck, Minneapolis; Mr. and Mrs. C. G. Campbell, Mr. and Mrs. R. A. Bryant and Mr. and Mrs. J. A. Frye, Knight-Campbell Music Co., Denver; Mr. and Mrs. E. C. Raub, Mr. and Mrs. C. P. Gilberts and H. S. Grover, Koeber-Breun Co., St. Louis; Mr. and Mrs. A. H. Bates, Ohio Talking Machine Co., Cincinnati; J. D. Moore and T. E. Swan, Talking Machine Co. of Texas, Houston; W. G. Waltz, G. G. Neville and F. L. Koons, W. G. Waltz Co., El Paso, Tex.

Opening of the Jobbers’ Convention

Colorado Springs, Colo., July 13.—The fifteenth annual convention of the National Association of Talking Machine Jobbers opened at the magnificent Hotel Broadmoor here on Monday morning with over 90 per cent of the Association membership represented. The majority of the attendants arrived on the special train from the East and many others joined the party here. Careful attention had been given to the program and many matters were discussed by the executives en route, consequently the sessions went along smoothly and excellent results were accomplished.

It is expected that as a result of the convention some new developments are to be looked for in the distribution of Victor goods. The jobbers realized that unusual economic conditions require study and the adoption of new methods, and they concentrated on an earnest discussion of the problems that face them and business in general.

The delegates to the convention were very optimistic regarding the future of Victor business, and were apparently satisfied that the trade has handled the situation well to date, having suffered less than others and promises quick recovery. The messages brought from the Victor factory by Ralph L. Freeman and other officials proved most encouraging.

The first session of the convention, which opened Monday morning, was given over to reports of officers and committee chairmen.

President Wiswell’s Report

Following the opening of the meeting President Leslie C. Wiswell read his annual report as president of the Association in which he incorporated a number of important and interesting suggestions. President Wiswell’s address was, in full, as follows:

"The hour has arrived, as precedent dictates, for your president to give you an accounting of his stewardship during his term of office just ending.

"We are meeting on this occasion, our fifteenth annual convention, for the consideration of great problems of a business nature that affect our particular industry. It is safe to
Confidence in the future and what it holds for every Victor distributor and dealer, is what impelled us to acquire our new and much enlarged home.

We feel that despite any present industrial depression the Victor dealer is warranted in preparing for an ever-increasing growth in his business.

As distributors we have expanded and we will continue to widen our Service.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE EXCLUSIVELY
assume that there never has been a time in our business when so many serious problems confronted us.

"It would be foolhardy to make the impossible appear possible. It would be wise to be frank in stating the difficulties and problems we face. It would be just as wise to face these problems as best we can while we gather them together.

The Question of Meeting Existing Conditions

"Economically the whole world is out of balance. It would be foolish not to frankly acknowledge, in discussing our commercial situation, that we are surrounded by economic difficulties, but, gentlemen, it would be absolutely ridiculous to say that we shall not surmount this situation.

"One of our sufferings is from the aftermath of good times and high prices, from the war destruction with all its reaction upon us through the greatly lowered standards of living in foreign countries. In some ways the situation is even more difficult than that following the Civil War, for now our economic situation is more complex and we are not alone confronted with a domestic problem, but with a world problem. We may well congratulate ourselves, as our difficulties are less by far than those of Europe. We have passed the danger point; our financial system has stood the strain; our people have plenty of food and clothing. We possess as a people great intelligence, courage and sincere ideals. Many of our readjustments can be brought about only at the expense of time and patience.

Business Has Shown Self-control

"May it be said to our everlasting credit that all classes of business—employers and employees—have shown varying degrees of self-control in this problem of readjustment, and no greater lesson can be learned than that as a people we must not only get but give service. All our problems—economic, business and moral, yes, our happiness, are measured upon the practice of the great fundamental, service. It is obvious to you all that there has been a tremendous slowing up in our Victor business. This is not due to causes over which we have control nor to our merchandise, for of the latter be it said to the credit of the Victor Talking Machine Co. that they have not departed one iota from

suffered and hundreds of thousands thrown out of employment. This all means a loss of purchasing power and has accelerated the general depression by reducing the demand for products, and I include in this category Victrolas and Victor records, which otherwise would have been purchased.

Three Executive Committee Meetings

"Passing on to the business at hand I will endeavor to be brief. Since our last convention at Atlantic City your executive committee has met three times—first in New York, in November, in St. Louis on April 4 and 5, and in Boston two days later, April 7 and 8. These latter two meetings were open meetings and were attended, with but a few exceptions, by every member of our Association. I need not elaborate on the accomplishments of these meetings, as they are fresh in your memory and, if I am not mistaken, they were the most profitable executive committee meetings ever held by this Association.

Finance

"Our financial as well as our membership situation will be fully covered by your treasurer and by the chairman of the membership committee. Accordingly, I shall not intrude upon their reports. I only bespeak, in passing, your kind consideration of the treasurer's report. We are a working organization, doing things, as you know, and it costs money these days to accomplish results.

Legislation

"Your legislative committees have been busy, working in the interests of the movement for the elimination of the excise tax of 5 per cent now levied on talking machines and records, as well as on all musical merchandise; also for the repeal of the excess profits tax, favoring in place of this tax a sales tax as fostered by the Music Industries Chamber of Commerce, of which we are a division member. Mr. Mitchel, chairman

(Continued on page 107)
THE CONNECTING LINK

To
Our
Customers
We owe
All

To
Our
Customers
We give
All

COHEN & HUGHES
Baltimore, MD.

COHEN & HUGHES INC.
Washington, D.C.
of the legislative committee, will cover this subject in his report.

Legal Situations

"Since our last meeting the so-called Macy case has been tried and a verdict rendered. You are all acquainted with the details of this verdict. Our counsel, Mr. Montague, in his address before our two open executive committee meetings, stated that while the verdict rendered was against the defendants, still a great moral victory was won in that the verdict definitely cleared the atmosphere regarding the right of refusal to sell, which Mr. Montague explained in detail to us at the time.

Music Industries Chamber of Commerce

"It was my privilege to attend two meetings of this body, one of an executive committee in New York last November, and the other their annual convention, held in Chicago during May. There was nothing done or accomplished at either of these meetings of a talking machine nature which would form the basis for a report. However, there can be no question as to the value of this organization. It will function for the good of the music trade in general, talking machine lines included, but, being conceived and born in the piano trade, it has not yet fully realized that the talking machine business, while a child in comparison to the piano business as far as age is concerned, has far out-stopped the piano business in the point of sales volume. However, the executive officers of the Chamber are now keenly alive to our importance in the trade and I believe that from now on they will give more direct efforts and attention to our problems.

State Chamber of Commerce

"We were ably represented in this body by our national counselor, French Nestor. Mr. Nestor's report as national counselor will cover his attendance at the meetings of the Chamber as well as the votes on the various recommendations issued by the Chamber.

Convention Arrangements

"Nothing has been left undone by the arrangements committee to make this convention interesting, profitable and enjoyable. The program, which you are familiar with, covers everything I wish, at this time, to officially thank Mr. Bennett, chairman of the arrangements committee, and all his co-workers. They have done a big job and sure have done it wisely and well.

Golf

"Mr. J. C. Roush, chairman of the golf committee, has undertaken to stage a golf tournament that will long be remembered as the finest golf tournament you ever participated in and I sincerely trust all golfers will enter. Mr. Roush and his able committee also wish to thank for their efforts.

Two Important Suggestions

"I have two suggestions to make to you at this time. First, that we carefully consider and weigh with care judgment the advisability of recommending to the Victor Talking Machine Co. that they in their wisdom give the trade some relief in the matter of moving the outstanding stock of the large period type Victrolas.

Second, that your executive committee be instructed to consider the feasibility of holding one mid-Winter open executive committee meeting in New York at a central point, easily accessible to all, instead of two meetings as held this year and last. This suggestion is made because I believe it would work to the advantage of all and it will certainly cut down expense, something we all are trying to do. Further, it would save considerable time for your officers and executive committee.

Expressions of Appreciation

"My report would be incomplete if it failed to record words of appreciation for the splendid co-operation extended to your officers, directors and committees and our Association by the officials and personnel of the Victor Talking Machine Co. They showed us every courtesy, particularly when your committee met with them. Furthermore, their representation at this convention and the splendid entertainment they have provided for us prove that they are with us. I also desire to express my personal appreciation to our excellent secretary for his splendid work and co-operation as well as to all others, especially the executive members, committee chairmen and our national counselor, who have helped make my administration a successful one.

Furthermore, I desire to record my sincere thanks to the trade press for the wonderful publicity and help they have extended to our Association during the year. I pray that this Association may continue to give maximum service to its members as it has done in the past. I am most certain it shall.

Believe me when I say that I sincerely appreciate the opportunity and honor of serving you as your president during the past year and I trust that my efforts in your behalf have been in accord with what you would have wanted me to do.

Report of Secretary Troxler

The next report was that of the secretary, A. A. Troxler, who offered some pleasing facts regarding the membership of the Association.
Father Knickerbocker Says:

Now is the time to give a thought to Fall business. In planning your sales campaign, plan to make use of the numerous sales helps available. These helps are tried and proven. They have been devised particularly and exclusively for the Victor retailer.

An important part of Knickerbocker service is co-operation with the retailer in the most efficient use of these helps. Let us help you have big Fall business.

Knickerbocker
Talking Machine Co.
Metropolitan Victor Wholesalers
138-140 West 124 th. St. New York City
there is one Victor jobber in the United States who is a member of our Association, but the membership committee have worked on this, but have been unable to obtain their application.

It is most gratifying to report that our entire membership have paid their quarterly dues. There was an assessment levied at the open executive meeting in April which was passed on unanimously by the members present—all of which have been paid with the exception of one member, and up to this time check for same has not been received.

President Wiswell has called two executive meetings. The first, a closed executive meeting, November 8, 1920, Commodore Hotel, New York. The second was an open executive meeting for the Western distributors in Los Angeles, April 4, and for the Eastern distributors in Boston, April 7, and a further executive meeting to go over matters referred to the executive board at these open meetings in Philadelphia, April 11, 1921, after which a joint meeting with the directors of the Victor Talking Machine Co. was held in the offices of the company on April 11, 1921, and matters pertaining to the industry being discussed and our findings transmitted to the members by a letter from your signature.

Out of national councillor, Mr. Nestor, is entitled to our thanks for the manner in which he has analyzed and handled the resolutions issued by the United States Chamber of Commerce. Nos. 33, 34 and 35. I assure you, gentlemen, it is some task to analyze them.

"I also wish to express my appreciation of the wonderful work done by our able arrangements committee, both in assisting me at the time we held our open meetings in St. Louis and Boston and also for the wonderful work done during this convention.

"Treasurer Reynolds, in his report at our last convention, June 18, 1920, advised us he had a balance in bank and Liberty bonds aggregating $11,217.31. Since then, this office has had a cash covering does received from members, $7,550—amount received covering special assessment, $3,725, or a total of $11,275.

"During the year 1920-21 I have sent out regularly the monthly delinquent report, but received very few returns, therefore found it necessary to issue a delinquent report every month along with same delinquent reports referred to me from April, 1920, to November, 1920. Also issued a delinquent report in May, 1921, carrying with that all delinquent notes from December, 1920, to May, 1921. I take it, nevertheless, that your new secretary will find it necessary to issue a delinquent report each month likewise, as conditions have changed very materially.

"I recommend the following: That branch membership in this Association be abolished.

"All should be full membership.

"I have had the honor of being on the executive board—serving three terms as treasurer and two terms as secretary and want to say to one and all that I enjoyed every bit of the work which was charged to me to do. Every member and officer that I have asked to assist have done so willingly and I want to say, further, that your treasurer indeed to be associated with men of the type and caliber that make up this Association.

"Take great pleasure in respectfully submitting to the members of the National Association of Talking Machine Jobbers the above report for their approval."

Report of Legislative Committee

W. H. Reynolds, the treasurer, presented his formal report of the Association's finances, following which George E. Mickel, as chairman of the legislative committee, presented his most important report, in which he took occasion to emphasize the necessity for the Association members to give earnest and active support to efforts being made to eliminate excise and excess profits taxes and substitute therefor some form of commodity sales tax. In the course of his report Mr. Mickel said:

"Since the last executive committee meeting, held on April, extensive work has been done and a strong effort put forth to bring about the repeal of the excise tax and adoption of the general sales tax.

"That our members may have a clear idea of what was done by the National Chamber of Commerce on Referendum No. 34, which was submitted April 8, of this year, we wish to submit a recapitulation of the action of the Chamber of Commerce on the first propositions:

"Five hundred and seventy-four organizations,

Geo. E. Mickel,

listed ballots, with a total vote of 1,809. Results were as follows:

Voter In Favor Opposed

1. The Excise Profits Tax should be repealed

2,796,464

2,012,536

2. Revenues now derived from the Excise Profits Tax should be obtained from other sources

1,917,165

2,044

3. There should also be excise taxes upon some articles of wide use but not of first necessity

1,236,558

504

4. Should a sales tax be levied instead of the taxes mentioned in proposals 2 and 3 above

2,056,817

837,246

5. Members voting in favor of question 4 or 5 above are asked to indicate below the type of sales tax they advocate (vote for one only):

(a) A General Turnover Tax

$52

(b) A Limited Turnover Tax

161

(c) A Retail Sales Tax

258

You will note that on Question 3 a large majority of the Chamber of Commerce voted favor of continuing the excise tax on certain classes of articles, under which hearing our business comes direct, and so strongly were those who voted in favor of continuing this tax, that when the four other questions were asked, a majority of them voted for the four other propositions.

While a dominating majority voted in favor of repealing the excess profits tax, yet when connected with the excise tax they voted against repealing it.

"Also in Question 5, asking Whether or not the sales tax should be levied, this was lost for the reason that it was connected up with the excise tax, that is, had the organizations voted in favor of Question 5 it would have been in favor of repealing the excise tax under which we are now laboring. The analysis of the vote in the six questions very clearly shows that there is a strong sentiment in favor of the excise tax and clearly shows that had the direct question been asked 'Shall we have a sales tax,' without being tied up to any other issue as the case was, it would carried by a strong majority.

In submitting Referendum No. 36, sent out by the National Chamber of Commerce June 7, the proposition is put up to us in a more concise form and we as an organization should so far as is possible use our influence to see that the two questions—one of repealing the excise tax and the other, that of initiating a sales tax—are brought about. This is of extreme importance to us, for the National Chamber of Commerce has a big voice in matters of this kind, and unless there is a clear, clear-cut vote in favor of repealing the excise tax and in favor of adopting the sales tax it will not be accomplished. That is the reason that your committee addressed you on June 20, asking for your co-operation in the local chambers of commerce with which you may be connected. See your local organizations stand right on this. If we can get enough fellows throughout the country to see that this is done, there need be no fear as to what the ultimate result will be.

"The committee wish to thank our membership for the activities already shown in following the suggestions of the committee during the past few months.

"In the earlier days of the sectional over Congress a number of matters were so urgent that, while tariffs and taxes are of paramount importance, yet Congress did not seem to give them first attention. However, I note that Mondell.

(Continued on page 111)
The Great Superiority of the Victrola Line

—Makes it Naturally the One Which it is Most Greatly to the Dealer's Interest to Sell

We undoubtedly have on hand the Victrolas and Records lacking in your stock. TODAY is the best time to send for them—and learn how splendidly we can take care of your requirements.

For everyone knows Victrolas and Victor Records. They are first in mind whenever anyone thinks of talking machine products or considers such a purchase. They are more easily sold than any other. A fact which means greatest volume of business—and profit!

While the Victor name itself, with the fame and prestige inseparably linked with it, is an asset of wonderful value to your organization, bespeaking, as it does, quality, reliability and satisfaction of the highest order.

You'll Find the Grinnell Service a Valuable Business Aid

Shipment same day order is received is our unvarying aim. With this endeavor is combined especial care in filling your order and preparing shipment.

These factors, together with our ever-ready stock of Victrolas and Records and the superior transportation facilities at our command, place us in position to be of utmost helpfulness in enabling you, at all times, to be splendidly prepared to meet the demands of the public you serve.

Avail yourself, in your next order, of the business-building Grinnell-service.

Grinnell Bros
Wholesale Distributors of Victrolas and Records
First and State Streets
DETROIT
Republican House leader, after conferring with President Harding and Chairman Pound, stated that the tax matter would be taken up immediately after the tariff law was passed, so it behooves us to at once get active in whatever effort we are going to put forth.

"About three weeks ago while in Washington, in conversation with George W. Pound, he urged upon me the importance of our soliciting our Congressmen and Senators for active participation in these two questions. There are so many of them that are just lukewarm on the proposition and so few that are at all aggressive, that it is possible to secure one man who will do some real aggressive work, it amounts to so much more than just to follow, so again the ball is thrown back to us.

"What Mr. Pound says is needed is help in the House. The home influence so far as is possible brought to bear—a strong appeal from the home folks is what he thinks will be of very great assistance in securing the active cooperation of the Representatives. Write the Representatives from your own districts, and not only write them yourselves, but get others to write them, and, as Mr. Pound says, tell them—that you are entirely willing to pay your share of taxes but are not willing to be picked out for discrimination. That the excise tax on music is unjust, unfair and a discrimination. That you cannot stand it. That business won't bear up under that extra strain in these days of evolution and depression.

"Get every dealer to write the Representative from his district appealing to him to use his influence and actively support the repeal of the excise tax and to support the commodity sales tax. It behooves us who are so directly affected and interested to get extremely active. The question of an equitable and efficient taxation is a national problem and you will find the business man as well as the consumer deeply interested in the enactment of a tax law that will provide sufficient revenue for the Government and yet be equitably distributed.

"In submitting a report it is useless for us to go into extensive arguments as to the advisability of a sales tax, as I believe we are all thoroughly committed on the proposition. You have already received circulars giving you the best arguments in the world in favor of a commodity sales tax, and for the repeal of the excise tax, but it is up to each of us to get extremely active and I strongly urge upon every member of our Association to do three things:

"Urge upon your Congressman yourself the necessity and importance of this question.

"See that your dealers follow the same line and that they have clearly in mind the two points we want to cover—that of repealing the excise tax and installing the commodity sales tax.

"Exhibit the active cooperation of your business friends in the organizations in which you are a member. See that you keep actively and aggressively interested in this until the whole Association has properly registered its vote with the National Chamber of Commerce.

"The vote on Referendum No. 36 will have to be in by July 22. No doubt the majority of our membership followed the lines suggested in our letter of June 20, and I trust have been doing some efficient work. There is still time for you to submit the active cooperation of other business men."

Report of Traffic Committee

E. C. Rush, chairman of the Traffic Committee, made the following report as behalf of the Traffic Committee of the Association:

"Freight rates during the past year, although high, have been very stable. There have been no changes in the rates for our commodity. For this reason your committee has been very inactive and has nothing to report.

Favor Adoption of Sales Tax

Following the presentation of the report of the legislative committee the Association went formally on record as favoring the adoption of a general sales tax as presented in Referendum 36 of the United States Chamber of Commerce, and a resolution was passed favoring the repeal of war excise taxes. The general feeling of the Association is that the time has come for a lessening of taxation and a more economical administration of Governmental affairs, to the end that business may not be harassed by undue taxation.

Discuss the Handling of Installment Paper

During the Monday session the jobbers devoted considerable time to a discussion of the subject of handling installment paper. This very important topic was given the most careful consideration, and the interchange of views was most illuminating and helpful.

Enjoy Automobile Trip

In the afternoon the talking machine jobbers enjoyed a great treat in the way of an automobile ride which was made around the circle to the Garden of the Gods, Manitou, to the Cave of the Winds and back to the Seven Falls. Those who participated had a splendid opportunity of getting a close-up view of the wonderful Colorado mountains and canyon scenery, and naturally everyone was most enthusiastic.

Increase Your Victor Sales By Attending
A Schmelzer's Conference on Sales and Service

Larger Sales and Easier Sales, by Better Informed and More Efficient Victor Salespeople—these are the aims and accomplishments of our present series of Conferences with Victor Dealers and Salespeople.

The results of past sessions speak for the success of the plan. "THE MOST PROFITABLE WEEK I HAVE EVER SPENT" is the unanimous testimony of all those who have attended.

Summed up the Conference idea is this:

Five consecutive days spent here with us, under the direction of

MR. D. R. WALSH

who was for several years with The Victor Company, assisted by other of our departmental heads, discussing such subjects of vital interest as Selling Machines, Selling Records, Advertising, Store Arrangement, Service Features, Repairs, School Business, Stock Keeping, Etc.

There are no fees of any sort attached to your participation, and we most cordially invite you, and as many of your salespeople as can, to be with us. Please write for definite arrangement as to the date.

2015-17-19 Grand Avenue

Schmelzer Company

Distributors for The Victor Talking Machine Co.—Exclusively Wholesale

Kansas City Missouri
The Second Convention Session on Tuesday

The second session of the convention on Tuesday morning was devoted to general discussion of direct interest to the Victor wholesale trade. Considerable attention was centered on business development plans and in this connection Ralph L. Freeman, of the Victor Co., was called in to aid in the consideration and elucidation of some of the matters under discussion.

Stephens Kelley Bill Endorsed

The Association went on record as endorsing the Stephens-Kelley Bill, now before Congress, and designed to regulate the maintenance of railroad prices on trade-marked articles. This action is entirely in sympathy with the attitude generally of the Association toward this subject.

Vote $5,000 for Chamber of Commerce

The Music Industries Chamber of Commerce and its activities came in for considerable attention, particularly its campaign aimed at the readjustment of Federal taxes. Its work in this and other directions was warmly approved and the Association voted to contribute $5,000 in support of the Chamber.

New Officers Elected

The nominating committee, consisting of H. A. Winchellman, U. A. Grinnell and G. T. Williams, presented the following slate of new officers:

Vice-president—A. A. Tostler, Schmetzer Co., Kansas City, Mo.
Secretary—Charles B. Bennett, Eclipse Musical Co., Cleveland, O.
Treasurer—George A. Mains, W. J. Dyer & Bros., St. Paul, Minn.

The suggestion of the nominating committee was unanimously adopted and enthusiastically. It was also decided to hold the next convention at Atlantic City.

Thanks the Trade Press

The resolutions committee rendered a report thanking the trade papers for the support given the Association during the year, and for the generous publicity given the convention plans.

J. A. Manley Makes Interesting Address

The meeting was then thrown open to all who could hear the address made by J. A. Manley, assistant to Vice-president Keeley, of the United Cigar Stores Co. Mr. Keeley was the scheduled speaker on the subject of "Dealer Building and Retail Selling," but, being unable to be present, Mr. Manley took his place and offered a great deal of interesting information regarding the United Cigar Stores methods of merchandising, business trip arrangements of selecting the best store locations and other interesting points which have made this concern so widely known.

He emphasized particularly the importance and value of service, which is one of the cardinal principles of the company, which has contributed to its success. It demonstrated further that the members of the Victor Co. are part grand master in the art of social entertainment. Nothing was left undone to make the evening one of great enjoyment and pleasure and there was a spirit of camaraderie in evidence that made the evening one to be long remembered by those who had the privilege of being present. The dinner closed a day that was notable for its enjoyment.

Important Topics Discussed on Wednesday

The final and in many respects the most important, business session of the entire convention was held on Wednesday morning, when the floor was turned over to the Victor Co. executives. The session lasted until well after the scheduled hour for adjournment, but so important were the matters presented for consideration of the jobbers that the time consumed seemed rather limited to those who had the privilege of being present.

L. C. Wiswell, the retiring president of the Association, presided at the meeting and invited Ralph L. Freeman, director of distribution of the Victor Co., to make the first address. Mr. Freeman, however, expressed a desire to hold his remarks for a later period of the meeting and then present them as a sort of recapitulation of the matters brought up by the other speakers.

Macdonald Reviews Situation

J. S. Macdonald, sales manager of the Victor Co., was the first speaker. He reviewed the general business situation, and particularly conditions in our own industry, at length, and pointed out in detail the proper and improper methods employed in meeting the various business problems that have developed, or promise to develop, in the industry.

Delano's Inspiring Talk

The next speaker was F. A. Delano, in charge of the Victor School of Salesmanship, who delivered a most inspiring talk on what had been learned and what it was desired to teach at the school, his address being really a very complete treatise on the proper selling of Victor goods of all kinds. At the conclusion of his talk Mr. Delano answered a number of questions put to him by the jobbers present, and

A. A. Tostler, Vice-president, tributed so materially to its success, and pointed out that 250 incorporated hundred stores and eight hundred agencies sold a million customers a day.

At the close of his address Mr. Manley answered a number of pertinent questions regarding the company's methods and policies, which were put to him by various jobbers.

This closed the Tuesday session, the members preparing for an afternoon of pleasure.

Tuesday Afternoon Outing

Precisely at 2 o'clock Tuesday afternoon the entire convention party boarded special auto-mobiles for the seventy-miler to the top of Pikes Peak and return, which, unquestionably, proved the real sensation of the entertainment program. The climb to the summit, over fourteen thousand feet above sea level, was full of thrills as the road wound through Ute Pass Gateway to Garden of the Gods along rugged and then switch-back fashion up the sides of the peak itself, the high altitude proving anodying to only a few of the party.

A most unusual and enjoyable feature was a beach-stick barbecue at Glenave Inn on the Pikes Peak road after the ascent had been made. Chirs from the Hotel Broadmoor had charge of the barbecue, which was held in a deep glen surrounded by mountains. The novelty of the affair and the picnic atmosphere made a strong appeal. After the dinner the party returned to the Hotel Broadmoor, covering the last part of the journey by moonlight. The arrangement committee had not overlooked a single detail in making the trip extremely interesting and pleasant, and everyone who participated was charmed with the arrangements and the natural beauty of the country traversed.
in this manner added considerably to the interest and value of his discourse, which was most illuminating.

Present Complete Merchandising Plan

Ernest John, advertising manager of the Victor Co., aroused the interest of the audience when he presented a complete merchandising plan for Victor goods which really represented the capitalization of the lessons learned through the salesmanship course and the systematizing of the selling plans to a point where, although more or less standard, they were elastic enough to apply to any retail Victor business.

Ralph L. Freeman's Remarks

Ralph L. Freeman, the next speaker, presented in detail the various developments in Victor Co. products and merchandising policies, which appeared to meet with the full approval of the jobbers.

Manufacturing and Distributing Schedules

The final speaker was E. J. Dingley, assistant sales manager of the Victor Co., who went into some detail with the jobbers regarding the manufacturing and distributing schedules now in force, or which the company contemplates putting into force in the future.

Constructive Ideas Predominate

Taken all in all the entire meeting was full of constructive material calculated to aid the wholesalers, and through them the retailers, in meeting general business conditions successfully and developing increased business for Victor products in the future.

A Fitting Climax

The jobbers, in arranging for the meeting, expressed the hope that the Victor Co. officials would dwell chiefly on the question of salesmanship, and the results of the meeting indicated that this wish was well gratified. The gathering was in every respect a fitting climax to the splendid work of the entire convention. In the afternoon following the business meeting there was no fixed program of entertainment until the official Association banquet in the evening, so the jobbers and their parties enjoyed the various sports offered by the Broadmoor, including autoing and golfing. The majority, however, took the opportunity to witness an exciting game of polo.

Annual Banquet Wed. Night

The annual banquet of the Association, which was held at the Broadmoor Wednesday night, proved a most admirable wind-up to a thoroughly successful and enjoyable convention. The ballroom of the hotel was well filled with the guests of the Association and the discussion of an exceptionally fine menu was accompanied by selections from the famous Angel Choirs, some music by Whitman's Orchestra, the bursting of balloons and other things that go to make banquets lively since the advent of prohibition. A booklet containing paraphrases on various songs aimed at prominent Association members was one of the many features that made the crowd feel at home.

J. C. Wiswell, retiring president, acted as toastmaster in the absence of James F. Bowers, the permanent Association toastmaster, who was unable to be present. First a toast was drunk to Mr. Bowers and at the suggestion of French Nestor a telegram of good wishes was sent to him. Mr. Wiswell acquitted himself admirably as presiding dignitary and introduced as the first speaker Ralph L. Freeman, director of distribution.

TO VICTOR DEALERS

Bigger business with consequently greater profits is being secured by hundreds of Victor Dealers as the result of their use of our Sales Promotion Services.

You should at least be familiar with the character of the valuable business-getting ideas which we are regularly putting before Victor Dealers.

Use the Coupon Below and Get Your Name on Our List

so you will receive our mailings regularly.

If there is any item regarding which you would especially like information, check it on the coupon and we will send samples and full particulars.

Reincke-Ellis Company

"Business Builders for Victor Dealers"

215 No. Michigan Ave. 45 East 34th St.

CHICAGO NEW YORK
The two Bright Spots of the Middle West

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

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

MICKEL SERVICE from DES MOINES
NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 113)

Ralph L. Freeman's Address

"Other representatives of the Victor Co. have addressed your membership on specific matters incident to the joint committee on agreements to be of special interest at this time and, accordingly, my remarks must be brief and given here.

"Fourteen wonderful years have passed into history since a meeting of your Association has been held under business conditions comparable in any way to those applicable today. There is a fascination about reminiscence, but looking backward can only be made profitable if it is done with the view of preparing for the future through basing our actions upon accurate knowledge of what has happened and why things did happen then and in about the same order.

"The all-absorbing question of to-day is 'How is business going to be?' One man's guess is about as good as another's, but I believe it is possible to thoroughly understand the trend of events, compare conditions with those obtaining at other periods of industrial relaxation and arrive at an opinion which will be something very much more reliable than anybody's guess. It is perhaps not too much to say that most of the acute troubles of business men are caused by their failure to prepare for what might have previously been foreseen.

A Lack of Foresight

"Looking back it seems ridiculous that anyone could have supposed that the inflation existing at the end of the war and the boom business resulting therefrom could continue. Yet the great majority of business houses did, and continued on their thoughtless way, allowing their liquid assets to be converted into share dividends, piling up stocks of manufactured goods for which the demand had abated and suddenly, nearly a year after the rush had set in, found themselves facing the necessity of borrowing money to pay taxes on last year's profits.

"It is safe to say that history will repeat itself in the present case and the process of reorganization will have to run through several distinct phases before commerce can proceed unhampered by artificial conditions.

"The worst period in this, as well as the industrial crises of the past, may be termed the 'Period of Resistance,' in which everyone makes a little effort to hold his position, all others are making sacrifices to the necessities of the case.

"This period of resistance is invariably followed by a period of much or less frank effort, in which everybody tries by adjustments and changes to improve his condition, but with much regard to the general welfare. In the language of our trade, we might call this the 'Jazz Period'—a lot of action accompanies this movement, but the harmony is hard to detect. This state of affairs continues until the facility of such individual experimenting comes to be more or less generally recognized, after which there is a pause for reflection and close analysis of what each line of effort has produced. The mass of people of all classes become clarified on certain fundamentals which in the excitement of the recent past have been overlooked, and a natural desire for peaceful progress and quietness. They are ready to go to work and to derive happiness through relief from the past strain. From this point starts the period of permanent reorganization and the movement toward better business grows steadily in volume and force.

Have Passed Period of Resistance

"We have passed through the period of resistance and are now faced by many things—the conciliatory attitude of governments, the willingness of capital and labor to negotiate and accept something less than they felt entitled to, a searching out of the things that constitute drawbacks and a general expression of desire to remove them. Captains of industry and common workmen are intent upon the problem of restoring a condition of normalcy, which means unlimited opportunity for all. Some progress is being made in the great process of delusion. Already the buying power of a dollar has been raised from thirty-eight cents, where it stood at the height of the boom, to sixty-seven cents, as compared with its buying power at par in 1913. Our opinion is that many months cannot elapse before the underlying conditions which control industry are completely restored to health. We believe there will be periods of brisk business to meet reasonable demands and relaxes in sympathy with unavoidable developments, that each such lapse will be of shorter duration and less acute and that the general tendency will be toward better conditions.

"Now, with the permission of the ladies and guests, let us consider how we stand in our own industry.

Victor Co. Avoided Mistakes

"You know, of course, that the Victor Co. avoided the mistakes that have so embarrassed many manufacturing enterprises, but I wonder how many of you know that this happy outcome was the result of deliberate reasoning and decisions dating back many months. I want to make a special point of having you know that our problem was to get to the wisdom of the man who has done more for the industry than any other—our revered president, Ralph H. Johnson.

"Ignoring the bewildering opinions of those who talk faster than they think, he studied the records of economic developments for a hundred years back, thoughtfully applied the knowledge thus gained and deliberately told us that we should Baldwin our strength. To those of us who have been subjected to the full force of the demand for unlimited quantities of Victor goods Mr. Johnson's words seemed to be ultra-conservative and I know a majority of you gentlemen were dissatisfied with our deliberate procedure. It is only fair to tell you of this additional evidence of the genius of our leader.

The Working Out of a Prophecy

"At the beginning of 1920 the Victor Co.'s prophecy was; 'There is a probability of overproduction of inferior goods, and the American public can be depended upon to discriminate when it has a choice, but manufacturers and merchants handling talking machines and records of established quality can look forward to a better year with the utmost confidence.' At the end of 1920 there were nearly unheard talking machines in America that had never been accumulated. But the Victor company's stock of finished goods amounted to less than 5 per cent of its inventory and represented only the product of the last few days in process of being shipped.

"At the beginning of this year we said: 'The prospect of any talking machine manufacturer or dealer for business in 1921 must depend largely upon whether his past record has been good or bad. The inflation in public demand is disappearing and inferior products or unsound policies cannot thrive on the small volume of business that will remain to them. The outlook for manufacturers and dealers who have been simply floating on the wave of demand created by the war and the industry of others is not good.'

The Present Situation

"Now, what is the situation as we enter the second half of the year? We celebrated May day by discontinuing overtime work in our factories and the reason was the weather rather than lack

(Continued on page 1148)
of demand for Victor products. Our sales to date are well ahead of last year. Jobbers' sales for several months past have exceeded factory production. Retailers have an excessive stock of wholesalers' stocks in most cases amount to less than they desire to carry for good service to their trade.

"Production is keeping pace with the legitimate demand. The quality of Victor products is higher than ever. We have just ordered another large lot of record presses to be built and are erecting another addition to our power plant, but there will be no overproduction of Victor goods. That is if you gentlemen will be honest and careful in reporting your needs. A shortage is more likely than a surplus. Under such circumstances should we complain if we have to work a bit harder to market our wares? Rather, we should work harder, striving to take full advantage of our unique position. So long as we retain our advantage every day of strain makes us relatively stronger."

New President Introduced

The toastmaster then introduced Louis Buehn, the new president, who was received with much acclaim and who in a few brief words thanked the Association for the honor conferred on him and asked for the earnest support of the members during the year.

The other new officers were then introduced and an address, following which Mr. Wiswell took occasion to read telegrams from Louis F. Grissler and Perry B. Whitcomb, regretting their inability to be present and extending good wishes.

Governor Shoup Speaks

The Governor of Colorado, Oliver H. Shoup, was next introduced and delivered an interesting and rather humorous address, in the course of which he took occasion to compliment the Victor Co., its distributors and the talking machine itself, while not forgetting to call attention to some of the important industrial features of his State, its opportunities and its developments.

The gathering then adjourned so that the guests could spend some hours dancing to the music of Whitman's Orchestra.

**Echoes From the Colorado Canyons**

Lloyd Spencer, of the Silas B. Peartsall Co., declares that he doesn't want to have anything more to do with a Pullman car for the next decade. Spencer had the job of reserving berths and compartment on the special train, and says that getting all the prospective passengers located in the cars to their satisfaction has caused a major problem. For several nights he has been discussing the problem with the conductor of the special train, and says that getting all the prospective passengers located in the cars to their satisfaction has been an enormous task.

Spencer Suffering From Railroads

Fred P. Oliver, of the Blackburn Talking Machine Co., although he did some fine work in helping make arrangements for the convention, was unable to arrange his business affairs so that he could attend the convention personally. He was on hand, however, at the Penn. Station to bid the party Goodspeed and went with them as far as Manhattan Transfer to see that they got started all right.

Charles Jacob, of Jacob Bros., was the only one of the party to qualify as a bona fide piano manufacturer. A Jacob Bros. piano was installed on the train for the use of Whitman's Orchestra and Charlie took tools to hand and saw to it personally that the piano was in proper shape to contribute its share.

Kenneth Reed was married to a young woman in Boylston Street and played in the observation car. In fact, the fast click of the rails seemed to set a new tempo for the foxtrot music. The idea of carrying along an orchestra might be adopted with profit by other associations, "Music in the house," etc.

The dining car conductor ran out of small bills at Altouna and one of the attendants had to go out of the car to get change from the orchestra player. The conductor, who is always dressed in a suit, has to stay in the car all day and night, but he said he was willing to do it if it meant doing his job.

Westward Ho!

Louis Buehn Ready for Pikes Peak Climb

Getting Over "Little Joe"

Even though close to a mile above sea level Colorado Springs during the day does not always offer that coolness which is so often advertised but so seldom realized in connection with summer resorts. What heat there is, however, is due to the dry soil and does not prove unusually oppressive. And then there is the comfortable feeling that goes with gazing at the snow-topped mountains near at hand. Being able to indulge in a miniature snowball fight in the middle of July was a new experience for most of the conventioners.

The hustle, but at times expensive, galloping domino must now divide honors with another
medium of the goddess of Chance. "Put and Take," it is called, and for some of them it meant mostly "put."

At the inception tendered the visiting jobbers at the South Shore Country Club the tables were decorated with kaudious bunches of flowers, which were tendered to the ladies present at the conclusion of the meal.

A number of the jobbers walked barely a block from the time they boarded the train in New York until they got off at Colorado Springs, with the exception of leaving from the observation car to the dining car and to and from the automobiles at the various cities. It would prove an ideal trip for a crippled, debied one of the party.

One of the ladies at least displayed some business sense that should prove of value to the "worst" half of the family. This particular lady insisted on utilizing the odd hours in Chicago for a shopping expedition. "Why not wait until we are on our way back?" said the husband; "then we will have more time." "We may have the time, but we won't have the money," was the reply.

Those who arrived in Chicago on the Eastern special left their baggage right in the car until they were ready to leave for Kansas City in the evening. One jobber who left a pair of expensive axes well filled in his compartment and who attended a private dinner party in the evening nearly had a fit when he went to the Union Station and found that it was not there. It was a quarter of an hour before he calmed down sufficiently to understand that the cars had been moved over to the Santa Fe tracks, where he arrived barely in time to make connections.

The Atlantic City fans felt quite at home at the Drake during their short stay in Chicago, for the hotel is located right on the lake with a bathing beach in front of it, rolling chairs for guests, and only a boardwalk missing to make the illusion complete.

When the automobiles were ready to start from the station in Kansas City for a tour of the city, three motorcycle policemen, each with .45 Colts showing notoriously, appeared on the scene. The Victor jobbers didn't know at first whether the ladies in Kansas City, but took care of the men at Hutchinson, Kan., where the young ladies from the local branch presented the men with bonbonnieres.

It undoubtedly hurts to pay railroad and Pullman fares to-day and one has cause to wonder after paying for tickets why the railroads find cause to plead poverty. It must be said, however, that the Pennsylvania Railroad people cert-

As "All roads lead to Rome," so do all roads lead from Syracuse, which is the natural center of distribution for Victor Goods.

As a Victor Dealer it will pay you to try our service

W. D. Andrews Company
SYRACUSE, N. Y.
NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS HOLDS CONVENTION—(Continued from page 114c)

Photograph Co. joined in a special card of welcome, which was greatly appreciated by the visiting jobbers.

To while away the time for the youngsters and the grown-ups, Charlie Bennett provided a boxful of toy balloons which were inflated and thrown to the folks along the route. The bursting of the balloons by the strong-limbed resembled a test of a rapid-fire gun.

A second baby daughter arrived at the home of Clarence L. Price, in New Rochelle, vice-president and general manager of Ormes, Inc., Victor wholesaler, New York City. The youngest

FRENCH NESTOR BECOMES ASSOCIATION GOLF CHAMPION

Annual Golf Tournament of the Jobbers' Association Attracts Large Number of Entrants Who Compete for Valuable Prizes—The Various Winners and Their Scores in Detail

Colmar, Pa., July 14.—The closing event of the convention was the golf tournament, which was played to-day over the famous Broadmoor course for a series of handsome prizes, including those presented by President Edward R. Johnson, of the Victor Co.; Comptroller Walter J. Staats, of the Victor Co.; J. N. Blackman, J. C. Corley, Ross P. Curtice, C. A. Trostler, George E. Mickel, A. G. McCarthy, Joseph C. Romick, C. Alfred Wagner, L. C. Whitwell and the Broadmoor Hotel.

With so many valuable prizes as an incentive


The flag tournament was held in the morning and was in the nature of a match play. It was won by French Nestor, who got the C. A. Grinnell trophy for low net score of 76. Louis Bucha was second, with 78, and got the C. Alfred Wagner trophy. A. Griffith was third, with 79, and got the Ross P. Curtice trophy. R. L. Freeman, with 83 net, got the Schneider trophy. A succession of heavy showers starting at noon interfered with the playing and served to discourage some, but the balance kept on with the tournament despite the weather. In the play for the Johnson cup French Nestor won out with low net of 76 and will have his name on the cup. Louis Bucha won place for name on the Blackman cup with low net score of 81. French Nestor cleaned up again by winning the Broadmoor cup for lowest gross score for the day—thirty-six holes in 176. Kenneth Reed won the Mickel cup, with net of 82; Lloyd L. Spencer won the Corley trophy, a Rambler automobile, more ornamental than useful just now, with a low net of 82; Sydney Myers, with a low net score of 83, won the Schneider prize, a free golf club; A. A. Grinnell won the Wissell cup for low gross score; L. W. Collings won the McCarthy cup for second low gross score. The Roush cup, presented to players from one city who showed best collective score in playing the Broadmoor, was won for Detroit by C. A. and A. A. Grinnell.

The tournament, as a whole, proved the most successful and satisfactory in the Association's experience.

The true cost of anything is the sum of the wealth-creating efforts that have gone to produce it.

R. L. Freeman and L. C. Wiswell president and treasurer of the company, and Arthur A. Trostler, secretary and head of the wholesale Victor department, the delegation in cluded Walter E. Lynam, manager of the record and machine department; David R. Walsh, manager of the Educational Service Department, and R. M. Gilliam, A. M. Riley, R. F. Van Zile and William C. Junius, Schneider Co. trade representative.

One of the passengers on the special train, having heard that the majority of the Pullman porters could grogol alcoholic stimulants if properly approached, started in at Philadelphia to "work" the porter of his car. He spent three days passing out flints regarding the desirability of a little nip of brandy and intimated that gin would be particularly welcome. He did everything but ask for it directly, and just as the train was leaving Pueblo for the Springs the coin inquired quite casually, "Would you like a little drink of gin, boss? I got a pint here." "Why didn't you tell me you had this before?" asked the traveling salesman. "I didn't think you wanted it," replied the porter. The result of the experience was some rich "easing" others on the car desiring to know if it took the talking machine man there. The porter learned the prospect that he was destined to obtain an order for a talking machine and some records.


Dan Creed, of the New York Talking Machine Co. received a happy experience he had probably when by chance he was delayed on a business visit to the far west side and could not get back to his road Broadway eating place for lunch. Selecting a clean appearing Schenley Barroom

on Tenth avenue, Mr. Creed stepped in and ordered a couple of sandwiches and a cup of coffee. The sandwiches were good and so was the coffee, but the latter was served in one of those heavy handless cups familiar in railroad luncbrooms, and minus a saucer. "Don't you use saucers here?" inquired Brother Creed of the unpolishing waitress. "Now," she said, "if we had saucers some bowhows would start drinking out of them and drive out our swell trade away."

The mayor of Colorado Springs did not wait until the first business session on Monday to welcome jobbers, but visited the Broadmoor on Tuesday afternoon for that special purpose. He made a great hit.

Practically everybody had a camera of some sort, and one of the statistic men figured out very carefully that the amount (of this used in the course of the trip averaged 10 feet to every mile. On that basis it was a profitable convention for the Eastern Kodak people.

Ross P. Curtice, of the Ross P. Curtice Co., Osceola, Wis., adjourned to Colorado Springs to attend the convention.

Newsweek Blackman is firm in the belief that there should be a tennis tournament in addition to the golf tournament at the convention. The secret lies in the fact that Blackman, while at his summer home, Brightwater, N. Y.—they say he owns the place—drinks a wicked racket.

The Nestor Music Co., the Knight-Campbell Music Co., Mrs. W. G. Porter and the Peerless

The Golf Club at the Broadmoor
Best Quality Booths
AND YET—very reasonable in price!
We now make it possible for the merchant desiring to modernize his store to do so at a minimum cost.
We can furnish standard unit booths in any quantity and any finish or will submit special designs and carry out individual ideas.
Although very strong, our booths are easily set up and are furnished with special ventilation devices. Glass is all set in high grade felt and booths are ABSOLUTELY sound-proof.
We have worked in wood for thirty years and are located close to the best sources of lumber, glass and finishing materials. We also have excellent transportation and are willing to share all these advantages.
Send for prices, etc., to the

STEPHEN C. JESSUP PATTERN WORKS
SALEM OHIO

SAN FRANCISCO DEALERS CHEERFUL AND OPTIMISTIC

Business Continues Quiet, but Bettering Labor Conditions Will Help—O'Connor Honored—Starr Company's New Quarters—After Phonograph Thieves—News of the Trade in Detail

SAN FRANCISCO, CAL., July 5.—The Pacific Coast is trying hard to keep cheerful and optimistic, but still there is no one denying that business is quiet as a rule, money tight and collections slow. No one talks of panic, however, and there seems no reason to expect conditions to become any more serious than they are now. In fact, it is likely that business will see a decided improvement as soon as the building trades' tie-up is adjusted and the marine workers' strike is settled. The number of persons employed in seafaring and in the building trades is very large in San Francisco, so no running business can be expected as long as these workers are out of employment. Progress is being made in adjusting labor difficulties and it is hoped that the peace, when it comes, will be reared on a permanent basis.

Sees Good Business Ahead
J. N. Abrams, manager of the wholesale and retail talking machine departments of Kohler & Chase, who has just returned from an extended trip throughout the State in the interest of the lines handled by Kohler & Chase, says that he sees possibility of plenty of new business as soon as the labor tangle is eased up a little more. He expects to launch a progressive selling campaign shortly.

Conducting Great Columbia Campaign
The Columbia Co. is going ahead with its plans for promoting business, notwithstanding the cranking of the pessimists. The blue front shop will be better known than ever after the new business drive, which is planned by L. C. Ackley, the San Francisco manager, has been gotten under way. "Back to Normalty" is the way the Columbia people announce the new reduction on Columbia machines. Columbia prices are, without doubt, making a strong appeal to prospective purchasers.

Returns From Eastern Trip
C. S. Maury has returned from the East, where he attended the piano merchants' convention in Chicago and visited a number of piano factories and talking machine establishments in various Eastern cities.

Occupying New Location
The new location of the Irvine Music Co., at 263 O'Farrell street, this city, is near the heart of the business center and the hub of the city's music trade. The store has been re-modeled to suit the requirements of the business and is handsomely appointed in both the piano and player departments in the front and the talking machine division in the rear. The former store of the company was on the second story of a building on Market street.

Hy Eilers in Trouble With the Courts
Hy Eilers, the former San Francisco music dealer, who has been confusing his merchandising to Oregon since his business failure a few years ago, has been arrested in Portland in connection with his failure to produce certain records demanded by the court in connection with an investigation of his business affairs. Mr. Eilers spent one night in jail, but since then has been permitted to travel necessary business and sleep in his own apartment under the custody of a Government guard.

Activities Lessened During Summer
The Music Trades Association of Northern California will take a vacation from regular business meetings during the Summer. Later the periodic dinners and business meetings will be resumed. The membership committee of the new association is actively at work and will take no vacation as long as there are live prospects for new members.

Niskanen Buys Store
K. H. Niskanen, of Fresno, has purchased the music store of W. L. Wilkinson, at 210 West Main street, Turlock, Cal., and will make certain alterations in the store and eventually specialize in talking machines.

"Will Honor W. J. O'Connor for Service"
W. J. O'Connor, assistant to the secretary of Sherman, Clay & Co., will join the ranks of the company's veterans with twenty-five service stripes on July first. It is the custom of this house to give a dinner in honor of every employe who serves with the firm for twenty-five years and to present the employe with a suitable token of appreciation. Mr. O'Connor will be given a handsome gold watch, appropriately engraved.

Settled in Its New Quarters
The Starr Piano Co. is now settled in its quarters in the new building of the Furniture Exchange, 130 Montgomery street, J. W. Stratton, manager of the San Francisco branch of (Continued on page 117)
A Service You Have Been Looking For

Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24-hour notice at money saving prices.

Stringbutton Delivery Bags
An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain* or Printed.

Stock Record Envelopes
Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

Corrugated Pads
These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

Supplement Envelopes
Size 5½ x 7½. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE
Is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

HALSTED WILLIAMS CORPORATION
815-819 MONROE STREET
BROOKLYN, N.Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.

HALSTED WILLIAMS CORPORATION,
815-819 Monroe Street, Brooklyn, N.Y.

Please furnish complete information regarding the H-W Service, without obligation on my part:

We carry Victor Columbia Edison Sonora Brunswick Pathe .

Name
Address
City
the Starr Co., is much pleased with the new location and he is having good results in demonstrating the Starr phonographs. He expects chiefly to the home-furnishing trade.

Sherrman, Clay & Co., Altered.

Both the San Francisco and Stockton stores of Sherman, Clay & Co. are coming in for summer alterations this month. The Stockton branch, when the remodeling is completed, will be one of the most attractive music stores in the San Joaquin Valley.

The Sherman, Clay & Co.'s branch at Palo Alto is in charge of Paul Kuhl. Business down the Peninsula is holding up well in popular music lines.

Getting After the Thieves.

The Music Teachers' Association of Northern California is giving valuable assistance to the trade in helping to round up a gang of crooks who seem to be working in an organized manner to peddle talking machines. The method of working, as explained by M. B. Bowman, secretary of the Association, is to obtain a talking machine on time, make the first payment and then disappear, along with the instrument, which is sold either to some innocent purchaser or to second-hand dealers, who think they are making a genuine purchase.

"References ought to be looked up very strictly before anyone is allowed to have a talking machine," stated Mr. Bowman. "The crooks have been taking advantage of the salesmen's eagerness to make a sale." One man, who gave the name of Martin Heinz, was arrested in Oakland on June 23 as he was endeavoring to negotiate a purchase in a local store. The manager became suspicious and when he had him gathered in by a plain clothes man Heinz was found to have contracts for sales in his possession. Three San Francisco dealers later identified him as having obtained talking machines and then disappeared. It is reported that Heinz will use State's evidence. The dealers went to Oakland at the instance of Mr. Bowman, who has been keeping track of the appearances of talking machines. In another instance a woman, visiting a San Francisco store, stated that in a certain apartment house she had been offered a talking machine absolutely new for much less than the dealer asked. She took him to the place and the instrument was found to be one that had been stolen from a transfer store of the firm. It had been brought to the city in a jitney. The people in whose possession the instrument was found were not arrested, but the Music Traders Association is urging dealers not to be satisfied with the mere recovery of their goods. For the sake of the other dealers the Association believes that the swindlers should be rounded up and given their legal deserts.

Great Delegation to Vancouver.

Music teachers, principals of schools and Edison dealers joined Addison N. Clark, sales promotion manager of Edison phonographs, located at the San Francisco wholesale distribution headquarters, in the trip to Vancouver, B. C., to attend the second annual Canzan Convention, Pacific Coast session, June 27 and 28. Those who attended the session from San Francisco left the Van for Vancouver last June 21 to return July 2.

Suffered From Fire.

Don C. Preston, who conducts a music store on the corner of Nineteenth and H streets, Bakersfield, suffered considerable damage to his stock of talking machines and other musical instruments in a fire a few weeks ago. The store will be repaired and remodeled so that it will be more attractive than ever. No damaged merchandise will be offered to the public, but all new goods will be secured.

Now up for Business.

The Struthers Phonograph Shop, at Riverside, is now open for business. The proprietors of the shop are George Strub and H. P. Grand.

Hather & Butler, 110 E. Main street, Visalia, Cal., have taken on the Victor line.

WONDER OUTFITS FOR MISSIONARIES.

New Portable Models Ordered by Dutch Reformed Missions for Distant Posts.

The Wonder Talking Machine Co., 105 East Twelfth street, New York, which some time ago announced a new popular-price portable model talking machine, recently received from the Dutch Reformed Missions an order for enough of these models to supply the various missions of the church in the far corners of the world.

G. L. Jones, of the Wonder Talking Machine Co., states that the trade reception of the new portable model has been very gratifying. Several dealers are making special displays of the product and he is in receipt of a number of letters in which missionaries commented upon the timeliness of the product, finding that it attracted unusual attention and sales.

PORTLAND PIANO CO. CONCENTRATES.

The Portland Piano Co., Portland, Ore., operating a department in the Lippins, Wolfe & Co., is closing out its general line of talking machines and records and will, in future, handle the Samora phonograph and Brunswick records exclusively. Warren A. Irwin is the manager.
The latest hits by the greatest artists:
Always First on Pathé Records!
and on Actuelle Needle Cut Records
Supreme

SUPREME in design
SUPREME in construction
SUPREME in material
SUPREME in repertoire
SUPREME in tone
SUPREME in prestige

This trade-mark is a symbol of supremacy in every corner of the world.

Pathé Frères Phonograph Co.
20 Grand Ave.
Brooklyn, New York
ON THRESHOLD OF BUSINESS REVIVAL, SAYS TROSTLER

Secretary of Shelmeter Co., Victor Wholesaler in Kansas City, Makes Interesting Report on General Conditions and Tells How His House Is Planning for Big Things to Come

KANSAS CITY, Mo., July 7. As indicator of the confidence of the Shelmeter Co., Victor wholesaler in this city, in the business outlook for the future, A. A. Trostler, secretary of the company, gave the following interesting report to The Talking Machine World:

"It's mighty warm in Kansas City and you may rest assured there are a number of things we would rather be doing than working. However, it is good to be here, for we are keeping busy in planning for the good things that are in store for us from now on."

"Kansas City and the country at large, in our judgment, is on the threshold of a great revival of business and industry. No dealer or manufacturer will get across, however, unless he works and advertises as he never did before. Conditions are sound—crops are good and harvest is on—stagnation is at an end—people are ready to buy and it is now up to every individual business man, retailer, jobber and manufacturer to go out and bring in the business."

"This is a brighter era for business. We must all clear the decks for action and fight with a determination to win. During the war period business came in so fast and without effort on the part of the dealers that many of them forget how to go after it. That, in a measure, was responsible for the depression that followed. Now, the business man who doesn't work, advertise and put into the game all the resources and the strength he possesses will fail by the wayside.

"We say to you frankly we are thoroughly alive to these conditions. We have strengthened our organization by increasing our representation on the road to four over any previous year. We are employing a small army of travelers to exploit the Victor products, exclusively and they are giving their undivided time and attention and are working shoulder to shoulder with the Victor dealers in our trade territory. We have allotted them territory that permits them to spend from one to two days with each dealer, at least every thirty or forty days.

"These men have been thoroughly drilled in order to give accurate information and same help to the dealer. In addition to this, we are carrying on an educational and service department. This department is in charge of D. R. Whalst, for many years connected with the educational department of the Victor Co. Mr. Whalst not only conducts this department but is in very close touch with one trade representatives, often accompanying them on their trips, and helping them to get a better understanding, as well as to solve the problems of the dealers as they present themselves from time to time. We have found our educational department to be of immense value in handling this line. The dealers, as well as their sales people, attend this school in order to obtain the best ground work for selling and promoting the Victor line. In these schools they are shown the mechanical features of the Victor machine by a factory expert, they attend lectures on the art of selling, advertising, outside soliciting, etc. While this educational feature is of considerable expense to the manufacturer any charge is made by us, we are glad to pride ourselves as we find it to be of mutual benefit--it strengthens the dealer's knowledge and confidence in the line."

"In addition to helping our dealers, we are establishing many new Victor accounts. Before establishing a new dealer we obtain a report from our representative, who makes a personal call and analyzes the situation surrounding the prospects and only offers encouragement to those who are alive and full of pep, as we fully realize the value of aggressiveness and hard work in order to succeed. The same care and thought is exercised in making transfers of agencies.

"The message we are receiving from our trade representatives, generally speaking, is that the dealers are concentrating their efforts on the Victor line, a line they know will sell now and at all times. The dealers are picking their prospects from those who can afford to buy a talking machine and are very optimistic as to the future."

"Just one thought as to the possibilities for the future. This country is reported to be short 3,000,000 homes. These homes must and will be built sooner or later and they must all be equipped from basement to attic. Now, what home can it be sold is completely furnished without a Victor talking machine?"

"The above emphasizes our great wealth and is just one of the avenues of potential business that is waiting right there. The farmers are getting on top of the land, getting out from under mud and are buying. Taking it as a whole, we look for a satisfactory six months business from now on.

"We are prompted in giving you the above information knowing that you are always interested in learning of the things that are being done and should be done in promoting business. Our business has been very satisfactory for the first six months and we are confidently looking for better and brighter conditions to follow."

FILES PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed by Randolph Kaman, 350 West 136th street, New York City, listing liabilities at $150,000 and assets of $130. The debts were incurred on the invoices of notes for the Independent Talking Machine Co. of Manhattan, Inc., of 25 West Forty-sixth street. Among the holders of the notes are the General Photographic Corp., the Harriman National Bank and the Jamestown Panel Co.

A joint effort helps a man to find his own particular groove.
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

Retail trade in Brooklyn during June was very satisfactory, notwithstanding the comparative business depression felt in all industries. There is no gainsaying the fact that the dealer who goes after business will get it, but the day has passed when the retail merchant can expect to close a healthy trade through transient visitors or by lax sales policies. Every possible means of developing business should be utilized during the Summer months, and, judging from the reports of the dealers, the rise of progressive and up-to-date sales methods will produce sales totals comparing very favorably with the Summer months of previous years.

Adding to Their Store Equipment

Schweiger Bros., exclusive Victor retailers, at 2424 Myrtle avenue, are making plans for extensive alterations to their store during the Summer months. The expected increase of Fall business prompts these alterations and enlargements, and emphasizes the progressiveness of these five talking machine retailers. The plans call for additional booths and demonstrating rooms which will be installed in a new addition at the rear of the store, for which a lease was recently closed. The present wall will be torn down and the store made into one large display room from front to back, with new lighting fixtures and decorations that will make it one of the most attractive Victor shops in Brooklyn.

Closing Healthy Pathé Business

Wick & Wick, Pathé dealers at Flushing, L. I., are closing up on some real Summer business. Despite the fact that many other dealers are finding business hard to get, this house is setting a pace that will show actual sales before the Summer is over. Manager Galvin, of this Pathé store, is a firm believer in outside selling methods, and recently, accompanied by five of his salesmen, he started out on an aggressive campaign that sold fourteen Pathé machines in nine working days.

Closes an Unique Victrola Sale

To prove the belief that Victrolas cannot be sold all season, and especially so during the Summer months, Billy Ross, of the A. J. Ross Music Stores in Astoria, recently made an unusual Victrola sale. This customer, who was a deaf and dumb mute, came strolling into the store one Saturday morning and mentioned for a pad and pencil, on which he wrote, "I would like to buy a Victrola." Billy immediately sized up the situation and wrote on the same pad, "How much and why?" whereupon the customer answered back with his pad and pencil, "My children are all home with the measles and I thought this music would cheer them up." The sale was immediately consummated, with an additional sale of Victor records, and Billy delivered the machine that same afternoon. To quote Mr. Ross, he stated: "If deaf and dumb mutes can be sold Victrolas at this time there is no reason on earth why every other Victor store cannot sell machines and records to the normal customer, and there is no reason why retail business should be slow."

Open New Retail Store

One of the most attractive retail shops in Brooklyn has just been opened by Frank Coombs in the Bayshore section. This shop will be known by the name of "The Song and Story Shop." Mr. Coombs will specialize in Brunswick phonographs and records and will carry in addition phonographs and sheet music. Mr. Coombs is well known in the talking machine trade, as he made several fine records for the Victor Co. some years ago and has appeared in vaudeville, where he had considerable success. This experience and pleasing personality fits Mr. Coombs admirably to carry on a high-class merchandise operation.

Holds Formal Opening of Victor Store

The latest addition to the Victor retail trade in Brooklyn is the modern and well-equipped store of Schwartz & Chadlkin, at 1304 Avenue J, which will be an exclusive Victor establishment. The store was formally introduced to the people of this vicinity on a Saturday and was visited by large crowds all day. Novel novelties in the way of toy balloons with an imprint bearing the firm name were distributed to the children. For the older folks the souvenir was a very attractive fan on which was printed the names of a few of the most popular Victor hits and also a cordial invitation to visit the store regularly.

VICTROLAS

THE VICTOR TALKING MACHINE COMPANY

Are You Awake? 

Do you go out after new business or do you wait for it to walk into your store?

SPEED UP

Follow up your prospects and make your cash register ring.

DON'T PUT OFF UNTIL TOMORROW ANYTHING THAT CAN BE DONE TODAY.

TALKING MACHINE DEALERS

We can save you money on expedited time payment

machines.

We deliver or you don't pay.

CASH OR CREDIT. FULL SATISFACTION PROTECTION.

Write or wire your nearest Esterbrook branch.

ASTER DETECTIVE SERVICE

164 West 45th St., New York City
Push the Fibre Needle  It Builds Your Business

One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.
BROOKLYN AND LONG ISLAND NEWS
(Continued from page 121)
will be prepared to offer their customers an efficient service in their purchases of Victrolas and Victor records.

Pleased With Sales Totals
R. W. Volk, manager of the Edison phonograph department of the Buckley-Newhall Co., 1333 Broadway, Brooklyn, is very enthusiastic and optimistic over the results achieved in his department during the months of May and June. Although business has been more difficult to get than usual, he states that by using aggressive methods he has been able to more than hold his own. Mr. Volk has a very capable assistant in the person of Miss L. Schneider, who is well versed in talking machine lore and who has made many friends by the courteous and efficient service extended to talking machine buyers.

Moves Victor Department to Ground Floor
The Peerless-Belling Co., at 364 Livingston street, well known Victor dealer, is planning some radical changes in its store to take place during the coming months. The plans, as drawn up, call for the removal of the piano section to the second floor of its building, while the Victor department will be comfortably located on the first floor. The entire new set of booths and demonstrating rooms will be installed, while the general interior will be redecorated in a very attractive manner. The Victor department of this company has enjoyed such prosperity in the last few years that this step became necessary.

TRADE OUTLOOK IMPROVES IN AKRON
Activity With Manufacturers Helping Retail Sales—O. S. Dales Co.'s Artistic Store—Formal Opening of Windsor-Poling Co. Store

Akron, July 5.—The upward trend of the talk industry continues with all Akron manufacturers reporting dealers' sales steadily increasing in volume and comparing favorably with normal sales of a year ago. Goodyear's additional last week of approximately 3,000 units and operations of three eight-hour shifts on a six-day weekly basis will carry Goodyear tire production up to an excess of over 2,000 tires a day. This is the first time such shifts have operated since the slump hit Akron more than a year ago, and music dealers say this announcement is the most encouraging since business became depressed several months ago. In two weeks' time dealers claim the improvement in the industrial situation has been reflected in business and without exception retailers are most optimistic.

The George S. Dales Co., whose claim is that it has the "finest Victrola parlors in the United States," is making further improvements in the store. H. A. Porter, who is in charge, conducted the representative of The World through the parlors and explained in detail the expansion program already under way. The Dales talking machine parlors are located on two of Akron's most traveled thoroughfares. The North Main street side is finished in polychrome and all appointments and furniture conform to the interior decorating design. Alterations to the downtown stairs shop, now under way, will be completed by August 1 and will give considerably more floor space to the disposal of the sales force. It is said that the Dales store expended approximately $25,000 on its decorative schemes of the talking machine parlors when they were opened about one year ago. The new Howard street shop is being finished in Oriental style, carrying out a Japanese garden effect in the appointments. Twenty-five booths are distributed between the two shops. Victor and Brunswick lines are carried. The branch store of the Kätz Piano Co., 193 South Main street, has been discontinued. This company will soon erect a modern music house on a site already acquired in South Main street. The Windsor-Poling Co., of Akron, recently incorporated to sell Victrolas and records, has one of the finest shops in eastern Ohio. It has eight record booths and a large room at the front for the display of machines. Miss Roderick has been placed in charge of the record department. A large life-size reproduction of Evan Williams, Akron's Victor soloist, who recently died, was presented to the company by Mrs. Evan Williams, and has been framed in flowers and hangs in a conspicuous place in the parlor.

At the formal opening of the new store Mrs. F. S. McCullough sang a number of selections, accompanied by Mrs. Emma Howard. A C. Bender contributed several baritone solos. A dinner was held at the Club City the evening of the opening day, at which thirty Victor dealers from all over the State were guests of the Windsor-Poling Co. Officers of the company are E. W. Chamberlin, president; J. F. Windsor, secretary and treasurer; W. T. Windsor, vice-president, and E. H. Poling, manager. Mr. Poling has been with the Victor Co. for eighteen years as a traveling wholesale dealer.

Frank Van Scoey, advertising manager of the A. B. Smith Piano Co., is quite optimistic over the business outlook. He plans to spend his vacation this month with home folks back in Altoona and Greensburg, Pa., where for many years he was identified with different retail stores.

DUSS BAND HARMONICAS
The American Boy's Favorite
30 VARIETIES
EVERY BOY PASSING YOUR WINDOW IS A PROSPECTIVE CUSTOMER. Display a full line that appeals to them. Remember, "The Boy of To-Day is the Man of To-Morrow" that will buy the larger instruments. Make for a quick seller

Ukuleles
Mandolins
Lutes Banjos
and you know YOU CAN'T FOOL THE FIDDLE it must have a good string—Use DURRO
The string that won the prize at Leipzig
Write for complete lists of all musical merchandise
Buegelsieen & Jacobson
5-7-9 Union Square
New York
Here's a violin record for which you and the public have been waiting, "Dreamy Hawaii," Kerekjarto's first popular selection. You can make no mistake on this record. It will sell both now and always. Columbia 79718.

Columbia Graphophone Co.
NEW YORK

TRADE SITUATION IN DETROIT SHOWS AN IMPROVEMENT

Close of Six Months' Trade Shows Betterment Trend—Jobbers Off to Convention—Brunswick Alterations—New Vocalion Dealers—Columbia Activities—The News in Detail

Detroit, Mich., July 10. The first six months of 1921 are over and looking back at the business for the first half makes it apparent that things are not half as bad as they seem. Sales are not ahead of the same period of a few years back, yet in the face of Detroit's depression it can be considered good. Furthermore, it appears to be the opinion of all our dealers that even though July and August may be quiet the half-month will make up a most satisfactory year.

The public has not been buying talking machines as liberally as in other years, but record business continues good. One reason probably is the fact that thousands of records are being sold for Summer homes, resorts, boat trips, etc., besides the number that goes into the homes of those who are remaining at home. Industrially, Detroit has made a great comeback. The motor plants are very busy and the outlook for at least the next few months is extremely good. Who knows what will happen after that, but at least for a while conditions are very encouraging. Orders for Detroit and Michigan makes and auto parts are pouring in with every mail and it sounds good to hear the factories buzzing busily once again.

Some furniture dealers have been advertising steadily diminishing makes of phonographs at very low prices, but they have not cut any correspondingly low figure. The bulk of the people who do buy prefer to buy a standard make of machine. We find that those standard machines are bought only by the poorest classes of people, one thing appearing to them being the advertising reductions.

C. A. Grinnell, president of Grinnell Bros.; A. A. Grinnell, treasurer, and C. H. Grinnell, manager of the Victor wholesale department, last week for Colorado Springs to attend the annual convention of the Victor Jobbers' Association. They expect to be back late in the month. C. A. Grinnell just returned from New York, where he played golf with the piano golf "Friends" somewhere in New Jersey. And we notice that C. A. made a mighty good score. Golfing is quite a hobby with all of the Grinnells, even including Jay Grinnell, sales manager.

Alfred Stanley, well known singer, who appeared recently at the Temple Theater, Detroit, has taken all records for the Victor company, gave a recital at Grinnell Bros. auditorium during his engagement. It was conducted under the auspices of Grinnell Bros. and admission was by the request of the company not to be entered into the Columbia, Victor, and Edison catalogs, and all patrons who entered the auditorium and thousands were turned away.

The Brunswick Shop has already started alterations on the adjoining store on East Grand Boulevard. The move to the new factory is the most satisfactory record. When completed this downtown shop will be one of the finest in the country and one of the largest for an individual firm. Manager Quinn is making plans for a big advertising and selling campaign, and he is determined to develop a larger business for fall. "If there is any business to be given away let it be to the Brunswick," is his watchword. This is sure to make every effort for our share.

George Middleton, salesman, who recently left the Brunswick Shop to go to a Pittsburgh talking-machine store, is back again with the Brunswick in his former capacity as phonograph salesman.

J. Henry Ling, Columbia dealer, who has been conducting a closing out sale for the past few months, has arranged for an extension of his lease for three months longer at least.

The music and talking machine departments of the Crowley-Miller Co., now located in the "Store for Homes," which is directly across from the main store building, are very complete and allow for considerable expansion. Larry Dow, in charge of the talking machine department—featuring the Vitrola and Victor records—reports that business is holding up surprisingly good and he is extremely optimistic about good fall business.

R. H. Allison, general manager of the Graphophone Co. of Detroit, wholesale Edison jobber, was at the Chicago convention of the Edison dealers for the Middle West. About twenty-five Michigan and Ohio dealers were there also and came back full of pep and enthusiasm for the Edison line.

Local Brunswick dealers are still realizing on the results of the recent visit of Isham Jones and his famous orchestra from the Marigold Gardens, Chicago. The advertisement which the Isham Jones records received at the time resulted in a tremendous demand for the same records by that organization. Manager Quinn of the Brunswick Shop, is still receiving congratulations on the very effective way in which he handled the visit of the Isham Jones orchestra. His-particularizing and general publicity in connection with the visit were admirably handled.

Sam Lind, general manager of the Lind-Marks Co. distributor for the Acoulion-Vocalion, is weekly increasing his list of dealers. Mr. Lind is taking his time about appointing new dealers because he says he would rather wait until he can get the best wire to every locality. "A dealer who won't put some effort behind our goods—or any line, in fact—is hardly worth having," remarked Mr. Lind. "It means that he gives you an initial order, but your goods don't move. What we want are dealers who will go after business in a real business way."

The dealers now handling the Acoulion-Vocalion in this section of Detroit are: W. T. Miller, Columbia Phonograph Shop; Edward H. Jeffery, Levin & John, Moon Bros., Inc., Robinson & Cohen, W. H. Wilson, Walker's Phonograph Shop, and John P. Younger, Colman Drug Store, Wyanodette; Sylvester's Store, Port Huron, and Woodworth Bros., of Plymouth and Northville.

Columbia dealers are finding business better. It is true that some of them were stocked quite heavily at the beginning of the year, but the recent price reductions have greatly stimulated sales. Most dealers expect to have their stocks back to normal by the first of September and will then be placing orders for their Fall requirements. The Model Shop is in the wholesale house of Columbia on State street is proving quite as interesting an attraction to live dealers, many of whom, after looking it over thoroughly, have gone back and endeavored to copy it in every respect. This is the purpose of the Columbia company in establishing this Model Shop—to help every dealer to have a better-looking store both inside and out.

The Consolidated Talking Machine Co. of Chicago has appointed A. P. Miller as its Detroit manager, and a jobbing station has been opened at 2597 Granat avenue. Mr. Miller has been covering the Detroit territory for several years for the Consolidated, who will job Okeh records and the Bubble Book line.

It is now certain that Music Weeks this Fall will take place in Detroit, Battle Creek, Lansing, Flint and Jackson. In all of these towns the talking machine men have given their assurance of full co-operation.

TEN PER CENT VICTOR CO. DIVIDEND

The Victor Talking Machine Co. last week declared a dividend of 10 per cent on the common stock of the company, payable July 15 on stock of record June 30. This is the same amount as paid by the company for the preceding quarter. The regular quarterly dividend of 114 per cent on the preferred stock also is declared payable on July 15.

FRANK NESTSCHEFT
61 BARCLAY ST. NEW YORK, N. Y.
Wanted!

8,000 Victor Dealers to Build Profits on this Plan

There is no easier way to sell good goods than to let them sell themselves. Equip every Victrola on your floor with the wonder-working SPIR-A-GRAF and let it turn extra money day after day into your cash drawer.

Not an Experiment
But a Tested Device.

The engineer who designed this record-repeater took simplicity as his motif. When attached to the Victrola sound box, it is unnoticed by the casual observer, and yet it performs its duties unfailingly under any conditions, on all records without change or adjustment, and on any Victrola, as exhaustive tests have proved.

Amusing to Watch
But NOT a Toy.

It works with such nice accuracy, carrying the sound box to the starting point with absolute fidelity, that it is a never-tiring source of entertainment. But its greatest selling point is THAT IT NEVER GETS OUT OF ORDER AND NEVER FAILS TO WORK. If attached to any Victrola in your store, it will sell itself.

Six Salient Selling Points

1. At $2 the Spir-a-graf is priced lower than any重复的 device on the market.
2. He soft, rubber wheels glide over the record without wear or possibility of failure.
3. Weight less than one ounce and can be adjusted to any Victrola in a minute.
4. Does not need to be changed for different records.
5. Will never in operation need of removing record or touching the device itself.
6. Interesting to watch and always works.

The Consolidated Sales Co.
Indianapolis, Ind.

Clip and Mail This Opportunity Order

TO CONSOLIDATED SALES CO.,
Indianapolis, Indiana.

Gentlemen:
Please ship——cartons of Spir-a-graf at $21.60 per carton. We understand that there is a discount of 5% on orders of 6 dozen or more, and an additional 5% discount for cash.

NAME ____________________________

ADDRESS ____________________________

Name jobber if you desire order charged through jobber.
NEW CLEVELAND CONCERN TO distributing THE GRANBY
Kennedy-Schulitz Co. to Feature the Granby Phonograph and Okeh Records in Ohio Territory—Increased Activity Among Dealers—Fighting Excise Tax—Plan Association Owing

CLEVELAND, O. July 5. Among the more important developments in the talking machine industry here during the month was the opening of a new jobbing house by H. C. Schulitz and C. H. Kennedy, talking machine men of years of experience here and elsewhere in the country. The new firm will be known as the Kennedy-Schulitz Co., and will feature the Granby phonograph and Okeh records. Headquarters and sales and showrooms will be on the fourth floor, Newman-Stern Building, this city. Mr. Kennedy is a member of the Kennedy-Green Co., with which firm the new company will be affiliated in the distribution of records. Both Mr. Kennedy and Mr. Schulitz formerly were connected with the Cleveland branch, Columbia Graphophone Co., and have a wide acquaintance throughout Ohio. Several new accounts have already been opened by the new firm, according to Mr. Schulitz, although the formal opening of the headquarters has not yet been held. Novel enterprises will be used to aid dealers in machine and record sales, one of the best being the installation of electric window signs, which show the Granby trade mark. A service department will be a feature of the firm, the object of which will be to assist the consumer in obtaining perfect results with the machines and records. A refurnishing department also will be part of the organization, where all machines will be given a final going-over before being sent out.

Increased Activity Among Dealers
Cleveland jobbers report increased activity among dealers throughout the territory particularly those in the smaller towns, where special efforts are being made to interest the rural purchasers, and with success. Combined with the individual efforts of dealers generally this is leading to additional demands upon jobbing

interests. According to Ed. B. Lyons, sales manager, the Eclipse Musical Co., the increase in orders results in a vast upon the factory for delivery of Victrolas, a condition as encouraging as it is unusual, considering that the heated term is generally marked by slower business dealings. As the Cleveland Talking Machine Co., personal investigation conducted by Howard J. Shurtleff, general manager, shows that not a few dealers are already anticipating their Fall and early Winter requirements, realizing that where there is no accumulation of stocks at this season, there is not likely to be any too good picking when the holiday activities set in.

The McMillan Music Co. has put on foot a plan for selling machines and records which, although it has been tried before in other sections of the country, is arousing considerable interest here, the other dealers regarding it with mingled feelings. According to the plan the customer receives a machine upon the purchase of a specified number of records, the size of the machine depending upon the number and value of the records. No further charge is made for the machine provided quantities of records ranging from $18 to $500 annually are purchased. Half the amount paid for records, it is said, is credited to the price of the machine at the end of the year.

Going After the Farmer Trade
Value of the rural population as talking machine purchasers is demonstrated by the plan of the Tri-State Music Co., recently organized by business men and citizens in and near Anthony, O. The company, including in its directorate men long identified with the music business, will take up the trail of prospects where the city seller leaves off. In a word, the new company plans to get off the beaten path and paved road, and appeal directly to the farming communities. It proposes to cover five counties in this manner. The Starr phonograph will be featured in this enterprise. H. A. Copeland is president and general manager, and S. F. Thompson, vice-president, M. S. Fromm, secretary, and A. E. Collins, treasurer.

Working Against the Excise Tax
First definite step toward seeking the elimination of the excise tax on music instruments has been taken in this State by the Northern Ohio Talking Machine Dealers' Association. In a letter sent out by President Grant Smith to all members and prospective members it is urged that the Chambers of Commerce in the various communities be appealed to. The value of the talking machine in every-day life will be emphasized. The move is synchronized with the apparent effort at Washington to reduce taxation and thereby stimulate business revival.

Among the conspicuous new dealer opening events this month has been that of the Bronze Hardware Co., in the southeastern part of the city, where the Edison phonograph will be featured. A large section of the first floor has been transformed into a phonograph salon. On the opening date a departure in compiling a list of prospects was used. A drawing for a range was held, and a comprehensive list of names was obtained through this means. Harry Tucker, sales manager, assisted in the opening festivities.

Opening of the Fred J. King Victrola store, at Newton Falls, was assisted in by Ed. B. Lyons, sales manager, Eclipse Musical Co., and F. C. Fordham, special Victor representative, this event being held June 11.

Record Exchange Plan a Success
One of the best aids for dealers in Ohio to increase their record business has been put into practical operations—the record exchange of the Northern Ohio Talking Machine Dealers' Association. The method of distribution of any surplus stocks is simple. Lists are sent to record exchange headquarters, 1002 Evilich avenue, this city. These lists are redistributed among all the dealers, all before the fifteenth of the month.

POLYPHON

The Best German Records Made
Comprising the Catalog 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 Polyphon Werke Akt Ges. Berlin
Art Hickman's Orchestra's two latest toot-trots, "Near Me" and "Dream of Me," make everyone dream of having near the partner preferred above all the rest. These dances just naturally get under your skin and run clear down into your feet. How about a big order? A-3409.

Columbia Graphophone Co.
NEW YORK

Members desiring records on these lists so advise the exchange and send an order for them. These orders are returnable to dealers wishing to dispose of records and payment is made directly to them by those buying the records. Music dealers and record buyers have been invited to take part in the exchange in the first month of its operation, according to Grant Smith, president of the Association and originator of the plan, and many new men are concentrating upon the plan because of the practical value the exchange is to them.

Getting Away From the Home Builders

"Personal invitation by Mrs. Loretta B. Flading, talking machine department manager, is bringing in new machine sales and additional record business at the Aldrich-Howe Co., by interesting architects building new residences. Mrs. Flading is in touch with these new residence owners, before they buy their homes furnishing. A talking machine is usually specified by these. Mrs. Flading is using an automobile to make personal calls upon present machine owners and are induced to add to their records.

A larger number of trained experts in county institute work will be used in Ohio, according to response from school superintendents to the offer made by Miss Gracezella Lessler, educational director, Cleveland Talking Machine Co.

Plans for extending the use of the Sel-Rex device, on exhibition at the Cleveland Talking Machine Co., and Eclipse Musical Co., Victor Jobbers, are being considered by those firms. Tests made with this device, especially in department stores, show that it meets all requirements for an auxiliary means of record selling, as well as being adaptable to regulation counter use when a rush of business in another line that basic requires additional space.

Columbia Dealers Plan Model Shops

Columbia dealers in this district are preparing to enlarge or improve their establishments, patterning them along lines similar to those shown in the model shop of the Cleveland branch of the Columbia in this city. Advice on improvement was given personally by H. A. Dilley, vice-president of the company, to Miss Gracezella Lessler, educational director, the Van Veen Co., who recently toured the territory with J. L. Du Brecq, branch manager of the Columbia. Meanwhile Columbia dealers in all sections are concentrating upon period model sales, using windows and stores to attract public interest. A conspicuous achievement in this work has been that by the Allman Music Co., in combining period model displays with the use of records of all national airs and supplementing the displays with flags of all nations.

Ex-Service Men as Edison Salesmen

There has been much talk in Cleveland, as elsewhere in the country, about practical work for disabled soldiers, but it remains for the Photophone Co., Edison distributors, to do more than that. Several of these young men have been appointed by the firm as salesmen, first being given a course in salesmanship, as well as instruction in phonograph construction details. All have made good as salesmen instantly, and two of the young men are the best salesmen the company ever had, according to Harry Tucker, sales manager. The plan has been mentioned by William Maxwell, vice-president of Thomas A. Edison, Inc., at the dealers' Chicago convention, with the suggestion that it become a fixture with all Edison distributors.

Columbia Co. Staff Enjoy Picnic

First annual picnic of the Columbia Graphophone Co. branch was held at Willow Beach June 22. About sixty persons attended, members of the staff and their friends. The affair was arranged by George E. Kramlich, record department manager; Miss Florence Turner, advertising; and Miss Minnie Poer. Everybody that could take part in the sporting events, and there were prizes for all winners. The 100-yard dash for men was won by Harry Steffens, Marse Kenpain won the women's race, Dan Del Folsde led the fast folks easily. John Dede and Miss Hazel van Bronner were ready to do some sewing long before anybody else in the needle race. Miss Gracezelli won the three-legged race. Miss Tremblay and Miss Turner gave exhibitions of fancy dancing and swimming in the lake which surpassed the mere men's achievements in that respect. The affair will be repeated later in the summer, indicating its success.

Association Outing on July 20

Picnic of the Talking Machine Dealers' Association of Northern Ohio will be held July 20 at Cleveland Yacht Club. Ed B. Lyons, Miss Gracezella Poer, and Dan E. Bumflaugh, May Talking Machine Department, are arranging the affair. The outing will start from the Cleveland Talking Machine Co. headquarters. Among the new store openings in the territory during the month have been the Windsor Poling Co., Akron; Victor dealers; Cronin's Pharmacy, Liberty Center; J. C. Stader, Whitehouse; J. D. McKenzie, Beloit, Brunswick dealers; the Moxhorne-Martens Co., Columbus, and the Schenck-Frake Co., Sandusky; Victor dealers; C. S. Halborack, Cleveland; A. R. Fischer, Baltic, and J. E. Brown, Sebring, Brunswick dealers; Columbia Music Co., Okol record dealers.

ELUSIVE MUSE WOODED WITH MUSIC

Greenville Villagers Resort to Talking Machine to Weave Magic Inspirational Spell

The sacred precincts of Greenville Village, rendezvous for artists and bohemians in New York, have been invaded by the talking machine and to the melodious strains of classic compositions, inspiration works overtime. The long-haired futurist artist wields a mighty brush; the Holmes girl scribbles and the thin-faced poet gazes pensively into space as he argues with the muse, all to the strains of talking machine music.

Strange as it may seem, the most startling talk is as an inspiration producer. One well-known poet in Washington Square walks off Chopin's nocturnes by the hour as he works; a bizarre colorist listens to Russian folk-songs as he splashes the canvases with a confusion of color and the writers worship at the shrine of opera for the elusive inspiration. They play by the hour during the day and night and the music never seems to lose its charm or power.

NEW JERSEY DEALERS MEET

The Victor Retailers of New Jersey held a meeting at the Robert Treat Hotel, Newark, N. J., on June 21. The meeting proper was preceded by a luncheon. The Association enjoyed the largest attendance in its history. It was a most interesting session and several matters of importance were discussed. A number of dealers were added to the association's membership.

Fritz Kreisler, the distinguished violinist and Victor artist, who scored such a sensational success in London last month, is going to spend a long vacation in Carlsbad and Vienna, where he will visit friends. His return to the United States is scheduled for late in the year.

Do You Throw Money Away?
It is not a popular pastime—but still it is unconsciously done by many who just don't know that Repair Parts can be bought for less.

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.
Montvale, N. J.
THE DANCE SENSATION OF AMERICA

WANG WANG BLUES

"You can't go wrong with any Foxtrot song."

Baltimore Dealers Outlining Their Plans for Fall

Summer Conditions Quiet, but Dealers Expect an Active Fall and Winter Trade—Planning Victrola Weeks—How Heinckamp Guild—Cohen & Hughes to Entertain Dealers—News of Mouth

Baltimore, Md., July 12—With all the visible results and city parks running full blast as a mecca for the young folks who dance and other attractions for the older ones who don’t, coupled with the fact of thousands of people being away on vacation, and Summer trade in Baltimore is dull, not only in the talking machine and music trade, but in all other lines of business. And the weather here has been hot. So hot that last month broke all records of the local weather bureau for continued hot weather. Also this has had a tendency to make business dull as it kept numbers of purchasers off the streets and out of the shopping districts. But the dealers generally feel that this condition is general throughout the country in all big cities and are not looking for much improvement during the next six weeks. Indications are, however, that the Fall trade will be good and many dealers are now outlining their plans for the campaigns which they intend to launch during September.

The Victor Dealers’ Association is planning a Victrola Week during the Fall and is making some extensive plans to carry it through. In the first place there will be an extensive bill-board advertising campaign launched which will be on a cooperative basis and will have numbers of billboards throughout the city and vicinity, 112 by 6 feet, featuring the Victrola and Victor records. The convention has adopted the slogan—"There is only one genuine Victrola—Look under the Lid."

Cohen & Hughes have discontinued their first showing of records on the first Wednesday of each month for the Summer and are arranging for a trip down the Chesapeake Bay one night shortly which will be in the nature of a demorstration of the Victrola and latest records. The trade generally will be the guests of the firm and as everyone in the business knows what this means a capacity crowd is anticipated. Manager-Blair Walz has charge of the arrangements. Mr. Walz, who said he was expecting a carload of the Victor portable machines very shortly, has quite a unique sign displayed in his office. It reads: "There isn’t No Hard Times Comin’—It’s the Soft Times Comin’.

The Columbia Graphophone Co. is now signing up dealers for two aircraft window displays, one featuring a dance scene and the other for children, just before bedtime. The company is looking to solidly for the rest of the month, August and September. The displays being put out are attracting considerable attention.

William Heinckamp, Jr. of William Heinckamp & Sons, music store on Eastern avenue; at the suggestion of Manager-Parks of the Columbia branch shipped six machines down to the Eastern Shore and followed them down on the boat with the intention of renting a store and selling them. When he arrived he found a territory’s convention was being held and it was impossible to get a store or accommodations of any kind suitable for the purpose. Noticing that the railroad station was about the only place that afforded any chance he asked the agent if he had any objection to allowing them to set up a machine and sell phonograph records. Receiving permission to do so Heinckamp got busy and soon had the machines playing the latest jass and other pieces with the result that he sold all six machines without a lot of trouble and without costing him a cent for rent. Now he is contemplating trying the same thing in some other towns.

Hobbie Brothers, of Roanoke, Va., have put over one of the best advertising schemes at Mountain Park, just outside the city limits, and the rest of the dealers are wondering how they did it. The story, as told by one of the Columbia salesmen, is that Hobbie Brothers, by some arrangement with the Horace Oster orchestra, which plays the dance music, displayed a card on the orchestra platform giving the name of the dance pieces and stating that it can be bought at Hobbie Brothers and is one of the latest pieces out, etc. This is the only advertisement that appears on the dance floor and it has brought considerable business.

M. F. Durham, salesman for the Southern Furniture Co., of Danville, Va., had a funny experience a couple of weeks ago while out with a truck selling Columbia machines. He stopped in one of the typical country stores and while there the "funny man" of the village, one of which is always found in every country store, said: "Say, young man, you don’t go up to—" (mentioning the name of the closest man for miles around) and sell him a machine? He’ll buy one." And the crowd chuckled. Durham paid no attention to this and went on his way. A little way up the road his truck broke down and he was compelled to send to the town to get it fixed, which necessitated leaving the truck in the road all night. Not caring to leave the one machine which he had left in the truck he asked and received permission to leave it in a nearby barn. Before he left he showed the farmer how to use the records and told him to enjoy himself and amuse the family by playing them while the machine was there. When he came back the family was so pleased with it that the upsold was that he sold the machine for $85 cash and $20 worth of records. And when he made out the bill of sale he discovered that it was the same party the would-be "funny man" at the store had told him to call on. When he went back to thank the man for his tip the laugh was on the other man.

Maxwell Levy, a Victor dealer of Norfolk, Va., was back a couple of days ago placing his order for the Fall trade.

William Burns, of the Gilmore Furniture Co., Charlottesville, Va., Columbia agent, was also here the past week looking over the displays and new models.
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., July 8, 1921.

Facts are facts and to Western business men we ever heard of wanting to make them out to be other than they are. Not does any one on the Western staff of The Talking Machine World do this. So this paragraph is certainly not going to be a pan out praise or an ace of joy on the general state of business in the talking machine industry. But at the same time facts are facts, and when one looks at some of the facts one finds it very hard indeed to discover what it is that the pessimists are weeping about. One thing is quite sure, that there are great many merchants in this territory who are doing wonderful preparatory work this summer for Fall and Winter business, in other columns of the Chicago department of The World the reader will find various notes of the opening of new stores, of rehearsals on a most elaborate scale, of reconstructions of old rooms for the better accommodation of talking machine business, and other encouraging and interesting items of the sort. At the present moment three new installations of equipment, out of many others in process of completion in Chicago alone, represent an outlay of upwards of $100,000. This does not look like any lack of faith in the future of the talking machine business. As a matter of fact there is no such lack anywhere. There hasn't been, and to a great extent still, something of a cessation of buying on the part of the general public; but this has been brought about by general economic conditions, not by any dislike for the talking machine itself. The buyers' strike has come about because values have been at sixes and sevens in many industries, so that the public had become suspicious as to all values. When the curve of high prices and over-extension generally led them to undesirable levels, there was a natural sudden change. The people stopped buying, for they were disgusted—and, besides, they were afraid. Whatever may be the causes in respect of the great basic industries, the cause in the music industries has been what we state. This state of the public mind is overcome only slowly. But it is being overcome, and the merchants who see so far ahead are making the strongest preparations to be ready for the general resumption which they anticipate in the Fall to this are right. If any one still feels uncertain let him remember that when astute observers of the business horizon take the risks which so many Chicago merchants are now taking, by investing heavily in improved equipment, the best thing for the doubter is to go and do likewise.

"The Chicago Victor Wholesalers request the honor of your presence Monday, July 8th. So ran the invitation which every member of the National Association of T. M. Machine Jobbers, en route for the convention at Colorado Springs, received as he or she stopped off at the Great Central Market, affairs Chicago. The invitation, signed R. S. F. P., was signed by L. C. Wiswell, in behalf of the energetic wholesalers of our Chicago district aforesaid. And the entertainment which Mr. Wiswell, with his attendant satellites, ably backed up by the equally energetic Dan Greed with his myriads provided, was "some" entertainment, as the Western staff of The Talking Machine World can only admit to. The details will be found elsewhere, but at this point it is enough to concentrate our attention on another aspect of the case. The nice thing about all it was the friendly co-operation between these big wholesalers. They have been competitors with each other, yet all are united by a single spirit of loyalty to the great Victor institution and have the wisdom to see that much more can be done by helping than by fighting among themselves. Such a spirit is not at all unusual in connection with the Victor Co., and we think there were more of it throughout the trade. One thing is always certain, that the prosperity and happiness of all of us are all very much the same. The salesmen and the prosperity enough for all, if each devotes his time and energies to playing his own game and not interfering with that of his neighbor. These Chicago Victor wholesalers, as the pages of every issue of The Talking Machine World amply show, are the keenest of competitors. Each works his own game as hard as it can be worked, and when the general interests of the business of which they are all alike representatives are at stake the competition cases and there. All work together as one to protect the common interest and to defend the common cause. That is why the National Association of Talking Machine Jobbers fund itself entertained en route by the associated Victor wholesalers of Chicago, with selectable results, which by this time are known to all.

We have always suspected that S. A. Ribolla is a financier turned for fancier purposes of his own, into a talking machine man, but who in some previous incarnation must have been a banker of Venice or a counselor of the Old Lady of Threadbare Street. For the amount of knowledge which he seems to have, of matters financial, economic and industrial, in the broadest sense of those terms, is quite extraordinary. He appears to know, likewise, how to turn this special knowledge to account for the purposes of his own business, which, as The World hardly needs reminding, is that of governing the destinies of the General Phonograph Corp. of Illinois. Now the General Phonograph Corp of Illinois is a hefty sort of institution which speckles Ouch records and other saleable articles of the kind around a prosperous mid-West territory and Mr. Ribolla is its presiding genius. When any members of the trade want to know what the farmers down-State are going to do they go to S. A. R. and find out. In other words, Mr. Ribolla is another way of writing S. O. S. When they want to know how business is likely to move during the next three or four months they hotfoot around to the corner of Jackson Boulevard and Plymouth and set themselves down to hear Mr. Ribolla talk. And pretty soon they know what is going to happen. And they find that the country is gradually and surety liquidating and they know that as this liquidation continues and is brought to completion business will find its right level. That is why so many of them are preparing for the ensuing after-the-Summer trade.

It is not, of course, that the Edison Caravan is not exactly, save in respect of the length of its journeys, to be compared with the line of rug and spice-laden camels which wander over the w.k. desert. This carvan travels swiftly in trains and when it gets to a caravanseri it stops things moving without delay. They then continue to move, do things, till the Caravan itself has to All-Aboard for another caravanseri. News columns of The Talking Machine World give the details for the interested reader, but as the Western editorial voice we rise to offer a few observations. In the first place, the Edison quality which principally strikes us with envy is reputation. Each Jobber and dealers are Edison fans, yes, even fanatics. The second observation is that the meeting of the Caravan in New York came within a mile of the Chicago affair then we don't know enthusiasm when we see it. It is good to see a bunch of men (and women too) really one-minded and one-hearted on the subject of their great common interest. And the third of these random observations is that the playlet, "School for Salesmen," is really more than just good. When one sees the truth about liaison salarism put on the stage in the shape of a clever comedy—when, in short, one sees before one's own eyes the art itself being set forth instead of being merely talked about—then one is happy. Mr. Maxwell is to be congratulated. The Caravan members and their staffs are to be congratulated.
Chicago, Ill., July 6.—Many dealers in this section are complaining that business is not what it should be. Others, again, are saying that business is good. Naturally, one wonders what is the actual truth.

After a careful survey of trade conditions in Chicago the representative of The Talking Machine World finds that dealers who are making complaints are comparing the business of this Summer with that of 1920 and 1919, whereas those who say that business is good are making their comparison with the years 1916, 1917, and 1918. For that reason we believe that the dealers' "good business" protagonists are right and the gloom dispensers are wrong. As everyone knows, from a business standpoint the turnover of 1919 and 1920 was abnormal, and for this reason it is unfair and unjust to compare this year with either of the two last past. We hear the complaint that the so-called "bad business" is due to the volume of unemployment, but from what we can discover of the local labor situation the amount of unemployment now is not much greater than it was normally for several years before the war. We asked one dealer how the unemployment situation affected his business, and his answer was that it didn't make much difference to him, because when he had a prospect that lost his job he merely set that prospect aside and went after the fellow who was still working. He added that he still had a very large and good prospect list with which to do business.

The striking feature of to-day's business is seen in the vigorous preparations being made by so many manufacturers and their dealers for the coming Fall campaign. There has never been a time when so much attention was being paid to publicity. The big companies are using advertising: newspapers, periodicals, poster service, etc., and have had copy prepared for big campaigns in advertising to be launched towards the end of the Summer. Another sign that business is now good, and will be better, is the number of new stores opening in this territory. Some of the largest investments for retail talking machine business that have ever been made have recently been closed, and these investments cover every section of the Chicago territory. One instance is related elsewhere in the columns of The Talking Machine World. A man who has conducted a retail jewelry business in Chicago, and was, in fact, one of the business pioneers of his district, has invested the neat little sum of $100,000 for the establishment of a retail talking machine store. This is only one instance and we are in position to say that several other similar projects are under way, announcements of which will be made later.

So everything taken into consideration, we can find no grounds for saying that business is bad. The men who are comparing this year's business with that of the ante-bellum days are in the right, and are due to make a clean-up. In fact, these very men welcome with delight any announcement put forth by their competitors that business is poor, as they look upon it as an invitation to increase their respective trade territories and add a new bunch of live prospects to their lists.

Lyon & Healy Effective Sales Promotion Plans

The advertising department of Lyon & Healy knocked a home run about a year or more ago when they began sending out floor patterns of their apartment grand piano to their dealers.

The results obtained by the piano department through this clever little stunt were phenomenal and recently the advertising department decided to do the same thing for their Victor dealers. Accordingly, they have devised an advertising novelty along similar lines, in the shape of a Victoria wall pattern. This is cut out to simulate a Victrola XVI from a single sheet of heavy paper. However, the Victrola wall pattern goes the apartment grand pattern one better. The latter was just a cut-out representing the piano from above, placed on the floor of the apartment to show how much space the little instrument would occupy in the room. In the Victrola cut-outs, however, the paper is lithographed to represent a true mahogany finish, together with key escutcheons, door handles, casters, etc. Dealers can send these out to their Victrola prospects, with the suggestion that they be fastened against the wall by means of thumb-tacks, which will show exactly how the Victrola will look in the music room.

In conjunction with the wall pattern there is a printed post-card bearing the following text matter: "Please send me, without obligation, a full-size wall pattern of a Victrola, beautifully lithographed in natural colors, so that I may see just how a genuine Victor Victrola will look in my house. Name.—Address.—" From present indications this Victor stunt is going even better than the piano pattern did, though that was considered one of the greatest advertising stunts that ever happened.

A Great Business Center

The world's busiest corner, State and Madison streets, Chicago, also has a reputation for the (Continued on page 133)
How We Help
Our Victor Dealers

Lyon & Healy Store,
Warehouses and Factory

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 department. 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 carry. 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
The Southern寒冷

The establishment of Buck & Rayner, one of Chicago's largest drug companies. This very same drug company happens to be one of the biggest local dealers in Chicago.

Because of the extraordinary "busy-ness" of the corner, plus the high price of real estate, the Buck & Rayner display windows are much sought after by all the jobbers and manufacturers with whom they do business. In fact, there has always been keen rivalry by all the companies for the privilege of Buck & Rayner display windows.

The choice location is that part of the window which faces both Madison and State streets, and in here for the past few weeks there has been on display an unusually beautiful showcase containing all of the Otosk record hits for 1921. The showcase, which is a sort of a wall hanger, measures 10 inches wide by 6 inches high by 4 inches deep, and at the rate real estate is selling at that corner it is estimated that the space value of that wall case is upwards of a quarter of a million dollars. The Buck & Rayner account is looked after by the Consolidated Talking Machine Co., jobbers of Otosk records.

Open Many New Accounts

Here is one of the biggest new accounts among the shades of the Columbia sales forces, who are trying hard to put their office at the head of all the Columbia branches. In the past week they have opened half a dozen new accounts, all of which will handle Columbia goods exclusively. Among those who have recently taken on Columbia agencies in Chicago is the branch of the Walgreen Drug Co., at 448 South Ashland avenue. This is one of the largest drug concerns in the city, and operates a chain of more than twenty stores. Twenty years ago this company opened a small Columbia department in the branch store at Thirtieth and Cottage Grove avenue, which was so successful that it had to be enlarged, and it has proved to be one of the best selling marts for Columbia goods on the South Side.

Another Chicago store handling Columbia goods exclusively is that of J. Newman, 6339 Halsted avenue. This new concern is engaged in fitting up its store very sumptuously, and hopes to formally open its doors to the public within a short time.

Norman Smith Back at Desk

Norman Smith, assistant manager of the Columbia Graphophone Co.'s local office, has just returned from a three weeks' vacation, which he spent with his folks in New York State. During his Eastern visit he visited the New York office and some of the Eastern branches. Before leaving on this trip he had been calling on dealers in the Green Bay country of Wisconsin.

Moves Headquarters

The All-In-One Phonograph Co. has moved its headquarters from Room 808, Isabella Building, to Rooms 706-7. This change is under the management of T. J. Cullen, who was recently appointed Western sales representative of the New York Album Co., manufacturers of the Myanco album. This company was recently taken over by Mr. Cullen and F. A. Rohler.

Open New Foreign Record Accounts

L. Sebok, manager of the foreign record department of the Chicago branch of the Columbia Co., has just returned from a trip through Wisconsin, where he handled several new Columbia foreign record accounts. Mr. Sebok said that the nineteen new German records recently released by the Columbia Co. have received a hearty welcome from his dealers.

Oro-Tone News Developments

William Tures, secretary of the Oro-Tone Co., has just returned from a vacation, of which he spent the first two weeks in southern Illinois and the other two weeks at Devil's Lake, Wis. He was accompanied on the trip by Mrs. Tures, Lewis Scottord, son of L. K. Scottord, president of the Oro-Tone Co., and on return was connected with the Oro-Tone Co. as assistant manager. The Oro-Tone Co. has just come out with a new large-size, thin-model reproducer, which has been named No. 61. This new model is of an extra loud tone and is so constructed that the taylar is interchangeable. In fact, it is entirely supplied either on the inside or outside of the diaphragm as desired. Besides this distinctive feature it has a new guard on the bottom of the ground box proper which prevents the stylus from being bumped while being manipulated above the record. This is also furnished on their No. LS box.

New Orleans Dealer

The Schmidt Mfg. Co., retail photograph dealers, at Sixty-third and Stewart, has been appointed representative for the Anodin records and the Sonora talking machines. This company started in business several years ago to manufacture its own machines, and has recently taken on the Sonora and Anodin lines and is making great preparations for the extension of his business. The store is now equipped with several new up-to-date Unico booths. The company has just opened another new store at Sixty-ninth and Wentworth avenue. For delivery the company has purchased a Ford truck, which is presently engaged (Continued on page 134)
FROM OUR CHICAGO HEADQUARTERS
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is handling the work of both stores, but it is expected that before the year is out an individual track will be needed for each of the stores.

New Incorporation
The Leader Furniture & Phonograph Co., whose headquarters are at 230 West Harrison street, Chicago, has just been incorporated with a capital of $30,000. This new company will manufacture and deal in phonographs, furniture, picture frames, etc. The incorporators are Alexander Friedmann, Aaron Friedmann and Samuel Friedman.

New Record Roaming Plan
A novel plan that will increase record sales has recently been put into operation by J. L. Clayton, who conducts the England Talking Machine Shop—which, by the way, is the oldest in that section of the city. Mr. Clayton had his store equipped with a number of demonstration booths of the ordinary size, but when the slump in business came along he decided that it was not going to affect him to any great extent and, therefore, set about thinking how he could increase his business rather than let it die. He therefore hit upon the following plan, which, when put into operation, turned the desired trick for him and brought him many new customers from all parts of the city.

His plan was to increase the size of his booths, which he found on measuring were 5 by 6 feet. He therefore had some of the walls torn out and at present he has only six booths, but the dimensions of them are 10 by 12 feet, which, by the way, is practically the size of an ordinary living room. After tearing down some of the walls he had new flooring put in the booths and waxed. When this was done he let his trade know that they were welcome to come in and do a little looking to the time of the latest releases. The rooms were also equipped with a new ventilating system and air cooled, and they make an ideal place for the young folks of the neighborhood to come in and do a little of the latest skating. In front of the store he practically corralled the best part of the record business in Englandwood, and the reputation of the store has traveled to all parts of the city.

"Let There Be Light!"
The corner of Adams and Wabash is now one of the brightest spots in Puffy Row. There recently opened on this corner a new building for a new business, a phonograph music house, and its lights make that side of the street too bright to suit the management of the Central Piano Co., Columbus dealers, so they put in a new front, and added electric lights to the impossible building. J. L. Clayton, who has been in business for a number of years, has also opened a phonograph music house, and his lights make that side of the street too bright to suit the management of the Central Piano Co.

Go After Business and Get It
A new way to get business was recently put into effect by the Symphony Music Shop, whose headquarters are at 120 Wilson avenue. This company has long ago won the reputation of being the best Columbia account on the North Side, and recently C. B. Cordier, the owner, decided that there was still more business to be had, and therefore made plans to go out and get it.

Accordingly he had built five auto trucks which are veritable music stores on wheels. Each of the trucks receives a full complement of Columbia goods, including several types of machines, a full complement of records, repair parts, needles, oils, albums, etc., and is then sent out over the country. These machines are sent out over different routes, and at present they are covering northern Michigan, Wisconsin, Illinois and Indiana. Each truck has a crew of several University of Chicago students, who have been recruited from that university by Manager S. R. Lemberg. The Columbia students receive a thorough training at the hands of Mr. Lemberg before they send them on, in a thorough knowledge of the Columbia products, both mechanical and musical. The trucks are hitting the small towns, villages and hamlets on the way, especially those which are known as summer resorts. An auxiliary truck is sent after these, at certain intervals for the purpose of replenishing their stocks. One of the features of the store on wheels is that on the sides of the truck are built record racks, which have a capacity of several thousand records.

This is one of the best ideas that has hit the talking machine business for some time, and judging from the reports the boys are sending back to headquarters, will be one of the most successful ventures ever put forth by a talking machine man.

Crytal Palace Opens
One of the biggest recent events in the talking machine trade of the northwest side was the grand opening of the Crystal Palace of Music on July 4. This is a new Victor store, located at 2634 West North avenue, owned by Dr. Joseph Chudick and William Kay. It is located directly across the street from the Crystal Palace, the biggest movie house in that section of town and, like it, is handsomely decorated and fitted up with numerous mirrors on crystal chandeliers. The new shop contains eight records demonstration booths, each six by nine feet, and two machine booths, each one by twelve feet. This new account was closed for the Wurlitzer Co. by Hans Schulze. The interior decorations alone of this new talking machine shop cost $25,000.

Receivier for Chicago Firm
The Central Trust Co. has been appointed receiver for the Venetian Phonograph Co., against which a petition in bankruptcy was filed in June by Frank McKey. The firm, which had its headquarters at 694 Milwaukee avenue, Chicago, was composed of Walter E. Neumann and Paul Hoffman.

Wind Up Nightingale Co. Affairs
The Central Trust Co. of Illinois, trustee in the matter of the Nightingale Mfg. Co., this

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

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
For Machine Manufacturers

THE MEYERCORD COMPANY, CHICAGO
Largest Manufacturers of
DECALCOMANIA
Transfer Name-Plates
FROM OUR CHICAGO HEADQUARTERS
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city, bankrupt, filed its final report and accounting on June 14, showing a balance on hand of $7,180.67. The closing meeting of the creditors of the concern was held on July 8 to consider the report, pass upon claims for expenses and attorneys' fees, totaling about $8,500, and declare a second and final dividend.

Brunswick Opens Chicago Recording Laboratory
The Brunswick-Balke-Collender Co., after months of preliminary preparation, has opened an experimental laboratory and recording room on the sixth floor of its Chicago headquarters. The object of this laboratory is to record the work of Isham Jones and other Western talent, as well as for experimental and research work, pertaining to recording, methods of amplification and improvements in sound reproducing and recording apparatus.

This is the first time that a permanent laboratory of this kind has been established in Chicago. Heretofore any recording laboratory in Chicago was but a temporary affair. This laboratory is under the supervision of technical experts, several of whom did acoustic work for the Government during the war, and it is the big idea of these gentlemen to further and work out every conceivable idea pertaining to reproduction and recording. The recording room proper is especially designed and fitted up with apparatus to kill all echoes and extraneous sounds.

The Magnavox in Action
The Chicago Herald and Examiner gave a big party over in Grant Park Saturday afternoon, when the news of the big Dempsey-Carpentier fight, which came over the wires, was released to the throngs by means of the Magnavox. Several of these instruments were installed in the big open-air amphitheatre which was erected especially by the Examiner for its fight patrons. These instruments were installed by the Telephone Maintenance Co. of Chicago, local representatives of the Magnavox Co. of Oakland, Calif. In spite of the terrible howls emitted by the mob, the Magnavox did its work wonderfully well.

Chicago T. M. Co. Renew Lake-Front Lease
The Chicago Talking Machine Co., whose headquarters are at 14 North Michigan avenue, has just renewed its lease for eight years. This concern moved to its present headquarters in 1913, when few people in Chicago dreamed that Michigan avenue would grow to the business proportions of to-day. In fact, it was not until a few years ago that any consideration was given to the project of making Michigan avenue a connecting link between the north and south sides.

To-day, however, since the installation of the big deck jackknife bridge and the widening of Michigan avenue, the north and south sides have been brought closer together, and the traffic now crossing the Michigan avenue bridge is estimated to be more than 50 per cent greater than the daily load of London bridge, which has always been famed for its heavy traffic.

Within the last few months Michigan avenue has witnessed the opening of more wholesale offices than has any other thoroughfare in the loop district in Chicago, and its possibilities as a commercial center have increased a thousandfold. For this reason alone the Chicago Talking Machine Co. is to be congratulated, both for its foresight in establishing its headquarters in this thoroughfare at such an early date and also for insuring its location for a number of years to come.

Columbia Artists Go East
The Louisians Five, who have been entertaining Chicagoans at the Winter Gardens all Winter, left last week for New York, where they will fill an engagement lasting during the Fall at one of the local dance halls. While en route these Columbia records stopped off for a night at Fort Wayne, where they played at the Elk's Club in that city.

Prices Applied to Needles Only
Through an error in the set-up of the advertisement of the Energy Phonograph & Supply Co., that appeared in the June issue of The

KAMP-O-PHONE PROVES FAST SUMMER SELLER
Rich Tone—Fine Motor—Generous Discounts

We believe this to be the first real novel phonograph to combine superior tone quality with low price. Every camper, auto tourist, dancer, student, boat enthusiast, picnicker, summer camper, is a ready prospect for the Kamp-O-Phone. A strong national advertising campaign is appearing in the July magazines. Read the detailed description below.

DETAILED DESCRIPTION
Carries like a suitcase—hardly 20 lbs.—size 8 in. by 15 in. by 13 in. Plays any disc record. Will hold six 10-in. records inside of top. Finished in molded mahogany with dull brass fittings outside and nickle-plated fittings inside. Note the improved tone arm and extra size reproducer. The Hitman No. 30 motor will play three 10-in. records on one winding. This new instrument is creating an unprecedented demand among ship-

KAMP-O-PHONE
Merchandise Distributors Co., 221 W. Randolph St., Chicago, Ill.
Lidseen Fibre Needle Cutter

Sharpens the Needle Without Removing It From the Tone Arm
SHARPENS WITH A ROTARY MOVEMENT

A FEW MORE JOBBERS WANTED
The greatest seller of them all. You only have to show this to sell it.

THIS CUTTER IS MECHANICALLY PERFECT

LIDSEEN
832-840 S0. CENTRAL AVE.
CHICAGO

THE FIBRE NEEDLE CORRECTLY POINTED
World, retail prices were quoted for the Stewart phonograph which were intended to apply to Nupoint needles. The Energy Phonograph & Supply Co. is selling Stewart phonographs at the recognized trade prices, and the special offers mentioned in its advertisement were intended for Nupoint needles exclusively.

New Victor Account in Chicago

July 16 will herald the formal opening of Hol-land's Music Shop, at 6351 to 6353 South Halsted street, this city. The new shop measures 36 by 110 feet, and is being handsomely fitted up in ivory and mahogany trimmings. The new place of business will handle Victor goods exclusively, and is being equipped with twelve demonstration booths, ten of which will be six by nine feet, and the other two nine by twelve feet. These booths are to be absolutely soundproof, and equipped with the most up-to-date air-cooling ventilation system.

M. Z. Holland, the proprietor, is one of Englewood's pioneer merchants, and for many years has conducted an elaborate jewelry shop at Sixty-second and Halsted streets. Mr. Holland has invested upwards of $50,000 in the new shop, which makes this the biggest project of its kind ever attempted on the South Side. The Holland account was secured by the Victor jobbing department of Wurzler Co. Although especially due to L. E. Nobile, manager of Wurzler's retail department, who did much to bring the deal about. The manager of this new store is old friend Hugh Hoyle, who for some time has been conducting the Morling Music Shop at Fifty-first street and Prairie avenue.

Boosting the Pageant

Conley's Phonograph Shop, at 721 West Sixty-third street, which handles Brunswick talking machines and records exclusively, is busy en- gaging these days in making preparations to boost the Chicago Pageant of Progress. Which will be pulled off from July 30 to August 14, on the great Municipal Pier. The Englewood Business Men's Association recently put on an advertising cam- paign to boost the Pageant. The campaign in- cludes a contest for the most popular girl in Englewood, who, after other months, will be chosen from the various sections of the city, will compete for the crown and title of Queen of the Pageant.

Conley's Phonograph Shop 651 in the story because the folks there put forward the scheme which was adopted by the Business Men's As- sociation for handling the voting by which the popular young lady will be selected. The same, they suggested, is for each merchant to give a ballot paper for every ten cents spent in his place of business. The voter may then go to the photographs of theevity entrants, conspicu- ously displayed in each store, and cast his or her vote according to desire. This little idea is from the fertile brain of E. E. Carlson, who manages the Conley shop.

Another little idea of Mr. Carlson's which is bringing in a great many customers is the installation of a Magnavox, whose voice directs by means of the latest Brunswick records vast throngs which gather nightly across the street to attend Englewood's biggest moving picture house, the Stratiford. Mr. Carlson reports that since the installation of this Magnavox he has greatly increased his business.

New Jewel Tone Arm

The Jewel Phonograph Co., has just completed the new Edison attachment which is said to over- come any objectionable features that have heretofore been embodied in similar attachments. The Jewell experts have been working on this new device for the last five months and are just ready to announce it to the trade. A new feature is that the device is controlled entirely by the raising and lowering lever of the Edison phonograph. When the lever is pressed in place of the Edison reproducer it need not be touched again except for the purpose of inserting needles. It is automatic in operation. The reproducer may be turned up to receive the needle, and when playing lateral records it minimum weight bears

on the needle point. The Jewel people say that this new device represents the fruit of many valuable suggestions tendered them by many prominent in the Edison organization, as well as by jobbers and dealers.

The Jewel Co. has just gotten out an attrac- tive little six-page pamphlet carrying their No. 2 tone arm and reproducer, equipped with a Jewel mute. One of the features of this tone arm is the mute, by means of which the tone can be controlled in volume independent of needle changes or amplifier.

O Joy

James F. Bowers, chairman of the Board of Directors of Lyon & Healy, has left Chicago for Astor Park, N. J., where he and Mrs. Bowers will spend the Summer. One of the things that was bothering Mr. Bowers the day before he left was that he feared that some unforeseen power might cause him to stop off at Jersey City long enough to witness the calisthenic demonstration between the Irish and French pro- fession, scheduled to take place on July 2.

New Company Takes Over Lampraphograph

The Burns-Pollack Electrical Mfg. Co., of East Chicago and Indiana, has put up a new asphalted building which is 40 by 120 feet, and in which is installed a new lampraphograph of the Burns-Pollack type.

A New Fletcher Product

Reproducer and Connection for NEW EDISON

Plays all Records

FLETCHER-WICKES CO.

6 EAST LAKE STREET, CHICAGO, ILL.
Price Reductions on Enclosed Motors

We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose prices have been too high even in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER
You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

wall and trimmings. A similar auction was opened by Brunswick, recently, when the Hyde Park Brunswick Shop formally threw open its doors to the public at Fifty-first and Prairie avenues, Chicago, this store has an ideal location, near the Fifty-first street entrance of Washington Park, which is the scene of many open-air band concerts, given by the South Park Commissioners during the summer months. The reputation of these concerts goes far and wide. The location of the new store at the entrance of the park, which is served by the Indiana car line and Fifty-first street station of the South Side Elevated, offers a splendid opportunity to its owners to attract numerous sales for records on hand.

Brunswick Artist Successful

Mario Camille, who has the reputation of being one of the country's greatest tenors, as well as one of the Brunswick Co.'s leading stars, gained a great reputation for himself with Chicago audiences recently, when he appeared as Edgardo in "Lia di Lampedusa" at Ravinia Park on the evening of June 26. His success was so great that he was encored and requested to appear the following night. A small ovation greeted him on the evening of July 2, when he appeared as the Duke in "Rigoletto." One of the striking features of this drew is that he is a native of this country, having come from Los Angeles.

Bubble Books Go Big

The Bubble Books make one of the best sellers for the summer months, according to E. A. Fearn, of the Consolidated Talking Machine Co. They go far better today in the smaller cities than heretofore, and the business coming from this source now far outstrips that of the metropolitan cities. One noticeable point about the Bubble books is that, although they were originally conceived as a Christmas article, they have become standard sellers, and are one of the best selling articles that have ever happened. Another noticeable thing is that most of this business is coming through department stores. According to Mr. Fearn's contention, the regular talking machine dealer had better look out and get busy, as he is getting a good thing slip by, which the department store men are just carving up.

New Pennsylvania Distributor

The National Phonograph Co., of Pittsburgh, Pa., has just been appointed Pennsylvania distributor for the Hughes Pick-Up Needle Cup. This little device has met with phenomenal success. By means of a little lever a magnetized pick-up device is swung over the needle cup, and when it is wrong back the needle comes with it. The little pick-up device is a needle kept away from contact with thumbs and fingers, and the owner of the talking machine, in going after the needle, does not have his fingers pricked, as is generally the case.

Opera at Ravinia

Charles Hackett, Ricardo Straccieri and Florence Macbeth, exclusive Columbia Symphony artists, are the featured singers at Ravinia Park this year. The season for the park began June 25, and is now well under way. In the opening opera, "The Barber of Seville," all of the leading parts were held by Columbia stars. In this opera another Columbia artist, Leon Rother, appeared with the aforementioned trio, and their presence has been a great boost to Summer Symphony records business in and about Chicago. Columbia dealers in this locality are attending in great numbers.

Plans of Illinois Musical Supply Co.

There was recently organized in this city a new company, known as the Illinois Musical Supply Co., which will hold forth at Fifty-first street and Racine avenue. The purpose of this company is to eliminate for the dealer all overhead costs, whereby he is enabled to make a smaller profit on all merchandise. The merchandise consists of mandolins, niteles, violins, banjos, record accessories, attachments, needle cutters, needles, etc. etc. One of the features of this new company's guarantee to merchants is that if the prices on any goods listed in the catalog should decline between the date of issue and the time of order dealers will receive the benefit of the reduction.

Lyons & Healy's Attractive Window

When it comes to attractive windows in Chicago it is hard to beat Lyons & Healy. In the windows of the street the window is the window. Every time the Lyons & Healy experts decorate a window they do it up in a style that keeps the tongue a'buzzin' all along the street. Their latest masterpiece is a Yertle Whirlow, portraying the exterior of a Summer home. The front porch is covered with a grape vine trellis. In the foreground is a Victor XIV model and in front of this is the figure of a woman sitting in a rocking chair. A little off to one side is the figure of a little girl sitting in a swing which, by suitable apparatus concealed above, is caused to oscillate constantly. The floor is carpeted with a grass mat. The edges of the porch are decorated with morning glories and rose bushes.

A Window Full of Ideas

One of the windows in Wurlitzer's Wabash avenue store is just loaded with good advice for the Summer tourist who contemplates cruising about Lake Michigan and its inland ports for

Edison Diamond
Amberolas—Plus Service

You know the quality of Edison instruments. From now on you will have placed a trial order with us so you are unfamilior with service.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formally Jas. J. Lyons
17 W. Lake St.
Chicago
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

Cash In Now!

Music When You Want It Anywhere! Any Time!
Boating, Camping, Canoeing
Nursery, House Party
Week-End Trips, Summer Home

The New Improved Stewart Portable Phonograph is the best seller in the field. The demand during the next two months will be greater than ever. Are you prepared to supply this demand?

The New Improved Stewart is an ideal phonograph for everybody. It holds twelve records—plays all makes. Pure, sweet resonant tone—quality unsurpassed.

Compact, neat and light in weight. Easily carried anywhere—from room to room—to the lawn. For the summer cottage, boat or canoe, it's just what everybody wants.

Equipped with powerful, smooth-running precision mechanism, beautiful mahogany finish with nickel trimmings. Special gold finish. extra.

The Stewart is guaranteed against imperfections in workmanship and defects in material for a period of one year from date of purchase.

Our Phonograph Surgery Department has a record of more successful operations than any other medical institution in America. From Dead to Live in twenty-four hours. This is our absolute guarantee.

Write us today.

Retail Price, $18.00

Dealers' Prices, Each
2-5 . . . . . . . . . . . . . . $11.00
6-12 . . . . . . . . . . . . . . . . 10.50
13-24 . . . . . . . . . . . . . . . . 10.00
25-50 . . . . . . . . . . . . . . . . 9.50

Leather Carrying Case, $8.00 extra.

ENERGY PHONOGRAPH & SUPPLY CO.
THE WHOLESALE MUSIC CENTER
PHONOGRAPH PARTS, MOTORS, TONE ARMS, PHONOGRAPH RECORDS AND ACCESSORIES
28 AND 30 WEST LAKE STREET,
CHICAGO, ILLINOIS

FILING CABINETS
of the Art Model Console Type especially adaptable for Victor IX's.

Our line of Talking Machines covers your trade from PARLOR to PICNIC whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the KAMOPHONE (of which we are the sole manufacturers).

Write us today, if quality and price interest you.

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.

was formerly contained in a single store room, but since taking on the Victor account Justin Bros. have opened the adjoining store and thrown the two together in a most effective manner. There are in all eighteen demonstration booths. Justin Bros. are considered by many to be the most progressive talking machine dealers in any outlying district of Chicago. They have three delivery trucks in constant operation.

When the new store was opened the people of the neighborhood were entertained by both orchestral and vocal talent, and it is estimated that five thousand people were present on this interesting occasion, all of whom were most enthusiastic and complimentary.

Welcome Home!

Griffith V. Ellis, sales manager and secretary of the Chicago Talking Machine Co., returned to Chicago on the first of the month from the University of Pennsylvania Hospital at West Philadelphia, where he had been undergoing treatment. As evidenced by his general appearance (Continued on page 140)

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THE TALKING MACHINE WORLD 139

ing the Summer vacation season. This window is attractively got up to represent the end of an old dock. Resting on some of the pilings of this dock are some of the sample Victor table model phonographs, as well as one of their new portable phonographs. In the background is to be seen a representation of the lake with a�� cruizer in silhouette. On the back of this are some cartoon cutout figures dancing and singing about the cutout figure of a Table Model Victor. The sound adviser in by means of two signs placed on the crest of the waves, which read as follows: "Take the whole Victor crew along with you!" "You will not have a sea sick artist in the party."

Take on Granby Agency

News has just been given out by E. A. Fearn, of the Consolidated Talking Machine Co., that his company has been appointed representative of the Granby Phonograph Corp. for the States of Illinois, Michigan and Southern Wisconsin. In connection with the Chicago headquarters the Granby will be handled from the Detroit branch. Great plans are now well under way at headquarters here and at the Detroit branch for the purpose of putting in Granby accounts in every available place through the territory assigned to the Consolidated Co.

The first Granby shipments have reached Chicago, and Mr. Fearn immediately put them on demonstration at headquarters. During the first few days they were on exhibition he was successful in closing several nice deals for these instruments. The Granby deal was closed by E. L. Ginsberg, assistant sales manager of that company, who spent several weeks in and about Chicago looking after the trade.

Both Messrs. Fearn and Ginsberg are to be congratulated on closing this deal, which brings one of the best-known of the newer makers of talking machines to connect with one of the best jobbing houses in Chicago.

F. D. Hall Returns from Europe

F. D. Hall, president of the Hall Mfg. Co., returned on July 5 from an extended tour through Japan, the Philippine Islands and the Malay Archipelago, where he went in quest of some best-quality bamboo for the Hall phonograph. Mr. Hall was very fortunate in acquiring a large quantity of the best bamboo fiber ever produced, and also was able to make some very good contracts, which will assure a constant supply of this material to be used in the manufacture of the Hall fiber needle. Some men in the trade have an idea that the material used in the fiber needle is ordinary bamboo, but in this, according to Mr. Hall, they are greatly mistaken. Only certain grades of bamboo can be utilized, for only a special kind of a fiber can withstand the vibrations sent up by the sound grooves of the record. Mr. Hall was accompanied by Mrs. Hall. The two arrived at Vancouver on the 19th of June, and from there took a trip down the Pacific Coast, where they rested a few weeks before continuing the trip to Chicago.

Among the Vacationists

Lester Earl Noble, manager of the Victor dealer in Chicago, has returned from a two weeks' vacation, which he spent visiting his folks at Edgerton, Wis. Hans Schoending, manager of the World's Fair Victor dealers in Chicago, has just returned from a two weeks' vacation spent in Michigan with his family.

Ashland Talking Machine Shop Opens

The Ashland Talking Machine Shop, owned by George Gluck, held a grand opening the latter part of June at 620 South Ashland avenue. The opening was attended by one of the largest neighborhood gatherings ever congregated in that locality and many beautiful souvenirs, including the small Victor dogs, were given out. This is an exclusive Victor shop. This new shop is an account of Mr. and Mrs. Hall. The opening was attended by Mr. and Mrs. Hall, and his assistant, W. P. Roche.

Justin Bros. Fall in Line

Another Victor account opened recently by Mr. and Mrs. Hall. The opening was attended by Mr. and Mrs. Hall, and his assistant, W. P. Roche.

Our line of Talking Machines covers your trade from PARLOR to PICNIC whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the KAMOPHONE (of which we are the sole manufacturers).

Write us today, if quality and price interest you.

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

sure, Mr. Elks most have been in the hands of some very clever surgeons, and upon his arrival in Chicago he received a warm welcome from his many trade friends, who were agreeably surprised regarding his present condition.

Heads Wholesale Records

Robert M. Noble, formerly connected with the retail department of the W. W. Kinball Co., in its downtown salesroom, has become manager of the wholesale talking machine record department of this concern. The appointment is under a couple of weeks ago, and Mr. Noble is now in full charge of this branch of the W. W. Kinball Co.'s business.

Second World Co. Dividend

The credit of the World Phonograph Co. in Chicago were advised recently that a second dividend has been declared by Sidney I. Eastman in hand. The dividend was officially declared yesterday, July 14, payable within ten days at the offices of the Central Trust Co. of Illinois, trustor, Chicago, Ill.

W. H. Wade to Coast

W. H. Wade, proprietor of the Wade Talking Machine Shop, left on the 9th of the month, for San Francisco, where he went to make arrangements for the Imperial Council session, which will be held by the Shriners there June 14-15, 1922. At that time it is expected that Mr. Wade will be installed as Medinah Temple, and will hold the office of Shriner from Chicago to San Francisco, by the way, is the largest single organization in the world under one presiding officer, and boasts of a membership of 25,000.

While in San Francisco, Mr. Wade will make arrangements and sign contracts to take care of the membership, such as bands and parades, etc., that will go as delegates from Chicago. After these arrangements have been made Mr. Wade will go down the Coast to Los Angeles for a two-weeks' vacation, and will be back in Chicago in time for the opening of Chicago's big Pageant of Progress.

A Magnificent Store

There seems to be a contest now between all Victor dealers in Chicago as to who will be considered King Baw in having handsome stores. At the moment of going to press we receive the opinion that the Laurels rest on H. F. Selkin, proprietor of the Lawrence Avenue Cathedral of Music. The grand opening of this new Victor store takes place on July 1 at 275 South and Lawrence avenues, but it is the store, not the business, which is new. Mr. Selkin has been for some years at 3017 Lawrence avenue and his account is handled by the Chicago Talking Machine Co. The decorations for the interior of this new shop are the most gorgeous ever attempted by a talking machine man in this city. The ceilings are done in ivory and the walls of old rose. The woodwork is of silver-gilt green oak and the wood trimmings of solid walnut. The color scheme of the drapes throughout the entire establishment is in perfect harmony with the rest of the decorations. There are, in all, sixteen bullion demonstration booths, as well as a twenty-five foot record counter, with a capacity of 3,000 records. The display windows cover a frontage of 111 feet and in them Victor products will have exclusive representation.

"The Cheney Resonator"

The Cheney Resonator is the title of a new phonograph which has just been brought out by the Cheney Talking Machine Co. This new model is built on the regulation newspaper size of four pages, and contains a valuable data relative to sales plans, advertising helps, etc., from the Cheney Co. to its dealers. The little book is exceptionally clever and shortly after it was sent out to the trade, on the 9th of July, the Cheney Co. received many congratulatory letters from its dealers commending upon it.

W. E. Burr, sales manager of the Cheney Machine Co., has just returned from a two-weeks' vacation. Where he went and what he did seems to be a big secret with him, but

from the dear coast of tea, pens the fish hook scratches on his fingers, we are inclined to believe that he was some place up in either Wisconsin or Michigan, mining Coal with the fish.

Cheney Exhibit

Both C. E. Saunders and W. McMonigal, of the Cheney sales force, who were in charge of the Cheney exhibit in Grand Rapids during the semi-annual furniture exhibit, report to headquarters in Chicago that this season's show is the biggest thing that ever happened and that a greater number of callers were registered at the Cheney exhibit than ever before.

How the Model Shop Helps

The Model Shop in the local wholesale branch of the Columbia Graphophone Co. has proven a signal success, as it presents to Columbia dealers many ideas of great value, visualizing the degree of success that may be ac-

Jewel

ATTACHMENT FOR VICTOR

VICTOR DEALERS, INCREASE YOUR RECORD SALES

It is a well-known fact that there are hundreds of thousands of Phonographs of which the owners have disposed. Consequently, THEY BUY NO RECORDS.

REVIVE THESE, by selling them an attachment that plays all records with great volume and without harsh, metallic nasal tones, yet in a tone that is full, rich and mellifluous.

You will be surprised to see how you can start them to buying records again and how their interest will be renewed. This is not gossamer, but a demonstrated fact. Can be attached in a minute. No adjustment necessary. Sold moneys back if not satisfied.

JEWEL PHONOPARTS COMPANY

154 West Whiting St., Chicago
M. G. Peters, supervisor of Dealer Service in the Chicago branch, makes his headquarters in the Model Shop and is doing everything possible to assist the dealers in solving their merchandising problems.

V. K. Tremblett Returns

V. K. Tremblett, one of the popular members of the sales force of the Chicago Talking Machine Co., returned to his desk the first week in July, after a three weeks' absence. During the time Mr. Tremblett was away he underwent an operation at the Mercy Hospital, Chicago.

Otto Schulz on Vacation

Otto Schulz, of the Magnolia Talking Machine Co., accompanied by his family, is on his way to Europe to visit relatives in Denmark. The trip, which will cover a period of three months, includes a visit to the battlefields of France and Belgium. Mr. Schulz also intends to make a survey of conditions in the talking machine industries in the countries which he is to visit.


tells us to do Things

Robert M. Noble, formerly of the retail record department of the W. W. Kimball Co., who was recently appointed manager of the Kimball wholesale Okeh record department, has been in connection with the Kimball organization for many years and has seen wholesale service in other Kimball departments. His new duties offer him an opportunity to do something that he has been ambitious to do for a long time—

Lyon & Healy Khaki Moving Covers

Modern Method Insures Safe Handling

Extra Heavy Khaki Padded and Quilted Fleece Lined

We make them up promptly to order, to your measurement or to fit any machine.

Extra Heavy Khaki Padded and Quilted Fleece Lined

Prices Recently Reduced

Special Inducement to Jobbers

LYON & HEALY, Chicago, Ill.

The Windsor
Period Designs like highest grade Furniture
Produced by
The Windsor Furniture Company
Chicago, U.S.A.

which are also embellished with beautiful hand carvings. The Windsor Co. also has on exhibit a library table in solid mahogany which contains a slide drawer. This side drawer can be pulled out and, when done, there are exposed a talking machine motor, turntable and tone arm. The amplifier is located under the top of the table. The exhibit is in charge of J. W. Lyons, president; G. W. Lyons, secretary, and F. J. Lyons, general manager. The traveling force, consisting of J. L. Joyce, G. F. Joyce, A. C. Stewers, E. E. Miller and J. Hyman, is also in attendance at the exhibit.

Increase Working Capital

Melodia Phonograph Co., 406 N. Sangamon street, recently increased its capital stock from $20,000 to $40,000. The president of the concern, E. M. Makato, stated that this increase was entirely for the purpose of building up working capital and to permit them to increase its sideline business, which consists of the manufacture (Continued on page 142)
Announcing the New

MASTERPIECE CONSOLE

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.
WINNING TRADE IN POOR LOCATION

TheTalkingMachineDealer on Side Street Can Win Success if He Utilizes Publicity to Gain Support and Interest the Public

The talking machine dealer located on a side street has a much more difficult task in trying to bring his establishment to the attention of the public than has the dealer on the main thoroughfare. The prosperity of a store depends, to a great extent, upon the number of people who pass by. So much importance is attached to this that one of the largest chain store corporations in the country, before deciding upon a location for a branch, places a man with a stop-watch in front of the proposed site to record the number of people passing daily. This is continued until a fair average is obtained. The heads of this corporation know that people passing the store notice it, thus a certain amount of free publicity is gained.

Now the dealer on the side street can largely overcome this disadvantage by supplementing his advertising with free publicity. There are any number of methods of doing this, but perhaps the most effective and the one which reaches the greatest number of people is through the medium of the local newspaper. The editor of the local paper will be glad to publish anything that pertains to news, and right here it may be well to state most emphatically that the talking machine merchant has plenty of opportunities for digging out newsworthy little articles relating to his business.

Gaining a certain amount of publicity, daily will prove well worth the effort. Many dealers do not know what news is, therefore the following few illustrations will not be amiss: Remodeling a store, a letter to the editor stating your views on local business conditions, removal to a new place of business, announce- ments of concerts, etc., are all news and will be gladly accepted by the editor for publication. This kind of publicity keeps your establishment before the public eye and will tend to arouse interest which will ultimately result in increased profits. Publicity of any kind is a live asset in business.

Robinson's Music Store, located at 1306 G street, N. W., Washington, D. C., was recently appointed local representative for the Brunswick-Balke-Colleider Co. This concern will present the Brunswick line in a retail way, and already has opened quite a number of new accounts.

On the VICTOR SUPERIOR UNIVERSAL REPRODUCER

Value of Talking Machine and Record Imports to Brazil From the United States

Among the chief articles of import into Brazil from the United States are talking machines and accessories and records, according to data collected by the Bureau of Foreign and Domestic Commerce at Washington. In 1918 the value of imports of talking machines and accessories totaled $27,343; the value of record imports from this country was estimated at $9,923. The 1919 figures show a decrease of talking machine and accessory imports to $68,244. Imports of records, however, increased to $40,099.

BRUNSWICK LINE WITH GRAM CO.

Milwaukee, Wis., July 5.—The Edward Gran Piano Co., of this city, one of the best known piano concerns in the State of Wisconsin, has just signed a contract with the Brunswick-Balke-Colleider Co., and will handle the Brunswick line in its Milwaukee store. The store, by the way, is one of the biggest in the city, and offers an exceptionally fine representation for the Brunswick line.

The O'Neill Music Shop, of Daytona, Fla., is now handling the Brunswick line.

On the COLUMBIA ISSUE NEW EXPORT CATALOG

Milwaukee Talking Machine Co. Has Prepared an Attractive Volume Which Will Be Found of Great Aid in Building Foreign Demand

The Milwaukee Talking Machine Co. has issued a very attractive catalog exclusively for its export trade. This company's extensive manufacuring facilities enable it to take care of a good foreign business as well as of an extensive domestic demand, and it is going after both in an aggressive and forceful manner.

The handsome catalog gives illustrations in color of some eight upright styles with good descriptive matter. There are several photographic reproductions showing an attractive young woman in a home listening with rapture to a Dalion phonograph, which in each case is Model 5, a special to the export model. This instrument is described as small and trim, and in no sense a "junior." Wherever it has been introduced, say the makers, it has brought forth a great volume of sales. Dealers like this model and push it aggressively. The company has a well-organized foreign department, which has made a study of the situation and is prepared to furnish complete information at all times. The catalog is printed in several languages besides English.

FIGHT NEWS THROUGH MAGNVOX

Sanders & Stayman Music Co., Entertains Crowds Waiting for Fight News

The Sanders & Stayman Music Co.'s branch in Connellsville, Pa., took advantage of the Dempsey-Carpenter fight to obtain publicity through the installation of a MagnavoX in the Connellsville Daily News office for the dissemination of fight news to the public.

Just prior to the fight the crowd was entertained by the rendition of July releases of Voeclion records furnished by the company. The MagnavoX was connected to a wireless telephone and every detail of the preliminaries, as well as the championship fight, was given.

The Sanders & Stayman Music Co. has been so well pleased with the results of this novel method of obtaining publicity that they have made arrangements to continue this music service during the announcings of the result of the games of the Pittsburgh National League.

CONGRATULATIONS

Eldridge Fennimore Johnson, son of Eldridge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J., was recently married to Miss Janet Darby, daughter of Dr. George Darby. The couple are spending their honeymoon in California.

The Newsome Furniture Co., Ft. Meade, Fla., recently took on the Brunswick line.
SALES FOR MONTH VERY SATISFACTORY IN LOS ANGELES

Edward Humphrey in Broader Field—New Quarters for Patrick Co.—Several New Stores Open—Columbia Manager in Council—Outing of Richardson Forces—Edison Men at Convention

LOS ANGELES, Cal., July 6. Reports from the talking machine departments of the leading downtown music houses indicate that sales for the month have been every way better than those of the same period in former years. The local Jobbers of the various makes of instruments also declare that business for the month ended a gratifying increase.

Edward Humphrey Replies

About three and a half years ago A. Hamilton & Sons decided to open a talking machine department on the third floor of their immense establishment under the management of J. Stevens, who, however, was forced to leave on account of illness, and in September, 1918, Edward Humphrey was placed in charge. Mr. Humphrey not only developed and enlarged the business to such an extent that new rooms of unusual size and handsome appointment were opened on the fifth floor, but a piano department was opened and has already grown to very satisfactory proportions. The main reason for Mr. Humphrey's expansion was in order that he might take up the concert and operatic stage as a profession. He is possessed of an unusually fine tenor voice and has been studying for some time under Signor Allerti. Mr. Humphrey received many expressions of regret from his staff and sales force, with all of whom he was very popular.

New Dealer on West Seventh

Gore's Music Shoppe is the name of the new talking machine store on West Seventh street, opened by C. E. Gore, and devoted exclusively to the sale of Pathe phonographs and records. The new store is handsomely decorated in ivory and very conveniently arranged for business; every Pathe model is on exhibition and a full and complete catalog of Pathe records is carried. Mr. Gore has been the Western representative for the Pathe Co. for some years and has had a very extensive experience.

Association Holds Large Meeting

One hundred and thirty-eight members of the music trades, including representatives of their various departments, sat down to a dinner banquet at the Roma Cafe on June 13. The meeting was more of a get-together assembly for business discussion and no program had been arranged, which, in the opinion of the chairman, President Geisler, and several other members, was very much to be regretted. However, a very enjoyable evening was spent and at the next meeting of this kind a definite program will be arranged for in advance. A splendid jazz orchestra was supplied by New- ton Hancock, of the Hancock Music Co., which played during dinner. An excellent address was given by Frank George, of the Southern California Music Co., and by President Geisler.

Patrick Music Co. Moves

The Patrick Music Co., of Long Beach, has moved from its old quarters on Pine street to new premises almost directly opposite. The new store, however, is much more elaborate and spacious, and occupies three floors. The interior decoration is unusually attractive and designed in Spanish style of decoration. A small vestibule with ornamental tree and splashing fountain occupies the front immediately before the entrance and show window. Inside, the large showroom is Spanish with rough, massive beams in the ceiling; a staircase leading to an arched balcony. The supporting columns are ornamented in polychrome colors and are very handsome. Below the staircase and balcony a large arcade leads to the record demonstration rooms and sales counter, the ornamentation being heightened with a red and yellow effect. The piano and player-piano departments are upstairs, as well as the player roll rooms. Mr. Patrick is to be congratulated on his new music store, which will doubtless be well appreciated by the people of Long Beach.

Platt Music Co. Has Big Month

P. H. Beck, manager of the Victor department of the Platt Music Co., reports exceptionally fine business during the past month. The total sales for the month exceed any former sales in the history of the department with the exception of those for the month of December last. Sales for individual days have reached very high water marks, and Mr. Beck pays a high tribute to his sales force, particularly that proficient sales lady, his assistant, Mrs. Layher.

Columbia Graphophone Co.

NEW YORK

Feature the brilliantly colored Columbia Patriotic Record Gilt Envelopes for all they're worth this month, and you'll find that they're worth a lot. Display them in your window and around the store. How many have you ordered?

Columbia Graphophone Co.
CONFIDENT FEELING PREVAILS IN THE TORONTO TRADE

Heintzman's Kitchener branch splendidly equipped—Magnavox for National Exhibition and Central Fair—Empire Phonograph Parts Co. opens local branch—Bradit a visit—Other news.

Talents, Ont., July 6—When, at the present time, the so-called "blue rums" being talked about and when conversations are apt to be tinged too deeply by references to business failures and depression, and the like, it is gratifying to witness, in a store like the Herbert Heintzman's Kitchener branch and see with one's own eyes evidences of aggressiveness. Here the second observation room has been recently installed, making a total of seven in all. R. Mullin, the local manager, is having a private office built at the front of the store and after the whole store is reconditioned, an operation partly necessitated by a fire which broke out during the early part of March, the Herbert Heintzman Kitchener branch will rank with the most up-to-date music stores in the Dominion. The system of letting records out on approval has been permitted in the past by this efficient manager, because there is sufficient soundproof demonstration rooms to cater to the needs of customers. "But," explained Mr. Mullin to The World, "now that we have the observation rooms we have eliminated the record-on-approval system altogether. It doesn't pay. Customers only abuse their privileges.

J. Montagues Co., Canadian distributors of the Magnavox, have arranged to provide the Canadian National Exhibition authorities with two high-powered Magnavoxes to be used during the exhibition. A plan of this nature will be to enable the crowds to hear distinctly the voice of the speakers. Five Magnavoxes, with complete phonograph, will be set up around the grandstand and on the main bandstand, facing in five directions. These will connect with a sound-collecting transmitter installed in the grandstand above the heads of the speakers, thus obtaining every one to hear distinctly the voice of the speaker as it is disseminated in all directions.

The C. W. Lindsay, Ltd., Ottawa branch, has sold the Central Electric Phonograph Co. Magnavox for use during the coming exhibition in that city.

J. G. Tillson, proprietor of Tillson's Music Shop, Toronto, has made an assignment.

The question of providing holidays for their staff during the coming Summer has been solved by J. Montagues Co., Canadian distributors of the S.R.G. phonographs, by their decision to close the company's office and warehouse for the entire week of July 30 to August 5, in addition to Saturdays, during the months of June, July, and August.

The Empire Phonograph Parts Co. of Cleveland, Ohio, whose products are well known to the Canadian phonograph trade, has opened a branch office at 41 Richmond street East, in this city. Close contact will therefore be established with Canadian manufacturers, jobbers and dealers, and more efficient service will be insured. G. Lee, Laing, who has been connected with the trade for a number of years, and who is thoroughly sold on the Empire proposition, will be in charge of the new branch.

The wedding of B. A. Trestrea, of the Musical Merchandise Sales Co., took place recently. The happy couple spent their honeymoon in New York and Atlantic City.

W. B. Puckett, president of the Musical Merchandise Sales Co., is sailing for Europe within the next few weeks on a combined business and pleasure trip. While abroad Mr. Puckett will do some research work in the interests of Brunswick records and phonographs and Q R S player rolls. Early in June Mr. Puckett visited Chicago conferring with the Brunswick and Q R S chief executives, as a result of which some novel merchandising plans are expected to be announced for Fall.

James P. Bradit, so well known to Canadian phonograph trade circles, was in Montreal recently and spent a couple of days with S. Berlin, owner of the Compo Co. at Lachimp, Que., who organized the Sun Record Co., with headquarters at Toronto. While in Montreal Mr. Bradit took the opportunity of looking into some Canadian investments and also enjoyed a cruise in Mr. Berliner's new motor boat on Lake St. Louis and the Lake of Two Mountains. "Uncle Jimmy" looks as hearty and hearty as ever and in the same old optimistic.

Grace M. Church has joined the staff of R. F. Wilson & Co. in the capacity of manager of the phonograph department. Mr. Church has been with the Edison Shop since its inception.

G. W. HOPKINS SCORES IN ADDRESS MADE IN MONTREAL

Columbia Sales Manager Arouses Enthusiasm of Advertising Association—Berliner Co.'s Explanatory Plans—Wilson & Sons, of Sherbrooke, to Feature the Stewart Phonograph

Montreal, Can., July 7—Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. New York, was making his address before the recent meeting of the Association of Canadian Advertisers, Inc., at the Windsor Hotel on the necessity of business men revising their ideas as to salesmanship. He pointed out that manufacturers had left their selling to advertising and salesmanship had consequently been neglected. The present situation had changed matters, the buying public getting more salesmanship than six months ago, and today there is a lot of salesmanship behind the counter. He dwelt upon the importance of executives paying attention to the choice of clerks. He gave a number of illustrations of good and indifferent salesmanship, making his points sparkles. He closed with an appeal to all the Central Electric Phonograph Co. to make a tribute to the importance of music in the home.

B. R. Forster, president of the Brillantine Steel Needle Co., New York, was in Montreal recently.

V. Sgroi, the well-known Columbia and Edison dealer, was married recently and spent his honeymoon in New York.

The majority of piano stores handling talking machines and records are, as usual, closing their stores during the months of June and July. The usual practice of store records and records for the balcony has not been observed.

Quite a number of Canadian dealers attended the Edison Caravan Convention in New York, including George Layton, of Layton Bros., Montreal. In order to be present at the firm's annual picnic he had to leave the banquest held by the Edison Jobbers before its conclusion.

N. G. Viallette, Ltd., is devoting the whole

of its ground floor to its new music department and has created a number of additional soundproof rooms to cater to the increased business. It is handling the complete line of His Master's Voice machines and records. Albert Birojones is in charge.

Layton Bros., Edison and Columbia distributors, held their third annual picnic and outing to Otterburn Park, which was attended by about seventy-five persons. The day's enjoyment was voted as one of the most successful yet staged, notwithstanding the bad behavior of the weather man. A program of sports was indulged in and handsome prizes awarded.

Wm. Lee, Ltd., in handling a large volume of business in the Columbia Model X

D. W. Kennedy, of the Aeolian-Vocalion Co., New York, was a recent trade visitor to this city.

Charles Calhoun is handling a largely increased business in Vocalion records and states that the buying public are asking for them.

Albert's, Ltd., is pushing the sale of Sun records.

Geo. Layton, of Layton Bros., during his visit to New York at the Edison Caravan Convention, visited the new Columbia Building and was immensely impressed with the edifice and the treatment accorded him while on the tour of inspection.

The new material plant being erected by the Compo Co. at Lachimp, Que., for making the composition for records, it will be under way and will be running in about four weeks.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., have secured the exclusive rights for selling the

(Continued on page 146)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENIE MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

THE RENIE MANUFACTURING CO.
Montvale, New Jersey

See page 127
RECENT TRADE DOINGS IN MONTREAL
(Continued from page 145)

Stewart photographed in their important territory.

The Windsor Photograph & Record Co., Ltd., Montreal, has made an assignment for the benefit of its creditors.

A new and very creditable mouthpiece of the Berliner Gramophone Co., Ltd., in the shape of a monthly publication called "His Master's Voice" has made its initial appearance in July. It has already been distributed among His Master's Voice dealers throughout Canada.

The Shaktos Poor, who were in Montreal recently recording material of the Berliner Gramophone Co., Ltd., were induced to sing at a meeting of the Kiwanis Club. The members of the Club, largely taken aback by such an entirely static reception that the regular speaker of the day had to cut his address short. The Kiwanis are still talking about the marvelous manner in which this quartet was able to put their songs over, and are much interested to know when the new records by them will be available.

One of the first steps of F. M. Berliner on assuming the vice-presidency and management of the Berliner Gramophone Co., Ltd., was to arrange a conference with the Victor Co.'s officials. At the conclusion of this conference the firm announces that, among other things, the trade is assured of an increased and more varied list of artists, including many of the old-time Victor favorites, and a gradually increasing supply of Victorols that will ultimately meet all normal requirements and will make it unnecessary in the future for His Master's Voice dealers to look to any other source for satisfying their demand for instruments. These are but the first of several changes of policy that will be introduced as a result of Mr. Berliner's taking the helm of His Master's Voice Canadian interests.

TRADE SITUATION IN WINNIPEG

Attractive Edison Window Display—National Music Store Handling Columbus—Other News

Winnipeg, Man., July 5—The Edison Photograph Shop recently installed a large display window, somewhat plain, but expressing the idea to be conveyed in a comprehensive manner.

A large scale exactly balanced with an Edison machine on one side and a bay on the opposite side supposed to contain $3,000,000 in gold, with the dial pointing to the top on which the word "MUSIC". Over 500 invitations were sent in large letters, convey at once the meaning that Mr. Edison spent $3,000,000 to perfect his machine.

P. F. Tutu, manager of the Edison Shop, and C. F. Point Westover, manager of the W. Willcox & Sons Co., Ltd., Edison dealers, attended the Edison Caravan Convention recently held in Chicago.

Stamford's has been newly decorated throughout and reports a good sale of His Master's Voice records.

The National Music Store, Edmonton, Alta., is a new addition to the trade handling Columbus Grafonolas and records.

OPENING SHOT OF FALL CAMPAIGN

Knickerbocker Co. Entertains Many Dealers Who Enjoy Recital and Get Details of New Advertising Novelty—Guests at Luncheon

The opening shot of the Fall campaign of the Knickerbocker Talking Machine Co., Victor wholesalers, New York City, was made last Monday at the August Victor record recital and business talk held on Wednesday, July 6, at the Knickerbocker Hotel. Over 500 invitations were sent to metropolitan dealers and the members of their sales staffs. As the date set was in close proximity to Independence Day the announcement of a lively program of recital, music and Old Glory proudly displayed on the front cover.

In spite of vacations and sultry weather the recital was well attended. During the course of the morning session, President and general manager of the company announced the new advertising novelty which he has had in mind for some time. The novelty consists of an exception of embossed record cover without record, this record cover bearing the Victor trade mark and space for the imprint of the individual dealer. Each person attending the recital was presented with a cleaner with the imprint of the Knickerbocker Talking Machine Co. The advertising value of this novelty will doubtless be strong, as the record cleaner is usually kept by the dealer and is a perpetual reminder of the dealer who distributes it.

At the conclusion of the morning session the Knickerbocker Talking Machine Co. followed its usual custom of inviding those present to an elaborate luncheon served on the roof garden of the Hotel Theresa.

Service is the foundation of modern business.

COTTON FLOCKS

FOR RECORD MANUFACTURERS

Always Super or All Ways

If you are not already using our flocking do not delay, write for trial samples, which will be supplied without cost.

You will be impressed with the quality of our product.

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.
SHEET MUSIC AND RECORD SALES

Tend to Help Rather Than Hinder Each Other, According to Experience

Although there has long been a belief in various circles that sheet music kills record sales and records kill sheet music sales, there has been established no proof that such is the case. Those who endeavored to get data on the problem found it was almost impossible to gather any evidence that would be considered authentic and accurate.

In more recent months, when the industries involved have operated under the closest competitive conditions, the general consensus of opinion has been that little or no sales have been lost through the individual activities of these products. It might be demonstrated in several instances that the sale of a record killed the sale of a given sheet of music; but on the other hand, the record sale was the means of giving publicity and contributing to the general exploitation of the song. No doubt, in an isolated particular instance also, it could be shown that the sale of a particular number of sheet music form killed an individual sale of a record. But there are so many other factors, including the number upon the reverse side of the record itself, that are involved in the sale of records that nothing conclusive is established.

For several months past a good many talking machine dealers, particularly those in the metropolitan district, have included in their stocks the faster selling of the popular numbers. Those who have had this experience state that they feel no loss of record sales and in fact they say they get results that redound to the general good of their business. Those who have installed popular numbers have chosen these goods in preference to stocking other material that is not so closely allied to their industry because it can be obtained with such ease, can be replenished overnight and because it means a quick turnover with a fair profit.

A word from Irvin Kurtz, president of the Talking Machine Men, Inc., and a well-known New York dealer, on the subject will, no doubt, be interesting, for Mr. Kurtz recently inaugurated a small department for the carrying of the current hits and at a recent meeting of the above association he stated that the carrying of such material is no wise affected his sale of records, and, indeed, in many instances it was the means of adding to record sales. In addition he found the fast sellers good revenue producers and the means of attracting people to his store.

Other dealers have made similar comments, so there is hardly any doubt that where a dealer finds the need of a supplementary adjunct of a profit-producing character, sheet music can be and is often advantageously and profitably handled.

HARRISON MUSIC CO. DISSOLVES

Discontinues Control of Departments in Metropolitan Stores—Music to Be Handled by the Metropolitan Syndicate of New York.

The Harrison Music Publishing Corp., New York, announces the dissolution of the Harrison Music Co., which operated the music department in the Metropolitan 5, 10 and 50-cent stores.

In the future these departments will be operated exclusively by the Metropolitan syndicate, and M. H. Harrison, president of the Harrison Music Publishing Corp., will only act with that organization in an advisory capacity.

Announcement is also made that E. W. Friedler and D. E. Hobin, former executives of the Harrison Music Publishing Corp., have severed their connections with that organization.

ACQUIRES MACDERMID CATALOG

Forster, Music Publisher, Inc., the well-known Chicago publishing house, recently acquired the catalog of J. G. MacDermid, the well-known Chicago composer and publisher. Mr. MacDermid has also accepted a contract to write exclusively for the Forster organization.

SONG SALES PASS 200,000 MARK

"Out Where the West Begins," one of the leading numbers of the Forster, Music Publisher, Inc., catalog has reached the 200,000 mark in sales. The number is, indeed, gaining in popularity and the Forster organization is working energetically in an effort to make it one of the biggest things it has ever issued.

WINDOW DISPLAY FEATURES RECORD

Artistically Arranged Window Attracts Attention to Popular Ballad

Robert Ansell, Inc., one of the well-known Victor shops in Baltimore, Md., recently showed a very attractive window display in which the record of the popular ballad, "My Mother's Evening Prayer," was featured most advantageously. In the reproduction hereinafter shown it can readily be seen that this popular success has been picturesquely visualized by the window artist, even to the picturing of the white-haired mother seen as she kneels beside the cot of the baby of other years. The display was one of the most eye-catching ever seen in the Maryland metropolis.

DAMROSCI'S AMERICAN PROGRAM

Walter Damrosch's American program with the London Symphony Orchestra, announced at the Congress of the British Music Society in June, will include excerpts from his own incidental numbers for "Iphigenia in Aulis" and "Electra," together with John Alden Carpenter's "In a Perambulator" and two movements from the "Indian Suite," by Edward MacDowell.

"Mother Eternal" is the title of a new song which is being exploited in conjunction with the exhibition of the motion picture of the same name. The number is by William Cary Duncan and Dr. Anselm Goetzl. It is published by M. Witmark & Sons.

FIVE RECORD RECORD BREAKERS

"ALL BY MYSELF"
The New Overnight Hit by Irving Berlin

"DROWSY HEAD"
The Supreme Waltz Melody of the Season

"I WONDER WHERE"
"MY SWEET, SWEET DADDY'S GONE"
Another "Strutters' Ball"" WHEN THE SUN GOES DOWN"
The Orchestra Leaders' Favorite Dance Tune

"ONCE IN A BLUE MOON"
By writers of "En vente Moving Heads," "Famous Year Hit," etc.

IRVING BERLIN, Inc., 1587 Broadway, New York
Presented herewith are a few of the eminent reciters whose programs for the coming season will be found PALE MOON.

PALE MOON
An American Song

Copyright 1921 by Theodore Presser Company

An American Song by an American Composer

FORSTER MUSIC PUBLISHER, INC.
235 South Wacker Drive
Chicago, Illinois
A "Sweet-as-Sugar" Fox-Trot

SWEETHEART

"You can't go wrong with any "feist song"

NEW "FOLLIES" PROVES A HIT

Latest Ziegfeld Revue Has Usual Quota of Interesting Musical Numbers

The fifteenth edition of the Ziegfeld "Follies" opened during the last week in June at the Globe Theatre, New York. No Ziegfeld offering has ever been received with more public approval or with such unanimous favorable comment from the newspaper critics. It is a revue in two acts and twenty-nine scenes with dialogues by Channing Pollock, Willard Mack and Ralph Spence, lyrics by Gene Buck and Bod De Silva, with music by Victor Herbert, Rudolf Friml and Dave Stamper. Such names as the following appear among the principals: Raymond Hitchcock, Vera Michobna, Ray Dolezal, Mary Eaton, Mary Milburn, Florence O'Deni- skaw, Van and Scherck, Herbert Hayo, Janet Stone, the Keene Twins, Edna Wheaton, the Darling Twins and Fanny Brice.

The music comes in for some unusual comment with "Bring Back My Blushing Rose," by Friml and Buck, and "Sally, Won't You Come Back?" by Stamper and Buck as the outstanding songs, and Victor Herbert's "Princess of My Dreams" running close up in popularity.

Fanny Brice sings the Feltz number, "Mon Homme," as an interpolation, which is elaborately and skillfully staged; also the Shapiro, Bernstein & Co., Inc., song, "Second Hand Rose." The other songs that are worthy of mention are: "In Khorasan," "The Legend of the Golden Tree," "Every Time I Hear a Band Play," "Ragged Rag," and "Roses in the Garden."

Other interpolated songs were contributed by Grant Clarke, James Hanley, Blanche Merrill, Leo Edwards, Ballard McDaid and Harry Carroll.

The score is published by Harms, Inc., and includes the numbers mentioned above, with the exception of "Mon Homme" and "Second Hand Rose."

One of the remarkable features of the opening was the fact that the seats sold for $11 and the house was filled to capacity. Evidently the usual $8 figure for "Follies" seats will be continued.

TO CARRY MORE JAZZ TO LONDON

Under the direction of Cecil 1. Croome, of Philadelphia, a student orchestra of Princeton University students will this summer carry American jazz to London, wherever the orchestra has been engaged to play at the Savoy Hotel. The organization, rated as the best of numerous Princeton bands, will play in London through July and August; it left New York for the other side aboard the steamship "Olympic" on June 25.

Among members of the orchestra are: E. M. Wilson and Totto Hulot, of Philadelphia; F. M. Rondelomt, of Memphis; F. M. Blow, of Chicago, and Richard Berry and Gordon Yale, of New York.
The Hit of the Season

CAROLINA LULLABY

VICTOR RECORD No. 18762
DUET BY CAMPBELL & BURR

With Aid of Magnavox Chimes Are Carried
Over a Great Distance—Talking Machine
Music Feature of Rose Festival in Portland

Portland, Ore., July 5. Portland's 1921 Rose Festival was a grand and obvious success and music was one of the leading factors which made it so. All the music banners were decorated extensively and put their best foot forward to receive the throngs of visitors who visited the city during the week. Band concerts and musical programs were given every afternoon and evening and Sherman, Clay & Co. space several Victor concerts each day, using the Magnavox to wonderful advantage. The safest notes were carried for blocks and the thousands of people who gathered there each day and evening were delighted with the concerts. The Victor was also used each night after street dancing and this proved to be one of the festival's biggest attractions. F. D. Adderly, of Sherman, Clay & Co., made a discovery which has created a great deal of interest both in Portland and New York. When going over records for the various concerts he thought he would try out some chime numbers and found two Victor records, Nos. 16053 and 16106, which were ideal. These two records proved so popular that the manager of the First Congrega-

tional Church requested that they be played the following Sunday morning preceding the church services. The Pacific Telephone & Telegraph Co. installed the amplifier wires to the steeple of the church and these two records were played, much to the amazement of the church-goers.

NEWS FROM THE NATION'S CAPITAL

New Use for Music—President's March Popular—Dealers Forming Business Getting Results—Chat With Van Winkle—Other Timely Items

Washington, D. C., July 10—Talking machine dealers throughout the land might well take a hint from a humorous incident in the shoe-shining history of the capital—an incident which has caused considerable comment in the local press and has indirectly forced a public comparison of the respective values of phonograph music and piano-player music in the business of attracting trade.

A "shine-em-up" emporium in the busy downtown section of Washington, established a number of years, had what appeared to be an unbreakable grip on the polishing business within its territory. Recently an interpreting foreigner, advertising himself as the "King of New York bootblacks," opened up a far more attractive shop two doors from the old-timer. Hardly had the first customer mounted one of the thrones for a shave when the passing public was halted to listen to the latest dance music coming from within the tiled shop. The business followed the music. John the First was seeing his business demoralized.

But the old-timer was not stumped. The next day he had a piano-player moved in, and his cash register recorded a marked improvement from the previous day's financial plight.

The battle of music continues, but the newcomer thus far appears to have a slight advantage in the race for business. Other features of the new establishment are undoubtedly working against the original shop, but the proprietor of the new shop claims part of the edge he has on his established rival is due to the public's preference for phonograph music.

Observant citizens have watched the battle for nickels with interest, and incidentally have wondered why dealers have not seen to it that all shoe-shining throughout the country is performed to the synchronization of the latest record hits.

The recent issue of "President Harding's March," as played by the United States Marine Band for Victor, has won much favor in Washington. The presence of the Marine Band in the capital and the fact that it is playing in some section of the city almost every afternoon or evening have afforded the number considerable free advertising. C. A. Turner, of anvell, Bishop & Turner, Victor dealers, reports that the record has been a very popular early Summer number.

Mr. Turner reports that sales of the past month have exceeded those of June, 1920, in both machine and records, dance records especially being responsible for the upward trend. "Cheer leaders and "My Mammy," as played by Paul Whiteman's Orchestra, are reported among the month's best sellers.

The reappearance of the names of John McCormack and Harry Lauder among the recent release lists of Victor have provided a pleasing tonic for June, according to W. P. Van Wickle, of the Van Wickle Piano Co., handling Victor. Mr. Van Wickle, similar to several other dealers in Washington, believes that the period of inactivity which accompanied the uncertainty on the part of many Government clerks here concerning their prospective employment at the end of the Government fiscal year, June 30, has reached its lowest point. Many clerks who were doubtful of being retained in Government service have not suffered the dismissal which they feared to anticipate, and consequently dealers generally look for greater relaxation and an increase of sales.

S. B. Harrison, of the Quality Shop, and Harry C. Greene, both Columbia dealers, have taken the lead, locally at least, in endeavoring to force Hotter record business. Both establishments have hired high-school boys on commission basis to make a thorough house-to-house record selling campaign. Each boy is equipped with a set of the latest records and all transactions are on a cash basis. At the time of writing, this scheme, suggested by Columbia headquarters, has been in operation less than a week and the success of the effort is as yet unknown.

R. D. Thompson, of the Hecht Co., handling Columbia, Olch, Edson, Guinnott and Emerson, reports both machines and records good with bright prospects for Fall. The Hecht Co. is specializing on "machine—with 25 records" combination, aiming particularly at the Summer camping trade.

Roberts & Fischer, Victor dealers, however, do not look for general improvement until Fall.

CREMENA EMPLOYES FILE PETITION

Portland, Ore., July 5.—A petition of involun-
tary bankruptcy was filed by seven former em-
ployees of the Cremena Photophone Co. of
Albany, against the company in the Federal
Court, alleging that about $673 was due them for wages. The head office of the company is in Portland and the concern was placed in the receiver's hands last April, it being alleged at the time that the receivership was invoked in order to protect the investors. At the time of the receivership the assets included only $25 in cash.

Charles Marstneck has opened new Victor warehousers at Forty-seventh street and Third avenue, New York City. He was formerly a wholesale Victor traveler for S. B. Davage and later for the Knickerbocker Talking Machine Co.
ALMOST all talking machine dealers wait and see the way in which the other dealer will merchandise his goods. But when you meet the exception, whose methods are original, distinctive, and progressive in everything from his advertising to his window displays, or from his form letters to merchandising ideas, you may depend upon it that such a dealer is a subscriber to the Talking Machine World Service.

It will pay you to study into this proposition. Clip the attached coupon and we will send you details.

The Talking Machine World Service
373 Fourth Avenue,
New York City.
OUR LOSS YOUR GAIN
We must make room for our new models, and to clear some of our stock have decided to reduce prices.

<table>
<thead>
<tr>
<th>Sample</th>
<th>$0.00 each</th>
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<tr>
<td>In quantities of 125 - 249</td>
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<td>$4.25 each</td>
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<td>In quantities of 500 - 999</td>
<td>$3.75 each</td>
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<td>In quantities of 1,000 or over</td>
<td>$3.50 each</td>
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Send your order today, as this offer is good for 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 reasonable prices. Distributors of the Artophone Records and Arto Music Rolls. Write for details today.

FULTON TALKING MACHINE CO.
253-255 Third Avenue, New York City
Between 20th and 21st Sts.
Van Veen Record Racks are all wood
No paper or compo-board divisions used

We have made it our purpose to make every Van Veen outfit a model shop—to put the best there is into it, just as if it were a sample for exhibition purposes. Our jointless construction has been proven superior by numerous tests. We build all our sections on chestnut cores, have been doing it since we first produced Van Veen equipment, but that is only one of the minor details that go to make up the high efficiency of Van Veen construction.

Van Veen & Company
INC.
12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA
W. W. CHASE NEW PATHE PRESIDENT

Other Officers Announced—Eugene A. Widmann Becomes Chairman of the Board of Directors—Some Important Additions to Directorate

The Pathe Freres Phonograph Co. has made important substitutions and additions to its board of directors, of which Eugene A. Widmann has been elected chairman. W. W. Chase, prominent in manufacturing and financial circles of Cleveland, especially as former general manager of the White Sewing Machine Co. and president of the Theodore Knudtt Co., is the new Pathe president.

In addition to Mr. Widmann and Mr. Chase, the Pathe directorate now contains the names of E. O. Gows, president of the Sewell Mfg. Co., of Waterimny, Conn.; James H. Carter, vice president, National City Bank of New York; Earle Conway, who has wide connections in the musical instrument business; Sidney Blumen-
thal, of Sidney Blumenthal & Co., a prominent New England manufacturer; James W. Anthony, of New York City; Peter Lee Ashton, manufactur-
er and capitalist, of Louisville, Ky.; Fred-
erick Oshon, of the firm of G. M. P. Murphy Co., of New York, Col. Arthur W. Corp., of New York; Hugh J. Whalen, of the Pittsburgh Talk-
ing Machine Co., Pittsburgh, Pa.; R. J. Janes-
ton, of the Fischer Co., Cleveland, Ohio.

The officers of the company are: Eugene A. Widmann, chairman of the board of directors; W. W. Chase, president; Col. A. W. Corp, treas-
urer; James Watters, secretary, and Henry Mach, assistant secretary.

The company is now almost unique in that it has practically no current indebtedness and with assets of over $5,000,000, of which a large propor-
tion are in current accounts; its liabilities are all of a funded nature, extending over a period of time from two to four years.

CACTUS NEEDLE MEETS WITH FAVOR

OAKLAND, CAL., July 5—The Peru Co., of this city, manufacturer of the Permason phonograph needle, has received many inquiries regarding its product from dealers and jobbers throughout the country. Several sales plans have been intro-
duced, meeting with pleasing success, and the distinctive features of the Permason needle have been instrumental in producing actual sales. The use of cactus in the manufacture of needles has long been regarded favorably by music lovers, and the Peru Co. is featuring this needle as a Cactus needle, whose sales are steadily growing.

Oscar W. Ray, general manager of the wholesale Vocation record department of the Vocation Co., has just returned from a trip to the Eastern district, including Boston, Buffalo and Pittsburgh. He states that despite business de-
pression Vocation record sales are showing en-
couraging increases in these cities.

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
COLUMBIA SALES STAFF CHANGES

Walter Shannon Now Covers New York Terri-

cy for Local Branch—Grafonola Trade
Shows Gratifying Activity

Kenneth Mills, manager of the New York branch of the Columbia Graphophone Co., an-
nounced this week that Walter Shannon, who formerly covered Brooklyn territory, has been assigned to the New York City territory. Mr. Shannon has been associated with the branch for several years, and has won the esteem and friendship of Columbia dealers in the metro-

dian district.

George Ladner, formerly Dealer Service su-

pervisor at the New York branch, is now covering Brooklyn territory, and A. P. Hanesworth, who was Mr. Ladner's assistant, is now Dealer Service

supervisor.

In a chat with The World Mr. Mills stated that one of the gratifying features of the business closed during the past few weeks has been the increased demand for Grafonolas. Graf-
onola sales the past few weeks indicate that the dealers are not only preparing for an active Fall trade, but are actually selling machines during the Summer, which gives Mr. Mills and his as-

dociates tangible reasons for optimism.

CATALOG OF OKEH RECORDS

General Phonograph Corp. Issues First Alphabetic

catalog—Reflects Success of This Record Library—Many Artists in List

The General Phonograph Corp., manufacturer of Okeh records, has just issued its first alphabetic catalog, listing all Okeh records produced up to and including June, 1921, releases.

The catalog has an attractive cover design and the records are listed in a way which provides for maximum convenience.

This new alphabetical catalog emphasizes the signal success attained by Okeh records in the comparatively short while that they have been on the market. At present these records are being handled by representative and progressive dealers everywhere, and jobbers located in the most important trade centers are co-operating with these dealers in developing the sale of the records. During the past six months quite a number of well-known artists have been engaged to record exclusively for the Okeh record library, and the dealers have taken advantage of the service rendered by the General Phonograph Corp. and its jobbers to give Okeh records high-

class representation.

HARRIS JOINS EINSON STAFF

Well-known Advertising Man Becomes Vice-

President of Einson Litho, Inc.—Prominent in the Publicity Field in the Metropolis

Einson Litho, Inc., New York, has just an-
nounced to the trade that it has secured the services of Lawrence Harris, well known in the advertising world as artist, author and merchandising man. Mr. Harris comes to the Einson organization in the capacity of vice-president, and in this position he will be in constant touch with the Einson clientele, to whom he will be able to give exceptional service through his extensive experience in the advertising and lithographing world.

FOLLOW up your
table type phono-

graph sales with

UDELL record cab-
inets. 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

This splendid record cabinet number 404 goes to the dealer for $8.00

The UDELL WORKS

Indianapolis, 1255 West 25th Street

Number 404 for VICTROLA 45
1/2 and 1/3 Height. 32" with
other phonograph needle
record front. Holds 265
Phonograph records.

W. W. Chase, the New President
A motor worthy of its guarantee

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
REST VS. RUMPU$.

It is not what some do, but how one does it.

A man can take the best idea that ever was promulgated and mechanical it till all the good is done has been squeezed out of it. One the other hand, the most hackneyed idea can be made’siftful and not mechanically.

The columns which have been written during the last ten years on the subject, for instance, of talking machine recitals would fill a whole volume of the Talking Machine World. Still, it is surprising how few merchants seem yet to know what principles should govern all work of this sort. In consequence, a good deal of effort is wasted and hurt is done.

Noise Upon Noise.

Some merchants have the extraordinary idea that there is something in making a dinous noise in the front of their establishments all the time. Driving down a certain street, which is extremely busy in itself and very noisy, naturally, that one can hardly hear oneself think, the passer-by finds his ears continually attacked by the blaring and the tearing of one talking machine after another, placed, during these warm weather days, eight feet in front of the various music stores, which succeed one another for two or three blocks in almost a continual line. What is the object of all this? Do the proprietors of these stores really think that they are creating any desirable quality in the talking machine when they do this? It does not seem possible that they can think so, yet what other construction can be put on these actions?

They cannot be merely trying to drown each other out. Yet, they cannot imagine that they are contributing to the musical knowledge or pleasure of the crowds. The sounds they instruments make are music and nothing more; for the street below catches them, bounces them in pieces and weathers the fragments around in most ugly disregard that patch of chopp’d-up squawk and rattle. This, it seems to us, is emphatically not the way, whether in Summer or in Winter, to feature the unusual possibilities of the talking machine.

The energy which is wasted in this sort of way is too valuable to be allowed to go to waste. It ought to be used to advantage instead of being thrown away. Even in Summertime good ideas are always business-hunters. The need in this case is for less brute force and more discretion.

Let us see how.

Soothe, Don’t Excite.

If the idea is, as of course it is, to get before the passer-by the message that music, music-making, music is to be had by means of the talking machine, then plainly there is no sense in wearing out machines and records in the hopeless task of measuring their sounds against the noise of the crowded street. The thing to do is to get them into the store. Very well, here is an idea:

Why not advertise that at noon-time, each day, say from 12 to 4, business people are on the streets for their lunch-period? Can the music for twenty minutes quietly and comfortably, listening to pleasing music in a cool, shaded room? Let the front part of the store (the piece must be near the entrance) be closed and well shaded from the heat. Get as many comfortable chairs and quiet-running electric fans as can be arranged for. Have a good machine and a dozen really first-class records. Also have a competent, soft-spoken girl to announce the numbers and look after the machine.

How to Tell Them.

There put in the right sort of an advertisement in the newspapers. It must not be rough stuff or fancy or cheap, or anything like that. It must be a sensible announcement, somewhat like this:

**MUSIC AND HOT WEATHER.**

Now that the temperature of the noon hour is higher than that, let’s think of the business and start somebody how to get a little mid-day rest and quiet, away from the choker of the office and the noise of the street. Fifteen minutes of water rest and complete change of thoughts will make you cool, happy to clear your mind for the rest of the day.

**SEND YOUR ROOM BOY IN OUR STORE LISTENING TO CHARMING MUSIC IN A QUIET, RESTFUL ROOM AND A COMFORTABLE ARM CHAIR.**

And so on. The advertising departments will do the rest. We merely give an idea.

What One Rector Did.

But why not? I remember how some years ago, when I was living in New York, a certain Episcopal church staid to draw each noon scores of people from the busy streets nearby to a fifteen-minute service. The old church stood just off one of the busiest thoroughfares and the rector had the good sense to see that he could accomplish real benefit to the tired crowds by throwing open his church every noon-hour. He held a little quiet service for fifteen minutes.

---

**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 6".

**The Empire Universal Pivot Base Tone Arm and Reproducer**

Made in Several Lengths.

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

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

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

Established in 1914.

Manufacturers of High Grade Tone Arms and Reproducers.

W. J. McNAMARA, President.
The Superior Lid Support

M. Dorian Instrumental in Securing Vital Changes in New Tariff Bill—Shellac Will Be Admitted Free of Duty—Other Changes

W. B. FULGIGHM INCORPORATES.

Three Former Employes Join Owner as Officers of the Company—A Progressive Move

TIMELY OGDEN CONTRIBUTION

Your Problem Is Ours

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

Answer: TONAR RECORD BRUSHES

Have we solved the above problem correctly?

Write today for prices and sample and see for yourself

Made in mahogany, oak and ebony colored finishes

H. J. Smith Laboratories
Manufacturer Phono Graph Jewels
Telephone 2896 Market
833 Broad St.
Newark, N. J.


PARKS & PARKS, Inc.

TROY, N. Y.
Frank Cruml's record of "Wait Until You See My Madeline," his latest hit in The Greenwich Village Follies, will be certain to crowd your store. "All by Myself," the name of his song on the other side of this record, won't apply to you when you put it on sale. A-3415.

Columbia Graphophone Co.
NEW YORK

AN IMPROVED BUSINESS TRENDS EVIDENT IN ST. LOUIS

Cheerfulness Overshadows Complaints—Great Gathering of Tri-State Dealer—Columbia Forces Enjoy Owing—New Many New Stores Opened Up—Taller in the Church—Our News Budget

St. Louis, Mo., July 5—Everybody complaining and everybody cheerful and hopeful is the slightly contradictory feeling among talking machine distributors and retailers in St. Louis and throughout the St. Louis trade territory. They can be cheerful and hopeful while complaining because they are confident that the present trade condition is only temporary and will soon pass away. Distributors who do also a retail business say that they are doing better at retail than as distributors. There is considerable variance in the reports from retailers. One, in a part of the Southwest where conditions have been most adverse, reports to his St. Louis distributor that he had the best June he has had since he started in business. Reports of a falling off are more numerous, however. Distributors base their expectation of improvement upon the fact that dealers have been buying conservatively and stocks are known to be low. Retailers look hopefully to the future because they have every reason to expect marked improvement in the Fall.

Tri-State Victor Dealers Meet

A very good gathering of business was afforded at the meeting of the Tri-State Victor Dealers’ Association the last week in June at the American Hotel. There was a very good attendance from St. Louis, Missouri, Illinois, and as far south as Missouri, Ky., which was represented by Mr. Wallen, of the Wallen Drug Co. Good-humored complaint about present conditions was general, but there was no disposition to the expectation of great improvement in the Fall. The speaker of the evening was J. J. Rockwell, advertising manager of the Recherche-Ellis Co., Chicago.

Mr. Rockwell pointed out that Victor dealers cannot hope to escape entirely from the conditions of the time any more than it is possible for merchants in any other line of business, and that it is incumbent upon the Victor merchant today, in the protection of the growth of his business, to vigorously and aggressively push for business by active cooperation with the national campaign of the Victor Co., in educating the public to the great home-moving, spiritual and educational value in Victor product.

Elaborating this point, he said, "The Victor merchant has many channels through which he can energize and develop his business. He can do it by the better education of his clerical force; the improvement of the type of his store and its surroundings; by attention to the tremendous possibilities that exist in his show windows, by taking an active part in the public activities of his community, and by making sure that his mailing list completely and effectively covers all of the possible customers for Victor products in his trading zone or community, and seeing that all of his prospects receive that type of educational sales literature which will develop in them the desire for Victor goods and for good music in the home."

"This is an age of interdependence, in which as individuals and as businesses we are not totally dependent upon one another, but neither can we be totally independent of each other. There is a cooperative relationship in the social and business world today which no man can afford to ignore."

"The mental atmosphere of the world has changed more in the past five years than it has probably changed in any previous hundred years. There is a great flux of new emotions and new ideas. In the bringing of order out of this5 unsettled whirl of change and new viewpoints, the Victor dealer and his community have special opportunities, because music is a factor of influence in the lives of all human beings, and the Victor dealer who takes advantage of this great current of new thoughts and new ideals now, and injects it forcefully into the relationship of his product to these things, is helping himself in a business way, making it easier for him to develop profits, because he has this tremendous force to tie to, and in addition he is taking his part in the progress and development of a sane and orderly community life, and of human advancement."

There was a general discussion. The by-laws were amended to make clear that the purpose of the association are not in any way in restraint of trade. Theodore Mc avant, president, F. J. Emms, who was elected secretary at the previous meeting, declined to serve for lack of time, and W. J. Donohue, of Lebanon, Ill., acted as temporary secretary.

Business Sports Reported

While, as said above, the retail business, in the main, is dragging, there are sports now and then which cheer the hearts of salesmen and dealers and help them to bear the sluggish intervals. W. E. Miller, who sells at the Edison shop of the Silverstone Music Co., had such a sport the other day when, in the hour before lunch, he sold a Laboratory model and a Chipendale for $85 apiece and a Shelton for $200. The three sales, with the records that went along, brought his hour's business to over $800.

Mark Silverstone, president of the Silverstone Music Co., and a number of the men of his organization and a large company of Edison dealers from the Edison territory were in Chicago to attend the Edison Caravan Convention.

Edison records of Broadway hits are getting to St. Louis almost neck and neck with the sheet music. The first of the "Broadway Follies," with bright labels, arrived the last week in June and attracted immediate attention.

Tone Arms and Sound Boxes

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable Victor records 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
TELEPHONE STERLING 1120
BROOKLYN, N. Y.
YOU-NIT STANDS FOR VICTROLAS
(This is a Rooter for the Victrola IV or VI)

A Display Stand for the Store.
Sells with Profit for Home and Camp.
“Can be Set Up or Knocked Down in 5 minutes and Packs in Small Space for Picnic and Camp.”

Packed 2 complete in a fiber Mailing case, weight 25 lbs., goes anywhere by Parcel Post — 1st Sample orders delivered free until your jobber has them in stock.

Knock Down Victrola Stands Are Patented

<table>
<thead>
<tr>
<th>Type</th>
<th>Price net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid Quar. Oak for IV and VI</td>
<td>$3.60</td>
</tr>
<tr>
<td>Mahogany Finish for VI</td>
<td>3.85</td>
</tr>
<tr>
<td>Solid Mahogany for VI</td>
<td>4.25</td>
</tr>
</tbody>
</table>

This is a quick Seller and helps Sell the Victrola at this Season (newspaper Cuts supplied free to every dealer requesting them).

NOW IS THE TIME TO IMPROVE YOUR SERVICE
And increase your sales by using Ogden's Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALEROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.
Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salerooms, and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

Ogden Sectional Cabinet Co.
Lynchburg, Va.
KNICKERBOCKER FALL CAMPAIGN

Abram Davega Tells of Various Service Developments of Exceeding Interest to Dealers.

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is preparing energetically for the Fall season. It recently placed one of the largest orders in the history of the company for record delivery books. Abram Davega, general manager of the company, referred to this order as part of Knickerbocker service. Owing to the size of the order the envelopes were secured at an exceptionally low price. In connection with the Fall campaign Mr. Davega states that the Knickerbocker Talking Machine Co. is preparing a new advertising specialty that will be particularly novel.

The Knickerbocker carrying case, which makes a complete portable outfit for the Victor 4 or 6, is proving very popular. Rush orders are being received for immediate delivery from as far distant points as San Francisco.

This case is proving a valuable help in selling more small Victrolas.

Mr. and Mrs. Abram Davega set on the Victor special for the convention at Colorado Springs.

PLAN WAR ON CUT-PRICE DEALERS

Brooklyn, July 8—Robert Stimson, June J. Raymond and Charles Bros, following a consultation with talking machine manufacturers, plan a war on cut-price dealers who are selling records at retail cheaper than the wholesale price. The talking machine companies plan an investigation to ascertain where the records come from which the cut-price dealers are selling. Official of the company believes that 75% of the goods are stolen property.

R. W. Olsen, Inc., of Brooklyn, N. Y., has taken over the Victor line exclusively. Formerly several makers of talking machines were handled. The Olsen stores are at 32 Fifth avenue, 914 Flatbush avenue, and 47 Fifth avenue, Brooklyn.

Give a receipt and get all your money

The right way to handle a sale

(1) Collect the goods at the wrapping counter beside the register.
(2) Tell the customer the price and get the money.
(3) Register the sale.
(4) Wrap the receipt in the parcel.
(5) Give parcel and change to the customer.

The customer gets quick service.
The clerk gets credit for making the sale.
The merchant gets all of his profits.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.
PRACTICALLY every newspaper has a feature department. From time to time the photographs of some star playing in a musical comedy appears. Cut out the star's photograph and mount it in the center of a circular cardboard that is the size of the record. Place a record featuring song hits taken from the same play on another record, mount it, and place it to the other side of the window. In the center of the window should appear a neatly printed card bearing the name of the singer, and under the name of the selection which is recorded on the record. Beneath this should appear the words "Both of these are hits in," and then print in the margin of the show from which the selection is taken. Use a plain background to set off the three pieces. Such a window will attract the eye of the passerby and create sales.

"YOU print with black ink on white paper because the contrast is advantages, and likewise, saleswomen in my establishment wait on gentlemen, while salesmen wait on my lady customers." This statement was made to me the other day by a visiting dealer. He believed that there is quite a difference in the service, which is quite advantageous to stimulate sales. He reasoned along the following lines. If saleswomen wait on visitors of their own sex the prospective customer's attention is considerably diverted. That is, they are not directed towards the product, the margins, and the personality of the saleswoman. On the other hand, if a man waits on women buyers their attention is not diverted, and there is less of the usual "shopping" and more real buying. Taking the other side of the coin, there is a different argument, claiming that often when men waited on men there is apt to be an attitude of shrewdness in which some cases assumes what many consider an almost insolent attitude. Such service, of course, would lead to the loss of sales. If young women were employed to wait on men, he claimed that they could mostly always manage to please their customers and sell them additional records. This idea of letting men wait on women and women wait on men seems to have a very strong argument in its favor and should result in additional record business.

SOME people have a knack of creating new customers while they are serving old ones, and the man who thought of making his delivery service attractive had this idea in mind. Too many dealers pay too little attention to how their delivery is made, thinking that as long as the parcel arrives at its destination the service is satisfactory. However, you can create a strong goodwill within the public generally if your delivery is made in a first-class manner. If you merely use errand boys, buy for their use so-called "barracks caps" and military coats of khaki material for the Summitaire. Such an equipment can be purchased for a few dollars and makes a neat appearance for any delivery. On his sleeve and on the front of the cap should appear the name of your establishment. If you use an automobile, or any other type of conveyance, see that it is always neat and attractive with your name attractively arranged on the door. Dirty-looking delivery conveyances usually mean a dirty store, and people do not like to trade in such an establishment.

ONE of the few articles which are always kept in their original container, until they are used, are music tickets. Therefore, the back of a ticket envelope is an unusually good medium to utilize for your advertising, the price being exceptionally reasonable and its message reaching a good class of people. If you will see the manager of your local theatre there is no doubt that, if you will supply him with the envelopes bearing the name of the theatre on the front, he will allow you to print your own advertisement on the back. The cost of such envelopes is but a few cents per hundred. Use this opportunity to send the name of your store with an appropriate phrase, such as "The Talking Machine Shop" or "The Music Lovers' Shoppee," or something of a similar nature, incorporating it in it, of course, the make of machine you sell and your address.

"PAPER is part of a picture" is the heading used by a large paper house in advertising its stock. Paper has every other important part in your communication. It is the ambassador who presents the products of which you write. Care should therefore be used that your stationery is of good quality. Also, whatever printed appears on your stationery should be clearly done. Too many forms try to save money by using cheap stationery. Such economy is false, especially when applied to circular letters. Other items believe that their name must appear in heavy type across the top of the page. If this is the case in any manner it is correct, but if it is done in heavy faced type, in prominent colors it creates your establishment. It is much more advisable to have your name appear less prominently. People who see the letter are bound to notice the header, and that is not your name and address appear on the letter for.

"BREAKFAST in bed" is an old one, practiced by aristocrats or idlers the world over. However, now comes a new wrinkle, namely, "music in bed." A short time ago a newspaper showed a photograph of a famous star of the silent drama blissfully listening to the music of the talking machine while enjoying her morning or beauty sleep. The idea, new life sounds, but upon the authority of one of the foremost sax, we have found that it is only too true that the young ladies find music most restful and soothing in the morning. Take a few of your select steady customers and combine the idea. Next time they are in your store to purchase records. The chances are that you can at least make sales of records if you approach the matter in a tactful way, such as suggesting musical numbers most suitable to the occasion.

At last the divine form and divine music have been brought into accord. While talking machines have been used for some time in schools for physical culture exercises, there has been very little effort made to tell them for home use. There is nothing more difficult than to instill physical culture in the average individual. Talking-machine music, to a large degree, will both stimulate enthusiasm in the exercises and keep company with the person taking them as well. Get the physical culture experts of your city on your side and make some mention of the idea. Talk up the merits of talking-up exercises to music. Print these recommendations in large letters on a white cardboard and place them in your window with photographs of the instructors. To the left of the window place a small card on it bearing the inscription that it is the ideal talking machine for such use. To the right of the window mount a large number of band records which have a definite cadence. Near them, mount a card with wording to that effect. They are the ideal records for such use. A window of this sort will attract attention and broaden the field for sales both in machines and records.

ONCE upon a time there lived a king and because he could not visit all parts of his dominion all of the time, people in different localities began to forget him. The king then conceived the idea of having a painting of himself hang in the meeting place in all the halls of this kingdom with the words under it: "I am king, I give justice to all." So the people came to know him, love him, and cherish the privileges under his reign. A fitting parallel of this story may be applied to the reign of music in this country. Although there are over a hundred million people in this country, among these hundred million there are probably ninety million who enjoy music. Yet, of this vast number, the greater majority overlook it and are denied its pleasures because of the fact that it is not brought to their attention enough. It is essential that the beauties, refinement, pleasures, comforts, and other qualities of music be brought to their attention. In this way the countless millions who enjoy music, yet who pass it by, or who have forgotten its powers, may be enlisted as true supporters of the art. Such supporters become logical buyers of talking machines and records. In other words, if you can continually keep the public interested in music and continually present to it the great value of music, the potential buying field will increase manifold. Therefore, see to it that wherever and whenever possible, news items pertaining to music appear in your newspaper. If necessary, send them in if you are an advertiser, you will find it less difficult to get in touch with the newspaper using your "copy" and having the editor interested in the news material you supply. Understand, clearly, it doesn't mean that without being a glamorous and its innumerable advantages as a civilizing, uplifting force in the community.
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 August World

THE STERNO MANUFACTURING CO.
19 CITY ROAD    LONDON, E. C., ENGLAND
Here's Nora Bayes with two new kinds of songs—the sort that mean large and lasting sales. The semi-oriental "Tea Leaves" by the authors of "The Japanese Sandman" is almost a classic already, and "Wyoming" is the latest lullaby. If you care for sales, stock up. A-3416.

Columbia Graphophone Co.
NEW YORK

CHARLES A. O'MALLEY HEADS THE SILENT MOTOR CORP.

Pioneer Talking Machine Motor Plant of Brooklyn Passes Into New Hands Without Discontinuing Operations—Capitalized at $100,000—Prominent Men Interested

The Silent Motor Corp., recently organized for the purpose of taking over the Phonograph Motor Mfg. Co. of 321-3 Dean street, Brooklyn, N. Y., has been capitalized at $100,000 and one of the pioneer talking machine motor manufacturing plants has now passed into new hands without discontinuing operations.

The new organization is headed by Charles A. O'Malley, one of the leading real estate men of Brooklyn, N. Y., formerly city real estate appraiser, who has associated with him the following nine prominent Brooklyn business men: Jesse H. Wasserman, formerly general manager of the International Tobacco Co. of New York and president of a Brooklyn automobile accessory manufacturing company, vice-president; Samuel W. Fromm, treasurer of the Specialty Knit Goods Manufacturing Co. and one of the family of the same name who have been pioneers in the knit goods industry, secretary and treasurer. The other officers include James P. Kelly, president of the Kingsway Realty Corp. and of the Kelly-Rafter Co. and vice-president of the West End Bank of Brooklyn; Solomon Fromm, president of the West End Bank and president of the Specialty Knit Goods Mfg. Co.; Solon I. Randforth, vice-president of the West End Bank; Lewis H. Luce, vice-president of the Lawyers' Title and Trust Co.; Israel Frankenstein, of Frankenstein Bros. and Samson O. A. Ullmann, treasurer of the Specialty Knit Goods Mfg. Co.

The Silent Motor Corp. has also closed negotiations with Maximilian Weil, the well-known mechanical and electrical engineer, who has devoted particular interest to the phonograph industry, to become consulting expert for the company. Mr. Weil, whose offices are at 100 Broad street, New York City, will act as advisory engineer.

The company is reorganizing its production and plans have been arranged to care for talkling machine manufacturers' needs on a large scale. The three-story Dean street plant has undergone some alterations and much additional equipment for machine-tooling, polishing, plating and assembling has been installed. It is understood that, with the changes already established and contemplated, the increased production will make the Silent Motor Corp.'s output one of the largest in the industry.

The personnel of the manufacturing organization has been retained to a great extent and the organization promises that the product, under the new regime, will come up to the same high standard which prevailed under the old management.

The Silent Motor is produced in two designs, one of which plays three 10-inch records and the other five 10-inch records, both with a single winding, with an exclusive governor control and adjusting device and a special feature which insures rigidity of the turntable spindle. Charles A. O'Malley, president of the company, in speaking of the general business conditions and the future of the industry in his product, said: "There is already much improvement in the general business situation and further progress can be looked for from month to month throughout the balance of the year. We have been receiving heavier and heavier orders during recent weeks and special attention and pains have been given these. We propose to be a live contestant for the industry's patronage and with a product equal in finish and performance to any on the market, quoted at a moderate price, and with some exclusive features, we can look forward to a healthy business. In fact, indications are already pointing in that direction."

Thousands of the original company's motors have gone into active service during the past several years. No attempt, at that time, however, was made to serve over five manufacturers. The policy of the new organization will make the product available for the entire industry, consistent with good selling policies and delivery schedules. In addition to the present Dean street building, the company controls the plot to the rear of its present location which is available for future plant expansion.

Hear ZANELLI Sing

MADRIGAL OF MAY
VICTOR RECORD 64972
RENATO ZANELLI

LITTLE SHAWL OF BLUE
ACKNOWLEDGED THE NEW IRISH LOVE BALLAD

IF YOU WERE THE OP'NING ROSE
INTERNATIONAL BALLAD SUCCESS
A HIT IN LONDON—PARIS—NEW YORK

Published by
EDW. B. MARKS MUSIC CO.
NEW YORK CHICAGO LONDON

OTHER HITS FEATURED BY LEADING RECORD & BELL CO'S
Jazz Me Blues VICTOR RECORD 16727
Hegardt's Jazz Band
Moonbeams VICTOR RECORD 16728
All Star Trio
Baby's Hands VICTOR RECORD 16729
Henry Busch
Honolulu Honey JIMMIE RAYHOUN TROJAN FERRARI
Swimmin' Hole RENATA ERIK BARE & BILLY JONES
Who'll Be the Next One TO TRO JUNE
To Cry Over You HIT BY COMPOSER "PADDANELLA"
Introducing AMORITA

"The Pride of the Harem"

9 INCH SIZE RETAILS $2.50
13 INCH SIZE RETAILS $3.50

A sensation wherever displayed. Not only a window attraction that will stop the crowds, but a wonderful addition to any department and something that will enhance the sale of your phonograph.

NO STRINGS OR MECHANISM TO GET OUT OF ORDER. A BEAUTIFUL DOLL MADE OF WOOD FIBRE WITH WIG AND DRESSED IN ATTRACTIVE COSTUME.

AMORITA
The New Dancing Doll

Who will dance her way into the home of every owner of a talking machine and whose price is within every one’s reach. AMORITA is made in 2 sizes—9-in. and 13-in.—and does the Shimmie and Hula Hula at the same time. Simply set her on any make phonograph and AMORITA will shimmie and shake her hips in rapid succession to the tune of any lively dance or jazz record. A steady and continuous fun maker combined with an amusing lot of riotous laughter.

ORDER FROM YOUR JOBBER
We want to hear from live jobbers in all territories.

DANCING DOLL CO., INC.
115 E. 18th St. New York City
HOPKINS ELECTED VICE-PRESIDENT

General Sales Manager of Columbia Graphophone Co. Honored by Board of Directors—Deserved Tribute to His Executive Ability

At a meeting of the board of directors of the Columbia Graphophone Co., held at the executive offices on July 7, George W. Hopkins, general sales manager of the company, was elected a vice-president, taking the place of E. N. Burns, who has resigned from that office. With Mr. Hopkins' election the Columbia Graphophone Co. now has three vice-presidents, the others being C. W. Wooldrop, who is vice-president and treasurer, and H. L. Wilton, who is vice-president and general manager.

Mr. Hopkins' election as vice-president of the Columbia Graphophone Co. is a well-deserved tribute to the executive ability of one of the country's foremost sales managers. Mr. Hopkins occupies a leading position in the sales and publicity world and his indefatigable efforts in the interests of the Columbia Co. have gained for him the respect and esteem of every member of the trade. The announcement of his election as vice-president has brought Mr. Hopkins congratulatory telegrams and letters from all parts of the country, the greetings being sent not only by the talking machine trade, but by executives of every prominent industry.

D. E. BENSINGER SAILS FOR EUROPE

D. E. Beninger, president of the Brunswick-Balke-Colodnder Co., Chicago, sailed last week for an extended trip to Europe. Mr. Beninger plans to visit all of the principal European countries, and although his visit will combine both business and pleasure he will probably spend quite some time in the interests of the Brunswick phonograph division. It is expected that upon his return several important announcements will be made relative to various matters closed abroad.

DEATH OF MEYER GORANSKY

Meyer Goransky, for over twenty years proprietor of the Yonkers Talking Machine Co., Yonkers, N. Y., died in Bellevue Hospital, New York City, on July 8, as the result of heart prostration. Mr. Goransky, who was fifty years old, opened his first Yonkers store in 1900 and ten years ago he opened a branch store at 245 South Broadway, near one of the most prosperous residential sections of the city. He leaves a widow and eight children.

Corrie Keeley, manager of the Edison department of the Kent-Long drug store, at Beloit, Kans., attended the Edison convention in Chicago as the result of his success as a salesman. His expenses were paid by the Edison Phonograph Co. of Kansas City, as a prize for selling the greatest number of machines during a recent contest conducted by the company.

INTRODUCES RED SEAL CLOCK

Reincke-Ellis Co. Features New Sales Help—Victor Dealers Regard It Favorably

CINCINNATI, July 12—The Reincke-Ellis Co., which for many years has introduced timely sales helps and novelties for Victor dealers, has just completed plans for a campaign featuring a wall or window clock, the face and dial of which are made as an exact reproduction of a Red Seal Victor record. Everybody looks at a clock, and this one is not only attractive, cor-

A Phonograph Which Meets Present Day Demands

You will probably agree that business today is done on an entirely different basis than a year or two ago.

The buyer wants to know where he can get the greatest value for the least money.

Does your present line answer these requirements? Dealers who have taken on the Jewett line have been able to make immediate sales because there is no other instrument on the market which will compare with the Jewett at the price.

Compare the Jewett consoles, for instance, with similar quality lines. You will find them priced at least one-third less.

Those who have heard the Jewett say it cannot be surpassed for tonal quality, and as for beauty in design and finish it represents the finest craftsmanship.

We shall be glad to send literature and tell you more about the advantages of handling the Jewett line.

The Jewett Phonograph Company

General Sales Offices: 956 Penobscot Building
Detroit, Michigan

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Those who have heard the Jewett say it cannot be surpassed for tonal quality, and as for beauty in design and finish it represents the finest craftsmanship.

We shall be glad to send literature and tell you more about the advantages of handling the Jewett line.

The Jewett Phonograph Company

General Sales Offices: 956 Penobscot Building
Detroit, Michigan

A Phonograph Which Meets Present Day Demands

You will probably agree that business today is done on an entirely different basis than a year or two ago.

The buyer wants to know where he can get the greatest value for the least money.

Does your present line answer these requirements? Dealers who have taken on the Jewett line have been able to make immediate sales because there is no other instrument on the market which will compare with the Jewett at the price.

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The Jewett Phonograph Company

General Sales Offices: 956 Penobscot Building
Detroit, Michigan
DENVER, Col., July 35.—The Victor trade of Colorado territory participated in a successful dealers’ convention, held yesterday and to-day, under the auspices of the Knight-Campbell Music Co., Victor wholesaler of this city.

The program started Thursday afternoon at the Knight-Campbell headquarters with an address of welcome by F. A. Bryant, manager; J. A. Frye, sales manager, followed with a talk on the object of the convention; J. M. Squire spoke on “Organizing the Sales Campaign”; H. M. Wilson, advertising counselor, discussed “Fighting for Business”; J. A. Frye spoke on “Victor Business From the Wholesaler’s Standpoint.”

An open discussion then ensued, after which all attended a banquet at Lakeside Park, subsequent to which Paul Whiteman’s Orchestra played for the dancing.

The session this morning was opened by H. B. Williams, Williams, Well Known in Trade, is General Manager of New Company—Will Produce Envelopes and Kindred Products.

O. H. Williams, who is well known in the wholesale and retail trade, has become treasurer and general manager of the Halstead Williams Corp., which has opened offices at 815 S. Monroe street, Brooklyn, N. Y. This company specializes in the production of dealer service specialties, etc., concentrating its activities on the production of stock record envelopes, string button delivery envelopes, engraved cardboard for packing records and similar products.

A special feature of the company’s activities will be a monthly record supplement service, whereby the dealer will be relieved of all the detail incidental to preparing his mailing list each month, and may turn over the entire product to the Halstead Williams Corp. The supplement will be placed in an attractive mailing envelope and addressed to the dealer’s mailing list, the complete list then being returned to the dealer for mailing.

This plan has already been inaugurated, and many dealers in the metropolitan district have decided Mr Williams that they will use this service regularly during the year. Quantity orders have also been received for stock record envelopes and string button delivery envelopes, and judging from all indications this company is equipped to give the dealers a service that they can use to splendid advantage during all seasons of the year.

Mr. Williams previous experience in the talking machine industry covers a period of many years, and for several years he was a traveling representative of the Victor Talking Machine Co., covering the Middle West and Western States. He then became associated with the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, doing excellent work for this company over a period of five years. He was later associated with the Victor service department of the New York Talking Machine Co., New York, Victor wholesaler, where he gained a direct knowledge of the dealer’s requirements from a service angle.

During the war, Mr. Williams served in the United States Navy Intelligence Department, and after the close of the war resumed civilian life, home appointed production manager for the New York division of the Rennie-Elkins Co. He resigned from this position to form the Halstead Williams Corp., and his associates in the new company include several prominent Brooklyn business men who are conversant with every phase of the paper and printing industry and who will give Mr. Williams invaluable cooperation in his new venture.

J. I. Vestel, of Greenwood, Wis., recently opened a talking machine shop and is handling Columbia goods exclusively.

LYRIC MUSIC SHOP OPENS

Exclusive Music Shop in Portchester to Handle Victorolas and Victor Records

A modern and exclusive store was added to the music establishments in Portchester, N. Y., with the formal opening by Fred H. Ponty of a large new store, recently acquired by the Victor Records agency, on June 28. The store, which is considered one of the finest in Westchester County, is modern in every respect and contains many conveniences for the comfort of patrons.

The interior, as well as the exterior, of the store is artistically designed. Large windows offer an opportunity for display which is further augmented by a clever lighting arrangement. An illuminated sign, which extends the width of the store, offers another means of publicity. The front of the interior is taken up with the talking machine and piano displays and the walls are adorned with pictures of a number of eminent Victor artists. The remainder of the establishment is devoted to eight sound-proof booths, four on each side. Immediately before the two rows of demonstration compartments and extending across the entire store is a sign which can be illuminated and contains a reproduction of the Victor trade mark. A telephone and writing desk are also at the disposal of patrons.

The opening was a marked success from every standpoint. Many men well known in the music business in New York and New Jersey, as well as several artists, were present. During the day and evening several hundred people examined the store and were preceded with souvenirs in honor of the occasion. Many congratulatory messages were received by Mr. Ponty from artists, music dealers and friends. Floral pieces were received from Emanuel Blott, Sussex Riddle, of the Kienkerbuck Piano Co.; Ponty’s Art & Gift Shop, of Greenwich, Conn., and others.

In the evening Mr. Ponty hosted a party of twenty, which included relatives and a number of out-of-town guests. Motors conveyed the party to Rye Beach, where a sumptuous dinner was enjoyed at the “Aurora.” Speechmaking and dancing brought the evening to a delightful end.

Mr. Ponty states that the original store, which is known as Ponty’s Art & Gift Shop, in Greenwhich, Conn., will still be maintained. This store was recently remodeled and a modern Victor department, with ten booths added.

The Dutch Electric Co., of Wichita Falls, Tex., are now Brunswick dealers.

The Need-a-Clip

FIBRE NEEDLE CUTTER

The Two Fastest Selling Accessories on the Market

Order Now

Prompt Deliveries

Retail 75c.

The best cutter made and at a price everybody buys

Opportunity for Distributors and Dealers

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

Better than any Now-Salt ever invented

THE PHONOMOTOR MACHINE

Made in Gold and Nickel Plate

Universal

THE TALKING MACHINE WORLD

JULY 15, 1921

MEETING OF VICTOR DEALERS OF COLORADO IN DENVER

Notable Members of the Trade Participate in Convention Held Under Auspices of Knight-Campbell Music Co., July 14-15—Many Important Topics Discussed
**THE TALKING MACHINE WORLD**

**DINNER IN HONOR OF W. W. CHASE**

New President of Pathe Co. Entertained by His Co-workers of That Organization

On Wednesday evening, July 6, a dinner was tendered to W. W. Chase, the new president of the Pathé Freres Phonograph Co., Brooklyn, N. Y., by his co-workers in that organization. The affair was attended by every executive, which included not only the officers and department managers, but foremen and assistant foremen in the factory. The affair was held at the Chrysler Hotel and was a decided success from every angle.

Eugene A. Widman, the former president of the Pathé organization, and now elected chairman of the board of directors, cordially welcomed Mr. Chase and formally introduced him to the Pathé executives. Mr. Chase heartily responded and expressed his appreciation of the fine spirit already manifested. He also expressed his pleasure at being a part of the great Pathé organization and his enthusiasm over his new duties. Although he knew that the cooperation of the entire staff was his to enjoy, he emphasized its importance in the successful carrying on of the important work which was theirs. Mr. Chase is an indefatigable worker and has already surprised the night watchman by appearing at the office ready for work as early as 7 o'clock in the morning. He has already assumed his office as chief executive and is energetically working toward the future success of the Pathé organization.

**"AMORITA" MAKES HER DEBUT**

New Dancing Doll Being Introduced to the Trade by the Dancing Doll Co., Inc.

Amorita, "the Pride of the Harem," as she has been described by her creator, the Dancing Doll Co., Inc., New York, has made her debut in talking machine circles this month. Amorita is a dancing doll who performs upon the turntable of the talking machine. Her accomplishments are dual, for it is claimed for her that she can do the shimmy and the hula-hula at the same time. This dancing doll is made in two sizes and is in every sense of the word a doll. The mechanism is entirely hidden from view and has been perfected to the extent that the manufacturer hesitatingly guarantees the doll. Production has just been accomplished, but samples of Amorita have been shown and have met with instant approval. It is planned to extensively market these dolls and a bright future for them is predicted.

**BRUNSWICK DEALERS OPTIMISTIC**

Edward Strauss, sales manager of the phonograph division of the Brunswick-Balke-Collender Co.'s New York branch, returned recently from a trip to Chicago, where he visited the company's executive headquarters and conferred with the Brunswick officials relative to plans and campaigns for the Summer and Fall. Mr. Strauss states that the sales of Brunswick phonographs and records during June were satisfactory and that the dealers who are going after business are getting it. The Brunswick Co. has distributed special Summer folders and other forms of literature that are being used to advantage by the dealers.

**CARUSO CABLES HIS DENIAL**

Bruno Zirato, secretary to Enrico Caruso, has received a cablegram from the famous Italian tenor denying reports that his voice had been probably permanently impaired by his recent illness. The reports were based upon Caruso's alleged refusal to sing at a concert given on board ship, Mr. Zirato said.

The Metropolitan Talking Machine Co., 180 East 18th Street, New York, which recently made its debut, will handle only Victor products.

**COLUMBIA FACTORY CHANGES**

T. C. Roberts, assistant to the president of the Columbia Graphophone Co., who made his headquarters at the factory in Bridgeport, Conn., resigned from this position July 1, his resignation being accepted by the board of directors. The resignation of W. T. Birdsell, superintendent of the East plant, has also been accepted. It is understood that the position of works manager will be temporarily filled by T. C. Credington, and no announcement has been made as to the appointment of an assistant to the president.

**T. C. HOUGH PASSES AWAY**

Minneapolis, Minn., June 27—T. C. Hough, who formerly operated three retail talking machine stores in the Twin Cities, died here today in the Swedish Hospital. Mr. Hough was sixty-nine years old at the time of his death. He is survived by his widow and three daughters, Mrs. Orrie Stickney, Mrs. H. F. Wall and Miss Edith Hough, all of Minneapolis.

**JOINS KIMBERLEY SALES STAFF**

Geo. M. Wilson, for ten years associated with the Columbia Graphophone Co.'s sales staff, has been appointed special sales representative of the Kimberley Phonograph Co., New York. Mr. Wilson will be in charge of New York, Brooklyn and New Jersey territories, and will supervise the preparation of sales plans covering this important section.

Mr. Wilson's previous experience has brought him in close touch with the dealers in the metropolitan district, and his thorough knowledge of their problems should enable him to give the Kimberley line invaluable representation. Sales and publicity plans are now being completed and will be announced by Mr. Wilson in the near future.

The Ridgewood Talking Machine Co., Ridgewood, N. J., has been sold by Joseph Danlos, the former owner, to Harry Jaffe, a well-known New Jersey pianist. A piano department will be added. Robert G. Gorlich has been placed in charge of the business.
CRITON A RECORDS

SEVEN ACHIEVEMENTS

1. Fidelity of Reproduction.
2. Full Value of Overtones.
3. Natural Volume of Sound.
5. No Blasts.
6. Elimination of all "Metallic" and "Tubby" tones in Orchestra and Voice.
7. Surface Noises reduced to minimum.

Write for Catalogue and Sales Proposition

CRITERION RECORDS, Inc.
1227 Broadway
New York City
CINCINNATI, O., July 6.—Talking machines have been taking care of themselves in Cincinnati during the last month and dealers have announced they will transfer some of their energy from the selling of machines to records. The records do not seem to be keeping up to what local men think they should be, and dealers have determined that if this same thing happens next month it will not be because they did not get behind them and push. Rolls for phonographs are taken in a hard fall during the month and dealers are at a loss to account for it. No special plans have been put forth as to just how they expect to overcome the slump in the records and rolls, and it is taken for granted that it will be through special sales days and novel displays. Dealers are satisfied with the first six months business and several have stated that if the next six months turn out equally as well they will be more than pleased with their yearly report.

F. M. Abbott opened a new store last month on Vine street and Auburn avenue, which is situated on the top of the hill overlooking the city. This is Abbott's third store, two of which he has opened within a year. The others are located in the heart of the city. E. Knoesel has been added to the staff of the new store, and after a two weeks' trial he announces that he is confident that it will come up to the owner's expectations, if it does not surpass them. The store is a model shop and carries a complete line of machines, records and rolls. Abbott reports a good month. Machines have been doing exceedingly well, records were fair, but rolls fell down according to his report. He further states that they are looking far ahead and have already started to go after the Fall business. Our first six months' business is about equal to the first six months' business in 1909, says Abbott.

A. H. Bates is Optimistic

A. H. Bates of the Ohio Talking Machine Co., reports a fair month with prospects bright for the coming month. He also states that they will get behind the records as their machines are taking care of themselves. Bates will leave this week to attend the convention at Colorado. E. W. Kilgour, factory representative, stopped over a visit during the month. Others in the city last week were M. C. Chaudler, Skillcutte, Ohio, dealer, and C. E. Hart, Pomeroy, Ohio.

Reports Improvement

There has been a decided improvement in business, with the month of July starting very good, according to Mr. Oelman, of the New Edison Co. He remarked, "Our new process by which the creation records are being turned out has enabled us to be far ahead of our competitors and has been a boon to our trade. We have in stock this week re-creation records which were turned out in six days, and according to our latest information even this time is being cut down. This new method has put new life into our trade as well as our employes, and we are expecting wonderful results." Mr. Oelman returned last week from the Chicago convention. C. H. Hunt, with the Maxwell & Hunt Co., Franklin, Ky., stopped over in Cincinnati on his way to Chicago.

Mr. Morris Fantle, manager of the Widener Graphic store, stated that machine business has been very good for the past month. The records have not been selling as well as they should, he says. Mr. Fantle, in diagnosing the trouble, has come to the conclusion that those purchasing machines are the people with plenty of money, while those on whom their depend in the past for their record sales are the people with moderate incomes and who with the present high cost of living are unable to purchase new records. Mr. Fantle states that these people are "making the old ones do" until they can get ahead of the necessities of life.

Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the new Grabby line, which the Widener people have added to their stock, announces that he is well pleased with Cincinnati so far. He says the outlook is very bright and he is highly confident that he will meet with success here. Mr. Clark has had many years' experience in music and he believes that he has the goods. He is counting on his biggest success when he tackles the small surrounding towns. H. H. Schmacker, general manager of the Western territory for the Grabby line, is also pleased with the showing in this district so far.

Greek Evans, who has made several records for the Victor people, is singing at the Cincinnati Zoo during the opera there.

E. R. Graul, of the Talking Machine Co., presented Eddie Rossel with a Cheney talking machine on his signing a contract to return to the Cincinnati Reds ball club.

Venus Phonograph & Needle Co., of Cincinnati, incorporated at Columbus for $20,000.

A. L. JEWETT IN NEW YORK

A. L. Jewett, traveling representative of the Starr Piano Co., Richmond, Ind., giving especial consideration to the phonograph interests of the company, was a visitor to New York last week. Mr. Jewett's many friends in the metropolis were glad to greet him and to find him so well and in such fine spirits.

Somebody said that the last resort of the complex is the simple.

THE SECOY NEW MODEL X AUTOMATIC START AND STOP

Exclusive Starting Feature

By moving the tone arm slightly to the right the brake is released and the motor starts.

We take pleasure in showing the trade our new Model X start and stop. We have been manufacturing automatic stops for phonographs for the past five years. This is a recognized standard in the trade and now we offer our new Model X stop with its exclusive starting feature, which is absolutely the last word in a device of this kind. It has no adjustments, is simple to install and absolutely positive in its operation.

THE SECOY COMPANY

Piqua, Ohio

Dealers who are alive can establish a very profitable business installing Secoy stops on phonographs in service.

Get Our Proposition

For Further Information Write

THE TALKING MACHINE WORLD
PHONOGRAPH MANUFACTURERS

We are offering unusual terms to the Maker of Phonographs who recognizes the necessity of a record under his own label. Quotations upon request.

ELECTRIC RECORDING LABORATORIES, Inc.
210 FIFTH AVENUE
NEW YORK CITY

ACTIVITY AMONG DEALERS GROWS

Gratifying Proofs in the Big Orders Placed With Leon Tobias, of Van Veen & Co., New York, for Store and Department Equipment

Leon Tobias, secretary of Van Veen & Co., Inc., reports that he has recently closed for his firm a number of large contracts for Phonograph equipment, which have been completed or are now in the process of construction.

Among recent installations made by Van Veen & Co. is a new store for W. W. Bush, Peoria, Ill., also one for the Colonial Music Shop, 114 Greene street, Auburn, N. Y., an installation of six rooms was made in the West Farm Grauford Shop, a new store, which will be very shortly opened in Westchester Village,

Leon Tobias

complete equipment of fixtures, record racks, etc., for Sol. Larmans on Fifty-ninth street, New York. The entire decoration and renovation of the entire store will also be made by Van Veen & Co, Inc. Other jobs just closed by Mr. Tobias are new store equipment for L. J. Shaver, Canonsburgh, N. Y.; a new department for Mc- Nall & McNall in Albion, N. Y.; a new store for W. L. O'Brien, Hudson, Mass.; a complete department for Mrs. E. B. De Witt, 1398 Third avenue, New York.

Mr. Tobias is very optimistic over the future of the talking machine business and is now working on a number of propositions which give evidence that the trade is reviving and by Fall will probably be back to normality, and finds that people who have been holding back on improvements and necessary expansion are now beginning to inquire for prices and ideas.

SIAM SOO IN UNIQUE SALES STUNT

Progressive Columbia Dealer Features Siam Soo During Shriners' Week—Closes Twenty-one Sales in Widely Separated Cities.

Mr. Monson, 1s., July 6.—L. Ginsberg & Sons, of this city, Columbia dealers, recently instit- uted a unique sales scheme during the Shriners' national convention, which was held in this city. The plan featured Siam Soo dolls and twenty-one direct sales were closed as a result of this publicity stunt. This enterprising dealer merely put a Grauford in front of his establish- ment, adjusted a Shriners' fez on Siam Soo's head and she "shimmied" her way to all parts of the United States and Canada. Following is a list of the cities to which this dealer made shipment of Siam Soo dolls: Oceanside, L. A.; Atlantic, L. A.; Batavia, Ia.; Sioux City, Ia.; Chel- sea, L. A.; Alba, L. A.; Fargo, N. D.; Red Bank, N. J.; Montgomery, Ala.; Waco, Tex.; Albertville, Ala.; White Hall, Ala.; Lebanon, Conn.; Munns, Minn.; Springfield, Ill.; Meridian, Miss.; Peoria, Ill.; Regina, Sask.; Con.; New Orleans, La., and Kew Gardens, L. I., N. Y.

CELEBRATES FIFTIETH ANNIVERSARY

The Families Music Store of College Point, L. I., N. Y., recently celebrated its fiftieth anni- versary. Mr. F. H. McEwen was one of the oldest Victrola dealers on Long Island.

PROTECTION

Against Delivery Damage
Built On Quality Lines

Not just another delivery cover but a moving cover built along distinctly new lines and—made right—a cover that will effectively pro- tect the fine finish of the most expensive and highly polished machine—a cover that can be easily adjusted by one man.

The BRUNS DELIVERY COVER is well made throughout—the general construction, finish and material are of the highest quality. BRUNS covers are made in two grades—Extra Heavy Knit, or Durable Brown Duck—padded well for a slip proof. Can be had to fit any stand- ard or special size machine.

The use of BRUNS DELIVERY COVERS guards against breakage. 100% protection for phonographs during delivery period—they yield under shock and are therefore economical—they cost a trifle more—you know why. The prices are as low as can be had consistent with the highest type of workmanship and best material.

Prices on request. Jobber cooperation solicited.

A. BRUNS & SONS

Manufacturers of Anything Made of Canvas

AUGUST OKEH WINDOW DISPLAY

The August Okeh window display is worthy of comment because of its striking brilliancy and the wide range of appeal it seeks to various musical tastes. As indicated in the photograph, it covers nearly every phase of American music. From operatic selections to the latest popular numbers the display appeals to all tastes.

The color scheme is of such a pleasing com- bination that it is bound to arrest attention.

PLYMOOUTH PORTABLE POPULAR

Orders Being Received by the Manufacturers From Foreign Countries as Well as at Home.

PLYMOUTH, Wis., July 5—The Plymouth Phonograph Co. is having excellent success with the new Plymouth portable phonograph, which was recently announced to the trade. Not only is the domestic trade showing interest in this little machine, but the Plymouth Phonograph Co. has already closed a deal with a large export house, which will exploit it generally to the foreign trade. A few years ago there was an initial order for forty from New Zealand and a large order from South Africa. The South African order also includes one for the Plymouth record-carrying cabinets. These cabinets were sent filled with records in order to test the company's contention that they protect the records absolutely against breakage.

ENDORSE E. G. BROWN'S CANDIDACY

Well-known Music Dealer of Bayonne, N. J., Seeks to Head New Jersey Elks

E. G. Brown, well-known piano and music dealer of Bayonne, N. J., is still keeping up a strenuous campaign for election to the presi- dency of the New Jersey State Elks' Association. A recent folder issued by Mr. Brown in- cludes among other endorsements those of George W. Bond, general counsel of the Mu- sic Industries Chamber of Commerce, and past exalted riter of Lockport Lodge of Elks, and C. L. Denis, secretary of the National As- sociation of Music Merchants.

The Jackson Phonograph Co., Jackson, Tenn., exclusive Brunswick dealer, has moved its busi- ness from 117 East Lafayette to 113 Mar- ket street.
ANNUAL CONVENTION OF SONORA JOBBERS IN SAGINAW

T. M. Griffith, of Newark, Elected President.—Interesting Address by F. J. Coupe and Others—G. E. Brightmont Presents Griffith With Silver Cup—Sonora Co. and Jobbers Well Represented.

The annual convention of Sonora jobbers was held at the Sonora factories in Saginaw on July 7, 8 and 9. The morning of the first day was devoted to a trip through the plant, which gave the jobbers an interesting idea of the business, efficiency and the extraordinary manufacturing facilities of the factory.

In order to conserve time the Sonora Jobbers' Association held its annual election of officers during luncheon and T. M. Griffith, of the Griffith Piano Co., Newark, N. J., was unanimously elected president and E. S. White, of the Sonora Co. of Philadelphia, secretary.

At the start of the business meeting Frank J. Coupe, vice-president of the Sonora Phonograph Co., gave an interesting address, during which he said: "You may know you are Sonora's sole outlet and we must depend upon you to move the output of this large factory. Many of you have never seen the plant before and possibly did not realize its greatness until to-day. We brought you to Saginaw to show you the size of the plant we have and to impress upon you that without the proper effort and cooperation on your part we cannot carry on together.

"Jobbers who have used Sonora as the backbone of their business have turned in big sales, regardless of existing conditions, last year. Those who have used Sonora simply as a side line are the ones who show the greatest falling off in their purchases and sales, demonstrating that it is to be had if it is a question of surviving. These successful distributors have done remarkably well and I am going to ask some of them later on how they are doing it and, I venture to say, everyone of them is going to tell you to fight!"

Before new business was formally started George E. Brightmont, president of the Sonora Phonograph Co., presented Mr. Griffith with a silver cup, which had been awarded to him for winning the jobbers' contest during the past year for the largest sales in ratio to the population of territory. In presenting this cup Mr. Brightmont said: "It affords me great pleasure to present to the Griffith Piano Co. this cup, which is a symbol of success. Mr. Griffith, I am proud of you and I deem it an honor to have you associated with us. You have met great obstacles, faced great difficulties and have surmounted all of them and I am confident that you will even go to greater lengths to win the cup that will be awarded next year. How you did it, how, I do not know, but I am sure that it will be in your hands next year. The cup was given to the successful jobber and is to be passed on from year to year until such time as the jobber will have been successful every year."


The following officials of the Sonora Phonograph Co. attended the convention: Geo. E. Brightmont, president; Joseph Wolf, vice-president; O. J. Beuglow, vice-president; John Herron, vice-president and general manager, Saginaw factory; F. J. Coupe, vice-president; F. V. Goodman, assistant sales manager, and L. C. Lincoln, advertising manager.

The Sonora factory executives were represented by the following: Wm. J. McDonald, Wm. Krech, J. L. Jackson, T. F. Granger and Jno. Gaskill, of Saginaw, Mich., and W. H. Lincoln, of Columbus, Ind.

COLUMBIA GETS OFFICIAL SONG

"Hail, Chicago," Prize-winner in Chicago Pag- ent of Progress Contest, Will Be Recorded by Columbia Co.—J. Kopp Important Factor in Handling and Consuming Details.

Chicago, Ill., July 10.—In connection with the Pageant of Progress, which will be held in this city from July 30 to August 14, $10,000 in prizes were offered by the Chicago Herald Examiner and the local branch of the Pageant of Progress Co. for the eight best songs to be submitted by local composers. Ten judges, all of whom are prominent in musical circles, were selected by the committee in charge of the pageant musical arrangements, which are under the supervision of Milton Severson, who was appointed by Mayor Thompson for this event.

Over 100 compositions were submitted to the judges and the first prize of $2,000 was awarded to a composition entitled "Hail, Chi- cago," which will be the official song of the Pageant of Progress. When the judges con- vened for their final session J. Kopp, of the record service department of the Columbia Phonograph Co., Chicago branch, was present, and after the judges had decided upon the actual prize-winners he left immediately for New York, arriving there on July 9.

After a conference with the Columbia execu- tives work was started at once upon the record- ing of "Hail, Chicago," which will be sung by Arthur Fields and the Coliseum Quartet. On the side of this selection will be an instru- mental number, played as a march by Prince's Band, which was the second prize in the contest, a $3,000 oil painting.

The official song record will be autographed by Mayor Thompson and will retail for eighty- five cents. It will be merchandised exclusively through Columbus dealers, and the Columbia Phonograph Co. is to be congratulated upon its initiative and progressing in securing the side rights to the official pageant song. The record will be placed on sale on the opening day of the pageant.

FREE OFFER

MAGNEDO
THE OLDEST AND FASTEST SELLING TELL-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit. Magnedos offer substantial profit to opher and Dealer. 

Retail at 10c a box
Dealer's price $3.00 carn. of 60 boxes

MANUFACTURED
BY SUPERTONE NEEDLE WORKS 18 WEST 20TH STREET NEW YORK
THE TALKING MACHINE WORLD

DEPARTMENT NOW ON EIGHTH FLOOR

John Wanamaker Talking Machine Department Moves From Second Floor—Will Have Greatly Increased Facilities

The talking machine department in the John Wanamaker store, New York, is being moved from the second floor, where it has been located for many years, to the eighth floor. In its new home the department will have greatly increased facilities, together with a far more attractive layout.

A considerable section of the eighth floor has been set apart for the talking machine wares only and is now being remodeled. When completed it will be one of the most attractive talking machine departments in the country and will form a fitting background for the Victor, Columbia, Cheney and Brunswick lines, which are handled in this department.

PLAN TO ERECT $30,000 BUILDING

Rogers & Fischer, Victor wholesalers, at 1313 F Street, N. W., Washington, are planning the construction of a large warehouse and stock rooms at 1249 1st street, N. W. The new building, which is about three blocks from the store, is centrally located and will cost about $30,000.

SHOWS PROCESS OF RECORD MAKING

A window exhibit which is attracting attention is that of the Brunswick Shop of Tacoma, Wash. The display, which shows the various processes in record manufacture, was loaned by the Brunswick factory and the methods shown are those used in the manufacture of Brunswick records.

INSTALL COLLECTION OF RECORDS

The library of the University of Paris is to have a collection of talking machine records containing reproductions of the voices of the greatest men of modern France.

FIVE ESSENTIALS OF ADVERTISING

Ernest C. Hastings Points Out the Elements of Retail Publicity That Appeal to the Public and Interest the Average Reader

The advertisements of a retail store, to obtain and hold the interest of the reader, must do five things, according to Ernest C. Hastings, managing editor of the Dry Goods Economist, New York, who addressed the retail section of the Associated Advertising Clubs at its recent convention in Atlanta, Ga. He said:

1. Address people with unfamiliar goods.
2. Inform people of things they need.
3. Give information about goods wanted.
4. Direct people where to get the goods.
5. Educate people how to use the goods.

Translating this into terms of the store, he continued, it means:

1. More goods out of the store by telling people what they want.
2. Stimulate interest in different kinds or similar goods.
3. Sustain people's interest in the store between purchases or between visits.
4. Develop a sense of value in the customer's mind.
5. Multiply the customer's buying impulse.

That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants. In the preparation of advertising copy, he said, department managers and others could make their advertising interesting by following an outline like this:

1. Tell how you got the merchandise.
2. What it is.
3. What it is used for.
4. What is made of.
5. What colorings.
6. How trimmed or ornamented.
7. What sizes.
8. Prices.
9. Any other information that would help in telling an interesting story to the public.

CARAVAN RESTS IN VANCOUVER

Great Edison Convention Closes Most Successful Tour—Attended by Thousands

The Edison Caravan Convention, which started in New York and wound its way to New Orleans and Chicago, closed its sessions most auspiciously in Vancouver, B. C., June 27 and 28. There was a large attendance of dealers from the Pacific Coast and Canada at this gathering, and the program was substantially the same as that in New York and other cities, excepting, of course, that local dealers participated in the discussions of the topics set forth in the program.

A NEW MUSIC STORE FOR WAINWRIGHT

Proprietor Devises Clever Plan to Gain Public Attention—Children Included

Wainwright, N. D., June 28—David Kopelman, formerly on the musical comedy stage, will open a modern music store here in the near future. The store will be in charge of Mr. Kopelman and his sister, Miss Rose Kopelman, of Fargo, and will be the headquarters of the Kopelman orchestra, formerly of Fargo. A complete line of musical instruments will be handled, including talking machines.

Mr. Kopelman has devised a plan which will immediately place his establishment before the public. On the opening night Rudolph Russ, widely known throughout the Northwest as a pianist, will give a concert and Mr. Kopelman will entertain the guests with some musical comedy stunts.

NOT STRONGLY REPRESENTED

Great Rapids, Mich., July 9—Talking machine manufacturers were but sparsely represented at the great furniture exhibit which is now under way in this city. This is not surprising inasmuch as the past twelve months has shown a gradual falling off of interest in the talking machine on the part of furniture manufacturers—at least in a manufacturing way.

PLANNING FOR A BIG FALL TRADE

Richmond, Va., July 8—The C. B. Hayes Co., of this city, Edison distributor, reports to The World representative that Edison dealers throughout the Southern territory which they cover are earnestly giving their attention to the creation of sales. Every energy is being devoted towards making the Fall a big season.

NEWS BRIEFS

J. Kopp, the hustling and wide-awake member of the Columbia branch in Chicago, was a visitor to the World sanctum the past week. He was in New York in connection with the recording of Chicago's prize song, to which reference is made elsewhere.

Yolo, Ill., now boasts of an exclusive Columbia agency, which was recently opened by J. Moledecor.

The Columbia line of Grafonolas has been installed in the store of N. T. Drake, Madison, Indiana.

A new music shop, known as the McLeod Store, has opened at Madisonville, Ky., and handles the Brunswick line.

Brunswick phonographs are now being handled by the Hursey Music Co., of Shiloh, Va.

The salesman who can sing "self" sufficiently to seek his customer's good will and talk with that end in view needs no spur to enthusiasm. Whole troops and regiments of ideas rush to his aid, and he transmits them with power and conviction.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new long life proposition

The Greater New York Novelty Co.

3922 14th Avenue
Brooklyn, N. Y.
Announcement

THE SIEMON HARD RUBBER CO.

wish to announce to the trade that they are about to enter the Phonograph record field.

The Siemon Co. have at their Bridgeport Plant a capacity at the present time of twenty-five thousand records per day. This output will be doubled within a short time. The Siemon plant at Albany will be available for an equal number of pressings when needed.

Our recording laboratories are situated in New York and Brooklyn, and our recordings are guaranteed to be unexcelled in tone, volume, artistic arrangement, quality and surface, standing the most critical examination from every standpoint.

Our laboratory experts are men of great skill and experience. Our platings are made under the latest nickel steel process, which gives the finished record great detail as well as clearness, volume and long wearing qualities.

Our stock is of the finest materials money can buy, and being made by experts of many years' experience on records, in our own factories, gives the highest finish, quality and wearing surface possible to a record.

The Siemon Co. have pressed for years, records for the largest companies in this country and by entering into the field for themselves are not new to the art.

The Siemon product is guaranteed from every angle. The Siemon Co. will manufacture the complete records under your own label, furnishing you with a monthly release made up of the latest and best selections to be had.

The Siemon Co. can also furnish you with a list of high-class standards. Any special records, Foreign or English, can be made for you. Before placing your order for recordings or pressings look into our proposition.

SIEMON HARD RUBBER CO.

C. F. SIEMON, Pres.

SALES OFFICES:
662 SIXTH AVENUE, NEW YORK

Factories:
Bridgeport, Conn...
Albany, N. Y.

Laboratories:
New York, N. Y.
Brooklyn, N. Y.
THE TALKING MACHINE WORLD
July 15, 1921

THE CABINET and ACCESSORIES COMPANY
145 East 34th St.
New York City
We are the
Sole Metropolitan Distributors of
The CIROLA

Price Now, $35.00
Regular Trade Discount to Dealers
Write or Phone for Representative to call or send for Catalogue
Get All Your Accessories From One Source

F. TAMBCN
Price Now, $35.00
Regular Trade Discount to Dealers
Write or Phone for Representative to call or send for Catalogue
Get All Your Accessories From One Source

Gilt Edge Needles
Made from start to finish in U. S. A.

Extra Loud—Loud—Medium
Made at the
W. H. Bagshaw Co. Factory
Lowell, Mass.

INSURE PERFECT REPRODUCTION

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Lowell, Mass.

INSURE PERFECT REPRODUCTION

LANDY ADVERTISES SONORA
Landy Bros., the well-known New York dealers, who recently closed arrangements to handle the Sonora line, are using striking page publicity in New York newspapers announcing the fact that the Landy stores are now headquarters for Sonora phonographs. This announcement, which is reproduced herewith, attracted considerable attention as a means of fittingly introducing Landy Bros. as Sonora dealers.

HEADQUARTERS FOR VICTROLAS NOW ALSO HEADQUARTERS FOR Sonora

F. has always been the philosophy of this establishment that we must play every instrument in the band. This is why for twenty years we have provided exclusively the pages of Victor Quality. We are not now changing that philosophy, but we hope it to be understood that we are adding a new feature to our program, a feature known as Sonora.

Sonora phonographs have been developed by the world's foremost inventors and manufacturers, and we now have this new line of phonographs in our store for the New York public to inspect and purchase.

SONORAS "50 TO $400"
CONVENIENT TERMS OF PURCHASE

CLEVER PUBLICITY STUNT
Galveston, Tex., July 12—A parade through the streets of this city was the recent publicity stunt inaugurated by the Dealer's Club Exclusive Brunswick dealers, to announce a sale of Brunswick machines. The parade followed a full-page announcement in the local papers and as a result a substantial crowd watched the procession, which was led by mounted policemen. A solid block of automobiles and trucks, each typifying some feature of the Brunswick sale, followed a twelve-piece band. The band, at the conclusion of the parade, gave a concert in front of a building occupied by one of the local papers.

PARADE OF COLUMBIA MACHINES
Five trucks loaded with Columbia graphophones were recently paraded through the streets of Tampa, Fla., by the firm of Hodge & Sherman as a publicity stunt. The machines constituted a carload shipment which had just been received. On the first truck popular selections were played on one of the machines. A Magnavox amplifier was used to increase the carrying power of the music.

DEALERS
Your Opportunity Pointed Out
on Page 169
SPRAYTONE PHONOGRAPH CORP.
P. O. Box 162
ROGEOWOOD, N. J.
The Stephenson Almanack
1921 JULY, Seventh Month 1921

Manufacturer's Calendar

Prepare now the marketing plans for fall.

The Spring and the Spring-drum in the Stephenson Precision-Made Motor form a unit. Thus, a spring is changed by simply substituting a new drum. It is unnecessary even to remove the motor from the board. This is an exclusive feature with the Stephenson Motor.

When affairs are slack the buyer is more particular in his choice.

The Stephenson Precision-Made Motor meets the requirements of the most exacting buyer.

Experience keeps a dear school but fools will learn in no other, says Poor Richard.

STEPHENSON
DIVISION OF CORY & BROWN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey

Manufacturers of the Stephenson Precision-Made Motors and Tone Arm and Sound Box
EUROPE’S BIGGEST DANCE HIT

MON HOMME (MY MAN)

Featured by Miss Fanny Brice
In the new "Ziegfeld Follies"

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT FOR FRANCE
-and-
By LEO FEIST Inc New York

MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING AMERICA AS IT HAS ALREADY WON EUROPE

IMPORTANT BRANCH CHANGES

Columbia Graphophone Co., Mergers Indianapolis and Cincinnati Branches—New Haven Branch Discontinued—Moves Made in the Interests of Better Service—Some Interesting Details

The general sales department of the Columbia Graphophone Co., New York, announced this week that effective July 1, the company's wholesale branch at Indianapolis had been merged with the Cincinnati branch. This step was taken in the interests of better service, as more efficient and satisfactory co-operation can be offered to dealers in this territory through the Cincinnati branch. In Cincinnati the Columbia Graphophone Co. occupies one of the most up-to-date wholesale establishments in that part of the country, with exceptional facilities for giving the dealers maximum service. A model shop was recently installed in this branch, and under the able direction of Manager Woodford the Cincinnati sales staff is doing excellent work that is keenly appreciated by the dealers.

P. L. Scott, Jr., manager of the Columbia branch at Indianapolis, will take up special work in the general sales department with headquarters in New York, and incidentally Mr. Scott is enthusiastic regarding the work that will be placed in his hands under the new arrangements.

In the interests of more efficient service to the dealers the Columbia Graphophone Co. has likewise continued its wholesale branch at New Haven and the territory formerly handled by this branch will be served by the New York and Boston branches. Fairfield and New Haven counties will be handled by the New York branch, and Hartford, Litchfield, Tolland, Windham, Middlesex, and New London counties will be handled from Boston. H. L. Morey, formerly manager of New Haven, will take care of the New Haven territory, making his headquarters at Bridgeport, where his house is located. In this capacity Mr. Morey becomes a representative of the sales staff of the New York branch.

ARNAUT WITH RICHMOND CO.

RICHMOND, Va., July 9—K. A. Arnault, former-ly in charge of production at the factory of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has joined the organization of the Richmond Phonograph Co. of this city. The Richmond Phonograph Co. has energetically taken up its duties as Pathé distributor and is already achieving considerable success with Pathé instruments and records.

TUSTING OPENS LONG BRANCH STORE

Model Victor Shop Opened by the Tusting Piano Co. Makes Third Branch Store

The Tusting Piano Co. recently opened its third branch store in Monmouth County, New Jersey. The new establishment is located at 206 Broadway, Long Branch, the other two being at Asbury Park and Red Bank.

The first floor of the old National Hotel building has been remodeled into a Victrola shop of the latest type. Four soundproof booths for demonstration purposes have been installed, each fitted with a ventilating system. Miss N. G. Hendricks, who has been connected with the Tusting Co. for a number of years, has been placed in charge.

SERVICE MUSIC SHOPPE CO. OPENS

East St. Louis, Ill., July 11—The Service Music Shoppe Co., of which E. Billerth and Miss E. Wright, both well-known and popular musicians, are the proprietors, has leased rooms in the Vogel Building, 206 Collinsville avenue, of this city. The firm will handle pianos, pianola players, phonographs, records. Miss Gilbert was in charge of the Conroy Co. store in East St. Louis during the past seven years, and Mr. Billerth was in the musical merchandising business in St. Louis for several years.

MORSBACH TAKES ON VOCALION LINE

I. P. Morsbach, of 1603 West Passyunk avenue, Philadelphia, recently took on the Vocalion line and is greatly enthusiastic over the progress that the Vocalion line is making with his customers. The record made by Lient, Kiefer, recently issued by the Aeolian Co., is proving exceptionally popular. This record has the "Iron Division March" on one side and the "Rocky State March" on the other. It was through Mr. Morsbach's efforts that Lient, Kiefer was persuaded to record for the Vocalion.

ENLARGE VICTOR DEPARTMENT

Gechee, Ill., July 11—Rogers & Wilson, who conduct one of the oldest exclusively music shops in northern Illinois, have just moved their Victor department from the rear of their establishment to the front. They have entirely re-organized this department, and now have ample record room, as well as a new service counter. This department is supervised by J. V. Roscoe, one of the partners of this concern, who has the reputation of being one of the most ardent Victor fans in that section of the country.

The Goldberg Furniture Co., Madison avenue and 148th street, New York, has opened a Victor department and installed a complete line of machines and records.

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

FRANK CRONK
FRANK BANTA
MONEP TON SILVER
FRED VAN EPS
BILLY MURRAY
HENRY BAILE
GEO ALBERT CARPENT
ARTHUR MEYERS

Famous Ensembles including
Campbell & Barr - Stella Trio - Peerless Quartet

You can't go wrong
with any Feist song
NEW BUILDINGS FOR GRANBY CORP.

Growth of Business Necessitates the Leasing of Additional Manufacturing Quarters

Norfolk, Va., July 7—The Granby Phonograph Corp., of this city, and with factories in Newport News, Va., is materially increasing its daily production and has added almost a hundred additional skilled workmen to its force. The corporation has leased the entire building known as the Fabrit Building, on Twenty-sixth street, between the railroad and Virginia avenue, Newport News, and, in addition, has secured the Royal warehouse and the second floor of the Holloway Building, on Twenty-fifth street. The Fabrit Building will be used as a stock assembling plant. This is in addition to its group of factory buildings. With this new space, and the extra area obtained by tearing out the old offices, the Granby Corp. will considerably increase its capacity.

Granby phonographs are being sold in all the big distributing centers of this country and the sales records attest their popularity. Their reproducing value, the beautiful period styles in which they are manufactured and the excellent workmanship which characterizes this product are given as reasons for their steadily increasing popularity.

TO "MAGNET"IZE THE TRADE

Boston, Mass., July 8—The Lansing Sales Co., of this city, is planning to send, each month, to the talking machine trade a novel piece of literature entitled "The Lansing Magnet." The Lansing Sales Co. distributes a large list of talking machine and piano accessories and it is planned to feature one certain accessory in each monthly issue of The Magnet.

The Abelowitz Phonograph Co. has made a number of improvements in its already attractive warerooms, 1353 St. Nicholas avenue, New York City. An entire new front has been installed which is very imposing.

STATEMENT FROM A. L. VAN VEEN

No Outside Interest or Capital Invested in His Company—Explains Some Reports

Arthur L. Van Veen, president of Van Veen & Co., Inc., strongly denies the rumor which has been circulating throughout the trade that any outside interest or capital has been invested in Van Veen & Co., Inc. In speaking to The World, Mr. Van Veen stated: "This is emphatically not so. It is a fact, however, that several big phonograph manufacturers have placed their seal of approval on Van Veen equipment. This is probably the basis upon which the rumor was founded. This approval was only given after a comparative test had been made and they were so well pleased with the model showrooms which we constructed that they have also recommended Van Veen equipment to their dealers. The Van Veen organization is entirely separate and independent. We are building and will continue to build equipment for every dealer who desires Van Veen equipment." The present officers of the company are Arthur L. Van Veen, president; H. A. Dalby, vice-president; Charles H. McCaffrey, treasurer; and Leon Tobias, secretary.

New Victor warerooms have been opened in Shrewsbury Bay, N. Y., by Herbert Thiel, who has had many years' experience in both the wholesaling and retailing of talking machines.

The Brunswick line was recently taken on by M. A. Schilling, El dorado, Ark.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS
ALL HITS

| Stack of Barley—(Irish Jigs) . . . . . . . . . | Played by Flanagan Bros. (Accordion-Banjo) |
| The Gladstone—(Irish Waltz) . . . . . . . . . | Played by Flanagan Bros. (Accordion-Banjo) |
| Ain't We Got Fun?—Fox-trot . . . . . . . . . | Lalin's Roseland Orchestra |
| In a Boat for Two—Fox-trot . . . . . . . . . | Lalin's Roseland Orchestra |
| Cherry Blossoms—Oriental Fox-trot . . . . . | Lalin's Roseland Orchestra |

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.
The Talking Machine Men, Inc., preparing for annual outing—attractive program ready for dealers—Staten Island the rendezvous.

The members of the entertainment committee of the Talking Machine Men, Inc., visited the Hotel Commodore, Staten Island, a few days ago and made final arrangements for the unusual summer garden and dance of the Association, which will be held at this hotel August 17.

According to present plans, the dealers and their friends will leave for Huguenot Park at 10 a.m., taking a sail down the Bay through the Narrows to Midland Flee, the steamer leaving from the Battery. Landing at the pier, automobile buses will meet the party to take them for a ten-mile ride through the country to the Terra Marine Hotel, where luncheon will be served at noon. From 1:30 to 4:30 all of the athletic games for the various prizes donated by the jobbers and manufacturers will be held, and dancing and bathing will also be on the program for the devotees of those sports. Dinner will be served at 6 o'clock and entertainment by talking machine artists, including vocal stars and dance orchestras, will continue until 10 o'clock, when the party will embark for a moonlight sail home.

PLANS ENERGETIC FALL CAMPAIGN

The Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of the Wall-Kane needle, is planning an energetic sales campaign for the Fall months. N. Cohen, head of the organization, will shortly leave for an extended trip, in the interest of Wall-Kane needles, covering a period of about three months.

BIG CALL FOR FOREIGN RECORDS

In spite of quiet times, the foreign record department of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is quite busy. The demand for German, Jewish and Italian records is reported by Dr. E. Kuhn, head of the department, to be almost normal. It is also announced by this department that in order that all owners of phonographs may be able to secure the Pathé foreign records three of the languages are now being pressed in the actual needle cut record.

Be proud of your work, not of yourself.

"Does It Play All Records?"

Casually MAGNOLA says and without any extra attachments, too. This is only one feature, however, most important one, in the easy-to-use, easy-to-keep-equip ment of the MARVELLOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"

May we send you our handsome illustrated catalog full of information concerning the wonderful equipment and the beauty of its musical results? This artful appliance and its modest price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

180 W. 18th Street

New York City

Miss Dorothy Jordon

Miss Dorothy Jordon

Miss Dorothy Jordon having not only attained phenomenal success in the opera field, but also having won renown as a concert and musical comedy artist and a vaudeville headliner on the big-time circuit. She appears exclusively for the Brunswick library and her new composition for the Brunswick company, with the expectation of releasing it at a very early date. John State, a Stare artist and star of "Ziegfield's Folies," who is now headlining in Kirby's vaudeville, is also singing Miss Jordon's song hit and is delighted with it.

WHOLESALE MACHINES

Read Our Announcement

Page 192

SPRAYSTONE PHONOGRAPH CORP.

P. O. Box 192

HIDGWOOD, N. J.

COTTON FLOCKS

COTTON FLOCKS

FOR...

Record Manufacturing

STEFFEUM MFG. CO.

105 South Street

NEWARK, N. J.
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 printed in this issue if space permits. Additional space will be at the rate of 25c per line. If bold faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

POSITION WANTED—Man with five years' experience in record manufacturing in all its branches wishes to connect with record manufactory. Address Box 971, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED—Salesman to sell talking machine record cleaners as a side line. Must have an established trade and be a man who can get results. State territory covered and goods you are selling. E. T. Gilbert Mfg. Co., Rochester, N. Y.

LIVE-WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard working man to produce good sales. State age and give list of all employers during past ten years. Weaver Piano Co., Inc., Pathe J ebers, York, Pa.

WANTED—A good salesman for a large Western manufacturer of pianos, phonographs and records, established over 20 years. Must be of good address and unquestionable ability to produce business. Only experienced men wanted who can trade A to Z and have a large clientele among the best dealers in Connecticut, New Jersey and New York. Splendid opportunity for the right man. Apply by letter, giving full particulars. Box 975, care The Talking Machine World, 373 Fourth avenue, New York City.

EXECUTIVE POSITION WANTED—Executive mechanic and executive with twelve years' experience in the manufacture of disc records to do some of the largest plants in the world. Fully understanding the installation and maintenance of the necessary equipment along with the most up-to-date methods and systems for progress, efficiency and economy. The most expensive thing to do is to guess. The most profitable thing you can do is to know. Thereto, why not control all departments to the standard of perfection that others have taken years to acquire. An interest in the company is more desirable to me than a salary. For further particulars write Box 978, care The Talking Machine World, 373 Fourth Avenue, New York City.

SALESMAN—A firm making a phonograph of reputation, with an established trade in New York City and State, is in need of a salesman for territory mentioned. None but experienced phonograph salesmen need apply. An unusually good offer to the right party. Apply Box 965, care The Talking Machine World, 373 Fourth Avenue, New York City.


MANAGER WANTED for best located exclusive phonograph store in large Southern city. Compensation includes salary and share of profits. In your answer give experience and references. Address Box 964, care The Talking Machine World, 373 Fourth Avenue, New York City.

RECORDING ENGINEER of ability and experience wanted by established manufacturer. Salary $8,500 to start. Address Box 983, care The Talking Machine World, 373 Fourth Avenue, New York City.

WANTED—Phonograph salesman, clean cut, aggressive and experienced live wires. We require salesmen for Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. This is a real opportunity to grow with a fast growing manufacturing institution, with a financial return dependent entirely upon your ability. Tell us your story in detail at once. Confidentially. Granby Phonograph Corporation, Norfolk, Va.

WANTED—Sole distributor in United States for Phonograph brand of Greek and other foreign language records. Over 200,000 Phonograph records were sold last year, and our factory has since been more than doubled. Organization is expanding and this is an unusual opportunity for a progressive jobber or a responsible individual who is equipped to take care of the distributing branch of our business. Phonograph Record Co., 132 West Fourteenth street, New York City.

WANTED—Experienced salesman for period model phonographs. Apply Monarch Phonograph Co., 2074 Second Avenue, New York City.


A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or branches will find it entirely profitable to sell our popular line of pianos and phonographs. Five as side line. Address Opportunity, "Box 978," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Bookkeeper and salesman. Young man over 20 years old. All ability and experience on all kinds of work. Position at anything. Box 979, care The Talking Machine World, 373 Fourth Avenue, New York City.

POSITION WANTED—An manager of phonograph department. Experience in selling of talking machines and phonographs. Age 46, and can do with the most up-to-date methods and systems for progress, efficiency and economy. The most expensive thing to do is to guess. The most profitable thing you can do is to know. Thereto, why not control all departments to the standard of perfection that others have taken years to acquire. An interest in the company is more desirable to me than a salary. For further particulars write Box 978, care The Talking Machine World, 373 Fourth Avenue, New York City.

POSITION WANTED—Design and manufacture phonographs for the following companies: Pathe, Col, and Voice of the Victor. Box 980, care The Talking Machine World, 373 Fourth Avenue, New York City.

POSITION WANTED—Tower record cabinets. Five years' experience in this line. Address Box 981, care The Talking Machine World, 373 Fourth Avenue, New York City.

WANTED—Trader in second hand phonographs. Address Box 982, care The Talking Machine World, 373 Fourth Avenue, New York City.

EXECUTIVE OPEN FOR ENGAGEMENT

An executive with broad business experience and thorough knowledge of phonograph business from executive, manufacturing and selling ends, capable of directing and getting results, from selling force desires to charge the machinery manufacturer. Character, ability and integrity will stand the most exhaustive inquiry.

An American, forty-five years of age. Communications strictly confidential. Position must be capable of paying at least $10,000 per year with possibility of increase commensurate with work done. Would prefer eastern territory. Address "Box 983," care The Talking Machine World, 373 Fourth Avenue, New York City.

CABINETS Beautiful, exclusive design. Mahogany, Walnut or Oak, with effective horn and tone modifiers; ready for installing corner. Write today.

COLUMBIA MANTEL CO. 975 Powers St. Chicago, Ill.

FOR SALE

Mr. James Merklin, 1810 Delaware avenue, Philadelphia, Pa. Will sell a fine house and carriage, 16-room dwelling, with stables, garage, etc., 36 by 110 feet. Will sell at public auction at 11 a.m. on Saturday, July 16th, 1921. Will be sold to the highest bidder. Brochure containing full particulars may be had of John T. Martin, solicitor in the case.
TRADE ACTIVE DESPITE THE HEAT

New Orleans Dealers Optimistic—Gordon Powell Renews From Maison Blanche

New Orleans, La., July 8.—With rains in the North and East sweltering under the rays of Old Sol, causing production and other general effects of the heat, New Orleans, while not exception to same, is not hotter than usual during the daytime, and the nights are tempered by the cool breezes from the lake and river, thus making our usual warm season not unenviable by the city's 400,000 inhabitants.

The high thermometer limit lowered business activities and general indications are that commercial conditions are taking care of them pretty well. While talking machine sales have dropped off to some extent it is not to be expected at this time of the year and every dealer feels these are normal again.

Traveling men representing Philip Weirlein, Ltd., in the country report crops of sugar cane, corn and rice in a splendid condition, with prospects of a splendid harvest in the fall. This augurs well for good business during the cooler season later on.

In the way of news, Gordon Powell, for two years manager of the Victrola department at the Maison Blanche Co., has resigned his position. Mr. Powell has announced his plans for the future, but he is considering several attractive propositions. During his incumbency at Maison Blanche the department grew from a small affair to one of the largest of its store, and one of the most beautiful in the entire country, and that business has developed likewise. Mr. Powell has many friends here who wish him well in his work he undertakes.

The Dwyer Piano Co.'s Victrola department is loosing up well with the installation of beautiful new booths and other equipment. It will probably be another thirty days before the installation is complete and James Dwyer, proprietor, and W. J. Dwyer, manager of the Victrola department, promise one of the most attractive and best appointed Victor shops in the South.

The Dagan Piano Co. has been featuring the new song hit, "Peggy O'Neill," very effectively in newspaper advertising, as well as in circulars and window displays, with the result that it is having quite a demand for this hit, according to Miss Bernice Jahnack, manager.

At the retail department of Philip Weirlein, Ltd., Ralph Young, manager, is enthusiastic over the possibilities of the new "Sidney" counter, recently installed. This is the product manufactured by Beckwith-O'Neill Co., Minneapolis, to make quick record sales, and so far has proved a profitable adjunct to the Weirlein retail department. The wholesale department reports the addition of quite a number of new dealers in various parts of Louisiana.

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 on our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
Important Accomplishments at British Music Industries’ Convention—Trade Agreement Discussed—Gramophone Dealers’ Association Discusses Problem of Record Stock—Interest- ing Discussion—Otto Pohl Honorably Dis- charged—New Record Introduced by Wire- less—A Talk on Sound Boxes—S. H. Sheard Returns From South African Trip—New Film Record Synchronization—Other News

London, June 30.—The accomplishments of the British Music Industries’ Convention, held at Flatgate May 24 to 30, inclusive, which was attended by members of every branch of the industry except music publishers, is still a subject of much interest to the trade here. The president of the Federation of Music Industries, Alexander Dow, opened the convention with a brilliant address, in the course of which he reviewed general conditions and particularly urged that British manufacturers give more attention to export trade.

An interesting feature of the convention was the discussion of a proposed trade agreement, designed to eliminate a number of evils, including the practice of giving away music stocks, free music lessons, etc., to influence sales, the granting of excessive commissions to teachers and professional musicians, the making of excessive allowances on instruments taken in trade and other matters of like importance. A draft of the proposed agreement, including ten clauses, was presented and adopted, and is to be forwarded to the members of various associations for ratification.

The question of manufacturers opening their own retail shops in competition with retailers was also discussed, as was the operation of establishing sole agencies for various products. The hire-purchase question also came up for consideration, and it was strongly urged that dealers stick to the terms of the contracts that were prevalent during the war. It was suggested that 20 per cent of the purchase price be demanded at the outset and that the account be cleared up within the year, with 10 per cent interest charged on deferred payments. Trade credits also received much attention.

Gramophone Dealers Meet

To readers of The World probably the meeting of the Gramophone Dealers’ Association will prove of greatest interest.

F. T. Storer, in opening a discussion on “Should dealers be allowed to sell obsolete records at reduced prices?” said: “The problem of record stock is undoubtedly providing many gramophone dealers with food for anxious thought. Many phases of the problem have been referred to at our committee, and various suggestions made for solving it, with requests that we give it serious consideration. I propose to give as briefly as possible a statement embodying the various communications, complaints and suggestions that have been made to us on the subject. The principal causes of anxiety to dealers appear to be:

1. The continually increasing size of record catalogues;
2. The increasing stock of surplus dealers are obliged to carry;
3. The unsatisfactory working of the two or three to one basis of exchanging deleted and other records.

The following proposals have been made for dealing with these points:

1. To limit the size of the record catalogues by deletions more in proportion to the new records added; these deletions to be made regularly—say every three months.
2. Disposal of surplus stock. A system of exchange by which dealers are entitled to return surplus stock for full credit up to an agreed percentage of their yearly purchases, without an immediate covering order.
3. Deleted records to be returned on the same basis, the total returns of both kinds not to exceed an agreed percentage of the year’s purchases.

There is certainly room for improvement in the method of conducting the record business. While the trade has grown enormously during the past few years, the same machinery for handling it has remained in use, and is proving quite inadequate for satisfactorily carrying on the business of today, and will doubtless prove more so for the increased record business most of us believe lies before us. Any solution of the difficulty must naturally be equally fair and equitable to all branches of the trade—manufacturer, factor, and dealer—and I personally think the above propositions, while certainly an improvement for the dealer, would not be acceptable to the manufacturers. Besides, they do not go far enough.

What, in a few words, are the conditions that want altering? The necessity of ordering on the

(Continued on page 182)

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skinnemuren, Grammaphon-Ad-
lesaet, Frederiksberg, Copenhagen.

FRANCE: Cie. Francaise du Gramophone, 115
Boulevard Richard Lenoir, Place de la Repub-
lique, Paris.

SPAIN: Compania del Gramofono, 56-58 Bal- 
arones, Barcelona.

SWEDEN: Skinnemuren Grammofon-Akta-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45
Novyj Prospect, Petrograd (Petersburg), No. 41
Sadovoj, Sadovoj Gorb, Moscow; P. Goltzof-
riev’s Prospect, Dela; Novyj Swat 50, Wnie-
 nievskoi, Moscow.

INDIA: The Gramophone Co., Ltd., 24, Re-
chignata Road, Calcutta, 2, Hill Lane, Puri,
Bombay.

AUSTRALIA: H. Hoffnung & Co., Ltd., 62
Capricorn, Melvill Street, Sydney.

NEW ZEALAND: Gramophone Co., Ltd., 158
Victoria Street, Wellington.

SOUTH AFRICA: Baxter & Son, Post Box 174
Cape Town; MacKay Bros., Post Box 225, Jor- 
ahm’s Bay; Murray Bros. & Mcllauen, Post Box 416,
Durban; H. H. Harrold, Post Box 200, Bloem- 
fontein; Franz Moeller, Post Box 185, East
London; B. J. Pieters & Co., Post Box 36, Queues-
kroen, Brand House, Kimberley; Laurence & 
Vogel, Post Box 125, Bloemfontein; The Argus Co.
Salisbury.

EAST AFRICA: Buxley & Co., Laurentia 
Stapleton.

HOLLAND: American Import Co., 22a,
Amstel Voleo, The Hague.

ITALY: A. Bussi & Co., Via Odero 2, Milan.

EGYPT (Also for the Sudan, Greece and the 
Hellenic Empire): K. Fr. Vogel, Post Box 414,
Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES MIDDLESEX ENGLAND
two or three to one basis against returns, often at a time when we do not want to order at all. The difficulty of disposing of unsalable stock. The depression in the market is in a very different position to an ordinary dealer. He does not buy his goods solely on his own judgment and experience, but is compelled, to some extent, to stock what the buyers publish. He cannot sell off any bad or unsalable stock he accumulates when and at what price he chooses, but must depend on the courtesy of the manufacturers for an exchange. While we will admit, I am sure, that the leading makers and factors have always been most willing to help us as far as possible in this matter, I consider that it is not right in principle that we should have to depend on favors for what is so absolutely necessary for the proper conduct of our business, and it is not fair to the companies to have to ask them.

But the most important point is that, under the existing system, the companies cannot do as far as is necessary with these exchanges—which is to delete from their lists—every record that is unsaleable. Return of records which are destined to be scrapped must be very expensive transactions to the large companies, which is why hundreds of absolutely dead and unsalable titles remain on the catalogs. To delete all these on the present plan, either to one or a three to one basis of exchange would be quite impossible either for the manufacturer or the dealer. A solution, therefore, that would be mutally acceptable and probable to all branches of the trade should be welcomed, and I think we have one in another proposition that has been made. This is to form deleted records into a new category which shall be labeled with a special and distinctive label and sold at a reduced price—say two-thirds or half the original. Such a scheme is likely to prove much cheaper, and present many difficulties.

Anything in the nature of indiscriminate or individual reduction or price-cutting is naturally to be opposed. But this scheme does not involve price-cutting, nor the selling of records as old titles or second-hand. It means the formation of a new category of records to be sold with the definite authority of the manufacturers and under their own special label. Its success would depend upon the manner in which it was worked. A scheme that has been suggested is that the makers issue on each monthly record supplement any numbers which they wish to delete that month. Dealers would, on receipt of this list, send to the company a certified return of the quantity of such records they have in stock and receive per return the requisite quantity of labels to affix to them, when they would be placed on sale in a special rack or receptacle kept for this category. It should be distinctly understood that no record was to be sold in this category without the maker's label, and this label must not be affixed to any record not authorized by the makers, who would obviously have the same power of enforcing their regulations respecting these records as any others.

The matter was very thoroughly discussed, one of the speakers being Louis Sterling, who pointed out that, although the dealer lost through the taking back of obsolete records, the loss to the manufacturer was much heavier. They would find now that the dealer's stock was not so much in excess of what it was ten years ago, compared to the increase in the rate of business during the ten years. He believed something should be done to limit the number of records a dealer had to carry. There were about 7,500 dealers in the gramophone industry, and it was very difficult of short notice to fix any sort of a policy which would be fair to all. He suggested that the dealers should discuss the matter more fully and then appoint a committee to meet a committee of the manufacturers, and see if they could not get some system which would be equitable to all.

Ernest Marshall thought that some scheme should be adopted whereby the manufacturers could arrange for the records to be sold cheaper, because there was no doubt that obsolete records did entail a considerable loss on the manufacturers, to take back, especially if it was a one-to-one exchange. Otto Ruhl and Fonotipia Record Before Alderman Sir John Bell at the Guildhall, London, Otto Ruhl was summoned under the

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Head Office and Works—QUEEN ST.

Scientifically pointed. Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of any of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles
had seen the world traverse was a letter from Mr. Ruhl. He had been in the British market, and the firm of Percival had been notified of the transaction. He had found that the firm had registered its trade mark in England in 1907. The letters then made swallowing a great deal of money, but the firm was reimbursed. The action, it is said, has been brought by Mr. Ruhl.

New Record Introduced by Wireless

A novel method of introducing a new record to a world wide audience was adopted by the Electricity Mfg. Co. recently when its new "Vesper" record was listened to in an audience scattered over a continent of some 200,000 miles. This intercontinental experience was attained by the medium of wireless telephony. The records were played from the neighborhood of Blackheath, and I was invited to "listen in" at one of the Piccadilly Garden parks. Dunning the microphone headpiece, I was first of all treated to various code signals from Marconi's stations at Berlin, Moscow, and other places, and at 9 o'clock M. Phillips (who is a wireless enthusiast and counts to his credit many inventions) attuned his instruments to catch the "Vesper" record reproductions from Blackheath.

At a wave length of somewhere about 1,000 miles messages began to reach us through our telephone network. And true as clear as though from the next room, came the message, "Are you there, Phillips? I am going to play a record by the Edison company." And then we could hear the opening refrain, followed by the music of this well-known song. For two hours we listened to "Vesper" music and although occasionally a record would be "jammed" by other wireless signals, the same wave length of "concert" was remarkably good.

Illness of W. Mason

At the British Music Industries convention, the announcement was made by the president to the recent illness of W. Mason, sales manager of the Gramophone Co. Ltd., and president of the Gramophone Association. We are glad to say that he is already making such progress as to warrant his early return to business.

New Zonophone Records

Six records of this month's program are to hand from the British Zonophone Co. A celebrity (1905) by Sir Harry Lauder crowns the list. "Sunshine's a Bonnie" is a humorous ditty of the real Lauder style, and of all his records, one of the best, in my opinion. In contrast, "I Wish You Were Here Again" is rather mournful flavor, which, though not to my liking, is a clever little song that is sure to reach a wide audience. "Bells of Home" and "A Little Heaven For You," both giving scope to the sweet tenor voice of Sydney Coltham. "Any Time, Any Day" and "I'm Going to the Ball Tonight" on the American W. Phillips are also good records.

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 182)

Hornless, Hornless and Table-Grand GRAMOPHONES

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

HORNLESS, HORNLESS AND TABLE-GRAND GRAMOPHONES

FOR EXPORT

Please State Your Requirements

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Rivington Street, LONDON, E. 2, England

Cable Address: "Londonegro, London"
While it has been heretofore proposed to provide sound boxes capable of double use, it has generally been necessary to so mount the reproducer as to enable the diaphragm to be disposed in a plane substantially parallel with the face of the record when playing one type, and substantially vertical thereto when playing the other type, but in contradistinction this invention comprehends the performance of the dual function without changing the angular relation of the diaphragm to the record.

Broadly, the invention comprises a special stylus bar connected as usual to the diaphragm with the phonographic box, a supporting device thereon, the said diaphragm being thereby caused to move or be raised out of contact with the record, the track being shown in end elevation; Fig. 4 is a view of the record end from which the needle is lowered into engagement with the record; Fig. 5 is a detail of the adjustable brake-actuating mechanism, and Fig. 6 is a detail of a modified mechanism.


The present invention relates to improvements in tone arm construction, and more particularly to the construction of jointed tone arms, by means of which a single sound box may be adapted for use with either the lateral wave or the hill-and-dale wave type of sound record. It will be fully understood from the foregoing description.

Figure 1 is a plan view of a tone arm embodying the present invention; Fig. 2 is a plan view through the tone arm, partially broken away, in which the section thereof attached to the sound box is illustrated in a different position from that illustrated in Fig. 1; Fig. 3 is a side elevation of the tone arm, partially broken away, in the same position as shown in Fig. 1; Fig. 4 is a longitudinal sectional view through the tone arm on the line 4—4 of Fig. 1, and Fig. 5 is a sectional view through the sound box on the lines 5—5 of Figs. 1 and 3.


The present invention relates to sound-producing devices and refers more particularly to the provision of mechanism for automatically replaying disc records or the like.

Among the objects of the invention are to provide a provision which can be attached to phonographs or other disc playing devices so as to automatically replay the record two or more times; to provide a construction which can be used with the record-playing device, either as standard equipment or as an attachment without changing the construction of the other mechanism to so construct and adapt the replaying device that it can be set to take care of records of different sizes, and the shifting of the clutch is preferably governed by movement of the needle-lifting arm to provide a construction whereby the needle at the time of cutting of the record is automatically raised, reversed to its initial position and again set down on the record; to provide a construction in which the replaying mechanism is operated from a drive
connection to the record plate or other moving part of the record-playing device, and in general to provide a new and improved construction of the character above referred to.

In the drawings Figure 1 is a fragmentary perspective view, partly broken away, showing the device in use; Fig. 2 is a fragmentary top plan view partly in section of the replaying mechanism, the arm being adjusted substantially toward the inner position; Fig. 3 is a vertical section on the line x-x; Fig. 2; Fig. 4 is a side elevational view of the lifting cam mechanism; and Fig. 5 is a vertical section on the line y-y of Fig. 2.


This invention relates particularly to an attachment for a phonograph of the disc record type. The object is to provide an inexpensive device which may be used to raise one edge of a record from the turntable so as to facilitate its removal and which can be readily attached or detached from any ordinary instrument.

In its preferred form the invention comprises a thin flexible strip adapted to be joured over the spindle and lie flat across the top of the turntable. Preferably it is of metal, and has one or more ends extending beyond the edge of the table. The strip is stored longitudinally so as to provide yielding jaws for engaging the spindle.

Figure 1 is a plan view of the turntable with one form of device embodying the invention and showing a record in place; Fig. 2 is a side view of the same, but showing the record in section and tilted by means of the lifter; Fig. 3 is a perspective view of the device as illustrated in Fig. 1; Fig. 4 is a plan view of a modified form of device having a single lifting arm.


This invention relates to sound boxes and particularly to the manner of constructing and assembling the diaphragm container or head and the manner of securing the diaphragm therein, and has particular utility when applied to sound boxes of the perpendicularly undulating record type.

Stated broadly, one feature of the invention is the provision of a sound box comprising a body of metal material, preferably aluminum, and a tube of similar material, the two being secured together by tongues on the tube received in slots in the body member and bent over into clamping relation therewith.

Another feature of the invention is the provision of a housing of metal material, preferably aluminum, the two being secured together by tongues on the tube received in slots in the body member and bent over into clamping relation therewith.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

ANDREW H. DODIN
26 Sixth Avenue New York

TELEPHONE, SPRING 1194

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

REPAIR PARTS FOR ALL MACHINES

of the lid support in the closed position, the raised position being shown in dotted outline; Fig. 6 is a perspective view of the preferred form of the closed position as attached to a portion of the cabinet of a talking machine, and Fig. 2 shows an elevation of the lid support holding the lid in the closed position; the cabinet being in section and the lid support removed. The invention relates to sound boxes, and has for its primary object the construction of a device of this character of simple, substantial construction which may be easily operated and which includes a spring so connected and arranged as to assure the lifting of the lid when a handle is applied thereto.

Figures 2 and 3 are a sectional view of a portion of the lid support showing the invention applied thereto, Fig. 2 is a side elevation of the Victrola; Fig. 3 is a horizontal sectional view; Fig. 4 is a vertical sectional view.


The invention relates to supports for hinged lid of talking machines, upright pianos, chests and similar articles, in which the lid is swung upward and in which it is desirable to support at different heights, and the object of the improvement is to provide a simple and strong spring support by which the lid is firmly guided and pivoted in its upward and downward movement, and to prevent the automatic opening of the spring support when the lid is raised, said spring support holding said lid with an equalized counterbalance at any point throughout the arc of the movement of said raised lid, until its gravity drops at the closure of the same.

In the drawings, Figure 1 is a perspective view of the preferred form of the lid support in the closed position as attached to a portion of the cabinet of a talking machine, and Fig. 2 shows an elevation of the lid support holding the lid in the raised position, the cabinet being in section and the lid support removed. The invention relates to sound boxes, and has for its primary object the construction of a device of this character of simple, substantial construction which may be easily operated and which includes a spring so connected and arranged as to assure the lifting of the lid when a handle is applied thereto.

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REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN
26 Sixth Avenue New York

TELEPHONE, SPRING 1194

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

REPAIR PARTS FOR ALL MACHINES

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN
26 Sixth Avenue New York

TELEPHONE, SPRING 1194
ADVANCE RECORDS FOR AUGUST
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438 In the Morning (Niles), "Tell the Swimmer Where to Find His Surf."—Saxton, 10
439 Nightingale in Venice—Accordian solo, Wolfe, 10
452 My Sweet's Eyes—Furnier.—Reed Miller, Melody King and His Band, and White Melody Boys, 10
I Wonder Where My Sweet, Sweet Baby's Gone—Brown, Charmers. "I Like It"—Melody Boys, 10
450 Redhead's Band Pennsylvania Orchestra, 10
455 Rings of a Butterfly—Furnier's Supersession, 10
456 Yankee—Furnier, Harry Bacher—Novely Band, 10
Sanctuary—Grout, 10

457 The Shamrock—Selections: "The Recruiting Day," "In the Still Dark Night." —Ruthe, 10
458 Irish Wedding—"Wearing the White Rosary," "Tending the Green," "Tender Is Our Country"—Carney's Band, 10
Favorite Ditties (No. 70) "Cedes of Ages." [Note: "Kendally Light"—Nordic Instrumental Co., 10
464 The Waltz of Love—Crosswinds quartet, 10
465 Somewhere in Houndwill—American Harpist Quartet, 10
466 Seaward (Gibicki), 10
470Mount in C. Optics No. 14, No. 10 (Pupinsky), 10
471 Hunter's Boomerang (Irish Ditty)—Accordian solo, with piano accompaniment, by J. J. Curtin, 10
475 Hoppy to Me and Sorry to Part (Irish Air)—Accordian solo, with piano accompaniment, by J. J. Curtin, 10

MAGNAVOX AT DEMPSEY FIGHT

Once more the Magnavox proved its worth as a sound amplifier in sending out to the vast crowd at Boston-Centaur-Depuy-Dempsey boxing match in Jersey City the announcements from the center of the ring.

W. R. Davis, sales manager of the Magnavox Co., New York headquarters at 320 Newall avenue, in conjunction with J. O. Morris, Eastern distributor, installed the instrument in the vast arena and made arrangements for its use during the boxing match. The voice of the announcer, through the use of this instrument, was distinctly heard in all parts of the arena and this was keenly appreciated, especially by the many thousands of spectators who sat some distance from the ring.

William J. Wayland, formerly with the Aeolus-Vocilmond Co., is planning to establish a talking machine business in Jamaica Plain, Mass.

NEW TYPE OF CASH REGISTER

National Cash Register Co. Makes Important Announcement—New Register Will Prove of Great Assistance to Retail Merchants

Announcement has been made by the National Cash Register Co. that a new cash register designed to fill a long felt want of thousands of merchants has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

In the past many merchants who were starting in business, while realizing the great value of receipt-printing cash registers, felt that they could not afford machines of that type because of their higher price. To fill the needs of these merchants, the National Cash Register Co. determined to put a receipt-printing register on the market at a price that would be within the reach of everyone.

The company's corps of inventors set to work and a model was built and given severe tests to make sure that it was up to the high standard set by other registers manufactured by the company. Then the register was placed in actual operation in stores, and met every requirement with success.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register a receipt is printed and issued. This receipt shows the merchant's name and address, the amount and number of the transaction, and the date. The receipt guarantees an accurate printed record of every transaction between clerk and customer. When a customer gives the receipt, with the amount in printed figures, the figures must be correct or the customer will object. In this manner the customers are protected from overcharges and mistakes in change, and the clerks are able to prove their accuracy and ability as salesmen. Correct records are enforced which cannot be lost or destroyed.

Another feature of the register is that it prevents the return of goods purchased at other stores. The sales number enables the merchant to tell at what time the transaction was made. The receipt is also a great protection when children or servants come to the store to make purchases.

The new register has other valuable features that are to be found in all high-grade cash registers. When money is registered on the Class 1100 machine the amount is immediately shown on the indicator at the top of the register. A bell also rings at the touch of the register in operation. These two features give publicity to every transaction, enforce records and remove temptation by making everyone in sight of the register an inspector of the sale.

At the same time the register prints on a paper roll, called the detail-strip, a permanent record of every sale in the order in which it occurs. This gives the merchant a history of the day's business—a permanent record of everything that happens in his store.

Adding wheels within the register show the amount of money that has been taken in. These figures are under lock and key, available only to the proprietor, and can be reset at the end of the day, week or month, as the merchant desires.

Key arrangements of the machines vary to suit the needs of different lines of business. The number of "No Sale," "Paid Out," "Charge" and "Received on Account" transactions are recorded, together with the total number of all transactions made. These are valuable records for bookkeeping and tax purposes.

Printed and added records in the register show the merchant how much money should be in the cash drawer before the contents are made out. There is another added value to this register, which is a safe place for the merchant to keep his money during the day, as nothing can be removed without his knowing it. The cash drawer has large compartments for coins and bills.

A modern music shop for the exclusive sale of Victor products has been opened in Chester, Pa., by Miss E. V. Martin. The store is located in the Edgmont Building, in the heart of Chester's busiest section, and is thoroughly up to date in equipment.

Arnold Croll, proprietor of the Record Service Shop at Manitowoc, Wis., recently opened a branch store in Two Rivers, Wis. He will deal in talking machines, records and supplies and has added an imposing line of these products.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in...
Some Leading Jobbers of Talking Machines in America

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Distributors of Complete Phonograph and Record Stocks

The best preparations for the progressive dealer.

The PERRY B. WHITISIT CO.

Distributors of Victrolas and Victor Records

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Buffalo, N. Y., Columbia Graphophone Co., 737 No. 1st St.
Chicago, Ill., Columbia Graphophone Co., 525 W. Jackson Blvd.
Clarksdale, Miss., Columbia Graphophone Co., 317-321 Elm St. 8th Street.
Clayton, Mo., Columbia Graphophone Co., 1812 East 3020 St.
Dallas, Tex., Columbia Graphophone Co., 310 North Preston St.
Detroit, Mich., Columbia Graphophone Co., 115 No. 7th St.
Indianapolis, Ind., Columbia Graphophone Co., 226 W. Washington St.
Kansas City, Mo., Columbia Graphophone Co., 1125 No. 9th St.
Los Angeles, Calif., Columbia Graphophone Co., 409 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 16 N. 3rd St.
New Haven, Conn., Columbia Graphophone Co., 325 No. 40th St.
New Orleans, La., Columbia Graphophone Co., 517-523 Canal St.
New York City, Columbia Graphophone Co., 721 West 36th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
Salt Lake City, Utah, Columbia Sts. Co., 121 South West Temple.
San Francisco, Calif., Columbia Graphophone Co., 1139 Stockton Ave.
Seattle, Wash., Columbia Graphophone Co., 421 Western Ave.
St. Louis, Mo., Columbia Graphophone Co., 1227 First St.
Tampa, Fla., Tampa Hardware Co.

EXECUTIVE OFFICE

COLUMBIA GRAPHOPHONE CO.

Gotham National Bank Building New York

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Wholesale Exclusively

EASTERN TALKING MACHINE CO.

86 Essex Street, Boston

VICTOR DISTRIBUTORS
OLYMPIC RECORDS

ALL THE LATEST HITS
ALL THE BEST ARTISTS

Less Surface Noise  __________  Clearest of Diction

Olympic Records Make the Talking Machine Into a Musical Instrument

Olympic Artists
Percy Hemus - Baritone
Greek Evans - Baritone
Elliott Shaw - Baritone
Al Bernard - Baritone
Henrietta Wakefield - Soprano
Gloria Perles - Soprano
Aileen Stanley - Soprano
Jane Bartlett - Soprano
Charles Harrison - Tenor
Sam Ash - Tenor
Arthur Fields - Tenor
Charles Hart - Tenor
Hugh Donovan - Tenor
Victor Fletcher - Monologue
Victor Churchill - Baritone
Lewis James - Tenor
Harold Wiley - Baritone
Margaret McKee - Whistler
Stellar Quartette - Vocalists
Merry Melody Men - Dances

Olympic Artists
Lanin's Roseland Orchestra - Dances
Bennie Krueger's Orchestra - Dances
Waldorf Astoria Orchestra - Dances
Palace Trio - Dances
Rudy Wiedoeft's Californians - Dances
Green Brothers' Novelty Band - Dances
Van Eps Quartette - Dances
Bernard Altschuler - Cellist
Helen Lee - Violinist
Louise & Ferera - Instrumentalists
Philharmonic Trio - Instrumentalists
Earl Fuller's Orchestra - Dances
Honolulu Orchestra - Dances
Michael Donovan - Violinist
Emanuel Balaban - Piano

OLYMPIC DISC RECORD CORPORATION
1666 Broadway

We Are Appointing Distributors
If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS
The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.
Prices Revised

*Effective NOW*

The cost of raw materials and labor has now been lowered to such an extent that it is possible to reduce the prices of SONORA PHONOGRAPHS without affecting SONORA quality.

The trade and public can now purchase a SONORA with a feeling of confidence that they are paying PRESENT-DAY prices.

SONORA has always given and will continue to give the very best value together with the very finest quality.

"The Highest Class Talking Machine in the World"

Sonora Phonograph Company, Inc.
George E. Brightson, President
NEW YORK CITY
FIFTH AVENUE AT 53rd STREET          279 BROADWAY

Canadian Distributors: I. Monaghan & Co., Toronto
CONTEST PROVES DECIDED SUCCESS

Columbia Dealer in Watertown Holds Musical Appreciation Contest for School Children—Rosa Ponselle Acts as Chairman of Judges

WATERTOWN, N. Y., August 5.—The Hadlman-Woolworth Co., of this city, Columbia dealer, conducted a musical appreciation contest recently among the pupils of all the grammar schools in the city that was successful far beyond expectations. Miss Margaret Clark was the winner of the contest. Her program was considered the best by the following judges: Rosa Ponselle, famous soprano of the Metropolitan Opera Co.; Percy Grainger, concert pianist; Toscha Seidell, concert violinist, and Charles Prince, director of Prince's Orchestra. All of these judges are exclusive Columbia artists who are renowned in the musical world.

The second prize was won by Pauline Richter, and the third prize by Barbara Williams. The

200 Southside Drive
New York, N. Y., August 2, 1921

Rita Hoffmann Clark

To Dear Sir or Madam:

We are very glad to announce that you are the winner in the contest that has been

run by the Hadlman-Woolworth Co., for the purpose of promoting the sale of Columbia records.

It proves the truth of the old adage: "A great man is known by his friends." We are pleased to be able to present you with a sample of our famous Columbia Talking Machine.

Yours very truly,

[Signature]

The Talking Machine World

Vol. 17. No. 8

New York, August 15, 1921

Price Twenty-five Cents

USE OF COLOR IN ADVERTISING

Has Real Effect in Increasing the Selling Power of Publicity, Declares Professor Wellman, Who Has Given Subject Considerable Study

That the use of color in advertising has a real and definite effect in increasing the selling power of such advertising is a fact brought out through extended and scientific study of the subject by Professor Wellman, of Dartmouth College, the results of which were presented by him at the recent convention of the Advertising Club of New York.

In the course of his talk Prof. Wellman said:

"There have been some very interesting experiences (in the use of color) in the catalog field. The catalog page has established its ten- tative effectiveness without question. In fact, the test by departments shows a range of from ten to one hundred times as many sales from the use of a color page as from the use of black and white. While these tests were being carried on it was also discovered that sales increased proportionately as the number of illustrations per page decreased. In other words, the mail-order house discovered that one article, well designed and well illustrated, sold more merchandise than the former one.

"In the direct-by-mail circular and follow-up field we find that even the addition of one color has increased the selling power from 10 per cent to 20 per cent, according to the special study. Again, we find, however, that the addition of color usually implied better type arrangement and more thought in the preparation of the copy. It is a fact that the larger investment required usually imposes the preparation of a better selling appeal on the part of the copy writer.

"This field is practically wide open for direct attack with good copy."

OPEN NEW BRUNSWICK SHOP

Bungalow Shop, Exclusive Brunswick Dealer, Opens Attractive Establishment—Penton's Orchestra Appears at Opening of Establishment

LOWELL, Mass., August 6.—The Bungalow Shop, an exclusive Brunswick retail establishment, was formally opened on Saturday, July 19, at the new store, which is located in Prince's Arcade, is owned by the Prince-Walter Co. Mr. Walter is one of the best-known members of the New England Talking Machine fraternity, having several years as wholesale manager of the Kraft-Eates & Spencer Co., Boston, Mass., Brunswick distributors.

Mr. Carl Fenton, orchestra and exclusive Brunswick artist, and one of the country's leading dance orchestras, appeared at the opening of the Bungalow Shop, and played to capacity audiences throughout the day. The equipment of the new store is novel and unique, having been designed to duplicate the furnishings of a modern up-to- date bungalow. A complete line of Brunswick phonographs and records is on display at the Bungalow Shop, and there is every reason to believe that the new store will appeal as a place of successful.

W. E. DEWELL IS NEW MANAGER

BRISTOL, Va., August 4.—W. E. Dewell is the new Pathé manager of the Churchill Drug Co., Pathé distributor of this city. He is a seasoned phonograph man, well known in the field, particularly in the Middle West. During the several weeks which he spent at the Pathé factory in June Mr. Dewell made a study of Pathé business methods and took a particular interest in Pathé dealers' welfare. He is expected to be greatly helped when the plans which Mr. Dewell is formulating are put into operation.

Fresh air in the lungs is good, but fresh ideas in the head pay the bills.
Music Should Be the Dominating Factor in Successful Talking Machine Salesmanship

Mr. Salesman or Miss Saleswoman, whatever you are who reads this, what is it that you are selling? "Talking machines," you will answer. "Talking machines and records." Certainly you are taking customers into booths and showing them cabinets, getting out records for them and taking their orders for goods which cost from five to nine thousand dollars. But that is not what we mean at all.

What is it you are really selling? Does one man or that woman who comes in and looks at your cabinets really anticipate paying out good money merely to get a box made of wood and varnish, glue and hardware, filled with machinery and priced up in the hundreds of dollars? Is it the machine that the customer wants? Or is it what the machines will do that the customer is thinking about?

When you sell records does the customer know or care that the disc you put before him or her is made of shellac and other materials, or, in fact, does the customer care one little bit what the record mechanically consists of? Is it not what the record will do that interests the customer?

Of course, it is. You, young man or young woman, selling goods in a talking machine store, are not really selling pieces of furniture or discs of shellac. You are selling the life that is in those lead elements when they are brought together. By themselves they are nothing. Furniture is to be had at a furniture store, if it is a closet you want or a chifforobe. But bring machine and record together, and from the union springs music, glorious, splendid, laughing, solemn, majestic music. It is that, young gentleman and young lady, which you are selling.

Music and all that the music implies!

Not Machinery, but Music

And that is why, when you sell these machines and these records, you are only selling elements in the making of music, means to music, the material clothes of a feeling in the heart, of a thought, of a desire. You are selling music, and you are wrong if you think that you are selling a machine.

What Is Good Music?

Now, this word music conveys a good many meanings and covers a multitude of ideas. In matters musical, if anywhere, it is true that one man's meat is another man's poison. But this much is also true: that no music is bad which is sincere. Whether it elevates or just makes one glad, or sets one's feet dancing, or inspires one to lift up a voice, no matter how outranged, or sheer happiness and lightness of spirit, then it is good music. Mere noise, barbarous howls and raucous screams are not music and never were. But apart from that, you cannot go through a talking machine catalog without seeing that ninety-nine selections out of every hundred, from nursery rhymes and negro songs to string quartets and operatic arias, are good music.

But, just as soon as you begin to think at all about it you will see that this word music conveys so wide a meaning and covers so many different ideas that it is really no getting to the bottom of it. If ever there was a collection of organized ideas which needed expert knowledge and real experience that collection is music. Merely to go through a catalog of records is to find puzzles for the best musicians, puzzles which they will have very much trouble in trying to answer off-hand. The ordinary layman, desiring music and clean entertainment, simply does not know how to read a catalog intelligently. Can it be wondered at that such a person chooses only the selections which he or she has heard of or somehow already knows?

Yet, what were those other records, then, made for? Why are there these pages, by the score, of the best music put into the catalogs at all? Why are we kept guessing, without any aids in finding new voices, new talents in violin and piano playing, new treasures of art-music, out of which to make records? The answer is simple. The record-makers know better than you, Mr. Salesman or Miss Saleswoman, that the people are hungering for good music. They know, better than you do, that great music, let it be as high-brow as it may, nevertheless alone can answer the heart-hunger of the people.

The Weak Link

Why is it, then, that so much ephemeral stuff, which is really not worth preserving, has to be recorded and is sold? Because the link between the maker and the ultimate consumer is defective. Because you, young lady or young gentleman, are not on to your job! Because selling talking machines and records in selling music and you cannot sell music rightly unless you know something about it!

The best possible way to learn something about music is to study your catalogs and make yourself familiar with the records of the best class. Is there anything difficult about this? Hardly! The salesman or saleswoman who has the job of selling machines, or records, or both, ought to be delighted merely to have the chance to spend spare hours at home, playing over the best music and becoming familiar with it. That is not work, it is play, and the finest kind of it.

The Wonderful Pages

He or she who takes seriously the work of each day will rejoice in the opportunity to become better acquainted with the wonderful pages of the record catalog, and from that first reading will be inspired to make the closest kind of investigation of the records which correspond thereto. The shelves of every talking machine store worthy of the name are filled with magnificent recordings, with golden voices, golden strings, golden horns, impressed in the simple disc and waiting to be lifted into glorious life by the liberating touch of the talking machine. Not to know, intimately and with the authority that only intimacy gives, the contents of these shelves, is to commit a да здравствуй, товариш to one's employer and against every customer who comes in hungry for musical food.

Good Music and Good Machines

The statement is as true as applied to the talk.

(Continued on page 6)

PLACE YOUR ORDER NOW AT LESS THAN PRE-WAR PRICES

Our NYACCO loose-leaf ALBUM consists of a solid wood and metal back, staples secure each two in one pocket. Leaves are detachable and the pockets lie perfectly flat when the album is opened.

Our latest IMPROVED albums have been selling in such large quantities, enabling us to purchase material cheaper for a bigger output and, together with our improved machinery and facilities, give us the advantage to market our turns at such low prices.

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

Shipments can be made by P. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

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

Jobbers and Distributors throughout the United States and Canada Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK 23-25 Lispenard Street

CHICAGO 415-417 S. Jefferson Street
Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor retailers goes "hand in hand" with Victor supremacy.

"Victrola" is the registered trademark of the Victor Talking Machine Company, designating the products of this Company only.

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

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

Victor Wholesalers

Atlanta, Ga., ... C. E. Carley, Hair Co., Inc.
Atlanta, Ga., ... J. J. W. Co. of Atlanta, Co.
Baltimore, Md., ... F. W. G. & M. Co.
Birmingham, Ala., ... K. G. Penn.
Boston, Mass., ... R. H. Steuart & Sons Co.
Brooklyn, N. Y., ... C. R. & S. Co.
Buffalo, N. Y., ... R. H. Steuart & Sons Co.
Huntington, W. Va., ... R. H. Steuart & Sons Co.
Butler, Pa., ... C. R. & S. Co.
Chicago, Ill., ... B. C. & A. Co.
Cleveland, Oh., ... C. & H. Co.
Columbia, O., ... E. W. & C. Co.
Cleveland, O., ... E. W. & C. Co.
Columbus, O., ... E. W. & C. Co.
Cincinnati, O., ... E. W. & C. Co.
Dallas, Tex., ... W. S. & B. Co.
Detroit, Mich., ... W. S. & B. Co.
El Paso, Tex., ... W. S. & B. Co.
Hamburg, N. Y., ... C. & H. Co.
Houston, Tex., ... E. W. & C. Co.
Indianapolis, Ind., ... C. & H. Co.
Jacksonville, Fla., ... C. & H. Co.
Kansas City, Mo., ... C. & H. Co.
Los Angeles, Calif., ... C. & H. Co.
Memphis, Tenn., ... C. & H. Co.
Milwaukee, Wisc., ... J. C. I. & S. Co.
Minneapolis, Minn., ... J. C. I. & S. Co.
Norwalk, Ohio, ... J. C. I. & S. Co.
New Haven, Conn., ... The Brinton-Gallo-Cramer Co.
New Orleans, La., ... W. H. Steuart & Sons Co.
New York, N. Y., ... B. C. & H. Co.
Philadelphia, Pa., ... W. S. & B. Co.
Pittsburgh, Pa., ... W. S. & B. Co.
Portland, Me., ... W. S. & B. Co.
Portland, Ore., ... W. S. & B. Co.
Richmond, Va., ... W. S. & B. Co.
St. Louis, Mo., ... W. S. & B. Co.
Washington, D. C., ... W. S. & B. Co.
MUSIC SHOULD BE DOMINANT FACTOR
(Continued from page 4)

ing machine as when centered on the record shelves. Each is the complement of the other. Both go together and neither is useful without the other. The man or woman who wants to sell successfully the best and most expensive machines simply must be virtually tied up to the idea of good music. For the music the good machines go together. The man or woman who has a taste for the best in music, or will acquire, a taste for the best in machines. For the two ideas go together, the fine music and the fine instrument whereby the prized tones are released into golden sound.

1. Taking Music Seriously

That is why the good salesman or saleswoman in the talking machine business is he or she who takes music seriously, who makes music a part of his or her life. It is useless to expect that one shall be successful if one is not interested in one's goods. Salesmanship, no matter what some folks may say to the contrary, is not by hypnosis or magic. It is the result of sincerity, enthusiasm and knowledge of what one has to sell. If that which one has to sell is worthy the

GEN. C. G. DAWES AS A COMPOSER

Director of the Budget Composer of Recent Kreisler Number Listed in Victor Record List

A great mystery is at last solved. Fritz Kreisler, the distinguished violinist, recently made a record which coincided a part of the July Victor list, entitled "Melody in A Major," which, it is now revealed, was written by Chas. G. Dawes, formerly a banker, later brigadier-general in the A. E. F. and now President Harding's Director of the Budget. When Kreisler heard this number, without knowing its composer, he at once fell in love with it. No one suspected that General Dawes was a musical bent. He had rather attained a "Holl and Maria" reputation, gained in a Congressional

sincerity, knowledge and enthusiasm the sales- man gives his work, then the selling will be success fully done. That is why every salesman or saleswoman in the talking machine business ought to be a music "fan," an amateur interested in music, using music at home as regularly as food or clothing, and consequently a person ready, anxious and able to impart something of the same enthusiasm to every person who comes within his reach.

To sell talking machines and records is not to sell machinery, furniture, prices, terms or anything of the sort. It is to sell the means toward music in the home, to sell, in a word, the loveliest thing that can be sold—pure, enduring musical beauty.

Is it expecting too much to hope that the men and women who sell this should be lovers and consumers of music themselves?

Know your catalog, know your music, be able to suggest, to help, to guide your prospects. Remember that it is not the material medium but the soul of the music which they in reality want, and prepare yourself to treat them on this principle. Then you will be a real salesman, and will have mastered the real secret of success.

2. The COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of $20,000.00 at Albany for the purpose of manufacturing photographic products. Those interested are Samuel H. Howard, Robert K. Thistle and Harry C. Hand, all of New York.

SIX FUNDAMENTALS OF DISPLAY

An Expert in Window Dressing Tells of Certain Essentials That Are Worth Noting.

The window display manager of a large department store has placed on the wall of his office for the benefit of his assistants six of what are considered the most important fundamentals in window dressing. These are set forth so as to assist those interested in installing window displays. The six fundamentals are as follows:

1. Show windows are the best advertising space in the building.

2. Show windows should be a picture, handsome rather than pretty.

3. Space is valuable. Therefore, to use the space most economically and effectively use your own merchandise.

4. To arrange a window that it shall be a simple arrangement of a few easily grasped facts.

5. In each window as far as possible to make coloring harmonious and goods convey a similar idea—in other words, harmonize ideas as well as colors.

6. Each group of windows should be so arranged that one of the two effects is produced: (a) They should harmonize, or (b) They should act as foils for each other, so that each will set off and emphasize the other; in other words, harmony or agreeable contrast is an absolute essential.

SCHUMANN-HEINK WILL SING

KANSAS CITY, Mo., August 6.—Among the great events of the American Legion convention in this city this Fall will be the singing of Miss Schumann-Heink, the great contralto and Victor artist, who has announced at Manila that she had just canceled engagements in the Orient that would have netted her about $10,000 in order to be with "her boys," as she calls them. She sang at the hospital for the soldiers at Manila before she left for the United States, in spite of the fact that she has been ill.
Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

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

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

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
PUBLISHED BY EDWARD LYMAN BILL, Inc., The Talking Machine World, 233 Fourth Ave., New York; Vice-President, F. B. Spillane, 233 Fourth Ave., New York; Secretary, W. W. White, 233 Fourth Ave., New York; Treasurer, Rev. A. Low.

J. B. SPILLANE, Editor
RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors
L. M. ROBINSON, Advertising Manager
L. E. HERVERS, Circulation Manager

We have just closed six weeks of hot, humid weather, which has curtailed the volume of retail business materially—a period when a great number of retailers ceased their usual efforts to develop business. While a holiday period for rest and recreation is very advisable and to be heartily recommended, the time is now approaching when the vacation spirit must be replaced by the spirit of enterprise and trade building. We must perfect plans for a great volume of business this coming Fall and Winter season.

on the commission basis are likely to produce the best results, for a fixed commission proves an incentive to the salesman to increase the volume of his business and profit directly thereby—an incentive that is lacking in the case of the salaried man. It frequently happens, however, that even salesmen working on commission are liable to grow stale and lack interest, and the retailer is sometimes sorely pressed in the matter of developing plans for

PUBLICITY AS A FACTOR IN SPEEDING SALES

No man who desires the name of merchant can fail to recognize the force of advertising in speeding up sales. Progressive policies and modern plans of merchandising are most needful, necessary to success, but unless the purchasing public is made aware of a store's progressiveness through the medium of advertising propaganda little is accomplished.

At no time in the last ten years has advertising been more necessary than to-day. Buyers and sellers are too prone to admit that business is bad and times are hard. This pessimistic waiting never gets anywhere. It is only in times of stress that strong men demonstrate their abilities to turn failure into success.

Despite the quiet conditions referred to there are talking machine dealers in this country who have done more business in the past six months than ever before in their history. They were forced to realize that it was up to them to do something out of the ordinary, and this extraordinary effort of salesmanship has brought a most gratifying reward in the way of larger sales. There are possible purchasers existent all around us, but they are not inclined to buy talking machines, records, or anything else unless they are solicited and solicited in a manner entirely out of the ordinary. Where this is being done good results are being achieved.

In the race for business the advertised product unquestionably has a distinct advantage, for the individual, whether retailer or dealer, who is inclined to hesitate about buying is most likely to select, when he finally develops the purchasing mood, those products with which he is directly acquainted, either through personal contact or advertising.

While advertising is an absolute essential to business success at times, it is much more essential to-day than ever before, and the dealer who maintains a forceful campaign of his goods continually before the public is building up a prestige and a position which is going to aid him materially in becoming a leader in his field.

Faith, courage, confidence should be the basis of dealer publicity these days. It stimulates and educates the public and helps to improve and stabilize conditions generally. It may be said the effect is more largely psychological than real; but after all the industry, like the individual, can be either buoyant and successful or gloomy and a failure. To-day the dealer who wins out is the man who puts forth all his energies in presenting his goods to the consumer by means of an attractive, convincing publicity, which demands the absolute need of music in the home and how that music may be supplied satisfactorily by means of the talking machine and its corollary, the record.

GOOD WORK ACCOMPLISHED AT CONVENTION

ALTHOUGH it is not likely that for a number of years to come the annual convention of the National Association of Talking Machine Jobbers will be held so far West as Colorado, as witness the recommendation that the next convention be held at Atlantic City, the fact remains that the Colorado Springs meeting proved an unquestionable success in every detail. To Charles K. Bertsch, chairman of the Arrangements Committee, and to his able assistants, who worked so indefatigably, is due most of the credit for the success of the meeting. Not a detail was overlooked from the time the jobbers left New York until the final round of golf. Although approximately 150 people were in the party, there was not heard a single complaint, which is the best proof that could be required regarding the success of the affair. Under the direction of L. C. Wiswell, the retiring president, the business sessions were conducted harmoniously and with snap, with the result that a great amount of real work was accomplished in the three business sessions.

The World has received many compliments for its enterprise in bringing to the jobbers the first complete account of the convention up to and including the golf scores, which was adequately illustrated. The majority of the jobbers upon their return to their offices found The World with a full convention report lying on their desks. It meant the holding up of presses for a day or two, but it was felt that the results were of sufficient importance to warrant it.

DEVELOPING INTEREST AMONG SALES FORCE

It is generally believed among business men that salesmen who work wholly or partly on the commission basis are likely to produce the best results, for a fixed commission proves an incentive to the salesman to increase the volume of his business and profit directly thereby—an incentive that is lacking in the case of the salaried man. It frequently happens, however, that even salesmen working on commission are liable to grow stale and lack interest, and the retailer is sometimes sorely pressed in the matter of developing plans for

PLANNING THE SUCCESSFUL FALL CAMPAIGN

BEFORE the next issue of The World makes its appearance we will have entered on the campaign for Fall trade. The volume of business will be as we make it. In other words, there must be a rapid awakening to the necessity of educating the buying public. The American people as a whole have been practicing thrift. There has been a limited amount of buying of a voluntary character in the musical instrument field. The public must now be sold by a thoroughly up-to-date conception of salesmanship. It must be made real to realize that music, and particularly talking machines, is a necessity in the home. This formula may be easier to talk about than to put into practice. The fact remains that the dealer who has not utilized his time during the imeative period in building up prospect lists and developing leads in preparation for the period when there is greater activity, and when a limited amount of time can best be devoted to actual selling, has not done his duty to himself or to the industry.

The manufacturer or merchant who is waiting for Fall trade to develop without making studied efforts to bring it about is neglecting great opportunities. There can be no resting on past laurels. There must be continued progress and achievement.

We have just closed six weeks of hot, humid weather, which has curtailed the volume of retail business materially—a period when a great number of retailers ceased their usual efforts to develop business. While a holiday period for rest and recreation is very advisable and to be heartily recommended, the time is now approaching when the vacation spirit must be replaced by the spirit of enterprise and trade building. We must perfect plans for a great volume of business this coming Fall and Winter season.

Anyone acquainted with trade conditions throughout the country can easily realize that we are facing no easy task—that it will be a continuous battle, and that the army that is best drilled and which has its plans of campaign well prepared, with forces properly equipped for the fray, is going to be the victor. Preparations is one of the great requisites to success, and in these closing weeks of August it is time to fall into line and get into action.
reviving the interest of his salesmen and stimulating business thereby. It has been found practical in many lines of business, and particularly so in the music industry, to institute various contests with prize awards to develop competition among the selling organization to the advantage of the salesman himself as well as the house for which he works. The prospect of winning a prize, even though its intrinsic value may not be much, arouses the sporting spirit that exists in the average salesman, and does more to stimulate him to greater effort than does the prospect of seeing his commission check grow. It simply means the injecting of new interest into the selling game.

Salesmen are only human, and the best and most energetic are prone at times to feel the monotony of their particular vocations. When some plan is developed for breaking this monotony, even temporarily, the stimulating effect is immediately evident and is generally more or less lasting.

Some humorist gave birth to the epigram that most men will do more for a cigar than they will for a dollar. It has been proven on numerous occasions that many a salesman will work harder in an effort to win a $10 pocketknife than he will when the prospect of earning $100 extra in commissions is involved. It simply means appealing to the craving for something new.

**THE DEBUT OF THE PATRONAGE PROMOTER**

A PROMINENT Western retail music house has just hired a competent former saleswoman to act as an official "greeter" and has by that action presented an idea that should interest other progressive concerns in the trade. The "greeter" in this particular instance is charged with seeing to it that every visitor to the store is received cordially, made to feel at home and otherwise insured of a welcome that is calculated to promote regular patronage. And regular patronage is particularly valuable just now.

Having been a saleswoman, the "greeter" in this case is qualified to meet visitors properly and, not being charged with the actual work of selling, is free to see to it that the customer is accorded proper attention even before the salesperson can take charge. The idea is not exactly original, for similar positions are maintained in other lines of trade, but it is new in the music trade, and should find favor, especially with those big establishments where the visitor is called upon to pass some distance into the store before coming in contact with the salesperson.

The average customer naturally likes to receive attention and if properly welcomed at the door of the store, and directed, if not escorted, to the proper section where the desired articles may be obtained, soon gets the feeling that his, or her, trade is worth while. It keeps the customer interested, too, while waiting for some busy salesperson to find time to give the visitor attention.

Another store in the West has worked along different lines. In this case a woman has been employed for some time making a close inspection of the facilities of the store where she is employed and when visiting similar establishments in the same and neighboring cities with a view to getting ideas regarding improvements that may be made in her own establishment. This is the proper idea if the retail store is to be kept well in line with the others of its class. It means knowing what the other fellow is doing and then trying to improve upon that work.

**KEEPPING UP EFFICIENCY STANDARDS**

It is a well-established business maxim that when business falls 20 per cent sales efforts should increase 50 per cent. That is a very good policy as far as it goes, but, like so many other ideas, it should be amplified. It's man has the power to increase his efforts 50 per cent then he has not been doing the business he should have done when times were more nearly normal. It stands to reason that there must be something wrong somewhere if a sales staff can suddenly do 50 per cent more work simply because business happens to be dull. If that increase in efficiency were put into effect when business was normal the profits of the firm would be great enough to tide over the period of depression. The merchant who allows his sales force to give him only half the service of which it is capable is losing money every day that this condition exists. The merchant who desires absolute efficiency must demand the continuance of this high sales standard when business conditions return to a normal basis.

**Wholesale Exclusively**

**WE gun for B'ar and get results.**

**Let us help you get that "Volume."**

**That's Pearsall Service**

"Desire to Serve PLUS Ability."

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS
The Cheney Factories

Utmost precision of metal parts, mechanical perfection of the Cheney motor, and unusual skill and talent in the fashioning of artistic cabinets are demanded in the production of Cheney phonographs.

These standards, maintained and elevated, will keep The Cheney pre-eminent in quality.

Cheney Talking Machine Company, Chicago

The Cheney

The Master Instrument
With the Violin Resonator and Orchestral Chambers
The Talking Machine an Important Orchestral Factor in Smaller Moving Picture Houses

Keen observers will have noticed that music occupies a big share of the advertising of moving picture houses. Moving picture men always include the musical program in their advertising and on the printed programs. They are realizing more every day the wonderful pulling power of music and several theatres have even gone to the extent of practically featuring the music, making the show itself of secondary consideration. In large cities where there are modern theatres the following expression is the barometer of the drawing value of music: "Let's go to the Rialto (or whatever the name of the show may be); it has wonderful music."

In the larger theatres, orchestras, organs and pianos supply the musical entertainment, but there exists an undeveloped field in the smaller theatres for the sale of talking machines. The talking machine with the prestige of the most renowned musicians in back of it can and should be sold to theatre owners, and the dealer who goes out after this business will not regret it.

The modern talking machine gives a perfect rendition of the artist's performance and the objection of lack of volume can be overcome by the attachment of a Magnavox, an instrument for increasing the volume of sound. Thus the music can be heard distinctly in every part of the theatre, and the patrons will derive the benefit of hearing the great artists and orchestras of the world instead of the inferior music which is so prevalent in the smaller theatres.

The dealer who succeeds in placing a talking machine in a theatre should not overlook the possibilities for publicity. Money spent for advertising that gets results is a profitable investment, and what better avenue of publicity can be found than a place of amusement where hundreds of people go daily? Arrangements might be made by the dealer to offer the theatre management the use of one of his machines free of charge provided that proper announcement is made on the screen of the make of machine and the dealer who supplied it. Here is an advertisement which would be read by everyone entering the theatre. Persons going to a theatre to be entertained naturally watch the screen and read the announcements, and added force would be given this form of publicity by hearing the instrument play during the show.

The small-town merchant is especially favorably situated with relation to the above. In the small town there is only one or at most two theatres and a weekly newspaper. Practically everyone in the town and the farmers from the surrounding country go to a show at least once each week. In view of these facts, which is the better method of advertising—the weekly newspaper with its cold type or a notice on the screen with the talking machine playing throughout the performance?

Advertising of this kind will not only help the dealer sell talking machines, but will also stimulate the demand for records. A list of new records means much less to the prospective buyer than hearing the record played. Of course, the theatre program will contain a list of the selections to be played and might even carry the advertisement of the dealer. Thus when the record is played the prospect can check it on the program and the advertisement of the dealer in a conspicuous place will suggest where the record may be obtained.

NEW PERIOD MODEL WINS FAVOR

The Hyatt Talking Machine Co., of Portland, Ore., is having a great demand for the new Brunswick period model, Stratford 316, Queen Anne style. This company, by the way, furnished Clara Kimball Young, the famous film star, with Brunswick model 122 during her recent visit to that city, and received a very interesting letter of thanks in which she stated that the Brunswick phonograph was a genuine delight and praised its fidelity in reproducing the music of the record.

INCORPORATED

The Hopkins Phonograph & Piano Co., Philadelphia, Pa., has been granted a charter of incorporation in that State, with $50,000 capital.
"History Repeats Itself"

"In the fog of doubt and expectancy that beclouds the judgment of all but the shrewdest talking machine dealers, as applied to their probable stock requirements for the fall and holiday seasons, one fact remains—though it may be forgotten or ignored—to determine the correctness or mistake in a decision of what and when to buy.

"The fact is, phonograph products cannot be made overnight."

Quoted from an editorial in The Phonograph and Talking Machine Weekly for July 13, 1921
While Prices Are Down

SHREWD Columbia dealers are looking ahead to the big business that’s sure to come this fall and holiday season.

They’re preparing for this big business with courage and confidence.

They know that Columbia Grafonola prices have reached the low level, that they can sell the latest models with many modern exclusive improvements for less money than older designs of phonographs with none of these features. They know that their percentage of profit remains exactly the same.

They know that when they want Columbia Grafonolas, they’ll want them in a hurry.

They know that stocks of Grafonolas are ample now—at these big savings—and that Grafonolas cannot be made overnight.

Shrewd Columbia dealers will be prepared. From Labor Day to New Year’s they’ll cash in on the courage and confidence they show now.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24 hours' notice* at money saving prices.

**Stringbutton Delivery Bags**

An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain* or Printed.

**Stock Record Envelopes**

Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

**Corrugated Pads**

These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

**Supplement Envelopes**

Size 5 7/16 x 7 1/2. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

**THE H-W SERVICE**

is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

*Items marked with asterisk can be shipped within 24 hours after receipt of order.

**HALSTED WILLIAMS CORPORATION**

815-819 MONROE STREET
BROOKLYN, N.Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.
Co-operation Among Talking Machine Dealers and the Benefits to Be Derived

The old motto, "United we stand, divided we fall," is just as true to-day as it ever was, and it has always been true. Co-operation is beneficial to all parties concerned and, if properly directed, harmful to none.

Talking machine dealers should organize in every town where there are two or more dealers. They should organize for the purpose of educating the people of their communities to a greater appreciation of music, especially the music of the talking machine. They should organize for mutual protection against crooks, dead-beats and unethical dealers. They should organize for the purpose of promoting better merchandising in the individual shops. They should organize for the purpose of forestalling any sales stunts that might be harmful to the business in general. They should organize for the purpose of securing better displays at fairs and other public places. They should organize for the purpose of promoting harmony and good will among themselves.

There may be other reasons why talking machine dealers in every town should form local associations, but there will suffice for the purposes of this article, which are merely to show the importance of such co-operation. Taking these up in order, then:

For Better Publicity

Very few dealers, comparatively speaking, are able to advertise as much as they must if they are to educate the public to the talking machine habit. The sale of the talking machine has been phenomenal, it is true, but nothing like what it could have been made. Not only so, but the first burst of enthusiasm for the talking machine is past and we are now in the midst of a situation that calls for greater effort than the majority of dealers have been accustomed to expend in their efforts to provide music for the nation. Dealers are few indeed who are able to invest enough in newspaper advertising to make their publicity pull as it should, to say nothing of undertaking a campaign of general publicity.

By co-operative advertising, a number of dealers could run enough display publicity in the local papers each week to undertake an educational campaign while keeping the "talking" idea in the minds of the people all the time. In this way dealers would be able to ask and get considerable assistance from the manufacturers also.

The association would, of course, have a name, such as "Associated Talking Machine Shops" or "Community Music Shops," and all publicity would be over the name of the organization and would carry the names of the individual members at the bottom of the advertisement. In order that all might fare alike in the direct benefits from such advertising, the names of the members should be arranged in alphabetical order and then rotated, the name heading the list in one advertisement going to the foot of the list in the following one, and so on. The name of no talking machine would ever be mentioned in public this publicity and all makes would profit alike from it.

The amount of space taken by the association would, of course, depend upon the strength of the organization, but whatever the size of the display may be, at least one advertisement each week should be run in the local papers. An association composed of, say, ten or twelve dealers, in a large town or a city, might very well run thirty inches in each paper in the city each week. Smaller organizations would be bound to use less space because of the expense.

In addition to the general advertising, individual dealers would continue their own publicity or not as they saw fit.

For Mutual Protection

Every talking machine dealer loses a considerable amount of money every year because of slips, dead-beats, returned machines and unethical dealers. They have no means of checking up on prospective customers; they know little or nothing about the credit records of those to whom they extend their instruments.

The result is that entirely too many people are making a practice of buying a handsome machine on terms and immediately thereafter removing to another address without taking the trouble to notify the talking machine dealer from whom they have made their purchase.

Another very common practice that seems to be gaining in favor with the dead-beats is that of getting a fine machine for as small an initial payment as possible and then neglecting to pay any more on the contract. The first payment lapses for a week or so, then the dealer sends a nice statement just as a reminder. This is ignored and the dealer sends another statement and another. He goes in person to collect and is put off with plausible excuses and promises to pay. Finally he takes back his machine, after it has been used for several months, and the dead-beat goes right over to another dealer's and gets another machine and does the same thing. In a large city where there are many dealers, a dishonest person may do this for years without ever being suspected. One dealer doesn't know that the other has already beaten one or more other dealers and has no means of finding out.

With an organization, dealers could readily check up on such crooks and save themselves immense sums of money every year by refusing to entrust their instruments to those who were known to have beaten another member of the association.

Unethical business practices on the part of any dealer or individual could be stopped. The electric specialty shops of Detroit recently formed an association very similar to the one here proposed for talking machine dealers, and one of their first acts was to put a stop to the practice of certain people who were making a business of buying up slightly used machine equipment and advertising it for sale as new goods at cut prices. To do this, the officers of the association simply went to the newspapers and explained the situation, whereupon the papers rejected all subsequent ads of the kind.

Every day there are being advertised in the newspapers of the country supposedly new, standard talking machines at $18 and up. An organization of dealers could stop this at once.

(Continued on page 17)
Backed by a Well Financed and Long Established Organization

A message of vital importance to phonograph merchants who have a right to know the facts.

FIFTY-SIX years ago, in 1865, the Widdicomb Furniture Company was established at Grand Rapids, Michigan. It was organized by men of vision who were master cabinet makers, and who saw the growing demand for fine furniture.

In fifty-six years, this organization has forged ahead until today it stands in the front rank of this particular industry. It is known, wherever furniture men meet, for the superiority of its product, exquisite workmanship and perfect cabinet design.

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well and lend enchantment and beauty to the home.

In other words, it saw the necessity for phonographs of fine cabinet design—such cabinet design as Widdicomb placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more than ever convinced that there existed a great demand for a phonograph of artistic merit.

But they did not at once put their ideas into practice. They called together experienced phonograph men from different parts of the country; men who had had long years of experience in the practical end of phonograph making.

These experts, together with the Widdicomb cabinet makers, worked for two years before the first Widdicomb phonograph (now entitled The Aristocrat of Phonographs) was completed.

When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which contained beauty in appearance and exquisite musical qualifications as well.

Today the Widdicomb phonograph holds a unique position in the trade. It is backed by one of the oldest companies of the United States. It has unqualifiedly received the endorsement of the greatest phonograph merchants. Thousands of Widdicomb users have pronounced it the finest machine on the market, both in appearance and tonal qualities.

At present the Widdicomb franchise is being offered to a limited number of dealers; to phonograph merchants who are interested in an organization of well-established business policies and which is known throughout the United States for its integrity and sincere business qualifications. To these men we are able to offer an exclusive franchise which will be a profitable, paying one. If you are interested, write us and we will give you the full facts.

CO-OPERATION AMONG THE DEALERS

Another thing the electrical dealers did was to put a stop to the practice of giving prices with purchases. Several members of the association were in favor of giving prices—though it would encourage buying—but the majority succeeded in showing that there is no end to the price-giving practice. If one dealer gives an album, another will give an indestructible needle, another will give a dealer's albums and records and another will go them one better in some way. It may be objected that talking machines are sold at the manufacturers' terms, but so are electric washing machines, ironing machines, vacuum cleaners and other specialties. Yet the electric specialty dealers of Detroit have found an organization essential to the well-being of the individual dealers.

For Better Merchandising

An organization of the talking machine dealers of a community would not only forestall any unethical practices on the part of dealers or individuals, but the old proverb tells us that "two heads are better than one." Each dealer has some idea that the others do not have. One may have a better method of approaching prospects, another a better method of display, another a better system of making collections, another a better system for obtaining prospects. Such ideas should be pooled in the interest of all. When you, Mr. Dealer, pass your competitor's shop, do you take the opposite side of the street and walk with your head down or turned away from the other dealer's establishment? You should take about five minutes to step right in and say, "Hello, Bill! How are things going today?" What's this new model you're trying out here?" In other words, each dealer should not only feel free to visit every other shop in his city, but he should do so. It would be well to have an agreement that every member of the association must visit the shop of at least one competitor each week. When he makes such a visit the dealer should, of course, be perfectly frank in making criticisms or in asking for information. Pass along ideas one to another.

For Better Displays

Another thing that the electric specialty dealers already referred to have done was to obtain a separate building for their display at the State Fair which meets in the city each autumn. This was done for two reasons—because hitherto the dealers have been content to accept any kind of display space they could get, and because they wanted to take advantage of the single effect of a display of electrical goods exclusively. At such a place as a State or county fair there are so many things to distract the attention that the individual dealer can get little interest in his particular line. Mrs. Housewife may be very anxious to have a talking machine in her home, but just as she approaches a talking machine booth she sees an electric washing machine and her immediately remembers that she needs a washer. She is not able to buy both, and the result frequently is that she buys neither.

With a separate display, talking machine dealers would have greater competition among themselves, but there would be no competition from other dealers and far more machines would be sold, thus increasing each dealer, as he would very naturally get his share of the increased number of sales.

A Suggestive Conclusion

An organization of talking machine dealers such as has been suggested would necessarily have to draw up a constitution. Each group of dealers coming together for the purpose of organizing would decide on its own constitution, but the following points might prove to be at least suggestive:

1. We, the undersigned individuals, firms and corporations, engaged in the retail talking machine business in Boonsville, Maryland, have organized into an association hereafter to be known as the "Community Talking Machine Shops."

The primary purposes of this organization are to promote a more universal appreciation of music, as rendered by the talking machine or phonograph; to promote efficiency in the business of the dealers, to distribute a guarantee product, fair dealing and prompt service; and to render our customers greater service and protection.

This association shall, therefore, be governed and regulated by the following constitutions:

3. The officers of this association shall consist of a chairman, a secretary, and a treasurer elected annually by a majority vote of the members. These officers shall serve without compensation.

(a) The duties of the chairman shall be to preside at all meetings, to appoint committees, to call special meetings, and to act in an advisory capacity in every possible way.

(b) The duties of the secretary shall be to keep an accurate record of the minutes of all meetings, to attend to the correspondence of the association, and to cause for each such action an entry hereof in this office.

(c) The duties of the treasurer shall be to receive and disburse all moneys, and to pay bills as directed by the association, and to keep the association regularly informed of the state of the treasury.

2. This association is formed for the benefit of all, the majority shall rule. Each individual, firm, or corporation becoming a member of this association agrees to abide faithfully by the majority rule at all times.

3. Each member of this organization agrees to pay its pro rata share of the expenses of conducting the affairs of the organization, and to share in the share of the cost of the publishing campaign which is to be conducted by the organization for the general good.

4. No member shall endeavor to conduct his business so as to be in conflict with the objects and effects of the organization or its members.

5. Each member shall endeavor to promote harmony and cooperation among the members of the association and shall submit all complaints against other members to the association.

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7. No member shall engage in any business or association hereafter to be known as the "Community Talking Machine Shops."

The service consists of four new hand-painted signs monthly:

2 signs 13" x 26"

2 signs 15" x 37"

Painted in colors by leading experts in sign creation.

The cost is but $9.75 per month

Victor Records are coming from the factory in larger quantities.

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

Collins 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"

2 signs 15" x 37"

Painted in colors by leading experts in sign creation.

The cost is but $9.75 per month

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

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

CO-OPERATION AMONG THE DEALERS
(Continued from page 17)

9. All accounts for the comfort and maintenance of this association shall be payable weekly in advance. Members shall be liable to damage for non-payment of dues after three notices in writing. Any member who shall delinquent or is expelled shall be liable for assessments and shall up to the date of his withdrawal or expulsion and for three months after. All changes in the association shall be voted on at two regular meeting before the vote is taken. The observations by a two-thirds majority of the members shall be the only way of the association, the day of 1921. In witness whereof we have hereunto subscribed our names.

The Board

Each association will determine what dues and assessments shall be made, being governed largely by the amount of publicity contemplated. A fairly strong association would do well to make the dues $20 a week for the first four weeks and $10 a week thereafter for all members. Almost all the money thus collected would go into publicity, as there would be little expense.

Regular meetings should be held once a week at some regular meeting place and attendance should be regular and prompt. Proprietors only should attend these meetings and discussions should be confined to subjects of common interest and helpfulness. If possible, meetings should be held elsewhere than in the shop of one of the members. Some reliable advertising agency should be given the account.

CHRISTIANSON CO. IMPROVES STORE

Establishment Modernized by the Addition of Sound-proof Booths, Record Card System and a New Piano Department

RACINE, Wis., Aug. 3.—The establishment of the Christianson Bros. Co., of this city, has just been completely remodeled, and modern methods of handling records and talking machines have been installed.

Nine sound-proof booths have been constructed for record and machine demonstration. They are furnished with wicker settees and chairs to accommodate three persons in each. A feature of the establishment is the new card system for handling records, with facilities for handling 25,000 cards. The firm has already stocked up with 20,000 records and has arranged them along the wall directly opposite the line of demonstrating booths. An addition has also been constructed on the rear of the establishment which will furnish space for a piano department.

The Christianson Bros. Co. will celebrate its twenty-fifth anniversary this month. The business was established in 1897. H. C. Christianson is president and treasurer, and E. M. Christianson is secretary.

It is always a good selling point to presume that your competitor is cleverer than you are. When you are making suggestions never think that he may overlook their weak points.

VICTROLA SURVIVES PUEBLO FLOOD

Victrola VI Plays Perfectly After Having Been Under Several Feet of Mud and Water for Over One Hundred Hours

Neither fire nor flood, apparently, has any material effect upon the playing qualities of a well-built talking machine. Numerous cases have been cited where talking machines have been burned or soaked and yet when restored

Its Music Can’t Be Stopped

have been able to operate perfectly, even though the cases were somewhat damaged.

The accompanying photographs show a Victrola VI which survived the recent Pueblo, Colo., flood, in a measure. The instrument was among a number in the basement of the Knight-Campbell Music Co. store in that city. It was under several feet of mud and water for over one hundred hours, but when brought out and dried off was able to play without any special adjustment. The machine was placed upon a pedestal in the Knight-Campbell Co.’s show window, with the dried mud still clinging to it, and attracted much attention.

WHO WILL "JOB" IN JAPAN?

Great Operatic Artists Score Big Hits in Flowery Kingdom—Who Will Annex Territory?

Mme. Galli-Curci, the famous soprano, and one of the popular Victor artists, is expected to sing the first two weeks of November in Tokio, Japan. In view of the fact that Mischa Elman and Mme. Schumann-Heink, both Victor artists, appeared in concert during the last few months in Japan, it is evident that there are great possibilities in the way of Victor record trade in that country. It is now up to some enterprising jobber to secure that territory. If the Oriental can become attuned so readily to our Western music there is no reason in the world why records should not have a tremendous market among those enterprising Yankees of the East.

An attractive talking machine establishment was added to the music stores of Newburgh by the recent opening of the Portable Phonograph Shop, on Williams street.

VELVET COVERED TURNTABLES
ADD TO THE QUALITY OF MACHINES

A.W.B.

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS
GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFEHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York
ESTABLISHED 1845

THE PERFECT PLAN

ST. LOUIS, MO., MARCH 17, 1869, TO MRS. H. B. THOMAS

Dear Madam:

The value of your property is now $100,000. You are worth $200,000.

Wm. H. Thomas

THE TALKING MACHINE WORLD

August 15, 1921

CO-OPERATION AMONG THE DEALERS

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THE TALKING MACHINE WORLD

August 15, 1921
THREE RULING HITS

How to Win—Sell by System

Our sales statistics show that the three selections featured on this page are the ones most in demand. Are you featuring these? Are you well stocked in them? Are you taking advantage of their popularity? This advice is prompted by our sales reports. To tell you to order big and then have your sales force advertise them personally to every customer is the very best advice we can give you.

Three or four well-featured objects are always mental suggestors and serve as good sales leaders to your undisplayed stock. Each month you have a new release of records. They are all good. They all will sell. But it takes system and progressive salesmanship, to clear every shelf. The object is to get a man in your store and then sell him. Don’t stop at one record or two; if necessary, play every record in the store. Be persuasive and satisfy. Begin by playing what you know to be a real hit. It must have the best in selling qualities or it wouldn’t be the Hit. Catch your customer with a hit and then you may sell him any record in your stock.

AIN’T WE GOT FUN

VOCAL

4325 | Ain’t We Got Fun.  Tenor. | - | - | - | Billy Jones
    | I Like It.  Tenor.  Baritone Duet. | - | Billy Jones, Ernest Hare

DANCE

4368 | Ain’t We Got Fun.  Fox-trot.  Erdody’s Hotel Pennsylvania Orch.
    | All For You.  Fox-trot. | - | Erdody’s Hotel Pennsylvania Orch.

ALL BY MYSELF

4355 | All By Myself.  - | - | - | Contralto, Vaughn De Leath
    | Who’ll Be The Next One. | - | - | Contralto, Vaughn De Leath

PEGGY O’NEIL

4329 | Peggy O’Neil.  Tenor and Quartette. | - | Sam Ash, Shannon Four
    | The Last Little Mile Is The Longest.  Tenor. | - | Lewis James

Okeh Records

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City
How to Increase Talking Machine Sales by the Repetition of Selling Points

By Gerald L. Wartell

It is human nature to exaggerate a little bit. The average story which is originally told takes on a true form scarcely resembles itself after it has been told a half-dozen times, merely because the tendency of most individuals is to add a little to what has been told. It is particularly true of a child who has seen a dozen soldiers marching. When he tells her story the first time she states she saw about two or thirty soldiers, and as she repeats it the number grows until the listener believes that she saw a small army.

Repetition in selling is necessary, but not exaggeration. Repetition of the main talking points of an article greatly increases the opportunity for a sale, but it is absolutely essential that one should stick to the original story and not exaggerate.

The law of repetition is one of the most fundamental and important laws in selling, although it is seldom taken advantage of by the average person in selling a talking machine. The tendency is to state the dominating points of the machine to the prospective purchaser and then talk about other less important facts until the sale is either closed or lost. Many salesmen, having given all the main points at first, hesitate to enumerate them again for fear of boring the customer, thus making a common mistake.

From the report of a well-known psychologist who has worked out a chart on the laws of repetition, which chart recently appeared in one of the leading business magazines in the country, it has been shown that any short poem or statement of facts, when read to a group of people every thirty seconds, had to be repeated eleven times before it was thoroughly memorized or all the important points understood. When it was read every two minutes apart it required eight readings and when read every ten minutes it required five readings.

What has this, then, to do with the sale of talking machines? Simply this: In a sale which usually requires an hour or more it is necessary to repeat to your prospect the leading features of your machines from five to eleven times before the prospect is thoroughly familiar and understands exactly the many important points of your machine. This does not mean that the salesman should name these three or four main points to the customer. Talk about other features for about two minutes, and then repeat the main points again in the same language as the first time, keeping this up every two minutes until it has been done seven or eight times. That would be monotonous and would probably lose the sale.

The correct way to apply the above law is to first analyze the product thoroughly. What are the three or four main supreme talking points about this particular talking machine which is to be sold? Let us say:


The order of the above may be changed according to personal opinion, but no doubt all will agree on the points themselves. Now, then, the work in hand is to impress these points on the prospect so that they are indelibly impressed upon his mind. Saying them once or twice is not sufficient. They must be repeated again and again in different words and phrases during the sales talk before the customer really grasps their full meaning.

Let us take a concrete example, for instance, of a salesman selling a talking machine. He starts out by calling the attention of the prospect to the exquisite beauty of the cabinet. This is a point that he wants to thoroughly impress. He dwells on the grace of its introduction and design of the cabinet. If a period style, he names it and gives a short insight of the history of the period. In the less important details, he may speak on the construction of the cabinet, dimensions, and a few seconds’ talk about the company which makes the product, its vast resources and responsibility, the creativeness and originality of its designer. He allows this to be thoroughly imbued in the mind of the customer and only by leaving out small details and remarking about the general appearance of the machine.

The second important point is the tone quality which requires a demonstration. This should last only long enough to substantiate the statements he is making about the tone, regarding its naturalness, volume, clearness, avoidance of scratching, and ability to control, etc. When these facts have been brought out the demonstration should cease. A few moments may then be consumed in speaking of the construction of the tone arm and reproducer, of what it consists and how the tone is produced. The main points which have been driven home is that the tone is remarkable.

The third feature is the motor, which is demonstrated as being noiseless, durable, even and true. Its mechanical parts are shown to the prospect and it is explained why it is a motor of highest quality. At this point the accessories of the machine may be mentioned, such as the value of the automatic stop, albums, or whatever “extras” the machine may have.

Last of all, the salesman, having spoken in detail of the talking machine itself, starts upon the value of the machine in the home of the purchaser and the comfort to be derived from its use, playing upon the imagination of the customer and making a delightful picture of the machine surrounded and enjoyed by the customer’s family. Furthermore, he calls attention to the social prestige derived from having a feature of this nature standing as the one he sells in their home.

Is the sale completed now when the selling talk is finished? Usually not; for our law of repetition shows that all that has been said by the salesman has not been thoroughly learned by the listener, since it requires repetition to make the features of the machine thoroughly understood.

Perhaps if the prospect had a liking for the particular type of machine shown to him before he came in to see it, he may buy upon the conclusion of the first talk, but if he were in an open state of mind it is safe to say that he must have more time to study it over and deliberate (Continued on page 2).

“Read This Letter”

THE CELINA SPECIALTY CO.
CELINA, OHIO

Ashland, Ohio, July 6, 1921.

Gentlemen—Your Model "R" cabinet and wish to say that it is the finest piece of furniture I ever used in this feature. I have been in the business quite a few years, and can truthfully state that it is the finest Phonograph cabinet I ever used, and I am keeping it on the door for a sample. I intend to add another of your Celina Models. Which one is the next best to the "R"?

Kindly give me this information at your convenience.

Yours very truly,

(Signed) F. R. JAMISON.

Little comment is necessary on this letter, which points out again the quality of our cabinets. The letter is remarkable only in that it is significant of the superiority of all Celina-built cabinets.

The Celina Specialty Co.

Celina, Ohio
After You Buy Phonographs  
You Want to Sell Them

This is when you most appreciate the Granby intensive Co-operative Service. This is when the value of the Granby selling franchise is demonstrated most conclusively.

As soon as you put in an assortment of our famous Period styles, you get the immediate benefit of our co-operative advertising and selling campaign.

Your sales are stimulated—more than that—the instruments are actually sold in quick time. You make your turn-over and profit right then and there.

Get the details of this unusual selling franchise and

DO IT NOW!

GRANBY PHONOGRAPH CORPORATION  
NORFOLK-VIRGINIA  
Factory Newport News, 3
on the matter. It is here that the mistake is usually made, for the average salesman, not wishing to repeat the above sales talk, starts on some other less important phase of the talking machine instead of trying to keep the customer's interest upon the main points of the instrument. The correct procedure is to stop ... on point 1 and take them up one by one, speaking upon the main points in general and wording the previous statements a little differently.

The four main features themselves should be talked of and no minor points or small details given as in the first talk. It will only require about one-half the time to give it the second time, and at its conclusion the prospect should again be given time to deliberate. It may be necessary to go through this process of open or live times, but the idea is to keep impressing the main features of your machine upon your subject's mind and not give any time to ponder over small and irrelevant details, until the customer knows the main points about your product by heart and cannot entertain any thought towards another. It is then comparatively easy to close the sale.

In setting forth the above, the writer realizes that there can be so hard and set rule for selling talking machines. Consumer's desires after open and each customer must usually be treated and talked to a little differently than the next one. The one point to remember, however, and which absolutely holds true for all, is that you must repeat your arguments again and again, wording them differently, but driving them deeper and deeper each time, if you wish to have them impressed upon the customer and sell the machine.

Miss Streeter, of Victor T. M. Co.'s Educational Department, Visits Southern Cities—Appears Before Important Organizations

During her recent tour of the South Miss Margaret M. Streeter, educational representative of the Victor Talking Machine Co., delivered lectures before many of the important clubs and organizations in that section. She spoke on the great civic and commercial value of good music. Among the cities visited by Miss Streeter were Mobile, Atlanta, Augusta, New Orleans and St. Augustine. Among the clubs before which she appeared were the Kiwanis, Rotary, mothers' clubs, parent-teacher associations, lodges, literary clubs and musical clubs.

As a result of her tour, many influential people in these cities are now constructively thinking and working for the advancement of music in their respective communities and, of course, have been well posted by Miss Streeter on the value of the Victorola and Victor records as a vital civic to this end.

WILL INTRODUCE NEW MODELS

Serenoa Mfg. Co. Will Produce New Line of Upright Models—Ready for Trade Shortly

COMING EVENTS

Clara Rayna, Jr., August 6—The Serenoa Mfg. Co. will announce very shortly a complete new line of upright machines. This company introduced its various models several years ago, and, after a careful study of the dealers' and public's requirements, has produced a new line of instruments in accordance with the data at hand. These new designs have been inspected by many of the Serenoa dealers in the Middle West, who have visited the company's executive offices in the past month, and, without exception, they are enthusiastic regarding the distinctive novelty and beauty of the cabinets. The Serenoa Mfg. Co. expects to start shipping its new models about the middle of this month.

Economy is simply a study of the problems of income and expenditure.

50-50 ON TELEPHONE DIRECTORY

Peersless Phonograph Shop, Colorado Springs, Holds Four Out of Total of Eight Listings Under Head "Phonographs" in Directory

The Peersless Phonograph Shop, Colorado Springs, Colo., a modern establishment that would do credit to a number of larger cities, attracts attention not alone from the fact that it has handsome quarters, but from the more important fact of earning for itself a good name by the close attention given to service.

Ruth C. Davis, Describes Her Idea, Thanks to Enterprise of John Elliott Clark Co.

Ye Ferrer is the title of a very well-edited four-page monthly which the John Elliott Clark Co., Victor wholesaler, Salt Lake, Utah, is issuing. It has many stimulating and educational articles which must have a strong and favorable influence. In the July number Keith C. Davis, of the Glenn Bros.-Roberts Piano Co., Ogden, is announced as the writer of a prize offering for the best paper on "How Best to Increase Red Seal Sales," which is worthy of reproduction:

"First of all know your records and be able to intelligently pronounce both the name of the artist and the record. Be able to bring out the smallest details which might be of interest to the customer. Catch the customer's interest at the start, perhaps by dwelling on the artist who makes the record, or by calling to his attention a certain passage in the number which is particularly beautiful. In selling Red Seal records to a person who has not been in the habit of purchasing them I think it is best to start with something light, such as 'At Dawning,' by McCormack; 'Four-leaf Clover,' by Williams; and 'Mighty Lak a Rose,' by Farrar. When your customer learns the beauty of Red Seal records and understands the wonderful artists who make them, it is easy then to lead up to the sale of the opera records and something in the symphonies. In the sale of opera records the salesperson cannot know too much about the different operas. I would recommend very strongly for all persons engaged in the selling of Victor records to study thoroughly the Victor book of the opera. The more you know about the opera the more intelligently you can sell Red Seal records. But, again I say, the important thing is to know your records."
The July Convention of the National Association of Talking Machine Jobbers at Colorado Springs, as seen by that watchful and opportune reporter of The World—Old Man Kodak. 📸 📸 📸 📸
Al-S Panoramic picture of the members of the National Association of Talking Machine Dealers taken on hotel grounds at Colorado Springs.

1. On top of the mountain—Louis, Neley, president; A. A. Trestler, vice-president; W. J. Kell, secretary, and Art, actor, actress.

2. Jerome Harris and J. J. Durkin watching the grandeur of the scene in the shade were a quarter extra.

3. Mr. and Mrs. F. W. Carlson and the youngest daughter.


5. The famous fourteen-ton Bela Werlin, A. A. Trestler, Kenneth Reed and E. C. Reed.

6. One of the cars that climbed the peak.


8. Mrs. Jacob, Miss Jacob and I. M. Cohen on the Peak.

9. Tom Green in good company between two peaks and a rap.

10. T. C. Whipple and his friends.

11. Glen Cave Inn, 11,500 feet above sea level, near where the brothers was killed.


13. At the birth of the baby.

14. Giving the baby, the once over.

15. Chief Manoil at the base.

16. E. J. Freeman, A. A. Trestler, T. G. Campbell, H. A. Park and party arriving at top of the Peak.

17. Mr. Northcote takes his golfing seriously.

18. Ralph Freeman makes a noisy drive.


20. R. L. Freeman, Mrs. Campbell, Mrs. Freeman and E. G. Campbell on the observatory on the Peak at high as possible.

21. The crew that brought the players special into Colorado Springs: Ambassador A. E. Caudle, in the center, with W. F. Chamberlain, Fifth Street baseballer.

AEO-LIAN JOBER EXPANDING

Musical Products Distributing Co. Increases Scope of Activity—B. D. Colen is President of Company—Has Strong Executive Force.

The Musical Products Distributing Co., New York, which was formed recently, is meeting with gratifying success as wholesale distributor in the metropolitan territory for Aeolian-Vocalion records and Mel-O-Disc music rolls. The company recently increased the scope of its activities, and at the present time is serving a large number of Vocalion dealers in this important territory.

B. D. Colen, president of the company, is well known in the talking-machine field, having been secretary of the Emerson Phonograph Co. for a number of years. He has made a thorough study of the selling problems of the dealer, and his intimate familiarity with the wholesale division of the industry is reflected in the practical co-operation this company is giving Vocalion dealers.

Associated with Mr. Colen is M. Mitchell Grau, who is secretary of the company, and the following sales staff, all of whom are competent, experienced talking-machine men: L. Graham, J. Brown and S. Present, formerly associated with the Emerson Phonograph Co.; J. M. Wade and D. C. Feeney, formerly connected with the Aeolian Co.

TWO PATHIE DEALER-COMPOSERS

New Yorkers Display Their Ability in Field of Composition—Win Fame and Compliments.

The ability to excel in more than one line of endeavor seems to be an attribute of the Pathé dealer. Two prominent metropolitan Pathé retailers have recently achieved prominence in the field of songwriting.

Arthur Kurtz, manager of the Graham Shop, a Pathé store at 173 Broadway, New York, has written a new fox-trot called "Moonlight." Mr. Kurtz has the unusual faculty of being able to do more than one thing well. Another Pathé dealer, William Lewis, of the Symphony Music Shop, 185 Broadway, New York, is responsible for one of the most popular fox-trot hits of the day, "Open Arms." This new song was composed by Mr. Lewis in collaboration with Mr. Nankivel, Mr. Lewis' patrons will receive an annual treat by being privileged to hear it played at his store by an orchestra under the direction of Mr. Nankivel. "Open Arms" is one of the new Pathé releases, being paired with "The Last Waltz" on record 26580.

Van Olinda Joins Thomas Store

Albany, N. Y., August 1.—Edgar S. Van Olinda, well-known local musician, has become associated with the Thomas Music Store, Inc., 101 North Pearl street. The establishment handles pianos, Victrolas, sheet music and other musical instruments and supplies.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.
American Mica Works
47 West St.
New York

ARTISTIC VICTOR WINDOW DISPLAY

Unique Window Prepared by Victor Advertising Department—Suitable for Use the Year Round.

The advertising department of the Victor Talking Machine Co. has prepared a very unique window for Victor dealers to use during the month of August. It is of such a design that it can be used at almost any other time of the year.

In the center of the window, raised about a foot from the floor, on a red velour or plush draped base, is set a shipping case of a floor model Victrola. Toward the street appears the side of the case which shows the Victor trademark. Over the case is suspended a card which reads: "There is a Victrola for you in this box. Come in and let us tell you how easy it is to own it." On the left a card is suspended which reads: "With the popular-priced Victrola, the music of all the world is yours." On the right is a card which reads: "No other instrument is so worthy of the honors you, your family and friends will spend with it."

Behind each card is posted a large red arrow, and in each case the arrow points at the Victrola case. On the floor at the left and right of the case are three records mounted on small stands. At night time a spotlight can be used to illuminate this display.

WIDE-AWAKE DEALERS

are increasing their profits through the sale of De Luxe Needles.

Before you place your next order write to us for samples and full particulars about

DE LUXE NEEDLES

Duo-Tone Company, Incorporated

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Don't forget these facts

Perfect Reproduction of Tone No Scratchy Surface Noise

Plays 100-200 Records

Three for 30 cents (40 cents in Canada)
**Music**

throbbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.
Van & Schenck's great "Wang Wang Blues" and "Ain't You Coming Out Malinda?" are these comedians' cleverest hits. They'll take like measles in a seminary. A-3427.

Columbia Graphophone Co.
NEW YORK

BECKHARDT NEW CREDIT MANAGER

Assuming Important Position With the Granby Phonograph Corp., of Norfolk

Norfolk, Va., August 7.—The duties of a credit manager of a large organization require the services of a man of exceptional ability. In the Granby Phonograph Corp., of this city, I. Beckhardt is technically trained for his duties and is a graduate of the College of the City of New York. The Granby Phonograph Corp. is noted for the strength of its personnel and I. Beckhardt is a typical executive of this rapidly growing organization.

TO REMODEL LAZARUS STORE

Contract Placed With Van Veen & Co. for Complete Interior Equipment

Leon Tobias, secretary of Van Veen & Co., Inc., has announced that Sol Lazarus, enterprising New York talking machine retailer, has recently placed a contract with Van Veen & Co., Inc., for a complete equipment of Van Veen booths, record rack system, arch column treatment and the renovation of his old equipment. It is predicted that when the work is completed Mr. Lazarus will have one of the most beautiful retail talking machine warehouses in New York City. The entire installation will be treated with Adam carved composition ornamentation throughout and finished in ivory and blue.

OLDENDORF'S NEW MUSIC STORE

Buys Emmons Music Store in Lawrenceville, Ill., and Will Continue Mt. Carmel Store

Oldendorf's Music House, of Lawrenceville, Ill., has purchased the entire stock and good will of the Emmons Music Store, in that town, of which George Odwald will be the manager. The Packard and Hobart M. Cable pianos will be handled, and the New Edison phonograph, Columbia Grafonola, as well as a full line of musical merchandise, will be carried.

The Oldendorf Music House has also conducted for a long time past an establishment in Mt. Carmel, and this store will be continued under the management of Charles Oldendorf, one of the most successful music men in that section, having been in business over thirty years.

PROVIDES MUSIC FOR MARCHERS

Columbia Dealer Takes Place of Bands in Emergency—Uses Grafonola and Magnavox

Columbia, Minn., August 6—During a recent civic demonstration in this town it was discovered that there was a shortage of bands when the line was formed for parade. In fact, the plans called for a certain amount of marchers and floats, but the enthusiasm became so great there were three times the number of marchers and floats over the contemplated amount.

The entertainment committee was at a loss to know what to do. They were offering all kinds of suggestions to each other when C. P. Ziegler, the Columbia dealer in this town, stepped into the breach and put over an idea that saved the day. He came forward with his car beautifully decorated with flowers and on the back seat of the car he had mounted a Magnavox, the electric power for which was supplied by the storage battery of the auto. By means of a Columbia Grafonola, a Magnavox and a selection of Columbia march records he saved the day and provided the necessary music for the rest of the parade. The accompanying illustration shows a son and daughter of Mr. Ziegler, together with the Magnavox and "Note the Notes."

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

SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.
Write Today for Agency Proposition

NASHVILLE — TENNESSEE
**IRIOQUIS**

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

Wholesale Distributors

**Granby Phonograph**

**OKeh Records**

**POPULARIZE DANCE RECORDS**

Enterprising Columbia Dealer Has Exceptional Facilities for Stimulating Demand for Dance Records—Sends Orchestra to Schools, Colleges and Country Clubs—A "Live" Move

**NEW HAVEN, Conn., August 6—Edward Wittstein, of this city, one of the exclusive Columbia dealers in Connecticut, has unusual facilities for featuring new dance records as they are released from time to time. He has from sixty to eighty men that he uses for dance work and concert work through the entire East. He has orchestras that he sends to fifteen different colleges from Maine down to Delaware, and twenty-two prep schools in addition. Whenever a record comes out he usually sends the orchestra to the orchestras, and ties up his window with beautiful window displays. Among the colleges that Mr. Wittstein supplies with music are Yale, Trinity, Williams, Amherst, Brown, Vassar, Smith, Polytechnic, Union Course and several others; and also the leading prep schools, such as Pomon-ast, St. George's, Westminster, Pratt, Andover, Hotchkiss and many others.

When the "Moonlight" record was released Mr. Wittstein immediately had it featured at the Rialto Theatre, where he has an orchestra, and in addition placed it out among his other orchestras. Also he featured a window which was an exact copy of the title page of the "Moonlight" song. This window was made up of beaver boards which were cut out so that the light could be seen through, representing the water, stars and the moon, making a very pretty effect.

In front of the window there was an electric-driven turntable on which was reposéd a A-2 Columbia Gramofon Summer model. The effect of the light streaming through the stars and moon down on the water was greatly accentuated and brought out when the window lights were turned on.

Whenever a special or good dance record is released Mr. Wittstein is quick to take advantage of the fact, as he is a musician and also a member of the board of directors of the New Haven Symphony Orchestra. He immediately gets busy on a special or on a good dance record.

Mr. Wittstein is a great believer in advertising, and does not hesitate to take plenty of time and work to put over the message through his window displays. In addition, he has his orchestras at each well-known club as Stanford Yacht Club, Madison Country Club, Hartford Golf Club, Norfolk Country Club, Masquerante Golf Club of Watch Hill, R. I., and many of the other leading clubs in the East.

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**RECORD MAKERS HOLD OUTING**

**Members of Recording Staffs Visit City Island—Hold Interesting Athletic Games**

Recognizing the truth of the old proverb, "All work and no play makes Jack a dull boy," about fifty members of the recording staffs of the leading record manufacturers arranged recently for an informal outing, which was held at City Island, N. Y. The first session of the party left New York at nine o'clock in the morning, after assembling at the Okeh recording laboratories at 45 West Forty-fifth Street.

Fred Hager was a prominent factor in the day's entertainment, being ably assisted by his brother Jimmy. Upon reaching City Island, breakfast was served at Tauber's Hotel, and a series of athletic games was then started. The Emerson baseball team defeated the Pathé rostrumers by a score of 21 to 5, and Del Stanger won the 500-yard dash. A delightful shore dinner was a fitting finale to a most enjoyable day's outing—we were going to say that it was a record day for record men.

---

**GRUNEWALD HAS THE VICTOR LINE**

**Prominent New Orleans Merchant Augments Lines in Talking Machine Department**

**NEW ORLEANS, La., August 1—The L. Grune-wald Co., Inc., the old-time progressive music house of this city, has recently completed ar-rangements to install the Victor talking machine line. This concern will handle all styles of Victo-roles from the popular portable instruments up to the most expensive styles, as well as a com-plete line of foreign and domestic Victrola records and accessories of all kinds. This gives the Grunewald department a complete Victor and a complete Columbia (which they already handle) line of machines and records.**

The store equipment of the Grunewald Co. enables quick service for the large number of visitors, not only through the services of the sound-proof rooms but also through the use of a novel country—the Seres—which enables the customer to hear the records through ear pieces which, being an inch or two from the ears, are absolutely sanitary.

---

**HONEST QUAKER MAIN SPRING**

**TEMPER-LIGHT-WIDTH GUARANTEED**

**E.T.M. Co., Phila.**

Packed in rust and dust proof numbered cartons.

Exclusive selling rights open for a few Western and Southern jobbers.

**A FEW OF THE SIZES WE CARRY:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
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<tr>
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<td>1(\frac{1}{2})&quot; x .020 x 9 feet</td>
<td>$5.50</td>
</tr>
<tr>
<td>No. 44</td>
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<tr>
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<td>No. 49</td>
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<td>$7.00</td>
</tr>
</tbody>
</table>

**Prices in Assorted Lots of 6, 12, 25, 50, 100**

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**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

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

---

**THE TALKING MACHINE WORLD**

August 15, 1921

27
SELVIN'S DANCE ORCHESTRA
of the Moulin Rouge, Manhattan
MAKES
VOCALION RECORDS
Ask to hear these late Selvin Orchestra Recordings

Oh Me, Oh My!—Fox-trot
Ti-O-San—Fox-trot
All By Myself—Fox-trot
Mimi (Mee-mee)—Fox-trot
Moonlight—Fox-trot
Cherie—Fox-trot
Daisy Days—Fox-trot
Paper Doll—Fox-trot

<table>
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<th>Song</th>
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<tr>
<td>Ti-O-San</td>
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<td>All By Myself</td>
<td>No. 14182</td>
<td>$.85</td>
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<tr>
<td>Mimi (Mee-mee)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moonlight</td>
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<tr>
<td>Cherie</td>
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<td></td>
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<tr>
<td>Daisy Days</td>
<td>No. 14180</td>
<td>$.85</td>
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LOOK FOR THE RED RECORD

THE AEOLIAN COMPANY
Makers of the Duo-Iet Reproducing Piano Foremost Manufacturers of Musical Instruments in the World
AEOLIAN HALL, NEW YORK CITY

LONDON PARIS MADRID MELBOURNE SYDNEY
GREAT EDUCATIONAL CAMPAIGN

Something of the Splendid Work for Music Being Done by Mrs. McClusky in Portland and Throughout the State of Oregon

PORTLAND, Ore., August 1—Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., Victor distributors, who was recently transferred from the retail to the wholesale department, is at present interning the study of musical appreciation in Portland and the whole State of Oregon.

She is the prime mover and educator along this line and is an effective worker, entering heart and soul into her work, nothing being too hard for her to tackle. In connection with the Portland Summer session of the University of Oregon Mrs. McClusky has just been giving a course in "The Teaching of Musical Appreciation in the First Six Grades" at the Central Library to large classes. A Victor machine was used in all of her demonstrations and her course covered a wide and varied scope.

Among studies on her program were: "A Realization of Past Neglect and a Vision of Future Possibilities Through Directed Musical Listening in Childhood"; "The Place of Nurturing in Child Culture"; "Rhythm"; "Free Expression"; "Suggested Expression"; "Loosely Organized Games"; "Highly Organized Games"; "Dramatic"; "Poetic"; "Birds and Folk Songs"; "Instrumental Music"; "Descriptive"; "Fantastical Concepts" (classified under—calm, capricious, cheer, courage, cunning, faith, etc.); "Pure Music"; "Nature Studies and Art Pictures"; "Primary Stories and Focused and Their Relation to Musical Appreciation"; "Concentration"; "Drills"; "Songs in Various Keys"; "Individual Instrumenalities" (percussion, string, flute, trombone, etc.); "Systems of Classification and Indexing"; and "Care of Records."

This course has been carefully studied out by Mrs. McClusky and her presentation of each one in its turn is a masterpiece. Several test lessons were given throughout the course and at the end a most exhaustive test was made covering the entire course. Mrs. McClusky, however, does not devote her whole time to this one thing and is called upon most frequently to address various meetings. Among those most recently given are: "The Country's Need of Music Educationally Taught," at the Riveria school during the course of Parent-Teachers' Association meetings; "What We Expect to Do With Music Next Year," given at the Woodstock school before a group of parent-teachers, who were very active in the recent music memory contest and is being given by Mrs. McClusky; "Future Composers," given at the final luncheon of the season of the Musicians' Club of Portland.

The Need of Listeners," given at the Oregon State Music Association luncheon; "Our Privilege as Musical Merchants in Supplying One of the Nation's Greatest Needs," given at the Oregon Dealers' Association meeting.

On July 1 Mrs. McClusky left for a hurried trip to Seattle to organize a Summer music memory contest, which is to be under the auspices of the Frederick & Nelson store and Sherman, Clay & Co. wholesale. While in Seattle she will address the various musical clubs and will have complete outlines with all of the Seattle music stores as to how to present the memory contests. She will also arrange to have the papers run daily stories in connection with the work going on during the six weeks period allotted to the contest. Mrs. McClusky expects valiant assistance from George Gygy, manager at the wholesale branch of Seattle. The recent contest held in Portland under the management of Mrs. McClusky was one of the biggest things done in the history of the Portland schools and it has been decided by the school board to make the music memory contest an annual affair, so that the results are the more

MICHIGAN TO CELEBRATE A STATE-WIDE MUSIC WEEK

Robert Lawrence, of the National Bureau for the Advancement of Music, Completing Plans Wherby Thirteen Cities in Michigan Will Hold Music Week Festivals Beginning October 16

All preliminary arrangements have been completed in the leading thirteen cities of Michigan for the first State-wide Music Week in the history of this or any other country, according to Robert Lawrence, of the advisory staff of the National Bureau for the Advancement of Music, of the Music Industries Chamber of Commerce, organizing director of the event, who returned to New York recently after an exhaustive preliminary survey of the field.

For four weeks Mr. Lawrence traveled over the State organizing activities for Music Week in the following cities: Detroit, Grand Rapids, Lansing, Saginaw, Highland Park, Bay City, Port Huron, Flint, Battle Creek, Kalamazoo, Jackson, Ann Arbor and Pontiac.

On August 28 Mr. Lawrence will return to Michigan with an assistant organizing director and three instructors to open an eight weeks campaign of instruction for song leaders and otherwise prepare the State for the big Music Week which will open October 16, with all

Scotford Tonearm and Superior Reproducer
Illustrated, STYLE 3 FINISH
A complete line of high-priced tone arms
Sample Prepaid, $7.00 Nickel—$9.00 Gold
Quantity Prices on Application
BARNHART BROTHERS & SPIEGLER
Manufacturers of Phonograph Records

THE NEEDLE OF THE CENTURY
A Near Permanent Needle

ATTRACTIVE INDUCEMENTS MADE TO JOBBERS
For Samples and Particulars Write to
THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA
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
Business Success Is Absolutely the Result of Human Activity and Endeavor

By J. J. Rockwell

The following paper by J. J. Rockwell, compiler, Reinstein Ely Co., was prepared for the opening of the Victor dealer, held under the auspices of the Rockwell-Carrell Music Co., J.I. in the article, "Are We Working in Whimsey?" not our necessities, helpful article worthy of close study by readers of the World.—Editor.

An eminent publisher used to say that one of the easiest things in the world is to "get unanimous consent to do nothing."

A lot of us seem to have an idea that business is some mysterious force that creates or destroys itself through some occult action of those things we call "conditions."

As a matter of fact, business is simply the result of human activity and endeavor and its volume increases or decreases chiefly because of the amount of human energy that is put into its creation. In other words, upon the amount of that time-honored and always effective fuel that we call "work."

I saw a sentence the other day which impressed me very strongly. It was this: "The reason most men do not accomplish more is because they do not attempt more."

I feel quite satisfied that the reason a great many of us are not selling more of our products is because we are not trying to sell more. We are drifting and waiting for some wonderful change in this mythical thing that we call "business conditions," as though these and not our own efforts were the controlling factor in our progress.

This whole situation reminds me of a personal experience some ten or twelve years ago. I called on a large manufacturer in a certain line of business and set before him certain facts and data with regard to the great and rapid progress of his chief competitor as compared with the progress of his own concern.

This manufacturer told me that all I said was true, and I asked him how he accounted for the fact that his competitor had forged ahead so rapidly as compared with his own relatively slow progress.

He said, "Why, my competitor is using advertising in a big way and spending a lot of money on it."

I said, "Is there any law preventing you from pursuing essentially the same policy?"

He said, "No, we are going to do it, but I am waiting for certain changes to be effected with regard to our manufacturing facilities."

I knew, took my hat and left with the resolve that I would bother the gentleman no more, because I fully realized that if, as he himself had stated, he saw that his competitor was using a great force in his business which could be equally well turned to account in the first man's program, and the first man was finding excuses for not doing it, he was never going to do it—and I was right; he never has done it.

The tremendous changes and violent fluctuations which have occurred in business conditions within the past few years have dazed a great many of us and we are imagining difficulties in the way of steady business development that really do not exist.

A very keen observer of business and of the art of salesmanship once said: "One of the greatest stumbling blocks in the path of the average salesman is his voluntary black list—his idea of certain people with whom he is in touch and who ought to be his customers, but who he thinks he cannot sell to and therefore quite try."'

One of the ablest sales managers I have ever known used to make it a practice when he hired a new salesman to turn his green man loose on a list of prospective customers which, in that particular line of business, were known as "tough nuts." Nobody could sell them the particular commodity that this sales manager's concern had for sale.

As the green man grew in experience he developed his own leads for business and ignored the list of "tough nuts." But one day that concern hired a new man and, as usual, the list of hard cases was given to him. Within a limited amount of time he came back with orders from a very respectable proportion of the entire list.

He did not know that these people were hard to sell, so he sold them.

He made his calls with confidence and enthusiasm and with a strong idea of the value of the commodity which he was offering, and it never occurred to him to think out reasons why these people he was calling on should not buy—be he thinking why they should buy and putting these reasons before them.

A great many business men, especially in retail lines (and we find this particularly true among Victor dealers) are pointing to the number of people out of work as one of the reasons why business is slow.

The best statistics available show that there are from three to five million wage earners out of work in this country, and the merchant points to this and says, "There you are—of course business is slow." Now, as a matter of fact, three to five million wage earners represent roughly one in eight or ten of all the wage earners of the country, so that at worst the purchasing power of the wage-earning body is decreased about 12½ and at best about 10 per cent.

In other words, there is from 88 to 90 per cent as much business as ever to go after, from this standpoint.

Now, it is perfectly true that we have a very different outlook on things when demand is 10 or 15 or 20 per cent over supply than we have when supply is 10 or 15 or 20 per cent over demand. But the big point is, in just that—our viewpoint—our outlook—and it is what we think and do in either case that determines our progress very much more than the relatively slight change in the percentage of conditions.

There is plenty of business for those who go after it and keep after it. We may have to work and probably do have to work a little harder to get it, but working and getting it is a whole lot better than waiting for some magic change in conditions and not getting the business.

For several years, up to a period of a few months ago, the average Victor merchant, like the average merchant in any other line, was not worrying so much about how or where he was going to sell goods as he was about how or
SUCCESS THE RESULT OF ENDEAVOR
(Continued from page 31)

... where he was going to get goods, and under those conditions in a retail store we lost somewhat what the art of and the incentive for selling.

Today those conditions are decidedly changed. If we want business we have got to go after it, and if we go after it we’ll get it.

The average merchant has probably not been very much concerned as to making any analyses of his selling efforts to determine where he was weak and could strengthen himself. He has not been making any particular effort to add new names to his list of prospects that he could keep vigourously in touch with, either in person or by mail.

With people coming in and calling for goods, he has not been greatly concerned himself with the better education of his clerks and his sales force to teach them methods that would sell more goods to the same customers he has not been watching for new plans and new ideas, because he has not needed them for selling purposes.

... and work and study and analyze and search eagerly for new plans, new methods, new ideas of selling.

These things are all around him. He will find them both in expected and unexpected places, but he must be alert and on the jump not only to see them but to seize them and to put them to work.

... if you feel that what I have so far said is of a more or less general character, merely obvious matters of fact, let us turn to a moment to the authority of cold statistics and actual figures.

And permit me to quote as my parting thought for you from an article by Roger W. Washburn, the eminent business statistician, an article published in the 1989 Per Cent Magazine for June. These are definite figures and pertinent facts to which I think every one of us can afford to give serious and thoughtful consideration.

"The wheel has turned and we face a new set of conditions. You can sit and wait for it to turn around or you can adjust yourself to conditions as they are and do business—and make money just as several thousand other far-sighted business men are making it to-day.

"Statistics show that sales in our principal cities for January, February and March this year totalled $12,056,232,000 as compared with $12,056,297,000 for the same period of 1921. A decrease of 3.7 per cent, to be sure, but the point is this—over 100 billion, or 34 billion a month were spent this year. Latest figures from my sales research department forecast 75 per cent of last year's business for the three Summer months this year.

"Some 30 billion will be spent each month and the man who grasps the order is the man who will get the business.

"What are you waiting for?"

MODEL SHOP LIKED IN NORTHWEST

... Dealers Greatly Interested in Model Shop Installed in Columbia Wholesale Quarters

MADISON, MICH., August 6. An innovation in dealer service has been introduced by the Columbia Graphophone Co. in the form of a Model Shop located in the Columbia wholesale salesrooms at 18 North Third Street, this city. T. W. North, Dealer Service supervisor of the local branch, makes his headquarters in the Model Shop and is rendering splendid service to Columbia dealers along practical lines.

The Model Grafonola Shop is a small-sized store in fact, larger than a great many departments which are established in this territory. It is handsomely decorated and fitted in conformity with the very latest and best ideas. Hearing rooms have been installed and raised display platforms are provided for the display of Grafonolas. Each platform is fitted with overhead reflectors, thereby setting the instrument off to the very best advantage. An ornamental screen is built around the display corners and arched across the aisle between the hearing rooms, giving a most pleasing appearance to the whole installation. Standard record racks and wrapping counters are installed to bring to the attention of the dealers the most efficient and economical method of handling their record stock and wrapping up the purchases when they have been completed.

The Model Shop represents the concentrated ideas and experiences of thousands of Columbia's dealers, located throughout the United States and Canada, combined with the experiences of the Columbia Graphophone Co. in merchandising Grafonolas and records. Every part of the equipment of this shop has proved, in actual operation in retail departments, to be practical and economical and productive of increased sales.

Every article of dealer service which is issued by this company is thoroughly tested and tried out in the Model Shop before being passed on to the dealer, as the Columbia Co. practices what it preaches and backs up the material which it issues from time to time by using it in its own stores first throughout the country. This has proved of great value.

MASTER WAX BUSINESS BLANKS

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.

The Wax and Novelty Company
67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.
ADVERTISING AND THE VICTOR

Ralph L. Freeman Shows How Constructive Publicity Has Helped the Victor Products to Attain and Maintain Their High Place

Under the heading of "What Advertising Has Done to Make 1921 Victor's Best Year," there appeared in a recent issue of Printers' Ink an interview by Roland Coe (a member of that publication's editorial staff) with Ralph L. Freeman, director of distribution of the Victor Talking Machine Co. This article is one of the most interesting and informative that have appeared in Printers' Ink in recent years and has attracted wide attention throughout the industry.

In this article Mr. Freeman states that the present satisfactory condition of Victor business is due in a large measure to the conservative policy of the company, its knowledge of the field and the quality of its product. He states that sales for the first five months of 1921 were considerably greater than any corresponding period in Victor history and that the advertising appropriation for 1921 is far in excess of that for 1920, which was the largest advertising year for the company.

Mr. Freeman gives a brief résumé of the important part which the Victor Talking Machine Co. played in the world war, emphasizing the fact that when the armistice was signed in November, 1918, the output of Victor talking machines was only about 12 per cent of the customary pre-war production. In 1919 the company was able to ship an output from December onward and by October of that year the Victor Co. had succeeded in bringing its production of talking machines up to a normal pre-war volume so that the sales totals for 1919 were in excess of those for 1917. The sales during 1920 continued to increase and the total for that year showed an increase of approximately 40 per cent over the sales for 1919.

At the present time the Victor factory is working a full forty-eight-hour week. Although the number of employees has been reduced about 20 per cent during the past six months, Mr. Freeman states that this has been due to the return of many skilled workmen, who felt the company during the war period for other work.

In this article Mr. Coe pays a well-deserved tribute to Victor advertising, pointing out the individual characteristics of Victor publicity and expressing the opinion that the logic of the Victor advertising policy is inescapable.

One interesting paragraph contains the following comment by Mr. Freeman, which is indicative of Victor strength and prestige: "Conditions among our distributors and dealers are particularly gratifying. Stocks of cabinets and records are low. We have not had the problem of unusual credit demands to deal with. Our inventory of finished instruments and records comprises only the last few days' output; now in process of being shipped. Our cash on hand has increased by $2,500,000 since January."

PATHE PHONOGRAPH MOVIE

Latest Sales Help for Dealers "Puts Across" the Pathe Story Effectively

A Pathe movie is the latest sales help made available for Pathe dealers. The film is forty feet long and as a co-partner to Pathe movie slides promises to "put across" the Pathe story in a very effective way. It starts showing in living rooms, with father, mother and little child sitting near a No. 17 Pathe phonograph. The lady rises and puts on a record and returns to her seat. Out of the grime comes flying notes that go to the top of the screen and break into letters to form the wording, "The Pathe Plays All Make of Records." The lady of the house looks up, and the words "Where the Records were made, the Pathe of today" goes over the screen. The lady then goes to a wardrobe and comes back in, flaps her wings and crows, and out of the crow comes "the Pathe of today." It continues in a similar manner, but the Pathe story is told each time a different Pathe record is played. The film is supplied to Pathe dealers by W. Wright & Wilhelmy Co., Pathe distributor, at Third and Jackson streets, Omaha, Neb.
SEE NO SIGN OF BUYERS' STRIKE
Sales Manager Lusk, of Serenado Mfg. Co., Points Out Fallacy of Popular Theory—Emphasizes Logic by Pertinent Comparisons

"We hear a good deal about a buyer's strike, no money and poor business conditions in general," says M. F. Lusk, sales manager of the Serenado Mfg. Co., Cedar Rapids, la., "is that complaint warranted? Is there no way over, under, round or through? The thing that I can't understand is if conditions are as bad as some people say they are, why do others smile and continue to put money in the bank?"

"We have a letter this morning from one of our small dealers in the State of Texas. Mrs. E. M. Rector, located in a town too small to have a post office, right in the middle of the cattle section, which is supposed to be hard hit, and where others are talking about everybody going bankrupt. Mrs. Rector orders about a thousand dollars' worth of machines, and tells us to rush the shipment, as they were all sold out.

"Mrs. Rector is not complaining. She spends her energy doing business and she is doing it out of all proportion to what any of us have a right to expect. And yet a big, strong businessman bemoans his fate and conditions in general when, if he would just do a little sweating of his brain and body, he could, to a large extent, make his own conditions."

"Conditions are not going to get normal, if by that we mean that business will come at high prices without hard work on our part. But isn't the normal condition one of hard work? Isn't the normal reward going to those who do that work?"

"There are salesmen on the road, and salesmen in the stores, who have never known normal conditions when merchandise must be sold, not just offered for sale, and those who are accommodating themselves to the more nearly normal conditions which exist now, instead of talking hard times, will be on the top of the heap when the shake-down is complete.

ANNOUNCING ENLARGED QUARTERS—
More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends.

A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonograph interest

D. R. DOCTOROW
Tcl. Vanderbilt 5462

I went fishing the other morning; at the proverbial early hour, in order to be there at good fishing time, and so as to get back when the business day began. There were two men with me and I could not help but observe the difference in tactics and results. We did not know the lake—had never fished there before, but thought there ought to be some bass to be had and decided to try it out.

"The first cast brought a strike' and a nice bass. Also the second, and then the difference between tactics became noticeable. The one man not excited, began to cast fast and furiously, so that pretty soon his line was in a tree thirty feet in the air. Then, when he had secured it, he began to still fish, and from that time on just sat there and watched his cork.

"But the other man went calmly on, casting fast in this hole, then in another, but always consistently working, continually striving to accomplish the thing he set out to do, and he caught fish.

"We have all of us heard about splitting on our bait, and we have probably all done it as kids, until we came to realize that it didn't add one bit to, the bait appeal; but there is this psychological fact that when a man is nervous and high strung, his actions does not flow and he cannot spit. So be sure to spit on the bait, it really means take it easy—don't get excited.

"If we would all of us keep ourselves in that psychological condition which will enable us to spit on the bait calmly, persistently go after the thing we want to accomplish, instead of getting ourselves all excited and nervous and tired out, so that all we can do is to sit and watch our cork, business will come in sufficient volume to be mightly appealing to all of us."

SECURES PRACTICAL POINTERS
R. H. Baker, of Little Rock, Visits Pathe Plant and Laboratories and Equips Himself for His Managerial Duties

Robert H. Baker, new Pathe manager of Forest Bros. Hardware Co., Pathe distributor at Little Rock, Ark., recently spent several weeks at Pathe headquarters in Brooklyn. Mr. Baker's plan is to become thoroughly acquainted with every feature of Pathe manufacturing and merchandising so that he can take up the duties of his new position fortified for any eventuality. It is expected that the information and enthusiasm which Mr. Baker is accumulating will do much to boom Pathe business in his section of the country. He also spent several hours at the Pathe recording room, 12 East Forty-second street, New York City, where Samuel's Music Masters were at the time playing one of the forthcoming Pathe hits, and was impressed by the efficient operation of the organization.
Two More Great Artists
now record
Exclusively for Brunswick

Florence Easton

In some respects the most unique artiste appearing at the Metropolitan Opera House of New York. Critics declare her one of the "operatic aristocrats" of today. Her versatility is as remarkable as the resources of her glorious voice. After a noteworthy career abroad, Miss Easton has become recognized in America as a soprano equally effective in concert as she is in grand opera.

For her introductory record she selected Bach-Gounod's "Ave Maria," which gives her at her highest artistic moments and reveals new accomplishments in recording. The violin obligato is played by Mr. Max Rosen.

Giuseppe Danise

His was a name to conjure with in Europe long before he came to New York as Premier Baritone of the Metropolitan Opera Company. He made his American debut last November with such supreme success that no less conservative and exacting a critic than Henry T. Finck, of the New York Evening Post, congratulated him in print on having a voice that "is not only sonorous, virile, vibrant and appealing, but a use of it which avoids all operatic claptrap."

Signor Danise chose the great aria "Di Provenza il mar" from Verdi's "La Traviata" for his first Brunswick record, and it gives a striking example of the art which has given him fame and fortune on the operatic and concert stage.

THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices: 623-633 So. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada

Canadian Distributors: Musical Merchandise Sales Co., 79 Wellington St., West, Toronto
The Brunswick-Balke-Collender Co., La Calle de Capuchinos No. 25, Mexico City, Mexico
McMENIMEN'S PLANS FOR FUTURE

Well-known Talking Machine Man Opens Offices as Consulting Engineer—Well Qualified to Cooperate With Manufacturers in Industry

H. N. McMenemy, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., for the past six years, resigned from the company's service a few weeks ago and opened offices as a consulting engineer at 2 Rector street, New York. Mr. McMenemy will maintain a modern and thoroughly up-to-date laboratory at his estate in Scotch Plains, N. J., which he has owned for the past three years. As a consulting engineer Mr. McMenemy will concentrate his activities on every phase of the talking machine industry, including recording, playing and pressing; motor, tone arm and reproducer design; patent and model development and sales promotion and advertising plans.

Mr. McMenemy is one of the best-known members of the talking machine trade, having been associated with the industry for twenty-eight years. His first position was that of an experimenter with the National Gramophone Corp., which subsequently became the Victor Talking Machine Co. He later manufactured the Music Master horn, attaining phenomenal success in the production of this device. Mr. McMenemy was associated with Thos. A. Edison, Inc., for a number of years, and for six years was managing director of the Pathé Frères Phonograph Co.

During his twenty-eight years' experience in the talking machine field Mr. McMenemy has acquired an intimate knowledge of every phase of the industry, which should enable him to give invaluable assistance and advice to talking machine and record manufacturers. He has devoted many years to the study of acoustics, and his familiarity with the technical end of the business is equaled by very few members of the trade. In recent years Mr. McMenemy paid considerable attention to the development of sales promotion and advertising plans, and his activities for the Pathé Frères Phonograph Co. gained him the esteem and friendship of talking machine men from coast to coast.

N. F. MILNOR VISITS NEW YORK

N. F. Milnor, formerly manager of the San Francisco branch of the Columbia Graphophone Co., and for a number of years sales manager of the Dictaphone division, arrived in New York recently after making a tour of the world. Mr. Milnor, who was accompanied by Mrs. Milnor on this tour, visited some of his many friends in the trade and then left for San Francisco, where his home is located.

If you let your business become the football of circumstances beware of hard times.

SONORA PRICES REDUCED

Material Reductions Announced by the Sonora Phonograph Co.—Upright and Period Models Reduced—The Buying Public Being Advised

The Sonora Phonograph Co. announced recently a reduction in the prices of Sonora phonographs. Considerable publicity was used in all of the leading newspapers advising the public of this reduction in price, and Sonora jobbers and dealers throughout the country are enthusiastic as to the sales value of this important move at this time.

In its announcement the Sonora Phonograph Co. stated that it was reducing its prices in view of the lower cost of raw material and the reduced cost of labor. The average reduction is in the neighborhood of 30 per cent, and the new prices of the standard Sonora models are as follows: Portable, $50; Melody, $60; Baby Grand, $200; Elite, $250; Grand, $325, and Invincible, $390.

Material reductions have also been made in the prices of the Sonora period models, and some of the more popular models in the period line have been reduced sufficiently to place them as leaders in the sales campaign of Sonora dealers.

I. L. SPENCER BACK AT HIS DESK

Lloyd L. Spencer, sales manager of the Sills E. Pearson Co., New York, Victor wholesaler, returned recently from a Western trip which included a visit to Kansas City, Mo., Chicago, Ill., and Rushville, Ill. At the latter city Mr. Spencer spent a few days with his grandparents, taking a well-deserved rest after his indefatigable activities incidental to the jobbers' convention held at Colorado Springs. As a member of the arrangement committee Mr. Spencer was in charge of the railroad accommodations, and the remarkable success of his work was reflected in the enthusiastic approval voiced by every jobber who visited the convention. He won his spurs as a railroad man.
CRITONA RECORDS

FIFTY CENTS EACH RETAIL

ADJUSTING THE PRODUCT TO MEET THE NEEDS OF AN INDUSTRY

THE PRODUCT
CRITONA RECORDS are of standard size and are designed and recorded under an entirely new system of recording to meet the needs of the trade for records of highest quality.

CRITONA ACHIEVEMENT
1—Fidelity of Reproduction.
2—Full Value of Overtones.
3—Natural Volume of Sound.
4—Correct Balance between Voice and Orchestra.
5—No Blasts.
6—Elimination of all "Metallic" and "Tubby" tones in Orchestration and Voice.
7—Surface Noises reduced to minimum.

THE PRICE
CRITONA RECORDS retail at Fifty Cents each, and meet at this price the great need of the trade.

YOUR OPPORTUNITY
The demand for a ten-inch record of the highest quality to sell at the popular price of fifty cents per record presents a remarkable opportunity for a dealer in each locality to put over a great selling campaign.

ACTION
Send us shipping instructions and we will forward you immediately a sample line of twelve records covering complete examples of all types of CRITONA recording. Full and complete information upon request.

CRITERION RECORDS, Inc.

1227 Broadway
New York City
The Importance of Keeping the Customer Interested Until His Demands Are Satisfied

One of the fundamentals of good salesman-ship is the rule of keeping the customer interested in the store until such time as the salesman is in a position to give the proper attention to the customer's wants. There is nothing more exasperating than to walk into the busy store and be expected to stand around from five to ten minutes before receiving at least some attention from the salesperson.

Anyone who during the past few years has been successful in accumulating sufficient wealth to warrant the purchase of a good pair of shoes may, perhaps, have taken a leaf from the book of the shoe salesman. No matter how busy things may be in the shoe store the customer hardly gets in the door before he is ushered to a seat, the shoe removed and inquiries made as to the particular style of footwear he favors. It looks like simple courtesy, but it's really good business; for the customer feels he is getting attention, and with his shoe actually off will wait a considerable time without becoming impatient, and only as a last resort will he put his shoe on again himself and walk out.

The same plan can be, and for that matter has been, worked in the talking machine store, providing there is still left one machine not in actual use. The salesman can find time to put a record on the machine and leave two or three other records with the customer for inspection and trial until such time as he can give personal attention to the customer's wants. The customer can be kept in good humor and be made to feel that he is receiving attention, even under difficulties.

It is very rare, indeed, to find a customer demanding such constant attention that the salesman cannot find a second or two to receive properly the latest entrant into the store. As a matter of fact, the average talking machine owner would much prefer to judge the quality of the record at leisure and without having his salesman inject his opinion at every bar. Meeting the new customer at once has other advantages, for it sometimes happens that the newcomer is in search of some accessory or some particular type of machine or record that the house does not carry and at the same time makes it quite evident that he will not be sold any substitute. When such a situation arises it is much better to enable the visitor to go on his way at once than to have him stand around, help crowd up the store and discourage the passer-by who might perhaps enter if there were any prospect of quick service.

To the average customer it is just as desirable to have prompt service in the talking machine store as it is in the barber shop, and it is a very rare thing for a man to enter a barber shop when he sees a half-dozen others waiting for attention. The talking machine dealer cannot expect to yell "screech" when he is finished with each customer, but he and his salesmen can arrange it so that the passer-by gets the impression that those inside are being waited on and will soon depart so as to make room for him.

CONCERTS AS A SELLING MEDIUM

J. Anenberg, of Middletown, Tells of Success in the Territory Which He Controls

J. Anenberg, who conducts the Pathé shop in Middletown, Conn., is an up-to-date merchant. In a recent letter addressed to the Pathé Freres Phonograph Co. he strongly advocates concerts and demonstrations as the ideal means for selling phonographs. He speaks from experience, as he has received excellent results from demonstrations which he has conducted in a large number of the smaller towns and cities around Middletown. Mr. Anenberg states that in his custom to secure one of the concert halls and to well advertise the event beforehand through the medium of newspapers, billboards and special personal invitations. In this respect he has made good use of the twenty-four sheet posters issued by the Pathé Co., to which he adds a special printed streamer at the bottom announcing the event. Demonstrations are given throughout the entire day and evening, with an hour's special program in both the afternoon and evening. Other programs are arranged for school children. Mr. Anenberg states that among the many advantages is that those demonstrations enable him and his staff to get personally acquainted with a large number of prospective buyers, who, in turn, get to know his shop and his sales staff by name.

It is often wise to start advertising when the other fellow splits. The wise dealer, or manufacturer, knows why

The BABY GRAND DESIGN PHONOGRAPH

leads in Design, Style and Tone which adds beauty and dignity to the Home—and it is today the best constructed and best finished instrument made.

PATENTED and fully guaranteed.

Write for Catalog and Prices

KROLL & HOROWITZ FURNITURE CO., Inc.
258 CANAL STREET
Eastern Distributors
NEW YORK
Consolidated Talking Machine Co.

Service

They Sell

Okeh Records

The Service that satisfies
Ours is the service that helps you to readily meet all early requests for new records. There is no waiting for delayed and slow deliveries when Consolidated is serving you.

If you are considering an agency communicate with us. We shall be glad to give you advice and help. We can show you how to make an agency a producer of big profits. We are doing it every day and shall do it for you.

The Record that satisfies
The policy behind Okeh Records is making it the finer Record. The progressive policy is felt in the variety of feature selections issued monthly. Features that are "money-getters." The most celebrated, the most novel and the most popular hits are monthly released on Okeh Records.

The popular demands are studied and given careful consideration in the laboratory. As a result, Okeh is releasing today several distinctive types of music that give a dealer the opportunity to satisfy requests for unusual music. He is protected by these features being exclusively Okeh.

Artists who may be heard on Okeh
John McCormack, Frieda Hempel, Alessandro Bonci, Jan Kubelik, Emmy Destinn, Riccardo Stracciari, Hermann Jadlowker, Marina Campanari, Billy Jones, Mamie Smith, Sam Ash, Lewis James, Vaughn De Leath, Norfolk Jazz Quartette, and all popular orchestras.

Okeh Record Distributors
227 W. Washington St.
Branch: 2957 Gratiot Ave., Detroit, Mich.

Chicago, Ill.
HAS AGGRESSIVE YANKEE SALESMASTSHIP GONE TO SEED?


During the past five years the sales sense of the nation has gone to sleep. Our national indifference toward our foreign trade, hostility toward efficient business methods manifested by numerous legislators, the reliance of portions of the public on half-baked schemes of buying and selling—all are symptoms of our decadence as salesmen.

During the next twenty years, at least, salesmanship is going to be the most important of all professions. The very salvation of the world depends upon better salesmanship, and the nation that serves best and sells best will be the most prosperous in this new world.

If we are to be that nation we must begin at the bottom, and it is up to us as individuals.

We can't pass the buck. Even though Congress and the executive offices of the Government were filled with experienced sales managers they could not accomplish a great deal unless the general public developed a higher degree of sales sense than it now seems to possess.

Yankee salesmanship used to be on a par with Yankee ingenuity. Too much Government in business, the ease with which merchandise sold itself during the inflation period and numerous other causes seem largely to have robbed us, as a people, of our sales instinct, and to have obscured in the public's mind the importance of salesmanship to our national prosperity and the well-being of the world.

Unless the big-scale production of our factories is sold somewhere, by somebody, neither will labor get its wages nor capital its reward and we will slip back into some other less satisfactory system of civilization. And the individual who should be developing the better sales sense are proving deficient.

Most of the sales managers and salesmen who received the bulk of their training during the past five years have a great deal to learn and perhaps even more to unlearn. If I were hiring a sales manager or salesman to-day I should pay very little attention to his achievements from 1916 to the spring of 1920. If I were looking for a sales manager, merchandising manager or an advertising manager I should try to get a man whose experience began prior to 1907.

The so-called buyer's strike has been greatly prolonged by inexperienced and unskilled salesmanship, first on the part of manufacturers and jobbers and later by stupid retail merchandising. It would be a fine thing for the country if the principles of salesmanship and merchandising could be effectively taught in the high schools and colleges. It is easy to teach merchandising to a man or woman who understands salesmanship, but it is very difficult to teach real salesmanship.

One of the chief difficulties is encountered in the individual's resentment of the high personal criticism and minutiae direction to which he must submit if he is to be thoroughly trained. If a salesman would accept instruction and constant rehearsal with the same good grace that the traditions of the stage require from the actor it would be comparatively easy to develop any intelligent person into a good salesman. I am interested directly and indirectly in about 25,000 salesmen. I am trying to take my own medicine and develop sales sense in this, my particular cross section of the American public, by organizing and operating what is virtually a traveling school of salesmanship. This year I expect to meet 5,000 of these salesmen.

[Reference is then made to the four-act comedy with a cast of professional actors, which was the principal feature of the recent Edison Caravan Convention, held in New York, Chicago, New Orleans and Vancouver, and which depicted more or less humorously some of the difficulties which attend the teachings and principles of salesmanship. Through this play it was hoped to overcome, to some extent, the prejudices which so many salesmen entertain against any form of instruction, and it is this very prejudice which keeps so many of them from developing a general sales sense.—Ed.]

The article then continues as follows:

Every manufacturer this year should try to make his sales convention a clearing house of real ideas, a place of new enthusiasm and broader vision—but, above all, a place where a better sales sense may be born in the individual salesman.

For unless we who are supposed to know salesmanship do our utmost to develop this sales sense among our own associates we cannot expect to see it grow without cultivation or effort.

The years of 1921-1941 are the biggest potential years in the history of the world—they aren't over yet. And during these years salesmanship will be the most important profession in the world. Without it, initiative, invention and civilization will go to seed. With it will be brought about a closer understanding between the peoples of the world, a higher standard of living for every individual and a period in which the arts and sciences will develop and life itself be made more livable.

INSTALL NEW RECORD CARD SYSTEM

PORTLAND, Ore., August 2—The new Vocation period model 1627 has won a great deal of favor in the Meier & Frank talking machine department in this city. Manager D. C. Peyton has just installed a new card system for the stock of Victor, Columbia, Vocation and Edison records handled. Buttons are being used to indicate surplus stock, and ordering is being done by card only, which insures greater accuracy and thoroughness. A flag system is being used to indicate the different stars which will enable the store to have a card at a glance to find the Caruso and other noted artists without referring to a catalog.

The father of success is work; the mother ambition, and the son common sense.

FEATURES

LARGE diaphragm and long stylus bar length for all reproductions, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts.

PLAYS ALL RECORDS

No. 2 Round Tone Arm and Reproducer

JEWEL TONE ARM & REPRODUCER

K NOWN the country over for its excellent quality of tone and natural, life-like reproduction of 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%/2 inch length. Can be furnished with or without Mute Tone Modifier, with Mica or diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat, built in the reproducer and adjustable. 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 an ascertain changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago
The Dealer Who Sells Sonora Phonographs
Gets Sonora Service

He gets the most whole-hearted co-operation of the entire Sonora organization. Every representative throughout the country should associate the Sonora name with "SONORA SERVICE."

There is nothing "impersonal" about the "SONORA SERVICE." Your problems are Sonora problems and will promptly receive the most careful consideration. "SONORA SERVICE" will help you with your problems to "get business." Store window display, general advertising or any other problems that are peculiar to your business.

This is the first of a series of talks about "SONORA SERVICE." We will take up in detail in future announcements the extensive service organization that is placed at your disposal.

The "SONORA SERVICE" is a purely personal service that will co-operate with any dealer at any time.
Prices Revised!

The Sonora Phonograph Company announces a new schedule of prices on most models of Sonora Phonographs and accessories.

The recent decline in manufacturing costs has enabled us to offer these reductions.

This has been done in order that the trade and the public may participate in the recent lowered cost of production.

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-Andrensen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

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

Sonora Phonograph Co. of Pittsburgh,
820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

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

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

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

Strevell-Patterson Hardware Co.,
Salt Lake City, Utah.
Utah, western Wyoming and southern Idaho.

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

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

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

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

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

Long Island Phonograph Co.,
461½ Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.

BEIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

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

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

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

Southern Sonora Company,
310-314 Marietta St., Atlanta, Ga.
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.

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.
AN ACTIVE BUNCH OF DEALERS IN DENVER TERRITORY

Trip Through Colorado, Nebraska, South Dakota and Northern Wyoming Gives Convincing Evidence That the Talking Machine Dealers in These States Are Going After Business

Denver, Colo., August 3.—The great event of the month in this city was the large assembly of dealers who attended the convention held under the auspices of the Knight-Chappell Music Co., Victor wholesaler, which was attended by prominent Victor officials who had just been in session at the jobbers' convention in Colorado Springs. The account of the meeting will be found in a separate story in another part of The World.

Despite rather unfavorable trade conditions, Klein & Morgan, Victor dealers at Kimball, Neb., are keeping their sales up to a satisfactory mark. Mrs. H. F. Klein is in charge of the talking machine department.

Under the management of T. A. Hoops the A. Hoepe Co. store, at Scottsbluff, Neb., is doing a flourishing business. This concern employs five outside salesmen and uses advertising of all descriptions consistently. Mr. Hoops recently succeeded A. E. Clayes as manager of the store. It is understood the latter has been made manager of the piano department of the Hoepe store in Omaha.

Harry Thiele, a new Victor dealer at Alliance, Neb., is planning a number of improvements to his store, including booths and a modern display room. Ably assisting Mr. Thiele is H. L. Sims.

Aggressive sales methods employed by Beers & Lindeman, Victor dealers at Crawford, Neb., are bearing fruit abundantly. Manager Lindeman reports business as good.

E. L. Thompson, manager of the Compton Drug Co., Victor dealer at Chadron, Neb., reports big sales of Red Seal records. A considerable portion of the demand for these high-class records comes from the faculty and students of a State normal school, located in Chadron.

At this season of the year Sam Christensen, veteran Victor dealer in Hot Springs, S. D., enjoys a rushing business, due to the presence of numerous tourists in Hot Springs, which is a famous health resort in the Black Hills.

With the great Homestake Mine at Lead, S. D., working full time, the two Victor dealers at that point, the Thorpe Piano Co. and the Heart Mercandise Co., are enjoying a good run of business. Many employees of the mine who left during the war have returned to Lead, and the town shows every sign of prosperity.

Elmer Thorpe is the aggressive talking machine department manager of the Thorpe Piano Co., and M. C. Bell heads the talking machine department of the Heart Mercandise Co.

Victor dealers who have not allowed business depression to discourage them or stop their sales are W. B. Lown & Sons, of Spearfish, S. D. W. E. Lown, manager of the talking machine department, believes in advertising, and has proved that by the results.

Nick Nelson, manager of the talking machine department of the A. L. Cummings Music Co., of Sheridan, Wyo., finds that outside work and advertising space in newspapers are the most satisfactory means for increasing his sales of Victrolas and Victor records. Mrs. Nelson is associated with her husband in the department, having charge of records.

When W. C. Ball, of the W. C. Ball Furniture Co., Red Lodge, Mont., hears of a Victrola dealer who does not want to advertise, he would be customer to come into his store, but goes directly to the prospect's home. This method has been instrumental in making a number of sales that otherwise probably would have been impossible to make.

Tourists en route to Yellowstone Park swell the summer business of O. F. Koening, proprietor of the Postoffice Store, Cody, Wyo., who has sold the Victor line for a number of years. Mr. Koening has erected signs along the roads leading to Cody, reminding automobile tourists that in his store they can purchase the latest Victor records, as well as portable Victrolas, to make their stay in the famous National Park more enjoyable. The results obtained from these signs have been very gratifying.

Mr. Koening recently distinguished himself by catching a twenty-pound trout with light tackle in a mountain stream near Cody.

The Powell Drug & Jewelry Co., under the management of T. A. Hoops, is placing the Victor line on the map in and around Powell, Wyo., by means of an aggressive advertising campaign.

The ranks of Victor dealers in northern Wyoming have been strengthened by the addition of The Fink Pharmacy, which a few weeks ago received its initial shipment. This concern plans a modern department, including booths and other up-to-date equipment. Walter Fish, head of the concern, and H. C. Scarborough are in charge of the Victrola department.

One of the most attractive Victrola shops in the West is to be seen at Thermopolis, Wyo., in the music and jewelry of H. F. Rothrock. Everything about the shop is modern, as are the methods of the proprietor. Mr. Rothrock, in his advertising, uses some unusual road signs, which draw a considerable amount of automobile tourist trade.

A recent report from G. E. Richter, head of the Richter Music Co., of Casper, Wyo., is to the effect that Summer Victrola business is highly satisfactory. This firm carries a large stock.

Two booths have been installed by Daniels & Rogers, Victor dealers at Douglas, Wyo., to care for their talking machine customers.

A balcony has been built by Dr. P. W. Huffman, proprietor of the Pioneer Pharmacy, Victor dealer at Wheatland, Wyo., for the talking machine department. Mrs. Huffman is in charge of the record stock.

Among the recently installed Victor dealers are W. E. Lown & Sons, of Spearfish, S. D. W. E. Lown, manager of the talking machine department, believes in advertising, and has proved that by the results.
is the Heidepriem Co., of Custer, S. D. Fred
Heidepriem, who has charge of the talking ma-
chine department, plans to install booths and
otherwise fit the store for the handling of
Victrolas and records. The concern is carry-
ing out a strong advertising campaign.
Everybody in Rapid City, S. D., is a booster,
and the W. A. Polzin Furniture Co., Victor
dealer at that point, is no exception. The
firm issues a monthly talking machine house
organ which has proved to be an admirable
advertising medium. Mrs. W. A. Polzin is man-
ger, assisted by James O'Grady.
Hard work is the recipe used by Dick Stone,
Victor dealer at Gillette, Wyo., for obtaining
Victrola business, and it has proved to be very
effective. Mr. Stone's store is one of the most
attractive and best equipped in the State.

ATTRACTION SUMMER WINDOW

Goldsmith's Music Store Co. Prepares Effective
Summer Display—Features Victrolas IV and VI

COLUMBUS, O., August 6—Goldsmith's Music
Store Co., of this city, Victor dealer, recently
prepared an artistic window display which was
effectively original to give the company effective
publicity in the Columbus Dispatch. This win-
dow, which is reproduced herewith, was fea-
tured for an entire week and attracted the atten-
tion of hundreds of passers-by.

——this Record Cabinet
goes to the dealers
for the next thirty
days for $13.50.

THERE'S easy
and extra profit
for talking ma-
chine dealers in
handling Udell
Record Cabinets. Write us and let
us tell you what
the other dealers
are doing.

Scottford Tonearm and Superior Reproducer
Illustrating STYLE 5 FINISH
All Parts Plated
Sample Prepaid, $8.90 Nickel—$11.00 Gold
One Time Payment on Orders Over $100

Thermostat Adjustable

The UDELL WORKS
Indianapolis, 1255 West 28th Street

E. F. CARSON IS GENERAL MANAGER

Assumes Important Post With Granby Phonograph Corp.—O. F. Jester Joins Sales Force

Norfolk, Va., August 6.—The Granby Phono-
graph Corp., of this city, has announced the ap-
pointment of Edward Fraser Carson as general
manager. Mr. Carson was formerly manager of
the copy and plan department of the Frederick
McCarthey Smith Advertising Agency, of New
York City. Previously he was general sales and
advertising manager of the White Hickory Motor
Corp., of Atlanta, Ga., sales and advertising
manager of the Atlantic Graphite Co., of Niagra
Falls, and advertising manager for the Pyrene
Mfg. Co., of New York City. He will have
charge of the advertising and sales department of
the Granby Phonograph Corp.

J. G. Widener, president of Widener's, Inc., of
Boston, spent several days recently at the office
of the Granby Phonograph Corp., in this city.
As reported recently, Widener's, Inc., is handling
the Granby line in the many cities in which it is
located. Mr. Widener also spent much of his
time at the Granby factory at Newport News, Va.
E. C. Howard, director of sales of the Granby
Phonograph Corp., left his care behind him and
started on July 19 for the first vacation that he
has had for several years. Mr. Howard is an
ardent follower of Isaac Walton and will spend
several weeks in the woods of Michigan with
rod and line.

O. F. Jester, who for some years has been
connected with the Philadelphia office of the
Columbia Co., has resigned and accepted a posi-
tion to represent the Granby phonograph in east-
ern Pennsylvania. His headquarters will be in
Philadelphia.

THE FIGURES TELL THE TALE

There are no such words as "Summer dullness"
in the lexicon of Ormes, Inc., Victor wholesalers.
New York City. Clarence L. Price, head of the
Ormes organization, reports that its business for
the month of July is not only greater than the
months previous, but surpasses the business done
during July, 1920. "We are pleased with these
results," stated Mr. Price to a representative of
The World, "for they prove false the idea that
the Summer months must necessarily be dull.
While the expected Fall business may not come
with a rush, but may be gradual, I expect that
the Victor dealer will find it a good and proba-
ble season in every respect."

What you find in the mind of the man with
whom you do business, or with whom you
want to do business, depends a whole lot on
what you have in your own mind when you are
dealing with him. Your thought will beat your
words in finding its way into his brain. Think
right and then the sales will take care of them-
se.
Emerson Records

The complete September release including Special Mid-Summer Timely Hits is listed below:

September Emerson Releases

**DANCE**

10258 ALL OF MYSELF (Emiee Druke). Fox-Int. 10268 Y'M NOBODY (October 12th). Fox-Int. 10274 I'M NOT THE ONE (October 12th). Fox-Int. 10280 AIN'T WE GOT FUN (Notor Bick). Fox-Int. 10281 JOE HAD A DREAM (October 12th). Fox-Int. 10286 AIN'T I ALRIGHT (October 12th). Fox-Int. 10288 I'M A COUNTRY PATRICIAN (October 12th). Fox-Int. 10296 THE LAST WALTZ (June 19th). Fox-Int. 10297 I'M FEELING A LITTLE BIT CROSS (October 12th). Fox-Int. 10301 MY ENEMY BLOOM (October 12th). Fox-Int. 10306 I'M THINKING OF YOU (October 12th). Fox-Int. 10311 I'M HAVING YOU (October 12th). Fox-Int. 10316 MY DEAR (October 12th). Fox-Int. 10317 I'M HAVING YOU (October 12th). Fox-Int. 10320 I'M HAVING YOU (October 12th). Fox-Int.

**EMERSON RECORDS**

Emerson Wholesale Distributors
Alexander Drug Co. Oklahoma City, Okla.
Carpenter Paper Co. Omaha, Nebr.
Collins Talking Machine Co. 418 N. Capitol Ave. Indianapolis, Ind.
Emerson Phonograph Co. 206 Fifth Ave. New York City
Emerson Phonograph Co. 315 So. Wabash Ave. Chicago, Ill.
Emerson Ohio Co. Columbus, O.
Hessig-Ellis Drug Co. Memphis, Tenn.
Marshall Wells Co. Duluth, Minn.
Murnmann Phonograph Co. St. Louis, Mo.
Roundtree Corporation Richmond, Va.
Southern Drug Co. Houston, Tex.
Southern Sonora Co. Atlanta, Ga.
George W. Stolle Co. Dallas, Tex.
Strevel-Paterson Hardware Co. Salt Lake City, Utah
Tri-State Sales Co. Kansas City, Mo.

Emerson Phonograph

EMERSON PHONOGRAPH COMPANY, Inc.
IMPORTANT N. C. R. CHANGES

John H. Patterson Resigns as President of National Cash Register Co. and Is Elected Chairman of Board of Directors—H. B. Patterson Elected President and J. H. Barringer Appointed General Manager of the Company.

DAYTON, O., August 2—Announcement has just been made of three important changes affecting leading executives of the National Cash Register Co. John H. Patterson has resigned as president and general manager of the company, but will continue actively in directing its affairs. As chairman of the board of directors he will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson has been president of the National Cash Register Co. for thirty-seven years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory. He built it from a workshop of one room with two employees to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is twenty-nine years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. for eleven years. He has been taught the principles of business by his father, learning the N. C. R. business from the ground up. He started in as a workman in the foundry. In the interests of the company he has visited all of its agencies, except Africa, Australia, India, Russia and Mexico. He was manager of the foreign department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company fourteen years ago, holding a minor position. He earned promotion very rapidly and in 1918 was made first vice-president and assistant general manager. Mr. Barringer is only thirty-eight years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

MME. MATZENAUER MARRIED

Madame Margaret Matzenauer, distinguished prima donna contralto and Pathé artist, recently surprised her many friends and admirers through her unexpected and romantic marriage in Europe to Floyd Goldsbach, a prominent Western business man. Mme. Matzenauer was called to Europe through the serious sickness of her mother, and met on shipboard Mr. Goldsbach, whom she had known in the West. On the way over she showed her every attention in an effort to mollify her grief, and, on arriving, he threw his business engagements to the wind, escorting her to her destination. Her mother passed away a few hours before she reached home, but her anguish was assuaged by the devotion of her companion, and the wedding followed a few weeks later, thus ending this unusual and entirely interesting romance.

Miss Mary R. Mayer, chief catalog editor for the Brunswick Phonograph Co., has been spending the summer on Byram Shore, near Portchester, N. Y. Miss Mayer is one of the youngest women employed in this sort of work.

THE HOUSE-TO-HOUSE CANVAS

This Method of Developing Business Discussed

Interestingly—County Fairs Also Come in for Consideration as Sales Promoters

Almost an entire page in a recent issue of Pathé News is devoted to the subject of developing business through the medium of house-to-house canvass. A number of specific instances are reported that prove the great advantages that are accruing through this energetic method of developing business. The article is illustrated by a number of photographs which depict the efforts of dealers situated in far, widely separated points.

Much space is also devoted to the subject of county fair exhibits. These annual fairs have been used for exhibit purposes by Pathé dealers with exceptional results in the past, and Pathé News recommends that this excellent form of publicity be used even to a greater extent in the future. This article is also illustrated with photographs from last season showing the excellent displays made by a number of Pathé dealers. Excellent sales and demonstrating ideas are presented. An announcement has been made of a handsome pocket mirror souvenir for distribution at county fairs and warehouses which is for sale by all Pathé distributors and which is produced by the Pathé Frères Phonograph Co. Attention is also called to the ten-foot Pathé musical banner for use at the exhibits.

LHEVINNE'S TRIUMPHANT TOUR

Joseph Lhevinne, Pathé artist, recently returned from a triumphal tour through Mexico. Thirteen concerts were given, totaling in actual money $13,860. The populace bombarded Mr. Lhevinne with flowers, and in one city carried him from the hall to his hotel. Mr. Lhevinne and David Bishpham, also a contributor to the Pathé repertoire, are conducting master classes at the American Conservatory in Chicago.

To get workers on the high gear give them a word of cheer.

Thousands of Dealers have solved the problem of children's records with

**Bubble Books**

"that Sing"

There is no phonograph record or a dozen of them on the market today that attract children as the three records in the Bubble Books do. Bubble Books enable the child to read, see and hear. Each book is beautifully illustrated by Rhoda Chase. The fairy story running through the entire series is vividly written by Ralph Mayhew and Burgess Johnson and the three records, equal in quality to any record on the American market, sing the songs in a clear, understandable way.

Selling one Bubble Book means a steady custom for the entire series. Invariably they come back for more.

**When You Sell One You Sell A Habit**

Get your share of these sales by writing today for our 1921 proposition.

**HARPER & BROTHERS**

**Bubble Book Division**

130 WEST 42nd STREET  NEW YORK
DALION Dealers enjoy many important Advantages

O 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.

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.

Dalion dealers enjoy many advantages. Granted the provincial since advent of electric machines. Any chosen record done forward at a touch. The company guarantees that any record will not be received if when played, and no other record is available until proper replacement of the lost. Bueden's rightful place automatically.

Milwaukee, Wisconsin, U. S. A.
ARE YOU READY FOR TALKING MACHINE MEN'S OUTING?

Annual Outing of the Association to Be Held on August 17 at Terra Marine Hotel, Huguenot Park, Staten Island—Program Provides Entertainment for Entire Day

A last-minute call has been sent forth by the arrangements committee of the Talking Machine Men, Inc., for the annual outing of the association to be held Wednesday, August 17, at Terra Marine Hotel, Huguenot Park, S. I. Reservations have been received from dealers and their friends throughout the metropolitan territory, and judging from all indications, the 1921 outing will set a new record for attendance.

Before selecting the Terra Marine Hotel for the outing of the Talking Machine Men, Inc., the arrangements committee carefully inspected every detail of the facilities available, and the accompanying illustration will give some idea of the pleasure that is awaiting the talking machine dealers, their families and friends. Bathing, fishing, athletic games and dancing are all on the program, together with luncheon and dinner menus that will tempt the most discriminating epicure.

According to the official program the members of the party will leave at 10 o'clock from Battery Park for Midland Pier, arriving there at 11:30 a.m. Automobile buses will take the party on a ten-mile ride through beautiful country to the Terra Marine Hotel, where luncheon will be served. At 1:30 p.m. the athletic games will start and the official program provides for a ball game between the dys and the wets, a 100-yard dash for junior members, a 100-yard dash for senior members, a fat men’s race with lady partners, a young ladies’ race, a 100-yard dash for guests, and a boys’ race with girl partners.

At six o’clock dinner will be served to the accompaniment of entertainment and dancing, and at 9:30 p.m. the automobiles leave for Midland Pier with everybody set for a moonlight sail home.

Someone has remarked that a strong selling force can get business without advertising—but why work a willing horse to death?

R. F. REID’s IMPORTANT POST

Appointed Sales Manager of New York Album & Card Co., With Headquarters in Chicago

The New York Album & Card Co., of New York and Chicago manufacturers of Nyaco albums, have announced the appointment of R. F. Reid as sales manager of the company. Mr. Reid was formerly production manager of the Cheney Talking Machine Co., of Chicago. His connection with the phonograph industry dates back to January, 1915, when he joined the Cheney organization, until July, 1920.

Mr. Reid will make his headquarters at the Chicago offices of the company. The New York Album & Card Co. also maintain a factory in Chicago from which the trade in the Central and Western territory is supplied. Mr. Reid’s return to the industry after a year’s absence is the result of a recent trip made by Max Willinger, president of the New York Album & Card Co., to Chicago. The connection of Mr. Reid with the company will be of material aid in the extensive sales campaign which is in contemplation.
MAGNAVOX

IS IDEAL FOR DANCING THIS SUMMER

Read These Letters—Names on Request

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

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

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

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

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

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

They Were Pleased—So Will You Be—If You Will Write for Dealers' Proposition

The Magnavox Company
2701 East 14th Street
Oakland, California

The Magnavox Company
Penn Terminal Bldg.
370 7th Ave., New York City

Magnavox Telemegafone Distributors
I. MONTAGNES & CO.
Toronto, Canada

KIEFER-STEWART CO.
Indianapolis, Indiana

SOUTHWESTERN DRUG CO.
Wichita, Kansas

SONORA DISTRIBUTING CO.
Dallas, Texas

J. W. SANDS CO.
123 East 5th St., Dayton, Ohio

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.

TELEPHONE MAINTENANCE CO.
17 No. La Salle St., Chicago, Illinois

123 East 5th St., Dayton, Ohio

17 No. La Salle St., Chicago, Illinois
THE TALKING MACHINE WORLD

THE RESURRECTONE
A New Improved Combination Phonograph
That Strikes a New Note for Family Clea and Smooth Sound

Palatine Painting
John 12:47
June 12, 1921

NEW CHASE-HACKLEY RETAIL HOME
Move to Ground Floor of Recently Constructed Occidental Hotel Building

MUSKEGON, Mich., Aug. 5.—The retail business of the Chase-Hackley Piano Co., in this city, was recently moved to a new quarters. The new location is on the ground floor of the recently constructed Occidental Hotel Building, of Muskegon, and the home of the Chase-Hackley now boasts of one of the finest showrooms, not only in Michigan, but in the entire country.

The policy of this company, for a long time past, has been along the plan of the general music store. It has special departments devoted to pianos, Victrolas, sheet music and musical merchandise, and has experts in charge of each of these branches.

ISSUE MUSIC WEEK PROGRAM
National Bureau for Advancement of Music Distributes Copies of Washington Music Week Program—An Impressive Showing

The National Bureau for the Advancement of Music has just sent out to the trade copies of the program of the recent Music Week activities in Washington, D.C., which offers most conclusive proof of the elaborate character of the celebration. The story of the Washington Music Week has already been told with considerable detail, over 90,000 children having participated in the great chorus in the Ellipse alone. In one single day there were forty-four scheduled musical events.

Accompanying the program is a booklet of a résumé of the various events during the Washington Music Week, a number of them showing President Harding taking an active part in the different exercises.

RECEIVER IN EQUITY APPOINTED
Judge Hand Places A. R. Menhard in Charge of the Masterphone Corp. in the Suit Brought by a Creditor of that Company

Judge Learned Hand on July 25 appointed Allen R. Menhard receiver in equity for the Masterphone Corp., of America in a suit brought by Harry L. Rashbaum, a creditor. The liabilities are stated to be $18,000 and assets in excess of that amount, but the corporation is said to be short of liquid assets to meet maturing obligations. The corporation was organized last February with an authorized capitalization of $150,000 to exploit a patented device which is said to amplify and improve the sound of phonograph records.

NEW PATHÉ NUMERICAL LIST
The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued a catalog containing a complete numerical list of all the Pathé Supply and Actual Records needle recordings up to and including the records in the September, 1921, supplement. This book will also prove a decided help in keeping an accurate inventory of all records on hand. The catalog is large in size and presents in visible form the great number and wide variety of selections available in Pathé records. Beginning with October 1, it is planned to issue a separate hunger for Actualle records.

IMPORTANT POST FOR C. H. MURRAY
Popular Advertising Manager Has Been Appointed Assistant to the President of the Pathé Co.—George W. Lyle Resigns

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been appointed assistant to the president of that company. Mr. Murray has been assigned an office directly adjoining that of W. W. Chase, president of the Pathé Frères Phonograph Co., in a letter to Pathé jobbers, announcing the appointment of Mr. Murray as his assistant, Mr. Chase states: "In recognition of the services rendered to the company during the past two and one-half years, and my faith in his co-operation with our organization, I have appointed Mr. Murray as my assistant." Mr. Murray will have charge of the sales as an assistant to Mr. Chase and will also continue his excellent work as advertising manager of the company.

In the same communication Mr. Chase announces the resignation of George W. Lyle, who was general sales manager. Mr. Lyle found it was impossible to recompense his resignation, and for the present Mr. Chase has announced there will be no successor appointed.

The Thos. Goggan Music House, of Houston, Tex., reports an excellent demand for the new portable Victrolas, of which an excellent window display was made recently. This little instrument has greatly stimulated business with this house.

SIXTEEN POINTS OF CHEER
A Double Octave of Reasons Why Talking Machine Manufacturers, Jobbers and Dealers Should Be Optimistically Inclined

Here are sixteen reasons for the belief that great headway has already been made toward normal business:

1. The depression has been under way for the last seven months and, theoretically, the country's business is just that much nearer normal.

2. Depletion of inventories which has been going on for the last six months. Having converted a large percentage of high-priced inventories into finished materials for the market, manufacturers are now in position to take advantage of lower prices for raw materials.

3. The tendency toward easier money and continued recovery in exchange, and increase in purchasing power of the dollar.

4. Reduction in commercial discount rate.

5. Gold imports of more than $325,000,000 since the first of the year, with exports of only $600,000.


7. Unfilled orders of United States Steel down to 6,452,221 tons, very close to low record, based upon capacity of corporation.

8. Surplus copper being gradually worked off as a result of a drastic policy of curtailment.

9. Many manufactured products selling at cost or below.

10. Gradual restoration of confidence and no longer any fear that the country is facing financial and business disaster.

11. Promise of good crops.

12. Wage reductions accepted without protest by employees of nearly all industries.

13. Signing of reparation agreement which will facilitate international trade.

14. Determination of present administration to protect manufacturers against invasion of foreign goods.

15. World shortage of goods. Lack of credit largely responsible for curtailment of buying.

16. Determination of the Administration to give the railroads a square deal. Incidentally nearly one-half the population of the United States, either individually or through insurance companies, savings banks, etc., are interested as shareholders in the railroads.—Wall Street Jour.

Good will is the guaranteed link between maker and buyer. It is the most valuable asset that any firm can possess.
BUILDING UP THE WEAK POINTS

Knowing the Store's Weaknesses So as to
Eliminate Them Most Effectively

Advertising to find a store's weak points was
the very novel policy recently pursued by a
Canadian concern. It carried an advertisement
which read: We wish to discover our store's
weaknesses; then eliminate them. We strive to
give perfect service, but our people are human
and fall short. Won't you help, by telling us
when anything goes wrong? If goods are not
what you thought they were, please tell us. If
salespeople are not polite and efficient, please
tell us. If goods are not delivered promptly and
in good order, please tell us. Whenever for any
cause you feel dissatisfied with this store in
any way, please tell us.

"For something is wrong that we want to
sure, but we cannot know until our friends tell
us about it. We thank you quite sincerely if
you have any thought on your mind of what
this store should do to be a better store. Won't
you please take a few minutes to write and tell
us what you think is wrong and what we might
do to make this a more satisfying store to you?"

This is a rather clever way of getting close to
the public and some wise-awake talking machine
man may be able to utilize or adopt the idea to
good purpose.

EXHIBIT OF RAINBOW RECORDS

OCEAN GROVE, N. J., AUGUST 1.—The Rockbridge
Co., of New York City and Philadelphia, manu-
facturers of the Rainbow record, has obtained
prominent display space on the popular North
End Pavilion. Going to the many religious serv-
ices held here, Ocean Grove has among its vis-
itors a very large portion of church-going people.
The Rainbow records are devoted entirely to
religious selections and it is believed that this
exhibit will do much toward placing them be-
fore prospective purchasers. Much interest was
shown in the display and demonstrations given

The man who doesn't believe in advertising
when he needs business has learned that it's
a tool and not a toy, wisely remarks "Class."
THE WEDDING OF FIGARO (Figaro's Hochzeit) (O saume langer nicht)—Mozart—Soprano (in German) with Orchestra
- Frieda Hempel

MIGNON (Knowest thou the land?)—Thomas—Soprano (in German) with Orchestra—Emmy Destinn

PAGLIACCI (Prologue)—Leoncavallo—Baritone (in Italian) with Orchestra—Ricardo Stracciari

FAUST-DIO POSSENTE (Evan bravest heart) 10½-in.—Gounod—Baritone (in Italian) with Orchestra—Ricardo Stracciari

L'ELISIR D'AMORE-QUANTE E BELLA! 10½-in.—(How lovely!)—Donizetti—Tenor (in Italian) with Orchestra—Alessandro Bonci

STRUT MISS LIZZIE—Baritone with Orchestra—Al. Bernard

AIN'T AFRAID OF NUTHIN' DAT'S ALIVE—Baritone with Rega Orchestra—Ernest Hare

ANNA IN INDIANA—Tenor with Orchestra—Billy Jones

DOWN AT THE OLD SWIMMING HOLE—Tenor-Baritone Duet with Orchestra—Billy Jones-Ernest Hare

MOLLY BRANNIGAN—Tenor with Orchestra—Liam O'Kennedy

SOLDIERS OF ERIN—Tenor with Orchestra—Gerald Griffin

CORNFIELD BLUES—Norfolk Jazz Quartette

BIG FAT MAMMA—Norfolk Jazz Quartette

CADENZA FROM CONCERTO IN D MAJOR—Paganini—Violin Solo with Piano Accompaniment—Jan Kubelik

SERENADE—Drla—Violin Solo with Piano Accompaniment—Jan Kubelik

HAWAIIAN HOTEL—Hawaiian Guitar Duet—Ferera-Franchini

HONOLULU RAG—Hawaiian Guitar Duet—Ferera-Franchini

ALL FOR YOU (Intro. "Without You")—Medley Fox-trot—Erddy's Hotel Pennsylvania Orchestra

AINT WE GOT FUN—Fox-trot—Erddy's Hotel Pennsylvania Orchestra

AMERICAN GUARD—March—Conway's Band

GRAND FANTASIA ON DIXIE (Op. 130)—Otto Langey—Conway's Band

PAINTED DOLL—Fox-trot—Ray Miller, Melody King, and His Black and White Melody Boys

I LOVE YOU, WONDER GIRL—Fox-trot—Naty's Hotel Biltmore Orchestra

PULLMAN PORTER BLUES—Fox-trot—Joseph Samuels' Jazz Band

OH! BOY (I've Found the Baby for Me)—One-step—Joseph Samuels' Jazz Band

THE LAST WALTZ (From the Operetta, "The Last Waltz")—Waltz—Naty's Hotel Biltmore Orchestra

THE CRITERION WALTZ—Waltz—Frank Stretz' Society Orchestra

STOLEN KISSES—Fox-trot—Bennie Krueger's Orchestra

JUST A LITTLE LOVE—Fox-trot—Green Brothers' Novelty Band

YOKOHAMA LULLABY—Fox-trot—Joseph Samuels' Jazz Band

LISTENING—Fox-trot—Green Brothers' Novelty Band

SWEETHEART—Fox-trot—Bennie Krueger's Orchestra

MY CHERRY BLOSSOM—Fox-trot—Erddy's Hotel Pennsylvania Orchestra

IN A BOAT (For Two)—Fox-trot—Green Brothers' Novelty Band

IN MY TIPPY CANOE (Intro. "Humilax")—Medley Waltz—Green Brothers' Novelty Band

NEAR ME—Fox-trot—Harry Raderman's Jazz Orchestra

JUST BECAUSE—Fox-trot—Harry Raderman's Jazz Orchestra

KILDARE FANCY—Irish Hornpipe—Tom Ennis (Irish Pipes)-John Muller (Piano)

FRIEZER BREECHES—Irish Jig—Tom Ennis (Irish Pipes)-John Muller (Piano)

GORDON'S REEL—Accordion Solo, Piano Accompaniment—Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)

PADDY O'RAFFERTY'S JIG—Accordion Solo, Piano Accompaniment—Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)
ADVERTISING THAT PAYS

Obsolete Methods of Advertising Still Practiced by Numerous Dealers Give Poor Results

Many an advertising campaign has failed dismally because the ad men overlooked or presumed the matter from the consumer's viewpoint. It is almost an impossibility to construct an advertisement which will get sure-fire results unless the appeal is based upon a knowledge of human nature and its desires.

The talking machine dealer can make his advertising pay big dividends just as soon as he gets away from the usual haphazard method of listing his wares in an unattractive manner and inserting the whole in the local papers. By far the greater portion of the people in any community are music lovers and in order to arouse their interest in your establishment it is essential that the advertisement makes a strong appeal to this natural love of harmony. Merely placing the names of various instruments in your ad without supplementary data will not do this.

When the industry was still in its infancy advertising was also in a crude state. While other merchants were sticking to the antiquated methods, a few of the more progressive dealers saw an opportunity of boosting their business by centering their advertising around the appeal to the love of music. Their ads dealt with the pleasure of harmony in the home, the restfulness of it and the advantage of good music to children and adults alike. Their efforts were richly rewarded and many merchants have followed their example. But it is surprising how many dealers still use the old obsolete methods which, at this time more than ever before, fail to give adequate results.

MUSIC CONDUCIVE TO HAPINESS

This Point Emphasized by Ross Crane in His Recent Lecture in Cleveland in Which He Was Aided by the Pathé Phonograph

CLEVELAND, O., Aug. 1—Much interest was taken in talking machine music as being conducive to the comfort and happiness of every day home life at the Furniture Show Week which recently closed in Cleveland and which was conducted under the auspices of the Retail Furniture Dealers' Association. Ross Crane, head of the extension department of the Art Institute of Chicago, delivered a number of lectures with demonstrations. For these demonstrations Pathé phonograph period models were used, which were supplied by the Fischer Co., Pathé distributors of this city. Unusual interest was awakened by Mr. Crane in these lectures, and in the musical part of the program he paid a high compliment to the Pathé, saying that he considered the instruments replicas of the art periods they represented and emphasized the thought that no home was complete without the charm of music.

One can learn more from listening than from talking.

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.
31 Union Square, New York City

HARPONOLA

the Phonograph with the "Golden Voice"

Freedom from Trouble

Most any talking machine can play a tune sweetly and can look pretty. It's the machine that continuously operates without trouble and with a minimum of repairs that is profitable for the dealer to sell.

Write for the Harponola Proposition

THE HARPONOLA COMPANY
101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President

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

J. H. RUDDY A VISITOR

Columbia Dealer Calls at New York Executive Offices on Return From European Trip

J. H. Ruddy, of J. A. Ruddy & Son, Paducah, Ky., Columbia dealer, was a recent visitor to the executive offices of the Columbia Graphophone Co. in New York. Mr. Ruddy was on his way home after spending several weeks in Europe as a member of a party representing the National Retail Dry Goods Association. Sixty-five members of this association were the guests of the British Drapers' Association, and they visited every large department store and the great majority of smaller retail establishments throughout England, Scotland and Wales. They were royally entertained by the British merchants, and wherever they visited were given an enthusiastic reception.

After spending four weeks in Great Britain, Mr. and Mrs. Ruddy visited the Continent, and in the course of their trip spent several weeks in France, Belgium, Switzerland and Holland. Mr. Ruddy is returning to Kentucky greatly impressed with the spirit of good will and cooperation manifested towards the American retailers by the British merchants.

LOUIS BUSCH BECOMES A DIRECTOR

By virtue of his election as president of the National Association of Talking Machine Jobbers, Louis Busch, of the Louis Busch Co., Inc., Philadelphia, Pa., becomes a member of the board of directors of the Music Industries Chamber of Commerce, succeeding L. C. Wescow, of Lyon & Healy, the former president. Mr. Wescow while president of the Jobbers' Association was an active and interested worker in the Chamber and came to New York from Chicago to attend several meetings of the directors.

Sig Marator, the great tenor with the Chicago Opera Co. and noted Pathé artist, is the author of a scenario in which his wife, Lena Cavalieri, is the principal figure.
To uphold the distinguished Sonora name it is a foregone conclusion that the Sonora Piano must of necessity be an ultra-quality instrument.

Possessing a rich, resonant tone, a touch of unusual resiliency and responsiveness that fulfills the most exacting demands of the finished musician, the Sonora is presented as a piano of the highest artistic class.

Judged by all standards of piano quality, a musical instrument of superior merit worthy of a place in the inner circles of the Sonora family and deserving of the name that has come to be recognized throughout the world as the synonym of superiority.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Piano and Player Piano
Presented by the Makers of
“The Highest Class Talking Machine in the World”

Due to the great success achieved by the manufacturers of the Sonora Phonograph in producing the highest class talking machine in the world, it was frequently said that a piano of the same standard of quality, sponsored by the same manufacturers, would find a very ready sale.

This belief finally became a demand which could not be overlooked, with the result that Sonora now presents the Sonora Piano and Player-Piano.

The name Sonora stands for quality in the estimation of the public, and this fact alone will unquestionably have a favorable influence on prospective piano buyers, requiring very little salesmanship to sell them. One large dealer has already demonstrated this to his satisfaction by selling several the first day they were displayed.

If you are interested in selling this high-grade line we will gladly send you additional information on request.

SONORA PHONOGRAPH COMPANY, Inc.
GEORGE E. BRIGHTON, President
New York: 279 Broadway
Canadian Distributors: I. Montague & Co., Toronto
JONES PIANO CO. ADDS VICTROLAS
Ohio Firm Remodels Talking Machine Department—Coultier Jones Assumes Management

MANSFIELD, O., August 2.—A Victor talking machine department was recently added to the music business of the Jones Piano Co., of this city. The company, which occupies two floors of the building in which it is housed, has remodeled and redecorated its talking machine department. Several demonstration booths have been constructed. The new Victor department will be in charge of Coultier Jones, son of W. E. Jones, proprietor. A complete line of high-grade pianos and musical accessories are also carried in stock.

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

PREPARING FOR CHRISTMAS NOW

SUNSET, La., August 6.—The Union Furniture Co., of this city, Columbia dealer, is now preparing for its Christmas Club plan. "Forewarned is Forearmed," said Manager J. R. Buswell, "and we are now preparing for the time when Grafonolas will mean so much." The sale completed only recently resulted in putting in homes thirty-three Grafonolas, comprising two table instruments and thirty-one cabinets. This enterprise. Columbia dealer is doing a "land-office" business and simply proving that hard times are going and easy times coming.

INSTALL DEMONSTRATING BOOTH

Racine, Wis., July 31.—A piano department has been added to the establishment of the Christian Bros. Co., of this city. The store has been completely remodeled and a full line of pianos will be handled in addition to talking machines and records. Nine sound-proof record demonstration booths have been installed, as well as a card system with facilities for handling 25,000 records.

GREAT HONOR FOR RUDOLPH GANZ

A high honor was paid to Rudolph Ganz, popular pianist-composer and exclusive Pathe artist, through his appointment as conductor of the St. Louis Symphony Orchestra.

CHILDREN'S PARTY BRINGS SALES

Brandel's Store Sells Bubble Books as Result of Children's Party—June, 1921, Very Gratifying

OMAHA, Neb., Aug. 6.—The popularity of Bubble Books among children throughout the country is reflected in the great showing made by the Brandel's store in this city in the month of June. This live talking machine dealer recently gave the children of Omaha a Bubble Book party which was attended by more than a thousand children during the two afternoons and evenings in which it was given.

Despite the general belief that Bubble Books are hard to sell in the summer months, this large store showed an increase in sales during the month of June and was a leader in the sale of Bubble Books throughout the country.

RECEIVES RECORD LABEL ORDERS

SCRANTON, Pa., August 6.—The Keystone Printed-Specialties Co., of this city, manufacturer of record labels, has recently received several large record orders calling for immediate deliveries of record labels. With its new facilities the company is giving its clientele splendid service, especially as the executives of the concern have made a careful study of record label production. As a result of its familiarity with this field, the Keystone Printed-Specialties Co. has received several letters from record manufacturers recommending it for the efficiency of its service and the uniformity of its label production.

STEWART CO. ERECTING NEW PLANT

CLEVELAND, O., August 1.—The Stewart Phonograph Co., manufacturer of the world-renowned discs, is establishing a plant at St. Clair avenue and East Forty-ninth street, this city. While the firm has branches in New York and Chicago, it is planned to make the factory now under construction the main plant, according to a recent announcement made by the officials of the company.

CONCERTS BOOST BUSINESS

MANCHESTER, Conn., August 1.—Thomas Graham, manager of the Somers Talking Machine Co., of this city, is boosting business and gaining publicity through the medium of talking machine concerts. Several concerts in which the Mag- nam was used have proved so successful that Mr. Graham is planning to continue them.

UKULELES ARE BIG SELLERS THIS YEAR

And alert Music Dealers will be prompt to go after those profitable sales. There's no technical knowledge needed! A few Ukuleles in your window with the prices shown big is all you need. They Really Sell Themselves! And at a profit for you that's clean velvet.

Write Today for Ukulele Window Card In Colors—It's Free.

A postcard request will bring you promptly a new Window Card, richly printed in colors. It's a big help in selling Ukuleles. And with the card will come our latest revised price list of Ukuleles. You'll find it easy to select some fast-selling numbers, priced at new low figures that give you a splendid margin of profit. Your card is waiting your request. Won't you drop us a postal today?

The FRED. GRETCH MFG. CO.
Musical Instrument Makers Since 1883
60 BROADWAY . . . BROOKLYN, N. Y.

H. N. McMenimen
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:
Recording, Plating and Pressing
Motor, Tone-Arm and Reproducer Design
Patent and Model Development
Sales Promotion and Advertising Plans

LE platform: Scotch Plains, N. J.
Tel: Paterson 100
Office: 2 Rector Street, New York

HEALTHY SMALL-TOWN BUSINESS

Columbia Dealer Builds Up Profitable Business in Town of 2,000—Installs Up-to-Date Equipment, Which Has Helped the Business

The Morrow Furniture Co., of Bennfort, S. C., Columbia dealer, in its usual progressive way, has just completed the installation of one of the most modern and up-to-date Grafonola department in this State for the purpose of handling its growing Grafonola and record business. The department consists of beautifully

PROVING A BIG POPULAR SELLER

Talking machine jobbers and dealers have been giving a great deal of publicity during the past month to the new portable talking machine just put out by the Victor Talking Machine Co. Its artistic appearance and its superb musical qualities have made a great appeal to the purchasing public, and its portability particularly when cased, has aided in its popularity.
Pathé Frères Phonograph Co.

20 Grand Avenue

Brooklyn, New York

LATEST

ORDER NOW

SAPPHIRE

and

Actuelle Needle Cut

Size 10

85 cents

RECORDS

NOTE—Actuelle Records are all prefixed with 0.

STANDARD VOCALS

20587 Lassie o’ Mine (Bowers-Waltz) Charles Harrison, Tenor

020397 Sleep and the Roses (Bowers-Fitz) Charles Harrison, Tenor

20588 Bring Back My Bonnie to Me (Old Scotch Melody) Gladys Rice, Soprano

020498 From the Land of the Sky Blue Water (Bergman-Cadman) Gladys Rice, Soprano

20604 O Wert Thou in the Cold Blast (Burns-Mendelsohn) Florence Mulholland, Contralto

020404 Loreley (Scherer) Florence Mulholland, Contralto

20605 Oft in the Stilly Night (Moore-Stevenson) Alice Goddard, Soprano

020605 Long, Long Ago (Bayly) Alice Goddard, Soprano

SACRED

20596 Shall We Gather at the River? (Lowry) Cathedral Male Quartet, Unaccompanied

Vivace

20597 Abide With Me (Lyte-Moody) Cathedral Male Quartet, Unaccompanied

STANDARD QUARTET

20585 Soldier’s Farewell (Kinkel) Shannon Four, Unaccompanied

Vivace

020585 Sweet Adeline (Armstrong) Shannon Four, Unaccompanied

Vivace

INSTRUMENTAL

20589 Si Mes Vers Avaisent Des Alles (If My Verse Had Wings) (Mouton) Longo Trio Violin, Flute and Piano

Vocable

020589 En Mer (By the Sea) (Holmes) Longo Trio Violin, Flute and Piano

20590 Rock of Ages (Toplady-Harting) Jules Levy Jr.’s Brass Quartet

Vocable

020550 Jules Levy Jr.’s Brass Quartet

20591 Voicetime

20591 Vivace

20591 Voice

20591 Voice

20592 Valse Ma Jolie (Lewis) Valse Ma Jolie (Lewis) Saxophone Solo, Nathan Glantz

020592 Where the Lazy Mississippi Flows (Freyne) Violin Solo, with Piano—Rae E. Ball

20592 Volatile

26593 The Sidewalk (Gay) Fox-trot Nicholas Orlando’s Orchestra

020593 Polly on a Trolley (Schwarze) Fox-trot Nicholas Orlando’s Orchestra

26594 My Sunny Tennessee (Kalmar-Ruby-Ruby) George L. Hentralge, Tenor

020594 Sunnyside Sal (Kendis-Brockmanc) Fox-trot Merry Melody Men

26595 One Kiss (Bartlett-Arnheim) Fox-trot Casino Dance Orchestra

020595 Jealous of You (Freedman-Ingham-Johnson) Casino Dance Orchestra

26596 Sally, Won’t You Come Back? Intro: Bring Back My Blushing Rose (From “Ziegfeld Follies 1921”) Fox-trot Casino Dance Orchestra

26597 Why, Dear? (Cohen) Fox-trot Casino Dance Orchestra

Volpine

020597 Ti-O-San (Traveller-Casella) Fox-trot Casino Dance Orchestra

26598 Ain’t We Got Fun? (Whiting) Fox-trot Joseph Samuels’ Music Masters

020598 Where (Robe) Fox-trot Joseph Samuels’ Music Masters

020599 Learn to Smile (Harsch-Hirsch) Fox-trot Piedmont Dance Orchestra

020599 Second-hand Rose (From “Ziegfeld Follies 1921”) Fox-trot Piedmont Dance Orchestra

DANCE

26500 I’ll Forget You (Burns-Ball) Billy Jones, Tenor

020500 Stand Up and Sing for Your Father (Burns-Parker) Billy Jones, Tenor

26501 When? (Bennett) Lewis James, Tenor

020501 Swanee River Moon (Clark) Lewis James-Eliott Shaw, Tenor-baritone

26502 If You Only Knew (Fleeson-Van Tiller) Ernest Hare, Baritone

020502 My Sunny Tennessee (Kalmar-Ruby-Ruby) Ernest Hare, Baritone

26503 Melon Time in Dixieland (Ringle) The Harmonizers’ Male Quartet

020503 Oh, They’re Such Nice People (Brown-Walsh) Aileen Stanley, Comedienne

POPULAR VOCAL

Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer

26500 Volunteer
Pathe Phonographs are sold, Only, by PATHE DEALERS

PATHE'S only method of distribution is through the competent PATHE dealer.

PATHE will give the dealer—Quality—the best in the world.

PATHE dealers will give the buyer Service plus Quality.

PATHE dealers will always enjoy the full confidence of their customers because they will be taught that PATHE dealer service means complete satisfaction.

Dealers Wanted

Dealer profits come from the business done to-day, to-morrow and the next day. Profit is the quick turnover.

PATHE dealers keep their stock moving and their money working. PATHE offers a wonderful opportunity to a few dealers in certain territories.
When the slogan, "Say It With Flowers," was first coined in the imagination of an ingenious florist there must have been resultant throngs of men and women in the hearts of every advertising man in the land. For this was, and is, extremely good stuff, and the effect of its use upon the sale of flowers has been, so we learn, quite wonderful. Imagination, they say, is the sincerest form of flattery, and the florists will not begrudge us the opportunity we seize to apply their medicine to our own condition.

To get the matter in a nutshell, why should we not adopt a little slogan of our own? Why, for instance, should we not tell our friends, the buying public:

"Don't try to say it yourself.

Let a record say it for you!"

In a word, why should we not recognize that the talking machine record has become, almost without our knowing it, one of the true staple articles of our contemporary culture? Not every house, perhaps, has or yet a talking machine, but the number is so great already and is growing so rapidly that we may soon expect to see the talking machine as nearly universal as the sewing machine and more nearly so than the piano ever has been or ever is likely to be.

Records or Gasoline?

Now, a talking machine record is just as essential to the operation of a talking machine as gasoline is to an automobile. Every dealer in talking machines, and even more, every manufacturer thereof, knows well that the prosperity of the talking machine industry is founded on the interest taken by the buying public in records. If the people can be got to buying records steadily then the talking machine business will continue to grow and prosper. When the owners of talking machines are consuming records steadily then those owners are happy and contented. The old statement that a satisfied customer constitutes the best advertisement has more than a little truth in it. Happy, contented owners, using plenty of good records and always eager to buy the latest, are the best-standing advertisements the local merchant can have. Merchants know this, and so do the great manufacturers. The question is, "How can we keep up this line interest in new music?"

Just a Little Different

A great many ways have been discussed, and tried, too. We are proposing something a little different.

Let the record say it," is our message to the people. We want to get the merchant thinking along lines like these:

Whatever may be the case elsewhere it is certain that there are some millions of young men in the United States, still unmarried, but all hoping some day to lead the one girl to the altar, or to the notice of the peace, as the case may be. The American young man may be considered as always expecting some day to have a lovely little wife and a lovely little home. And so the American young man always has a girl. Sometimes rude persons have whispered that he has two or three girls. But this is slander. One thing is sure, and that is that the normal young American always is buying something for some girl. It may be, and often is, candy. It may be, and often is, tickets to the theatre. It may be, and often is, flowers. But every young fellow is buying something for some girl some time, and usually most all the time. And every girl, particularly if she is pretty, is getting gifts from some young fellow, maybe sometimes from more than one.

The Big Idea

That being the case—and we all know it is so—why cannot we introduce to the notice of the millions of young fellows the idea that candy and flowers are not the only gifts which one can give a girl? Why cannot we introduce to each individual one of them the idea that if there is a talking machine in the one girl's living room that one girl—not to mention her parents and family generally—will appreciate the gift of a record even more than a box of candy or a bunch of roses?

The inspired florist who invented the slogan, "Say It With Flowers," struck a chord responsive to the hearts of all the young men and all the pretty girls of the entire country. Sales of cut flowers have increased greatly, so we are told on good authority, since florists all over the land have been advertising "Say It With Flowers." "Say it!" Say what? Why, whatever it is that boys like to say to the girls who fascinate them. The point is just here; if your tongue trips you can convey your message even better with a bunch of American Beauties. There may be some flaws in the argument, but it certainly "goes down good," as we say.

Now, every home either has or is going to have a talking machine. Therefore, talking machine records are, or will be, necessary to every home in the land. New, records don't wilt, like flowers. They remain permanently, to sing their story of love and beauty. Nor are they eaten and forgotten like candy. "Give your girl a good
The Talking Machine World

W. G. Pilgrim back from Europe

Treasurer of General Phonograph Corp. Arrives Home on "Oranda"—Optimistic Regarding Conditions in Leading European Countries

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, arrived home recently on the steamer "Oranda" after spending six weeks abroad. On this combined business and pleasure trip Mr. Pilgrim visited England, France and Germany and took advantage of the opportunity to visit some of his many business and personal friends in these countries.

In a chat with The World, Mr. Pilgrim stated that general conditions in Europe are steadily improving. In Germany particularly the business men are most optimistic, the manufacturers and merchants stating that they have sufficient orders on hand to keep their factories going for the remainder of the year. Foodstuffs are more plentiful and there is a spirit of confidence in the future that will undoubtedly be reflected in the industrial activities of the European countries.

Mr. Pilgrim left Mrs. Pilgrim in Europe as she plans to return home with Mr. and Mrs. Otto Heineman some time next month.

C. Boggs overcome by heat

Proprietor of Southern Music Establishment Visits New York and Gets in the Papers

New York newspapers recently carried a story describing the disappearance of Clarence Boggs, secretary and treasurer of The Phonograph, Inc., Atlanta, Ga., who arrived in New York with his wife, to visit his brothers. Friends of Mr. Boggs will be glad to know that his disappearance was of short duration and was accounted for by the fact that he was overcome by the intense heat. He had left the Hotel Launton, of which his brother, John G. Boggs, is the proprietor, and when he failed to return in due course a search was instituted and the wily newspaper reporter was "on the job."

Morrison in Middle West

H. E. Morrison, sales manager of the Emerson Phonograph Co., is making an extended trip through the Middle West, and in reports from the cities he has visited to date indicate that Emerson jobbers are doing a very satisfactory business considering general conditions, and are making plans for an active Fall trade.

If the amount of energy consumed by pessimists in bemoaning conditions were used to further their businesses they would have no kick coming.

To the Victor Dealers of America!

Make every day in your month as profitable as the first day. Sell more Red Seal Records. We can show you how.

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit

Blandin

When eminent musical authorities declare the Blandin Phonograph to excel all others in faithful reproduction of those most difficult of all subjects—the human voice, violin or piano—it is cer-tainly worth your while to investigate the Blandin's superlative qualities.

A word from you will bring Blandin facts worth knowing.

Racine Phonograph Co., Inc. Racine, Wisconsin.

Hear a Piano Record on the Blandin

The Larson-Jones Music Co., which recently opened very attractive quarters at 312 Sherman street, Coeur d'Alene, Idaho, is handling pianos, players, talking machines and other musical supplies.

W. G. Pilgrim
FOR home entertainment there is nothing to equal the Steger Phonograph. Every member of the family can enjoy favorite songs, dance selections, instrumental and band numbers, popular or classical music, when there is an artistic Steger in the home.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically designed sound amplifying chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

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

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

Desirable territory open. Write for the Steger proposition today.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
Steiger Building, . . . CHICAGO, ILL.
Factory: Steiger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."
FRANK K. PENNINGTON RESIGNS

Assistant General Sales Manager of Columbia Graphophone Co. Has Not Announced Future Plans—Presented With Handsome Clock

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, and connected with the Columbia organization for the past four years, resigned from the company's service late last month. Mr. Pennington has not yet announced his plans for the future, although, in all probability, he will take a well-deserved rest for a couple of months before resuming active work.

During his four years' association with the Columbia Graphophone Co., Mr. Pennington won the esteem and good will of the Columbia dealers throughout the country. He took advantage of every possible opportunity to visit the dealers, and his thorough knowledge of merchandising enabled him to give the Columbia merchants practical advice and co-operation.

In his capacity as assistant general sales manager Mr. Pennington acted as a link between the Columbia wholesale branches with their sales staffs and the executive sales offices, and his magnetic personality and unflagging good cheer gained for him the affection and admiration of every member of every section of the Columbia sales organization.

Mr. Pennington's experience in the business world has included many important executive positions which led to his being placed in close touch with the human element in sales work, and he is leaving the Columbia organization with the hearty good-will of every member of the company's forces. Before leaving the service Mr. Pennington was presented with a handsome Seth Thomas clock as a mark of esteem from his associates in the executive sales offices.

BUBBLE BOOK SALES ACTIVITY

Sales During Past Three Months Very Satisfactory—Preparing for Intensive Fall Campaign

The Bubble Book division of Harper & Bros., New York City, is very much pleased with the showing made by Bubble Books during the past three months. Sales have taken a decided increase, dealer stocks have been liquidated and the retailers are now sending in new orders in preparation for an active Fall trade.

General Manager Foster was largely instrumental in this showing, which is the result of an extensive campaign inaugurated some time ago to bring Bubble Books to the dealers' attention as an all-year-round proposition.

Attractive literature and the dealer's help have been issued monthly for the use of the dealers and have resulted in active sales. The latest addition to the already large complement of literature is a four-page broadside announcing to the trade that Bubble Books are now selling for $1.25 each. Dealer advertisements, ready to insert in the daily papers, are shown in this folder, so that dealers may be able to get an idea of their attractive appearance and procure them for their own newspapers, there being no charge for the electrotypes. Display stands that can be used on dealers' counters are attractively shown. These are available to the dealer when ordering Bubble Books for stock.

J. B. Price, Middle West representative of Bubble Books, is making preparations to leave on an extended trip later part of August and intends to call on his clientele in the States of Illinois, Indiana, Ohio and Kentucky during the months of September and October, returning to New York late in October with, as he says, "a bucketful of orders for Bubble Books."

Lee Conover, the New England sales representative of Bubble Books, is now enjoying a vacation in the hills of Vermont. At the expiration of his vacation he plans to spend the months of September and October covering the New England States, visiting Bubble Book dealers, and intends to interest many new accounts in the sales possibilities of Bubble Books.

BURGALRS ARE DISCRIMINATING

The sales departments of the Emerson Phonograph Co., New York, received recently an interesting letter from John C. Taylor, Emerson dealer at Memphis, N. Y. Mr. Taylor, who conducts a very successful store in that town, stated that burglars visited his establishment recently and, although they removed the plate from top to bottom, departed with nothing but twen··y Emerson records. Mr. Taylor is convinced that the burglars must be musical, for they selected twenty of the fastest selling Emerson hits.

A new Edison dealer is L. L. McMaster, of Wakefield, Mass., who has installed a very attractive demonstration room and other equipment to feature this line.

OPTIMISTIC OVER THE OUTLOOK

Cullen & Hughes, the big Victor wholesaler of Washington, D. C., reports a very fair average of business, considering the unusually hot weather which has been with us for the past couple of months. F. S. Harris, the general manager of the company, who has just returned from a trip in the South, reports a decided betterment wherever he has visited. Retailers are more satisfied and dealers feel more optimistic regarding Fall and Winter trade.

NEW DISTRIBUTING AGENCY

T. H. Tarrea is in charge of a new distributing agency for the Remington phonograph which has been established at 2014 1/2 street N.W., Washington, D. C. Mr. Tarrea has made displays of the Remington at the Poli Theatre which has attracted a great deal of attention.

Do not disapprove rivalry, nor run down another man's goods. If you do not know what to say, say nothing.

Main-Springs

For any Phonograph Motor

Best Tempered Steel

The longest life of any phonograph needle. For all records, regardless of quality. We are selling them in all the latest patterns, of both steel and brass. They are made with the best raw material. A phonograph needle should be operated with a steady pressure, and the time of the play should vary as little as possible. A phonograph needle should be made to last as long as possible.

The Valencia Accessory House

1000-1002 Pine St.

St. Louis, Mo.
INDIANAPOLIS TRADE HELPED BY AGRARIAN OPTIMISM

Dealers Working Hard for Trade Are Getting It—Situation Reviewed—Good Order for Capital Paper Co.—How Stewart's Helps His Trade—Educational Campaign Successful—News of the Month

Indianapolis, Ind., August 10. Talking machine business in this territory has been better than it is now, and before long it is going to again be better than it is now. That, at least, is the consensus of opinion among the dealers. An optimistic attitude prevails that promises well for the industry. Dealers have decided that if they just keep plugging along they are not going to starve, and the thing that helps more than all else to keep them plugging is the fact that each succeeding month shows up pretty well on the books, despite the more or less gloomy outlook at the beginning of each month.

Some of the salesmen who, by the circumstances of holding their job, are forced to work as they never worked before, always seem to come up smiling, no matter how hard a week or month they have had. They are the ones who are learning by grim experience that hard work is the one needed tonic for debilitated industry.

"Business in my territory is a whole lot better right now than it has been in a long time," said one salesman in reference to the conditions as he had found them in the State during the month of July. "I have opened up several new accounts the last few weeks and they are good ones, too, but it took some hard work to land them. One thing I've found out for sure is that the dealer who goes after the business is getting it."

"The most encouraging feature of the situation, as I see it, is a decided change the last few weeks in the attitude of the farmers. They are forgetting the idea that they are ruined if they do not sell their wheat at $2 a bushel and are working with the view to making the best of a situation that demands lower prices all down the line. It is about the same with them as it is with the working men in the cities, who are beginning to realize that they will have to work for less money than they were getting two years ago."

"When the county fairs open up in another month we are going to see business speed up considerably because when the farmers go to the fairs they get the buying spirit. The small merchants are going to find it easier to borrow money before long and as soon as they can borrow they are going to buy, because every one of them now is in need of more stock."

New Post for Bright

J. D. Bright, Western Kentucky salesman for the Jewel Phonograph Co., has resigned and accepted a position as salesman in Ohio for the Brunswick phonograph. He is working out of the Cincinnati office of the Brunswick-Balke-Collender Co. His place with the Jewel Phonograph Co. has been taken by William J. Haering, who has been employed in the record department of that company since last October.

C. E. Collins, general manager of the Jewel Co., says their wholesale business in July showed a decided improvement over previous months. The retail business, he said, remained about the

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Opalx Electric Signs up to their present perfection, ten years of constant striving. The result is a sign which gives day and night service—rated, white glass letters on a dark background—greater reading distance, lower upkeep cost, more artistic designs, better illumination and signs which embody real advertising thought.

You need a Flexlume Opalx Sign. Let us send you a sketch showing one to meet your particular business.

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

Flexlume—the electric sign made only by the Flexlume Sign Co.
TINTED PHOTOGRAPHY OF MCCORMACK

one of your choice of any of the following victor artists' portraits, GALIUS CURCI, K. E. M. CELEBRITY, LIMITED quantity of these tastefully-colored lithographs, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY.

These photographs are FREE to Victor Dealers who send request free stationery and enclosure F5 cents to cover mailing. They are being sent free to introduce the three-dollar set of famous Victor Artist portraits. Requests for free photograph must be limited to a limited supply basis. Send immediately.

STEWART TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS

same as the result of exceptionally hard work.

Great Kimball Activity

E. H. Jarrard, manager of the Kimball talking machine department of the Capital Paper Co., is still traveling in Michigan, where he has been for several weeks opening new accounts.

C. F. Kahn, manager of the paper company, said Mr. Jarrard has been opening up much new business. Mr. Kahn said also that the business of his house indicates that trade in general is picking up. As for the Kimball photographs, he said, the demand is increasing for the higher-priced models.

Sonora Dealers Pleased

Sonora dealers in Indiana have expressed enthusiastic approval of the Sonora Co.'s plan to rebate the dealers in connection with the Sonora price reduction, effective the first of this month, according to O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., Mr. Maurer said that talks with many of the dealers disclosed a feeling that the coming Fall will develop largely increased business.

Incorporated

Articles of incorporation have been filed with the Secretary of State by the Indianapolis Phonograph Rebuilding Co. The authorized capital stock is 500, and the directors named are D. W. Jingle, Kathryn Lawhorn and Herbert Hickman. Mr. Jingle said that additional information concerning the company could not be given until stock had been perfected, which, he said, would be about the middle of August.

Edison Salesmen Active

Salesmen for the Edison Shop have been devoting much of their time in the last month to visiting Edison owners in the city, making inquiries as to the instruments being used and also making suggestions regarding desirable new records. W. O. Hopkins, manager of the Edison Shop, says the plan has resulted in increased record sales particularly and has developed an intimate relation with patrons of the shop, which he expects to result ultimately in a substantial gain in machine sales. The salesmen, in the course of their visits, obtain information as to possible Edison buyers among neighbors of those owning an Edison.

Higher-priced Paths in Demand

Steady sales in the higher-priced Pathé machines is the feature of the business of the Pathé Shop, according to Edgar Eakew, manager. Several electric machines have been sold during the last few weeks, said Mr. Eakew, and, at the same time, the record business has kept up in encouraging volume, considering the extremely hot weather.

Developing Mailing Lists

Victor dealers in the smaller cities of the State are building up large mailing lists by giving each store their París Victor dog to patrons who fill out a card, on which is written their name and address and the names and addresses of possible buyers among their friends. The scheme is being promoted by the Stewart Talking Machine Co., wholesale distributors, with great success.

Stewart Co.'s Aid to Dealers

The Stewart Co. is also assisting its dealers in their merchandising efforts by offering them at cost a $3.50-inch folder, displaying the various Victor models and advertising "A Free Demonstration in Your Home With the Genuine Victor," the names of the dealers ordering the folder are placed therein so that they are immediately ready for mailing. On the folder is a coupon that the prospective buyer can fill out and mail, if he wishes, a Victorola delivered for free demonstration. "We truthfully believe," says the folder, "that there is a place in your home for music—good music. We are so convinced that this is true that we are making this wonderful offer. For a limited time only, we will place a genuine Victorola and a selected list of records in your home without obligating you to the least." The folder then names prices and terms.

Most of the dealers are taking advantage of the plan, which saves them a considerable amount of money on the cost of printing. W. E. Killgore, new Victor field representative, has been transferred from the Indiana territory to southern Ohio.

Mises Streeter and Hobson Speak

At a three-day meeting recently in Lafayette, Ind., of all the county superintendents in Indiana, Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co., and Miss Caroline Holson, of the Stewart educational department, lectured on the Victorola in school work and the Victor educational records. Dates were arranged for the county institutes through the week. Dealers are being assisted in making plans for the institutes work.

Can't Escape the "Circle" Advertising

Appreciating the value of outdoor advertising, the Circle Talking Machine Shop, Victor dealer, has placed ten attractive metal road signs along the main highways leading into Indianapolis. They "tell the world" that the Circle Talking Machine Shop sells only the Victor.

Curning on White River is one of the pastimes at Broad Ripple, one of the amusement parks of the city. The Circle shop has placed a large canvas sign along the bank of the river and has made it plain to all who read that the place to buy the smaller talking machines is at the Circle Talking Machine Shop.

Cooler Weather Will Bring Big Trade

William S. Coole, of the Indianapolis Talking Machine Co., Victor dealer, says that the extremely hot weather has had an unfavorable effect on business in both machines and records, but that prospective buyers continue to show a lot of interest in Victorolas. He says he expects the advent of cooler weather to bring with it a largely increased business.

PUSHING YOUR RECORD TRADE

How Special Selections Brought to Customers' Attention Have Sold Big

A number of talking machine dealers have found it profitable during the past few months to pick out from fifty to one hundred standard records and bring them to the attention of their customers by means of a postal card or letter and sometimes by means of advertising in their local papers. This little stunt has brought gratifying results and indicates that it pays to indulge in methods a little out of the ordinary in order to make business better.

VICTOR RETAILERS

SOMETHING NEW IN AN ADVERTISING RECORD BRUSH

WRITE US FOR INFORMATION AND FREE SAMPLE
WE CAN SHOW YOU AN EXCELLENT PLAN
HOW TO BRING CUSTOMERS INTO YOUR STORE

Yours for Service,
ABRAM DAVEGAR, Vice President
DEVELOPING THE RECORD BUSINESS

Logically Written Letter Issued by the Wright & Wilhelmy Co. of Omaha

Omaha, Neb., Aug. 5—The Wright & Wilhelmy Co., progressive Pathé distributor, has presented to its dealers, through the medium of a forceful and interesting sales letter, the importance of developing the record end of their business. The opening paragraph of the letter sums up the importance of the record business in the following original manner: "When you sell a Pathé instrument you not only sell a phonograph, but you sell your customer a license to do business with you; for the talking machine isn't worth 'two damn' without records." The entire letter emphasizes strongly the opportunities in developing a large record business. The Wright & Wilhelmy Co. is cooperating with its dealers, through the mailing of the invaluable record lists from its offices, thus relieving the dealer of all details. The only cost to the dealer is the cost of the envelopes, the cost of the letters, printing, etc., being absorbed by the Wright & Wilhelmy Co.

The "President Harding March," which was released last month by the Victor Talking Machine Co., and which was played by the United States Marine Band, has been in tremendous demand throughout the United States. Prof. M. Azoguina is the researcher.

NEW PATHÉ JOBBER IN ST. LOUIS

Plans Active Campaign for Business in City and Adjacent Territory—Carrying Large Stock

St. Louis, Mo., Aug. 5—The Superior Manufacturing & Supply Co., one of the most extensive furniture dealers in this city and which was recently appointed distributor of the Pathé phonograph and records for St. Louis and adjacent territory, has already begun an active campaign of advertising and introductory work. This new distributor has already arranged for cooperation with the dealer in several demonstrations for sales promotion. It is planned to carry in stock the complete Pathé records in order to provide the maximum of delivery service. A first-class repair shop will also be conducted and will be placed at the service of the dealer. This is a convenience which will be greatly appreciated, for customers frequently make inquiries regarding repairs.

The Participants in Great Columbia Drive at Waycross, Ga., branch in this city, recently completed a house-to-house drive at Waycross, Ga., which was a signal success. The Walker-Hood Furniture Co., Columbia dealer in that city, sold twenty-nine Grafonolas and 296 Columbia records as the result of this drive. With the trucks and windows carrying the message, "Columbia Week," the drive got under way on a Wednesday morning and continued for seven days. There was considerable rivalry among the canvassers, and Mr. Hood encouraged this by offering a gold piece to the man who turned up the most salable prospects. Demonstrations were held in practically every neighborhood in Waycross, and the Walker-Hood Columbia message was also put over in Blackshear, Ga., and other nearby communities. In Blackshear the drive was conducted as a gala circus event, and a regular concert was given in the heart of the town.

WAGO MUSIC CO. OPENS

Waco, Tex., July 31—A new music establishment, to be known as the Waco Music Co., has been opened here by Tom Leach and F. W. Moore, well-known local men. Pianos, talking machines and records will be handled at the new store, where a full line has been installed.

The United Talking Machine Co., of Williamsburg, Conn., has opened a branch music store in the Lee & Buckley Building. Samuel Feldman has assumed the management of the establishment.
The Phonograph That
Sells Easily!

Undoubtedly the most attractive and most modern, the Modernola opens a new field for Phonograph Sales. Placed on exhibition it immediately attracts attention which gives the opportunity to demonstrate the very pleasing Tone Quality.

The stand lamp and the round shape add two distinctive features and with the wide selection of lamp shades and the various exterior finishes make in all a distinctive, successful Phonograph.

The Modernola is truly the most modern Phonograph and to get the full benefit it would be wise to write immediately to insure early delivery

THE
MODERNOLA COMPANY
Johnstown, Pa.

Dealers
Consider
This—

The shape of the Modernola allows a big saving in space as shown clearly in the above diagram. Add to this the extension of the doors of the filing cabinet when opened and it is apparent that the Modernola has a special appeal where people must consider the floor space to be occupied.

Easy access too for sweeping and cleaning which is worth considering.

Good looking, substantially built and absolutely trustworthy, the Modernola commends itself.

Our Special Offer
You will certainly be interested in this and we will be glad to tell you about it. Just address Department D.
SUCCESSFULLY BLEACHING THE SALESMAN'S "BLUES"
How the Indigo-based Depression Was Cured by Adopting Optimism and Common-sense Tactics in Place of Pessimistic, Alarmizing Practices

"These times are not to demoralize the salesman who allows his nerves to jangle and his courage to waver. In one sales organization at least that I could make it amounted to an epidemic—a blue reign of terror. And all without just reason, for the fundamentals of business are perfectly sound. It's merely a case of backing up and working all the harder."—The foregoing from "When Salesmen Get the Blues," by W. H. Heath, in a recent issue of Printers Ink, introduces a timely article on this subject with a multitude of references to its end warranted to "cure" this malady. Further, the article reads: "Nowadays a man must really put salesmanship to work. The mere shadow has stopped selling itself, that's all. We must scratch deep for the day's rations where a little while ago it was being thrown at us, out on the surface, out of a pan."

"Just some of the trouble can be traced to the sales department head himself or to frightened heads of firms who are demoralizing themselves without quite appreciating the fact. In a concern employing thirty local salesmen—all tried and true, ambitious, energetic, remorselessly business—tack a slump. Sales dropped off 60 per cent. The temporary lull was one of those conditions that every firm must face sooner or later. The lines on the chart cannot always head upward. Few businesses in a peak business year after year. And in the present case it was not so serious as it might have been, for the firm was an established one, with prestige that generations could not destroy. When business brightened at it would get its full share."

"The head of the house was an alarmist. Ordinarily happy of composure and cheerful of manner, he suddenly took on a funereal aspect. He never smiled. He raced about the office. And finally he began to institute cuts. An of..."

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Why Break Records? Just File Them!
This is all you have the wonderful Record Shop you from which is a feature of
The Marvelous MAGNOLA

STILL PLAYING THE MUSIC COME ONE
This is only one feature of many that will command your attention and stimulate. Let us send you, hand some illustrated catalog and information about the Mangle. Make use of the record shop.

MAGNOLA TALKING MACHINE COMPANY
OTT Polling, President
General Office and Showroom, 111 Wirt Ave., Chicago.

Satisfaction Proved by the Test of Time

8 Special Features of the SILENT Motor
8
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is assured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation
CHARLES A. O'MALLEY, President
(Successor to the Phonocord Mfg. Co.)
321-323-325 Dean Street
Brooklyn, N. Y.
THROUGHOUT the last five months I have endeavored to use every facility at my command to determine what should be the selling policy of a retail merchant in the talking machine line during this extremely vital post-war period. Here are the conclusions at which I have arrived and which I am glad to respectfully submit for the consideration of the retail trade:

1. The retail merchant should sell only products of real quality, and by real quality I mean quality that insures complete and enduring satisfaction to the purchasing public.

2. The retail merchant should insist upon every in his organization being able to sell himself down to the most subordinate salesman, possessing a thorough and accurate knowledge of the merits engendered in the products offered for sale.

3. The retail merchant should rely for sales on the scientific dissemination of the facts about, and the satisfaction to be derived from, the products he handles. The day of personality salesmanship and freak sales methods appears to have definitely passed out in favor of science. You must be able to tell your prospect in an entirely convincing manner the true advantages of a given product—

That tells the prospect these advantages whether the approach be made through advertising, through window display, through store reception, through letters, over the phone or by a call at the prospect's home.

4. The sales presentation must always be on the same quality plane as the product itself. Your advertising must reflect quality of thought and labor. It must express the same character for your house or the merchandise you are selling. Your direct mail effort and window displays must do likewise. Your salesmen should at all times give a high-grade impression, intellectually as well as in material. The store should possess quality of layout, of demonstration booths, of record equipment, of furnishings and of interior decorations. In all of these things there is no danger of stepping too high or being over aggressive.

5. We should be made to familiarize your buying sources with your products, the greater and more valuable the cooperation the more for you.

They are anxious to be of real service because obviously their prosperity depends upon the volume of your turnover.

6. Do not mark time in the face of present conditions. It is, of course, true that the post-war transition has seriously disturbed our national economic life, but it is equally true that where vigorous effort is applied, a business of satisfactory volume can be obtained and, more than that, the foundation laid for a large, prosperous future.

THERE has been considerable talk lost by individuals compiling mailing lists in trying to get the proper prefix before the name. Although the mistake of putting "Mr.-Master:" is easily overlooked and generally means a better price for the youth, considerable hard feeling isfomented when the young lady who is "Miss" receives circular mail with "Mrs." preceding her name.

Recently Leo Bunnell, editor of the home organ of the Lafayette Motors Co., printed a short article on this subject and stated that the matter was finally carried to the president of Harvard University, where it was learned that he could offer no solution in the matter. Upon authority of no less than an individual this president, those who were interested was informed that it is correct to use the prefix "Mrs." in the ease of a woman, whether she is married or unmarried.

AN interesting story was recently told me about a country merchant of Missouri who obtained a mailing list in an extraordinary manner. He made an announcement to the boys of the community through country store pupils and his show window that he would give away a suitable gift to every boy who would come into his store and register his name, address and birthday.

The gift selected for the occasion was a pocket knife which appealed deeply to the hearts of the boys. For miles about there was not a lad who wasn't anxious registering. With this basic list the merchant went over the county birth records and brought them up to date for his children's birthday. He then checked off deaths. With this list compiled, he indexed it according to the day of birthday, and, as these days came around, he sent birthday greeting cards to the boys and letters of congratulation to the mothers. Needless to say, since the letter was a list of suitable items which would make exceptionally good birthday presents to the kids.

This idea needs not, of course, be limited to boys above, although one must admit a certain amount of discretion must be used in congratulating a lady on her birthday after a certain number of these eventful days have passed.

OMAHA, Nebraska, gives us a new survey of the old question.

"Why do they buy?" A professor, located in the city, after thorough investigation, gives the following ten reasons as a single answer to the above question:

"Social self-preservation, i. e., desire to present as neat and comely an appearance as others about you.

"Vanity. (A customer usually buys in the store which furnishes the best opportunity for his ego to expand.)

"Parental pride. (Pet and admire the children and you will sell.)

"Companionship. (If a customer can purchase anything that will make it desirable for people to become acquainted with her, she will be the first and never at any time decline.)

"Possession. (This is the basis for the 'approval system,' letting the customer actually have the thing. He hates to give it up if he likes it.)

"Imitation.

"Curiosity.

"Hunting. (This is the fundamental basis of bargain sales. At all times the salesperson should play the role of a 'guide' to the customer through the 'hunting grounds' of the store.)

"Tidiness. (This instinct for 'constructing something' has much to do with the purchase of knockdown furniture.)

"Selfishness. (Satisfying self through giving pleasure to others is a very strong motive for buying.)

"Certain of the points enumerated apply especially to the talking machine dealer, namely, vanity, parental pride, companionship and possession. Apply their principle in your own store and see if this professor did not have the right idea.

IT is in times when hard battles must be fought that great victories are achieved. It is in times when business is not a means of livelihood, but a means of livelihood, that positive action is the winning strategy. Offensive effort always exceeds defensive effort when brain ability is equal.

Therefore take the offensive now—insist upon a course of positive action that will guarantee your present and future.

Of late too many business firms have economized and otherwise blackened their sales effort in anticipation of a sales depression. In other words, many firms are admitting defeat, or at least partial defeat, before the fight has been made. There is all too little manifestation of gallant courage and of the kind of will-power that refutes the admission of the possibility of failure.

Now, when your competitor is apt to be weak-hearted, weak-kneed and inert, is the most strategic time of all to drive ahead without stint of effort, because all the great, truly decisive battles of the world, be they political, personal or commercial, have been won by men of indomitable courage and indomitable will-power, who based their every plan and every effort on their complete confidence of success.

In his "Mary Gilchrist," Rudyard Kipling wrote some oft-quoted lines which I believe retail merchants who drive ahead at this time will soon be able to quote to their less enterprising and therefore less successful rivals. I refer to these lines:

"I didn't begin with as much—I took my job and stuck; I took the chances they wouldn't, and now they're calling it luck.

And they asked me how I did it, and I gave 'em the Scripture text—You keep your light to shining, a little in front of your face.

They copied all they could, but they couldn't copy my mind, And I left them saying 'What a year, and a half behind.'"
The Oriental Woodwind Orchestra plays the Columbia Novelty Record this month. "Pekin Peeks" and "Egyptian Dancer" are selections that will surprise you with their sales. E-7160.

The advertising department of the Emerson Phonograph Co. announced recently that arrangements had been completed whereby Emerson advertising featuring foreign language records would appear in the leading newspapers in the following cities: New York, Chicago, Philadelphia, St. Louis, Detroit, Minneapolis and Milwaukee. Emerson jobbers and dealers are planning to take full advantage of this campaign, and there is every reason to believe that this advertising will prove a marked stimulus to the sale of Emerson foreign language records. The advertising will be original and effective, featuring the many well-known artists who are recording for the Emerson foreign language record library.

TO SELL RECORDS BY PHONE

The talking machine department of the Morehouse-Martin Co., Columbus, O., has opened a large musical department under the management of L. J. King and John Cross, the Victor and Edison lines being handled.

The company plans selling records over the phone and a campaign along this line is scheduled to commence early next month. By providing this telephone service for customers it is expected that a large number of records will be sold.

E. C. Mittalsky has opened a Victrola department at his store, 212 First Street, Cedar Rapids, la.

FULTON (MODEL 35)

Price for Sample Now $15.00
Discounts in quantities

Phonographs and Accessories, Repair Parts for All Makes.
Best Steel Needles of American Manufacture at 35c. per M.
Distributors of the Avo Records and Automo Music Rolls.
(Write for Dealer's price list. Cash with order)

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets
Adopting a Goal

The advent of the Fall Season obligates every Victor dealer to devise ways and means of securing his full quota of sales.

A prepared plan arranged now will do much to avoid hurried or inefficient efforts in caring for the Fall sales that are assured Victor products.

To this end we offer our services.

G.T. WILLIAMS CO., Inc.
217 DUFFIELD ST. — BROOKLYN, NY.

NOW IS THE TIME

PREPARE FOR YOUR FALL NEEDS IN VICTOR MERCHANDISE NOW.

DEALERS CANNOT AFFORD TO WAIT TOO LONG IN PLACING THEIR FALL ORDERS.

RIGHT NOW IS THE TIME.

THE LONGER YOU WAIT THE LESS CHANCE YOU WILL HAVE OF GETTING YOUR STOCK IN FIRST-CLASS SHAPE.

WE TRUST THE DEALERS WE SERVE WILL BE GUIDED ACCORDINGLY AND TAKE THIS MATTER UP AT ONCE WITH US.
Knight-Campbell Co. Holds Convention

Over Fifty Victor Dealers from Colorado and Neighboring States Gather in Denver to Enjoy and Profit by Interesting Business Program—Several Victor Co. Executives Address the Meeting—Knight-Campbell Co. Provides

Elaborate Entertainment Program for Visiting Retailers

DENVER, Colo., August 14.—The Knight-Campbell Music Co., Victor wholesalers, took advantage of the occasion at the convention in Colorado Springs of a number of prominent Victor Co. officials, as well as prominent jobbers from other sections of the country, to hold a general canvassing congress devoted to the affair. The dealers were welcomed on the afternoon of Thursday, July 14, by R. A. Bryant, manager of the wholesale Victor department of the company, who explained the object of the meeting.

Herbert W. Wilcox, advertising commissionaire of the Knight-Campbell Co., spoke first at Thursday's session. He dwelt on "Fighting for Business" and said in part:

"Date Now, Says Wilcox.

"When business has hit us, as it has been lately, and as it may for a little period to come, it is time to advertise. Everybody should be increasing advertising appropriation. Right now, of course, you have definite ways of doing that.

Tell the people how they can buy this or that musical instrument and have it in their homes. Because people haven't the money they did have, they have to make plans for buying, so you have to tell them how.

"The majority of women in our music stores are from farmers' homes. Why? Because many live nothing but a hardnosed existence. So you have a tremendous appeal there. In Colorado I know there are now good crops coming in—beautiful crops. This should mean a blessing of the stream. So I believe farmer prospects are coming up good this Fall.

"You have many definite appeals to make. There is the appeal to comfort. The comfort of coming home at night and the joy of soothing music, which is so restful. Picture that to them. Then you have the appeal of the amusement factor for the children. Keep them at home. That is a great appeal nowadays because it is a problem how to keep them at home. Then there is the feature that when you have company you have something with which to entertain them. Then there is a great appeal in the feature of possession—the fact that in your home there is a beautiful musical instrument. It means position, standing. It means that man is thinking of big things and at once that establishes a Prestige. And so there are all these things to which to appeal.

"Most important of all is the appeal to the children, for there is nothing that will do more for the future business of the store. I would suggest that you retailers run occasionally a little children's concert. Get the names of children of certain ages, send them a little card and personally invite them down some afternoon for a Victorola concert. Serve a little candy to them and they will go home and talk more about that and do more good than all the advertising in the world. Perhaps you could get prospects for Victrola by running a contest. To the children between certain ages who bring in five names of Victorola prospects could be given free ice cream soda's.

"D. N. Andrews, of Thos. Quack Co., who next spoke on "Outdoor Advertising," was followed by J. M. Span, manager of the talking machine department of the American Furniture Co., of Denver, whose address was on "Organizing a Sales Campaign." He said in part:

"Spokesman.

"The time has passed when we can employ a few order takers, pay little regard to our store equipment, run an ad once in a while in our local paper and get the money for as much Victorola merchandise as we could secure. Almost every merchant in every line of business is increasing his advertising appropriation and it is in some manner making a much stronger base for business than he did during the last few years, and if we are to go forward increasing our sales we must take into consideration the new order of things, realizing that our efforts must consist of advertising and salesmen and not the ordinary order takers; that our store equipment must be such as to create the right atmosphere and environment; and that we must go out after business and not wait for it to come in.

"In organizing our sales campaigns I think we should make a liberal estimate of the volume of business we believe we can get by putting on a good, live, aggressive sales campaign—set a mark to shoot at, budget out our expenses on a basis that will cover these expenses, allowing a liberal per cent for advertising and a reasonable per cent for real sales people, and then get busy and do more business than we had estimated we would do.

"Sounds easy, doesn't it? But how can we do it? To begin with, I believe it is very essential that we see to it that everyone connected with our business fully appreciates what real need there is in every home for music, how much comfort, pleasure and entertainment a Victorola and records afford every member of a family—how completely a Victrola and Victrola records can satisfy every musical longing and how impossible it is to figure its dollars the intrinsic value of the music, sound representing the difference created in the home, not for a day, but for a lifetime, when the Victorola enters. If our sales people are not enthusiastic about the actual need for a Victorola in every home, then they cannot and will not meet with the degree of success that they should, and I believe should be replaced by others who do.

"As a part of a sales campaign I believe weekly sales meetings are a mighty good thing. Talk things over with the sales people. Tell them what mark has been set for the coming month's business, how far you are behind or ahead of your schedule for the month, and if ahead set a new mark to reach for the month. Talk over any sales lost or hard sales won, the advertising, etc.

"Let each salesperson know that he or she is vitally important to the success of your sales campaign. When the sales force has been rounded out, then start out on an intensified campaign of going after prospects and business.

"We should, in addition to dividing up our advertising appropriation and deciding how much we will spend on our show windows, in the newspapers, through direct-mail advertising and on billboards, also decide what will be the nature of our advertising—what percentage will be devoted to straight selling copy and what percentage to prestige or general advertising. That, of course, would vary according to the nature of conditions at different points.

BE-SURE TO CANVAS

"I believe that in a sales campaign provision should be made for house-to-house canvassing. When I say house-to-house canvassing I do not mean the usual method of going from house to house unannounced, for I believe that if the dealer will arrange to get a correct list of the names and addresses of the heads of families in his city and will send a letter in advance of the salesman, far better results will be obtained.

"I believe that the list of this kind can be secured from some public utility in your city, arranged in the numerical order on the different streets. Where such lists can be secured and the letter mailed out in advance, the salesman be able to call on many more people per day than he otherwise would. Two important features of this plan of canvassing are, first, to secure the names and addresses arranged so that the salesmen will not have to make long jumps, and, as a result, cut down the number of calls.

SECOY AUTOMATIC STOP

THE RECOGNIZED STANDARD

If a man write a better book, preach a better sermon, or make a better mousetrap than his neighbour, though he build his house in the wood, the world will make a beaten path to his door—EMERSON.

Never in the history of the phonograph business has the truth of this adage been demonstrated so conclusively as in the recent demand for the Secoy automatic stop.

A mechanical device of any kind is no better than its actual performance in the hands of a customer. 300,000 Secoy automatic stops are in service at the present time. Dealers are demanding a reliable automatic stop, and in a great many cases they are specifying the Secoy stop, as it is a clinching sales argument.

Write Us Today for Further Particulars

THE SECOY COMPANY, PIQUA, OHIO
he can make each day. Second, to send out a short letter that is properly filled in for each individual is to be mailed to and signed with pen and ink. The purpose of the letter is three-fold. First, to create interest in owning a Victrola, being sent two or three days ahead of the salesmen, it gives a man and his wife an opportunity to talk over the question of buying a Victrola and results in the salesmen having the larger percentage of satisfactory interviews. Third, the letter advising that your Mr. Brown, or whatever his name may be, will call, puts him on a different plane from the ordinary canvasser with the parties called on.

"There are many other ways of securing prospects which I will not take up at this time. Summing up I believe that in the promotion of our sales campaigns we should give proper consideration to sales forces, to store equipment, to advertising, including shows windows, to service, and while I have not been able to detail on this most important part of the sales cam-

KINGT-CAMPBELL CO. HOLDS CONVENTION—(Continued from page 68)

campaign, yet I do believe that through proper service rendered in the right way, many prospects can be secured from our customers, and different ways and means of going after business will be opened up.

Whitman was then called on for a few remarks, in the course of which he related the experience of himself and the Whitman Orchestra when they made their first recordings at Camden, and in which he also touched on the severe tests, criticisms, etc., which are made by the Victor Co. on each recording before it is released as satisfactory.

Fry's Permanent Comment

J. A. Fry, sales manager of the Victor wholesale department of Knight-Campbell, closed the Thursday afternoon session with a general discussion on benefits to be derived from the convention and the policies which will prove profitable to retail merchants during the rest of 1921. He said in part:

"One of the big benefits which always accrues from conventions is the contact between the dealer in Cheyenne and the dealer in Casper, Las Vegas, N. M., and other sections. It certainly is interesting as well as beneficial to know the other fellow's viewpoint. The present is a time for all dealers to broaden their experiences and knowledge at every opportunity, in order to make their business and the Victor business continue to increase and expand as it has in the past twenty years. And to sum up that direct contact with Victo-

Need of Close Co-operation

"I do want to say that if there ever was a time in the history of your business when there should be close co-operation between the wholesale and the retailer it is now. At no period during the past fourteen years has business faced the condition it is facing now—a condition requiring a complete reversal of tactics used in the past and getting down to a real selling basis. Many people are inclined to call present times

normal, but we know you feel they are not nor-

mally, and that the Fall will see material improve-

ments in the business situation. So I say that now is the time for the dealer and the whole-

sale to work together. It is our policy to have an absolutely unbiassed attitude toward the dealer. When one of our representatives calls upon you, we do not want you to give him an order unless you feel so inclined. If he does not benefit you in some way his visit has been a failure. We want to prove conclusively to you that this establishment is for all dealers, to help them in any way possible.

"We endeavor to get various ideas from the different parts of the country, assimilate them and then pass them along to you retailers. We have sent you a great many letters in the past and will continue doing so. We try to keep out of our written messages to you anything that is at all of a nature that would not be of some benefit.

"After all, the sales end of your business can briefly be summed up into three parts—advertis-

ing, circularization and canvassing. And I em-

phasize this statement, that unless you are doing all three you cannot cope with present business conditions.

"Now, in addition to the Victor Co.'s advertising, we have obtained an advertising counselor, H. W. Wilcox, and any dealer who desires his services can have them at no expense.

"Circuitization is a very necessary part of your work. It means a great deal to be in contact with the public in a more personal way than is possible through newspapers.

"Circuitization can be applied to the talking that is something that alert business houses are doing to-day all over the country. The houses that have an outside department find that the majority of their business is coming from that source, which proves its value. We are prepared to enter into the matter of mapping out a canvassing campaign and can upon short notice supply outside men.

"In conclusion I wish to emphasize that Victo-

r dealers have at their command a greater source of information and a more abundant supply of dealer helps than is offered to any class or group of men in any business. No Victor
Push the Fibre Needle—It Builds Your Business

One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.
The Session on Friday

The Friday morning session was particularly important inasmuch as it was attended by five of the prominent Victor Co. executives, including Ralph L. Freeman, director of the Victor Co. This session was opened with an address by H. A. Beach, of the Unit Construction Co., who explained in detail the various equipment supplied by his company for Victor dealers, illustrating a number of them with stereopticon views which was most helpful and interesting.

Importance of Physical Equipment

Mr. Beach said in part: "We have all passed that stage where we have any cause to fear the fate or stability of the Victor industry. The central fact of the past three or four months, and the way Victor trades have stood by, is a sufficiently clear demonstration of the solidity of the Victor to cause us to take fright at the bigger things ahead. My own personal estimation is that there will be a shortage of Victor products this Fall. I do not anticipate the manufacture of the past few years, but you will have a demand upon which will tax the factory. You should take notice and be reasonably well prepared.

"The dealer or the jobber who does not look into the future and prepare well with an organization that will work for the further development of the business is not going to measure up and keep the pace.

"Physical equipment is absolutely necessary. Any workman has to have tools in order to accomplish anything. A good mechanic without tools is blindly handicapped. Those two things, organization and equipment, go hand in hand, as one is just as important as the other. It is largely that reason, and, in fact, almost wholly, that induced me to take up the work I am in today.

"Your sales talks are all based on quality. Can you talk this without good equipment? If not, you are not selling to your best advantage. Does your community unless every end of your business is balanced. Carry out the Victor program. Vast sums are being expended to put the Victor line on the highest possible plane.

Frankly, now, are you doing your share, and by so doing, protecting your own interests?

"One point that occurred to me in connection with the need of equipment in the proper way is that I have in mind is to feel it is not necessary to have up-to-date equipment when handling Victor merchandise—that this well-known product will sell itself in any surrounds. The better known the line, the more necessary it is to present it to the public in such a way as will be in keeping with the line itself. You point out to me the dealer who is giving proper presentation to the Victor line, and I will show you who is really cajoling and making a profit on the line. I have taken points to analyze this, and this dealer has a decided advantage over his competitors and he is really cashing in.

"Macdonald Reviews Conditions

The next speaker was J. S. Macdonald, sales manager of the Victor Co., who delivered a most interesting address, in the course of which he reviewed the general business situation from the standpoint of the Victor trade, and emphasized particularly the necessity of greater effort on the part of the retailer to keep the business moving along at its normal healthy pace. He particularly impressed the retailers with the necessity of providing a proper physical setting in their stores for the display and sale of Victor products, and declared that with the expenditure of real effort the dealer had in the Victor line a product of dominating quality.

Delano Speaks on Increasing Record Sales

The next speaker was F. A. Delano, head of the Victor School of Salesmanship, who spoke to the dealers on the probable and practical information regarding methods for selling an increased number of records, particularly those of the highest grades. Mr. Delano gave his personal experience in describing some of the selling hints, and gave to the dealers a fund of information that should prove of tremendous value to them in developing greater record sales during the months to come.

Ernest John Discusses Advertising

Ernest John, advertising manager of the Victor Co., in a short address, after outlining what advertising was designed to accomplish and what it did accomplish, pointed out the manner in which the advertising was done, for individuals and firms, who planned their advertising in order to cooperate fully with the national campaign of the Victor Co. He emphasized particularly the fact that the average dealer should find it to be his task to endeavor to measure up his own advertising appropriation with his pre-rata share of the Victor Co.'s advertising appropriation.

E. J. Dingley and Ray Bill Speak

Next in line was E. J. Dingley, assistant sales manager of the Victor Co., who made a brief address and was followed by Raymond Bill, associate editor of The Talking Machine World and The Music Trade Review, who summarized for the dealers a survey of the business situation made by those publications, and pointed out the lessons regarding selling methods that could be deducted as a result of that survey. He particularly urged the dealers to take full advantage of the unusual business-building suggestions offered them by manufacturers and wholesalers.

"Millitant Merchandising"

Following Mr. Bill, J. J. Davis, of the Reinke-Ellis Co., read a timely treatise on business conditions which had been prepared by J. J. Rockwell, advertising counselor of Chicago. This paper is printed in full in another part of this issue of The World. The final speaker was Curtis A. Wessel, who talked on merchandising.

New Victorlas Impacted

Following Mr. Wessel, the dealers inspected samples of the new Victorlas 300 and 50, which were on display in the Knight-Campbell headquarters, and then repaired to a neighborhood park for the reel-group photograph.

Those in Attendance

Among those who attended the Knight-Campbell Dealer Convention were: Mr. and Mrs. J. M. Spain, Mr. and Mrs. J. L. Geer, Mr. and Mrs. M. G. Hatfield, Mr. and Mrs. G. M. Thayer, Mrs. A. J. Root, A. J. Root Jr., Boot Music Co., Denver, Col.; Mr. and Mrs. A. W. Mason, Y. N. Weinmann, Walter McClain, Miss1 Merle Marsh, Miss Alice Tomes, First National Co., Denver, Col.; Louisville, E. Wells, R. F. Thompson, B. R. Wells, Mr. and Mrs. J. B. Merritt, Mr. and Mrs. E. R. F. Delano, Mr. and Mrs. R. C. F. Heat, Otto, L. P. Turner, Miss Emma Rapp, Chas. E. Wells Music Co., Denver, Col.; Mr. and Mrs. E. C. Gratz, Miss Gertrude Sharp, Mrs. Leo Markow, Sharp Music Co., Denver, Col.; Mr. and Mrs. H. W. Sanders, Mr. and Mrs. P. F. Fagan, Mr. and Mrs. J. C. Kraus, Mr. and Mrs. Leo & Melvina, L. W. Bohn, A. Darson, Terlinden, Miss Beside Newton, Miss Catherine Geiger, Miss Elva Davis, Denver Music Co., Denver, Col.; G. A. Luman, R. S. Johnson, Miss Florenna, Miss Martha Tomes, Miss Alice Tomes, First National Co., Denver, Col.; Mrs. and Mrs. W. T. Marsh, Milton L. Levee, Marsh & Levee, Denver, Col.; Mr. and Mrs. C. H. Baker, Mr. and Mrs. R. A. Bryant, Mr. and Mrs. W. C. L. Bradford, Mr. and Mrs. Philip Kellerman, Knight-Campbell Music Mie., Co., Gleeley, Col.; H. C. Klein, Klein Music Co., Cheyenne, Wy.; J. D. Hey, Hey's Pharmacy, Osf., Col.; James O'Handy, Polain Furniture Co., Rapid City, S.D.; D. Z. Phillips, Carl Miller, D. Z. Phillips Music Co., Pueblo, Col.; Joseph Adamek, La Junta, Col.; Mr. & Mrs. J. E. B. Crown, Mrs. Delano, Ebenee Ellis Co., Chicago; H. R. Daniels, Daniels & Rogers, Downey, Wy.; Curtis A. Wessel, New York; J. V. Anthony, Brown & Anthony, Supplies & Services Co., Col.; C. K. Bennett, Eclipse Musical Co., Cleveland; A. Dietrich, Fuller Drug Co., Monticello, Col.; J. Donahue, R. G. Rowan, Col.; Charles Gwyn, Wy.; B. B. Wilson, Raymond Hill, Talking Machine World, New York; A. D. Boone, Talking Machine Co., Birmingham, Ala.; C. T. Sittman, Denver, Col.; Harry Mitchell, Knight-Campbell Music Co., Pueblo, Col.; E. H. Kimbrel, Kimbrel Music Co., Greeley, Col.; Mr. and Mrs. A. Davge, Kukiwerstecky M. Co., New York; Mr. and Mrs. A. V. Stuffle, Stuffle Music Co., Loveland, Col.; Mr. and Mrs. L. A. Baugh, Garden City, Kan.; A. R. Mitchell, Mitchell & Parkeys, Cana City, Col.; Mr. and Mrs. C. O. Davis, Davis & Co., Casper, Wyo.; J. S. McDonald, sales manager, F. A. Delano, director Victor School of Salesmanship; Mr. and Mrs. R. L. Freeman, director distribution; Ernest John; F. J. Dingley, assistant sales manager; Miss Hallie Haine, of the educational department, Victor Talking Machine Co., Camden, N. J.
CONSIDER YOUR DISTRIBUTOR'S STANDING

Mr. Victor Dealer

You cannot afford to overlook the standing of the Victor Distributor you select as your main source of supply.

Your distributor looks you up in Dun or Bradstreet to determine your credit standing. He wants to know your reputation for keeping promises and meeting obligations, and you are generally served and supported accordingly. Why not investigate your distributor's standing?

Your source of supply must be dependable under all conditions. Choose your Victor Distributor as you would your doctor or lawyer. The best is none too good in critical times. You may need financial help or advice during a business depression. You have recently learned the need of a dependable supply during a great shortage.

Experience and reputation are all important. In our 23 years' experience we have seen manufacturers, wholesalers and dealers come and go. The failures do not usually suffer alone.

Do not be the victim of an alliance with a weak manufacturer or wholesaler. Profit by the experience of others.

The Victor Co. and its product are supreme. Recent events pay tribute to that fact.

You should now weigh carefully the standing of Victor Distributors and make your choice accordingly. Consider Blackman's 23 years' experience, reputation, financial standing, preparedness and, above all, dependability. They are all at your service, Mr. Victor Dealer. Can you afford to overlook the opportunity?

Take this seriously and interview us at our new address. You will be convinced of your need of the combination—the Victor and Blackman.

Ask a Blackman Dealer— he knows.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
Hulda Lashanksa's sweet soprano in "Mighty Lak' a Rose" is a voice Americans love in America's most popular lullaby. Stock up with this record for splendid sales. Columbia 77989.

Columbia Graphophone Co.
NEW YORK

SAN FRANCISCO TRADE REPORTS A SLIGHT IMPROVEMENT

Activity, however, Is Much Below Normal—Wurlitzer Buys Mauny Interests—Vector Artists to Visit Coast—Columbia Branch Managers in Conference—Period Models in Favor—Other News

SAN FRANCISCO, CAL., August 3—Some of the San Francisco talking machine dealers report a slight improvement in business the last week or so, but on the whole the activity is not normal. The merchants, realizing that at this time it is useless to expect the people to buy liberally, have cut down advertising in many instances and are simply marking time. Overhead expenses have been reduced as much as possible by the average dealer, and it is not likely that many will encounter serious financial embarrassment by reason of the dull Summer. The season's demand for small machines, especially the portable types, has been fairly good, and the call for dance records is holding up well. A few concerns have been able to stimulate business somewhat by price reductions, but the majority holds that price-cutting is no solution to the problem. The market is sleeping for the time being and it will take a decided revival of commercial and industrial activity to make things hum again.

Wurlitzer Co. Takes Over Mauny Stores

The most important business change in the San Francisco music trade for a long time is the purchasing of the Byron Mauny music interests here by the Rudolph Wurlitzer Co. The transfer was made on July 10 and includes the sale of both the San Francisco and Oakland establishments. Charles Mauny, son of Byron, has been retained as manager of the newly organized concern, but Byron Mauny will retire from active business here. He will, however, it is reported, represent the Wurlitzer Co. and other music interests on a trip which he will shortly make to the Orient.

Mr. Mauny has been in the music business in San Francisco for thirty-eight years, his first store being located at 107 Post street. He has earned fame as a piano manufacturer as well as a merchant, being the maker of the Mauny Gold Medal bungalow style piano. The best known lines handled at present by the company are the Chickering piano, the Amico and the Victor talking machine lines. Mr. Mauny is a member of numerous local and national business organizations and is a member of several well-known clubs and lodges. At one time he served as a San Francisco supervisor. To take care of private business interests Mr. Mauny will maintain an office in the Phelan Building of San Francisco.

Right Victor Artists to Visit Coast

P. W. Simon, representing the Eight Famous Victor Artists, has just been in San Francisco making preliminary arrangements for a series of star concerts which will be held west Fall and Winter. The concerts will be sponsored by Sherman, Clay & Co. and others who handle Victor merchandise. On the Coast, on his return East, Mr. Simon attended the Victor Jobbers' Convention at Colorado Springs.

Blue Front Shops Are Popular

Blue front shops seem to be making a hit on the Coast. Several new ones have been opened in northern California recently and there are now three blue front establishments in San Francisco—the Remick Song Shop, the Harmony Shop and the W. H. Elkins Shop.

Columbia Branch Managers Confer

L. C. Ackley, San Francisco manager for the Columbia Graphophone Co., has returned from a business trip to Los Angeles, where he held a conference with the Los Angeles manager, W. F. Stitham, and W. H. Lawton, the Seattle manager. Mr. Ackley was accompanied on the Southern trip by his wife and B. F. Church, manager of the San Francisco Dictaphone department. Plans are being made for some new and novel co-operative advertising by the California Columbia dealers. Community advertising has proved a good success in the past and it will do double duty to revive interest in talking machine merchandise this Fall.

Horace M. Holl, manager for the Atomics Co. of San Francisco on the Pacific Coast, is making a business trip to Portland and the Northwest.

Otto Rothlin, of the wholesale Victor department of Sherman, Clay & Co., is back from a vacation spent in Lake County. His place during his absence was taken by R. E. Kane, of the Sherman, Clay & Co. traveling sales force. Mr. Kane says the new Victor record, "I'll Keep On Loving You," is going well here.

Featuring Period Models

J. M. Abrams, general manager of the phonograph division of Kohler & Chase, says that the company is featuring with good success the new William and Mary Style I. Burnham machine. This style seems to be the most popular of the period models. Mr. Abrams has given the exclusive selling rights of Victor records to a number of new dealers in northern California recently and good sales are reported.

New Sonora Agency

The Sonora agency has been placed in the Wesley Webster music store on Fillmore street, San Francisco. H. C. Hinson, on Powell street, and the City of Paris, also carry Sonora machines now.

News of the Vacationists

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., has returned from a vacation spent on the Russian River and in an arc near Escalles in Maria County.

George Hughes, of the Wiley B. Allen Co., has returned from his annual fishing trip to the Klamath River in Oregon.

F. P. Corcoran, manager of the Wiley B. Allen Talking Machine department in San Francisco, is spending his Summer vacation at Mill Creek Canyon with his family.

M. A. Fox, formerly with the Bergstrom Music Co., Honolulu, has joined the San Francisco sales force of the Wiley B. Allen Co.

H. A. Beach, vice-president of the Unit Conference Co., of Philadelphia, manufacturer of the Union system of record booths, has been visiting the Coast cities. He has made several important installations in southern California recently.

P. T. Clay, president of Sherman, Clay & Co., is taking a vacation at Lake Tahoe with his family, stocking up energy for a great campaign the coming Fall.

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
942 Market Street, San Francisco

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.
SHERMAN, CLAY & CO.'S ARTISTIC VICTOR DEPARTMENT

SAN FRANCISCO, CAL., August 5. The Victor department of Sherman, Clay & Co., of this city, is one of the show places of the Pacific Coast telephone machine trade, and it is fitted up in a way that has won the enthusiastic commendation of thousands of trade visitors. Every detail of the furnishings and equipment is in accord with Victor prestige and reputation, and the exhibitors afforded patrons of this department are unsurpassed in the industry.

B. SHERMAN FOWLER IN PITTSFIELD

PITTSFIELD, Mass., August 5—B. Sherman Fowler, the composer and singer, whose song "The Dreamer Comes True" has been meeting with marked success and which has been recorded for the Columbia by Barbara Mauzel in Co's Victor Department, is finishing in light step in a modern adaptation of the eighteenth century French period, and a courteous welcome is extended to all visitors of this department, even though they may be only right sitting.

A visitor in this town, making his headquarters at the Maplewood Hotel here, Mr. Fowler, who has with him his wife and mother, visited the talking machine house of John D. Middleton, a Columbia dealer, and heard with great pleasure the song which he has helped to make famous. Mr. Fowler has studied in Europe.

SONORA REPLACES CHOIR

How H. D. Stentz Delighted the Worshipers at the First Methodist Church of Norwalk, O.

H. D. Stentz, Sonora dealer of Norwalk, O., is receiving many congratulations on the success of a special musical service which he recently arranged in the First Methodist Church, that city. He established a precedent in using a baby grand Sonora phonograph as a substitute for the regular choir. The minister announced the singer of instrumental number as the record was put on the Sonora. The voice on the record filled the church and delighted those who were in attendance.

This is an example which dealers might attempt throughout the country. There are thousands of small churches with poor choirs and where organs might be replaced by a good talking machine and a selection of records made that would be far preferable to the numbers usually sung.

FILES PETITION IN BANKRUPTCY

Lyraphone Co. of America Brings Action Against Newton-Elting, Inc., for Indebtedness

TRENTON, N. J., August 5—The Lyraphone Co. of America, Newark, N. J., has filed a bankruptcy petition in the United States District Court at Trenton against Newton-Elting, Inc., of this city. The petitioner claims that the defendant is indebted to it to the amount of $2,777, which is said to be a balance on an open book account.

The Trenton concern deals in phonograph records, while the Newark company manufactures and distributes phonograph records.

NEW DEPARTMENT MANAGER

William Snyder is now in charge of the Victor department of H. I. Porter, Lima, O. He is well qualified to fill his new post and is preparing interesting sales plans for the coming Fall.

VICTROLA DISPLAY STANDS

Show up the machine so it sells. Occupy small space—Light and convenient.

A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match Victrolas—Ensured to match Booths and Interiors.

A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp.

Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your Jobber.

Knock Down Display Stands Are Patented

Solid Quar. Oak Net $3.60
Mahogany Finish Net $3.85
Solid Mahogany Net $4.25
Utility Detachable Top 50c

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS

A FILING SYSTEM WHICH DELIVERS THE GOODS PRIVATE SALESROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself.”

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms, and we will quote you a delivery price on Special Equipment which you can install any evening and be "Up to Date" next day.

Ogden Sectional Cabinet Co.

LYNCHBURG, VA.
The Golden-Voiced Tenor

The Golden Opportunity

Enrico Caruso

WIRE YOUR ORDERS TODAY

Cash in NOW on the Universal Popularity of CARUSO

There is a renewed demand for CARUSO records and if you help stimulate it you can profit greatly.

FATE HAS BETTERED A GOOD OPPORTUNITY

Just off the press

We find CARUSO'S untimely death makes necessary a premature sales-offer of a wonderful new wrapping envelope, carrying a 10 x 10 ROTOGRAVURE OF CARUSO

ready for framing, a rich, striking likeness of the famous artist reproduced on the entire face of the envelope, and as a sales-promotion plan, you will find on the reverse side a list of records selected by CARUSO himself as his favorites. Furthermore, a little intimate story of Caruso helps stimulate in the reader a further desire to become acquainted with the world's greatest tenor.

CARUSO STILL LIVES

and if you realize this fact and want to turn your wisdom into dollars, you can SELL MORE CARUSO RECORDS through the use of these artistic envelopes.

Packed 1000 to a case. Price $15.00 per thousand. Don't waste valuable time. Write for samples. Wire your orders for as many thousand as you can use. Our fifteen years in business guarantee quality and satisfaction.

LEWIS C. FRANK CORPORATION

1201 Dime Bank Building

Detroit, Mich.
The Talking Machine World

August 15, 1921

THE RODRICK, SO. Week industrial BARCLAY

Van Veen Record Racks are all wood

No paper or compo-board used in their construction

Van Veen equipment for the phonograph trade is built by a service organization whose effort is solely centered upon perfecting this product. Crude and slipshod material manufactured as a side-line to fill in slack times cannot possibly compare with Van Veen equipment in quality, construction or efficiency.

Van Veen equipment is built to maintain a reputation and sold to meet competition.

Van Veen & Company
INC.

12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

EXECUTIVE OFFICE
4749 West 39th Street
New York City

HEARING ROOMS - RECORD RACKS - COUNTERS

SALES OFFICE
1711 Chestnut Street
Philadelphia

TRADE BETTERMENT IN CANTON, O.

Portable Phonographs in Favor—Improvement in Local Industries Helping Trade—Changing Retail Center—Miss Ramsdell to Return

Canton, O., August 4. Canton talking machine dealers say the vacation music problem has been solved by the portable phonograph. "In some houses to-day two phonographs are found," a dealer said here this week in discussing the proposition. "The cabinet model is used by the family where they are in town, while the portable instrument will be found in the children's playroom, where they listen to nursery songs and other suitable records. At vacation time, however, it is the portable model that is annexed by the grown-ups for their temporary Summerhouse," he declared.

One store in particular here, the George Wille Co., has made a concentrated effort to educate the buying public through the medium of the daily press advertising that the portable talking machine is the only thing for the vacationist. A series of advertisements brought this feature of talking machine merchandising before the public, and as the result there was a substantial increase in sales.

Dealers here claim that the reason for the interest in this line of talking machines is that Canton is in the midst of the lake district where hundreds of campers come annually from all parts of the State and nearby States.

With slight improvement in the industrial situation locally, inquiries for talking machines and other musical instruments have been more frequent the past ten days than in many months, according to A. S. Van Plassen, head of the Van Plassen-Theam Piano Co., Somora distributor in the Canton district. "The past ten days have brought a host of prospective purchasers into our store, despite the fact that we have not used newspaper advertising for several weeks," said Mr. Van Plassen. "The only way I can account for this strange change in conditions is that Canton is in the midst of the lake district where hundreds of campers come annually from all parts of the State and nearby States."

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ASSOCIATED No. 70

UNIVERSAL TONE ARM

Huntley No. 70

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

FRANK NETSCHER

81 Barcay St. New York, N. Y.
PITTSBURGH TRADE AVERS BUSINESS TIDE HAS TURNED

Some Impressive Figures That Tell a Tale—Interesting Views of Leading Members of Talking Machine Trade Regarding Business Conditions and the Outlook—News of the Month

PITTSBURGH, PA., August 8.—Indications of the enormous possibilities that the wage-earners have in the way of acquiring a portion of their earnings are reflected in the statement issued by the Pittsburgh Chamber of Commerce relative to the wealth of Pittsburgh and Allegheny County. For the year 1920 the daily payroll of the workers in the various industrial establishments of Allegheny County amounted to $1,519,124, for a total of 243,333 employees, whose daily production was valued at $9,217,556. This was at the rate of an average daily per individual of $6.24, an increase from $5.08 for the year previous.

The banner year in Pittsburgh's industrial history was 1920. The total wealth of the county as of December 31, 1920, was $1,121,606,863.02. The per capita wealth in the county was $2,710.67, an increase of 5 per cent over the previous year. At the same time the per capita savings increased 14.5 per cent, or from $236.37 in 1919 to $277.90 in 1920. No community in the country has a better record for the savings deposited in the banks and trust companies throughout the country, totaling $238,194,626.25 and the demand deposits were $622,772,521.96. The value of the manufactured output in Allegheny County last year reached the unprecedented figure of $2,880,915,800, an increase of a quarter of a billion over the war period of 1918.

The foregoing figures are a source of keen satisfaction to the rank and file of the talking machine merchants of the Steel City and vicinity, who see in the stupendous statistical array a sign that there is bound to be marked activity in this coming Fall and Winter in the large industrial enterprises that have justly made Pittsburgh famous and have made possible the slogan that "Pittsburgh Unites Progress and Prosperity.

The Tide Has Surely Turned

While the past month has been one of unsatisfactory business conditions as far as the talking machine fraternity is concerned, there is an open expression on all sides that the "worst is over" and that the "turn in the road" has been reached and that soon a new and steady increase in business will be noticed. Steel mills that have been operating at less than 25 per cent of production have had a most fruitful time, and large payrolls are now being turned out. In other words, since August 1, there has been a slight change for the better. Orders are starting to come in in all directions with increasing regularity and there is a marked feeling of confidence among the steel men. When the mills are operating at capacity, not an uncommon thing here, there are all kinds of prosperity—it means large payrolls and employment for thousands of men and the assurance that of the millions of dollars distributed every two weeks a goodly percentage will go to the merchants, and in this fact the talking machine dealers also share as part recipients of these earnings—transmitted to savings—that are used to make glad the heartstone in the shape of music from a talking machine and records.

It must be remembered that the mill towns and industrial communities are important factors when it comes to music, especially music as furnished through the medium of the talking machine or phonograph. This is forcibly emphasized by the sales of machines and records that are made by the various dealers in these localities.

What Leading Talking Machine Men Say

S. B. Nichols, manager of the Pittsburgh office of the Columbia Graphophone Co., who just returned from a business trip to West Virginia, in a brief talk with The World representative, expressed himself as satisfied that there would undoubtedly be a marked revival in business during the coming Fall. He stated that there was every indication of this and that with big mills and factories there was bound to be an upward trend in all lines of trade, and in this the talking machine dealers would participate.

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., said: "We are preparing for what I believe will be a very brisk Fall season. The belief, as I view it, is encouraging and this coupled with the revival in industry that is now on, leads me to the conclusion that there will be a real good season ahead for the live and energetic Victor dealer who will strive to take advantage of all opportunities that arise for the promotion of his business."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is another one of the optimists in the talking machine ranks here. He is undeniably putting a very satisfactory business this Fall and says that the dealer who keeps in close touch with his jobber is bound to benefit thereby.

H. M.lilton Miller, manager of the Sonora Phonograph Co., of Pittsburgh, Sonora distributor, said: "We are satisfied that there will be a big business this Fall for the Sonora dealers, judging from the reports that our road men are making. We are cooperating very closely with our dealers and I feel confident that sales of Sonora phonographs this Fall will be very large. While the past month has been off, to a certain extent, I feel that better times are ahead."

Mapping Out Brunswick Plans

J. A. Sand in, manager of the Pittsburgh division of the Brunswick-Balke-Collender Co., returned from a business trip to Cleveland, Chicago and Atlantic City. Mr. Scanlan is busy mapping out plans for an active Fall campaign for the promotion of the Brunswick phonographs and Brunswick records. He is of the opinion that business can be secured by the Brunswick retailer if he will start out after it and keep at it. Two new Brunswick dealers have been added to the list under the supervision of Mr. Scanlan. They are: F. A. North & Co., Allegheny, Greensburg and Johnstown, and Harley Howard, of Cameron, W. Va.

Edison Tone Test in Pittsburgh Zone

A. A. Bush, treasurer of the Bingh Phono- graph Co., Edison distributor, stated that plans were being made out for the holding of a series of tone tests in the Pittsburgh zone this Fall and Winter. Tone tests, he said, as conducted by the Edison distributors have proven most satisfying and have resulted in increased sales of phonographs and records in this territory.

(Continued on page 79)
The Last Word in Electric Phonograph Motors

Make this your leading line for the coming season

The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD · · · · · LONDON, E. C., ENGLAND
due to the tone-test campaign. Mr. Buehn, while optimistic concerning the outlook for business, did not venture to set any given date for a resumption of prosperity, but said that he believed there would be a gradual resumption that would prove most beneficial to the Edison dealers.

E. J. Condon, one of the Buehn Phonograph Co.'s traveling salesmen, who is spending the summer at Portland, Ore., resigned his position. He intends, it is understood, to locate on the Pacific Coast. J. K. Nichol, of the Buehn Co.'s road staff, is spending his vacation at Ashbury Park, N. J.

A Model Talking Machine Shop

W. F. McClay, the well-known Victor dealer of Cornepe, Pa., has one of the model talking machine shops in western Pennsylvania. Twelve demonstration and exhibition booths are arranged in an attractive manner in the McClay shop, six on each side. Customers are notified by mail and some by telephone of the coming of the new Victor records each month and the first few days of the month are very busy ones. This department is most efficiently supervised by Mrs. McClay.

Places Automobile in Service

The Record Co. has placed in service a large automobile delivery car for the sole purpose of quick delivery of talking machines and records to customers. C. R. Parsons is manager of the department.

Acoulian-Vocalion Treat for Public

Daily concerts for the benefit of the crowds who throng the Jenkins Arcade are being given by the management of the Vocalion Shop. An Acoulian-Vocalion is placed in operation with a Vocalion record and this, in turn, is transmitted to the Magnavox. All of the latest records are played and quite a treat in given to the throngs who pass through the Arcade, especially during the noon hour. The Magnavox is placed immediately above the entrance to the Vocalion Shop and gives perfect satisfaction as a reproducer.

Trader Goes With the Pollock Co.

H. J. Trader, one of the well-known staff of road men of the Buehn Phonograph Co., has resigned to accept the post of manager of the S. R. Pollock Co., Inc., of Indiana, Pa. The company handles the Victor and Edison lines and Mr. Trader has been in favor of the company and its new post. He will be succeeded at the Buehn Co. by Thomas Dillon, who is well known in the talking machine circle.

W. F. Frederick on Pacific Trip

W. F. Frederick, the well-known head of the W. F. Frederick Piano Co., is spending the month of August on a trip to Pacific Coast points, a trip to Alaska and a homeward journey via the Canadian Rockies.

Hold Annual Outing

The Lechner & Schoenberger Co., Victor, Edison and Columbia Columbus, Ohio, dealers, held their annual outing at the Peal farm, near Pittsburgh, on Saturday, July 9. The firm closed its place of business the entire day. Over one hundred attended the outing. Jacob Schoenberger, president of the company, is spending the month of August with Mrs. Schoenberger in Canada on a vacation outing.

U. S. Hamilton, secretary-treasurer of the S. Hamilton Co., Victor dealers, returned from an automobile trip to the East. Miss Margaret Stuart, one of the painting members of the sales staff of the S. Hamilton Co., returned from a vacation trip to a camp near Union City, Pa.

Dealers Inspect New Menzer Shop

Following the usual monthly demonstration of Victor records at the Fort Pitt Hotel, under the auspices of the Standard Talking Machine Co., the Victor dealers present, some of whom had never been there before, were invited by M. Menzer, of Menzer's Victor Shop, 1312 Fifth avenue, to inspect the new music shop. The location is one door west of the former Menzer Shop and the interior is very attractively fitted up. The Unico system of hoists has been installed. M. Menzer was highly complimented by his associates in the Victor line on his handsome place of business.

A. R. Meyer Sojourning at Connecticuct Lake

A. R. Meyer, the well-known secretary of the Talking Machine Dealers' Association of Pittsburgh, is spending his vacation with his family at Connecticuh Lake, Pa.

Passing of Caruso Regretted

News of the passing of Enrico Caruso, the noted Victor artist, came like a shock to the Victor dealers here, as news the past week had been most encouraging as to the ultimate recovery of the brilliant singer. Fred Drake, manager of the retail Victor department of the C. C. Mellor Co., arranged for a display of a photograph of Caruso with a fitting inscription, telling of his demise, in the Mellor show window.

Ben Brown Appointed Manager

Ben L. Brown has been appointed manager of the Pittsburgh branch of the Sterling Roll & Record Co., with headquarters at 434 Fourth avenue. Mr. Brown is well known in talking machine circles, having been connected with the Columbia Co.'s offices in Indianapolis, Cincinnati and Louisville.

In the end, the man who sells quality and service probably has a lower selling expense than the man who sells only the price idea. His customers become his best advertisers and salesmen.

UNICO INSTALLATIONS IN NEW YORK

The New York office of the Unit Construction Co. reports considerable activity among metropolitan dealers in the improving of their warerooms equipment. Among recent installations was that of the new Victor store of Cool & Sklaur, at 831 street, near Broadway, New York. These waterworks are said to be among the most attractive in the city and consist of twelve demonstrating rooms and a complete record department. The entire installation is in every feature, a challenge to the East New York section of Brooklyn, has also opened a new store in the city like section of that borough at 1140 Liberty avenue. An attractive Unit Installation, also in ivory, of six rooms and a complete record department has been made.

MAKING AN EXTENDED TRIP

Louis Unger, of the sales staff of the Brilliantone Steel Needle Co., is making an extended trip in the interest of Brilliantone needles which has carried him as far as the Pacific Coast. Mr. Unger is taking up with the trade in the large number of offices which he has visited the matter of Fall requirements for Brilliantone needles and is optimistic over the prospects of a good Fall business.

RELIABILITY

Reliability is one of the important factors which cause satisfaction. The reliability of Victor merchandise cannot be challenged. For years products bearing the Victor Trade Mark have been known as reliable products. It is this reliability which has increased Victor supremacy.

And it is steady, reliable service to Victor Dealers which has given our Company its constantly increasing patronage.

"Buffalo T. M. Service" is reliable.

BUFFALO TALKING MACHINE CO.

BUFFALO, N. Y.
THE TALKING MACHINE WORLD

Cleveland Continues to Be an Active Trade Center

Columbia Forces Engage Miss Mower for Exhibition Purposes—Talking Machine Dealers in Northern Ohio Have Outing—Dealers Placing Fall Orders—New Stores Opened During Month

Commentary, August 5—Among the unique ideas looking to the development of talking machine business is to cut live in the last few weeks, that of the Cleveland branch of the Grafonola Co. The efforts of Assistant Branch Manager H. C. Cooley and R. F. Hughes, recently appointed Manager of Dealers' Service in the Cleveland branch, Miss Mildred Mower, vaudeville artist on the Keith Circuit, will use a Grafonola instrument during her thirty-five weeks' engagement, starting the latter part of August. Miss Mower, who uses a Grafonola in her act, was gratified to learn that through either Grafonola branches or Grafonola dealers the instrument would be available as soon as she reaches any city on her tour. During her stay here Miss Mower was given the use of a Grafonola at her hotel, and one was to be sent from the Cleveland branch to her vacation home. Mr. Cooley and Mr. Hughes have already started the machinery moving to supply Miss Mower with machines during her engagement for 1921-1922.

Mr. Hughes, who was lately appointed by Branch Manager J. L. DuBreuil as service department manager, is known to hundreds of professional musicians in and near Cleveland. For several years he has been professional manager for Leo Font in this district, has owned the Prospect Music Shop, and generally is to be seen at all important musical gatherings.

Columbia Cleveland Territory Enlarged

The Columbia Cleveland branch activities will be extended by the addition of ten counties in Ohio, including Cincinnati, where dealers will receive service from the Columbia headquarters. The new territory is being visited by Branch Manager J. L. DuBreuil and Karl Karg, of the Cleveland office. Among plans of the branch for the fall is business for dealers by making sets of block dancing parties, which dealers will supervise, using, of course, the Columbia instrument.

Piano of Northern Ohio Dealers' Association

The Piano of the Talking Machine Dealers' Association of Northern Ohio, including Victor dealers in and out of Cleveland, occupied the attention of the members for what proved a full week—getting prepared for it and recovering from it. The event was held at the Cleveland Yacht Club, where an elaborate program of sporting events, including golf, which was crowded into the short day, was run off. An automobile parade took close to 200 members to the landing. The wholesalers defeated the retailers at baseball, and won two silver cups. The Davies-Swindler tennis team defeated the Shinkle-Dove pair, as did Roberts-Todd over Smith-Sourcebook. Winners in races, both land and water, included Lou Lightner, Leonard Keller, Charlotte Simpson, Will Breckinger, Jack Flanagan, Willie Redy, Norman Baumbach, Doris Lyon, Helen Hunter. Cowen was supplied by Miss Grazella Pulver and Louis Meier by winning dressing robes in a prize wall contest. F. C. Erden, Victor special representative, sang. The event was managed by Dan E. Baumbach, Mayor Co., Ed. B. Lyons, Eclipse Musical Co., and Miss Pulver, and a good time was had by all.

Record Exchange Succeeds

More than 100,000 records have been listed by dealers in Ohio with the record exchange of the Talking Machine Dealers' Association of Northern Ohio, according to President Grant Smith, Eudel Music Co., the originator of the plan. The big feature of the exchange, explains Mr. Smith, is that it affords the dealer who has records that will not move fast enough in his locality to exchange them for those that will, while his records may be just the ones wanted by another dealer who has a big call for them. This feature is causing many new members to be added to the organization, and during the last month a score or more have joined, according to Mr. Smith.

Rural Dealers Placing Fall Orders

Ed. B. Lyons, sales manager, the Eclipse Musical Co., recently back from a tour of the Cleveland territory, advises that many dealers, particularly those in the smaller towns, or who cater especially to rural folks, are anticipating their Fall and holiday business now by placing orders for machines as well as records. It is believed that the good crop prospects, and the consequently better income for the growers, will make for added outlet for musical instruments, and the dealers want to be sure they will not run short, they tell Mr. Lyons.

In developing the farmer trade the smaller city dealer is not alone. The Eudel Music Co. is covering the rural territory in Cuyahoga County. A. W. Witter, sales manager, with an expert staff, is using several trucks, with machines of different kinds as cargo, and in few instances are these machines returned to the office after they go out on demonstrations generally convincing the rural folks that they want music in the home.

New Victor Department in Mansfield, O.

Among the newest Victor establishments to be opened in the district is that of the W. E. Jones Piano Co., at Mansfield, O., a firm established more than twenty years. The opening event was conservative, for this is a conservative

American Walnut

"Be Sure Your Walnut is ALL WALNUT."

Phonograph Cabinet

Such a one is pictured above. "Class" is written all over it—just what the desirable trade is hungry for. A Talking Machine in an American Walnut case "talks for itself" and speeds up the turnover for all concerned. "Come on in."

Send for our valuable data for manufacturers—or data for dealers. Also the worth-while Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the American Walnut Manufacturers' Association, 1022, 815 S. with Michigan Boulevard, Chicago, Illinois.
house. Yet a large list of prospects has been compiled, and immediate returns have been gratifying. Miss Ethel M. Volk, Cleveland Talking Machine Co., assisted in the opening. The Mandolin Orchestra of Mansfield, thirty pieces, played. The event was attended by Howard J. Shartle, general manager; George H. Descom, traveling representative, and Miss Grazella Puller, educational director, of the Cleveland Talking Machine Co.

Inaugurate Special Fair Service

Dealers who will exhibit at the fairs in Ohio this year will have the benefit of the fair service being inaugurated by the Cleveland Talking Machine Co. Literature and advice on exhibits are being distributed among dealers already, and many state they will use this in developing their prospects among the attendants at the fairs. There will be seventy-five fairs held in Ohio this year.

After Foreign Language Trade

For the development of the Granby phonograph and Okeh record trade in the Cleveland district, the Kennedy-Schultz Co., distributor, is starting a campaign of co-operative advertising among dealers in the foreign language papers. The repair service on phonographs is being developed by the Kennedy-Schultz Co. All sales by all dealers are filed with the firm, and these are used in making periodical visits to new owners, so that machines may be kept in good condition. This service, as well as repairs, are free to the consumer, and make a big hit with purchasers, dealers assert.

Fine New Visitor Department Opened

Among the latest establishments to enter the talking machine field on a large scale is the Heter Jewelry Co., St. Clair avenue and East Fifty-fifth street, this city. The department occupies a store adjoining the original establishment of the firm. One of the largest crowds to attend an opening was present, though the night was one of the hottest on the weather man's records. One of the attractions was the drawing for a diamond ring, as a result of which a tremendous list of prospects for talking machines was obtained. A separate room in the basement of the new store is fitted up with a lot of trick devices which make the visitor laugh. The opening was aided by F. J. Towell, vice-president; C. K. Beanest, general manager, and Ed B. Lyons, sales manager, the Eclipse Musical Co.

New Retail Columbia Establishments

Two new Columbia establishments to be opened under the auspices of the Cleveland Columbia branch are those by Andrew J. Moksha, who takes over the Moksha store in this city, and an entirely new store by the Clarke Jewelry Co., of Lorain, opening at Elyria. Both stores are well equipped.

Developing Foreign Record Business

Development of the foreign record business in the Cleveland district was being planned during the last few weeks by M. O. Giles and A. Thallmeyer, of the General Phonograph Corp., who were in Cleveland to confer with David Green, of the Kennedy-Green Co., Okeh record distributor. The foreign record field in Cleveland is considered one of the most fertile because of the big percentage of foreign-born here, Mr. Thallmeyer pointed out. The visitors, including L. M. Friedl, who drove from New York City, were guests of Mr. Green during their stay here.

Five Wonders of the Age

1st. Unusually low retail selling price!
2nd. Big profits to the dealer!
3rd. Perfect cabinet work and finish!
4th. Exclusive design of latest type!
5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES
BACK TO PRICES BEFORE THE WAR.

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.
ADDS TWO CONSOLES TO LINE

Player-Tone T. M. Co. Announces New Models — Making Satisfactory Progress With Line

PITTSBURGH, Pa., August 8. The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonographs, is making satisfactory progress in overcoming the temporary business depression. Referring to general conditions, J. Goddiss, president of the company, said:

"We are making steady progress in spite of the hot weather months. Our Player-Tone display at Grand Rapids attracted considerable attention, especially the new console models that we have just added to our line. In fact, these new models were responsible for the closing of quite a number of valuable accounts."

"We have paid particular attention to the mechanical construction of this console, using a brass stock and five-ply veneer. We have also included in our equipment a round fiber horn and the mechanical equipment is gold plated throughout.

"I may add that we have placed a price on these console models which a few years ago would have been impossible, but we have endeavored to furnish our dealers with a salable proposition that will give them tangible profits during the coming Fall and throughout 1922.

"We are convinced that the console model occupies a premier position in the talking machine field today, and we welcome any suggestions from our dealers that will enable us to give them maximum service and co-operation."

INSTALLS NEW BOOTHs

The Geo. L. Latulip & Son's Famous House, of North Baltimore, O., has just completed the installation of two new booths and this adds materially to the attractiveness of the store. Both Mr. Latulip and his son are active in the handling of this fast growing Victor business, and state that the outlook for the future is very encouraging.

OPENs NEW VICTOR DEPARTMENT

J. W. Rowlands Co. Opens Attractive Victor Waterfront Store—Serves to Distribute to Visitors

LIMA, O., August 8. The J. W. Rowlands Co., at this city, has just opened up its new Victor department which is located on the ground floor.

First Uniform books, service counters and racks of light construction are included in the equipment.

The formal opening was held in the evening and as souvenirs Penn Victor dogs and flowers were distributed. The members of the firm and their salespeople were the guests of Messrs. Kelley and Leybourne of the Toledo Talking Machine Co., Victor wholesalers, at a dinner given at the Argonaut Hotel the evening preceding the formal opening.

SELREX COUNTERS IN NEW YORK

L. M. Willis Introduces Selrex Equipment to Local Trade—Dealers Interested in Product

L. M. Willis, of the Beckwith-O'Neill Co., Minneapolis, Minn., arrived in New York a few weeks ago in the interest of the Selrex counter, which is manufactured by this well-known Victor wholesaler. Mr. Willis has established headquarters at the Hotel Commodore, where he has installed one of the counters, and dealers from all parts of the metropolitan territory have visited the hotel in order to become acquainted with the merchandising value of the Selrex counter.

Mr. Willis states that many of the local dealers have evinced keen interest in the installation of the Selrex counter, so they appreciate the fact that the use of this counter stimulates the sale of records and enhances the efficiency of the sales force. Mr. Willis has already installed Selrex counters in several local establishments and arrangements will be completed very shortly whereby Selrex will become part of the equipment used by numerous dealers in this territory.

TRIBUTE TO ENRICO CARUSO

Simon's Music Store of Uniontown One of the First Talking Machine Establishments to Pay Tribute to the Passing of the Great Tenor

UNIONTOWN, Pa., August 3—Probably one of the first tributes paid to Enrico Caruso by any talking machine dealer was by Simon's Music Store, of this city. The news of the death arrived here at the same time that the Uniontown Daily News Standard was being made up, prior to going to press. E. F. Gebbhard, manager of Simon's Music Store, upon hearing the news, immediately telephoned this to paper to have them hold a space while he wrote out an advertisement to be inserted on the front page. This advertisement, so simple, yet so striking, evidently touched the hearts of the people of Uniontown and vicinity. The original advertisement, 4 x 4, is herein reproduced in condensed form, but it enables others to see the splendid way in which Mr. Gebbhard handled this publicity.

ENRICO CARUSO

1873-1921

In loving memory of the world's greatest voice, and with grateful appreciation that through a man-made device the golden notes will live forever.

SIMON'S MUSIC STORE

BELLO HOUND Semi-Permanent Needle

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-PERMANENT NEEDLE

The Sounding Board Bell produces the best results. Eliminates all mechanical noises. Tonal effects for any record.

LOUD

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.
Confidence and Good-Will
As Assets to the Victor Dealer

The Victor Dealer who aims to be successful must win the confidence and good-will of his patrons before he can hope to expand and grow. He must be equipped to impress upon them the supremacy of Victrolas and Victor Records in a way that will produce sales and build prestige.

Cressey & Allen service to Victor Dealers is based on a thorough knowledge of the dealer's problems, plus the experience that makes the solution of these problems simple and practical.

CRESSEY & ALLEN
PORTLAND, MAINE

THE TALKING MACHINE WORLD

August 5–July was not a bad month in the talking machine trade, that is so far as New England and more specifically Boston, are concerned. As for weather, it was a torrid month, with much rain and electrical storms. With so many persons away on vacation one would scarcely expect much business, yet there were a few places that were not able to record an improvement over June and in some cases the increased business was considerable. This has instilled a new hope in the representatives of the trade, which augurs well for the immediate future. As for August, the trade is divided as to possible results; some look for a good business, while others see it only as a mid-Summer period, which spells dullness.

Difficult to Put Over the Organization Idea

Arthur C. Erisman, with all his laudable intentions to create a Columbia organization among the dealers here, has finally had to give up the idea. It was not so much because of any lack of apparent interest in the plan, but because the prospective members were not willing to see the project from the community point of view. In short, the spirit of self-interest, personal gain, was too much apparent to warrant Mr. Erisman proceeding further. With too many persons it was a question of how much they themselves were to get out of the organization idea rather than what the business as a whole was to gain, and as the promoter of the plan Mr. Erisman was expected to do all sorts of impossible things that sought the betterment of some individual or concern. This was altogether foreign to the trade organization idea and repellent to Mr. Erisman's laudable purpose. From the time of the inception of his plan until it was found to be impracticable Mr. Erisman devoted considerable of his time to creating an interest among Columbia dealers, but to little purpose, and Mr. Erisman therefore has washed his hands of any further fanning of the idea.

Developing the Sales Territory

R. O. Ainslie, of the Hall & Davis Co., has a special mission these days, for he is engaged in the laudable undertaking of instructing a group of canvassers in the special duties of getting prospects and selling goods, always with the pathé line in mind. While Mr. Ainslie keeps general oversight over the progress the men are making toward becoming qualified salesmen much of the immediate work falls on the shoulders of H. H. Arnaud, an experienced Pathé man, who is engaged in the organization of the various groups. As soon as one group is qualified to work under a leader it is sent out into the field and the first one started out has been working in the Greater Boston territory with marked success. In a few weeks there should be a number of these crews in the New England field and by the early fall the Pathé business ought to show a marked increase throughout the New States. According to the present system it is planned to train about a dozen crew leaders each month.

Stephen A. Colahan, who isdevoting all his time to the wholesale end of the Pathé, spent several days in Connecticut lately visiting among the dealers. Mr. Ainslie, too, was away on a trip, having motored over to New York, and in the week that he was absent he visited Springfield and Worcester in this State, and Waterbury and Naugatuck in Connecticut. Both he and Mr. Colahan found conditions such as to warrant the belief that things will soon be appreciably on the mend. Mr. Ainslie at this printing is enjoying a cruise with the Boston Yacht Club, sailing the stimulating and briny air.

Many New Brunswick Dealers

Kraft, Bates & Spencer, Inc., wholesale distributors of the Brunswick, have signed up with several good concerns throughout New England, all of them houses that should do well with this line of merchandise. The concerns to handle the Brunswick include the Oriental Music Shop at Holyoke, which is operated by H. Pincz, the Elite Music Co., at 122 Essex street, Salem, and the Song Shop, at 440 Main street, Woburn, which is conducted by Miss A. M. Ushar.

This Brunswick house, of which Harry Spencer is the head, is now the sole distributor for New England, with the exception of Connecticut for the well-known Jones-Motola, and there have been a great many inquiries for this line. Mr. Spencer lately took an automobile trip with Edward Strauss from New York, through a portion of Vermont and the Lake Champlain district visiting the Brunswick dealers on route.

Reports Improvement Over Previous Month

Manager Fred E. Mann, of the Columbia Co., is well satisfied over the showing his department made for July, which showed an improvement over June, the same as in the month this year has shown an increase in business over the preceding month. "We're not selling; they are buying," is the apt way Mr. Mann expresses it. (Continued on page 84)
Trips which Mr. Mann has lately taken, one in particular to Hart, Connecticut, in company with salesmen Fred C. Collins, of Hartford, convinced him that business is on the upward grade and in a pronounced uptrend.

Mr. Mann says the merchandising plans started by the company some time ago have proved immensely successful. It was not an easy thing to interest the dealers in the idea at first, for there were those quite apathetic in giving it recognition and others extremely indifferent, but the live wires who swept possibilities from the start and put the principles into practice have had no cause to regret their attitude and it is they, of course, who reaped the biggest results. Some of the others who were slow at first to take to the company’s new sales plan have now got into the procession and with distinct benefit to themselves and the company.

Ralph L. Freeman a Visitor

Ralph L. Freeman, director of distribution of the Victor Co., motored to Boston toward the end of July, having with him his wife and children. Mr. Freeman, because of the demands of business, was unable to go on to Nova Scotia as he has formerly done, but his family proceeded earlier through Connecticut going from Boston to Yarmouth, N. S., by boat and then motoring over the splendid provincial roads. During his stay in this city Mr. Freeman was a guest of Mr. Charles H. Farnsworth, of the Eastern Telephone Company, at his Summer home at Marblehead, on the North Shore.

Herbert Shoemaker Returns

Herbert Shoemaker, having returned from his honeymoon, spent pleasantly in New Hampshire, has plunged into the work at his desk in the East, and he is looking forward to rapidly improving business from now on. Mr. Shoemaker hopes to be able to again try his luck in scaling at the Labor Day regatta at the Charles River, and if he enters it will be in the intermediate class, for which, because of his success last year in the junior class, he is now eligible.

Harvey Waterrooms Near Completion

It’s been looking a bit chaotic in the waterrooms of the C. C. Harvey Co., these past few weeks, but the changes are now so far progressed as to warrant the statement that in a short time everything will be ship-shape with the talking machine department, carrying the Brunswick, Victor and Edison lines, splendidly installed on the ground floor instead of on the second floor, where this department has been for a number of years. An especially commodious window, with the entrance from the street on the left side instead of the right, will give ample facilities for those unusual window displays which for several years have featured an oncoming season, such as Halloween, Thanksgiving and Christmas.

N. W. Steinert’s Conditions Improving

Kenneth E. Reed says that conditions are improving. He sees it daily in the Victor output of the N. W. Steinert Co., which has had a very erratic July business. Mr. Reed isn’t going away this Summer beyond taking week-end trips spent with friends at various resorts on Cape Cod. Besides, as he is fond of golfing, he finds time nearly every day to get out on the links in his home town of Canton.

Secures Magnavox Representation

Arthur C. Erisman, head of the Grasonola Co. of New England, which has been handling for some time the Magnavox, has now become the representative of this remarkable device for all of New England. A circular which Manager Erisman is sending out mentions is made of a number of local places that have been equipped with the sound amplifier, these including several of the Boston newspapers, the Park Department of the city of Lowell, and the School Departments of the cities of Danvers and Beverly, Mechanics Building in this city, several hotels, a college and private homes. As Mr. Erisman’s establishment in Tremont street is directly opposite Boston Common he has an unusually fine opportunity for demonstrating the value of the Magnavox across a wide expanse of space.

Sojourn in Vermont

Up in Brooklyn, Vt., one may find E. M. Wheatley, head of the Aeolian-Vocational waterrooms, for there he is located to escape for three weeks the oppressive heat of Summer. Mr. Wheatley has been at this place for several seasons. While he is away the affairs of his establishment are being managed by A. B. Barg, of the wholesale department. J. J. Hart, of the sales force, has just got back from his vacation. Charles T. Foote, also of the sales force,
is planning to go away the last two weeks in August. Secures Larger Quarters in Same Building
The Musical Supply & Equipment Co., for some time located on the fifth floor of 221 Columbus avenue, has lately moved into another part of the same building and is now to be found at the front of the second floor, where it has fully 2,000 square feet more space than formerly. The removal was made while Manager Joseph Burke was away on a trip, so that he personally was relieved of any of the embarrassments of moving. A part of the fourth floor used for storage is still retained. The new quarters now allow opportunity for a large and commodious display room for Sonoros. The room is comfortably and artistically furnished and presents a very inviting appearance. Manager Burke is not taking any special vacation this Summer, containing himself with spending the Summer at Kenmore, Nantasket, going back and forth daily by boat. Returns From Business Trip
Mr. Ellsworth, of Ellsworth & Drake, Puritan representatives at 429 Boylston street, has just returned from a business trip taken through Massachusetts with Springfield and Worcester as the special places at which he stopped. Mr. Ellsworth states that while business has been rather quiet he is looking for an improved condition very soon and that already there have been some encouraging inquiries about the Puritan proposition. Appointed Odeon Jobbers
The Boylston Music Corporation has been appointed New England distributor for Odeon records, manufactured by the American Odeon Corp., New York. The company has secured quarters in the Pope Building at 221 Columbus avenue, where it has ample facilities for giving the dealers efficient service. Herbert L. Royer is president and general manager of the concern and Leslie S. Wiggin is treasurer. Both of these men are well known in the wholesale field and are thoroughly conversant with the requirements of the New England dealers. Moves Talking Machine Department
The talking machine department at the Jordan Marsh Co. has been moved from the third floor to more convenient quarters on the second floor of the Annex. Manager Titus has been doing a very good business during the Summer. Geo. W. Barry Wins Prize
Recently there was a prize-winning contest in Boston, known as the Zain Ad Writing Contest, and the $1,000 prize went to George W. (Continued on page 96)
Berry of Dorchester, who wrote the most attractive advertisement on the Brunswick machine. Twenty-four products were represented among the thousands of advertisements submitted. The special color line of the prize-winning advertisement was "You can bank on a Brunswick and draw interest for all time!"

Arrange Most Attractive Window

One of the windows of the Tremont Talking Machine Co.'s Tremont street store has had an attractive exhibit that has drawn throngs of interested spectators. The window represented a sort of evolution with a Forsell wheel in operation, each step on the wheel being occupied by a Victor dog. The entire window was filled with these dogs, some recording a merry-go-round and the auto racing, the whole making quite a scene of activity.

Suffers Some Loss by Fire

George Lincoln Baker, Edison distributor in the Colonial Building, suffered a little fire on the night of a big electrical storm during the early part of July. The current entered the apartments, but fortunately what fire was started was early discovered before much damaged resulted.

Where They Are Sojourning

Hermin N. Baker, treasurer of the A. M. House Music Co., has returned from a week's vacation at Rockport, and later may find time to go to Smuggler, N. H., where his father has an estate. W. S. Stackhouse, of this concern, is at Cumberland, Md., where he has gone for several summers. Albert R. Shipman is at Bayville, N. J., where also is W. B. Millett.

Cuber in Charge at Holyoke

N. P. Culver, of the E. C. Henderson Co.'s staff, is now in Holyoke, where he is in charge of the Henderson store in that city. Amos Russell, of the Henderson Boynton street store, has been a patient at the Melrose Hospital, where he lately underwent an operation.

Miss Barr Scores in New Hampshire

Miss Grace Barr, of the educational department of the Sturtevant house, has been meeting with marked success in the New Hampshire territory, where she has proved of great assistance to Victor dealers. Others in the New England States will be taken care of in a similar manner and it is of interest that dealers everywhere are eager to get Miss Barr's intelligent guidance.

Starts Fall Selling Campaign

L. W. Hough, of this city, New England representative of the George A. Long Cabinet Co. and Terrace Album Co., has already inaugurated his Fall selling campaign. Mr. Hough states: "During the past few months careful, conservative buyers have allowed their merchantable stocks to become diminished to the lowest possible point, some to a condition where it ceases to be 'good merchandising.'" Mr. Hough predicts a busy Fall season and believes that now is the time to plan for it, not only through the outworn of a sales campaign, but also by bringing stocks up to a point necessary to satisfy the Fall demands.

PRINCE-WALTER CO. IN LOWELL

Handsome Talking Machine Establishment Opened in Which the Brunswick is Featured — Other Stores Contemplated

LOWELL, Mass., Aug. 1.—The Prince-Walter Co., Brunswick distributor, opened a handsome talking machine establishment a few days ago and a goodly portion of the city turned out to inspect what is one of the most novel shops in this city. The trade is especially interested in Fred H. Walter, for he was for several years the wholesale representative of the Brunswick at the Boston house of Kraft, Bates & Spencer, Inc., where he made many friends. The new store is located at 100 Merrimack street and on the opening night the occasion was made memorable by the presence of Carl Feiton's Orchestra, which records for the Brunswick.

LANSING KHAKI COVERS

The Pioneer Moving Cover

Dealer's Prices NOW:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>medium</td>
<td>$6.00</td>
</tr>
<tr>
<td>large</td>
<td>$6.50</td>
</tr>
<tr>
<td>extra large</td>
<td>$7.35</td>
</tr>
</tbody>
</table>

Fitall 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.

TO THAT MAN

To the man who sells Edison, Victor or Columbia Phonographs we say: You can increase your sales and improve your business. You can double the value of your machines and double the pleasure for your customers. You can equip those machines to play all the best records. You can even improve the tone of those machines. Our catalog tells how. Your postcard brings it. Attractive prices. Write today.

Perfection Attachments

FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPlS

NEW ENGLAND TALKING MACHINE CO.

16 Beach Street
Boston, Mass.

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

**"Nameplates With a Personality"**

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

When You'll Think of Nameplates
You'll Think of Yeuell.
HANDBES NEW STORE OPENED

Hundreds Visit Establishment of Kaplan Bros. on Opening Night—Many Floral Pieces and Messages of Congratulations Received

New Brunswick, Mass., August 9—The recent formal opening of a new talking machine establishment at 1882 and 1884 Acushnet avenue, this city, by the Kaplan Bros., who operate a chain of stores in Fall River, Chicopee Falls, Holyoke and other cities, marked the addition of one of the largest and finest establishments to the music stores in this vicinity.

Every effort has been made for the convenience of patrons. Seven large booths, separated by glass partitions, have been constructed for record demonstration purposes. The predominating color of the woodwork consists of two pastel shades of gray. A complete stock of records and best-known lines of talking machines offers a large selection for customers. Piano, player-planes and sewing machines also form part of the stock.

Hundreds of people visited the establishment on the opening night and a brisk trade was enjoyed. Many out-of-town visitors were present and many of those who were unable to attend sent messages of congratulation and beautiful floral pieces. Among the donors of floral testimonials were the Eastern Talking Machine Co. and the Victor Co. of Camden. The out-of-town visitors included Mr. and Mrs. Shornkor, of the Eastern Talking Machine Co., and H. A. Winkelman and A. Otto, of the Oliver Ditson Co.'s talking machine department, Boston. Music was provided by a four-piece orchestra and the guests were presented with souvenirs in the form of miniature Victor dogs.

INTRODUCING THE "SHIMANDY"

The Latest Specialty of the National Co. Promises to Be a Big Seller—Interesting Chat With President R. L. Douglass About His Plans

BOSTON, Mass., August 6—The National Co. of this city, which is well known as the manufacturer of the popular "Ragtime Rattus" and other talking machine toys, is now placing on the market a new talking machine which has been known as "Shimandy." It is claimed that the "Shimandy" does sixty-seven different steps, all realistic and amusing. The doll is dressed in a silk costume and has a satin hat with a white plume and is very attractive in appearance. R. L. Douglass, president of the National Co., stated that production of the doll is now being made and that orders are being taken for September and October. In speaking recently to The World, Mr. Douglass said: "'Everyone who has seen 'Shimandy' has been extremely enthusiastic and all agree that 'Shimandy' outshines the dealer's window and is going to provide a big attraction. I believe that an excellent way to help record business is for the retail salesman to ascertain what three records are best suited to sell the 'Shimandy,' so that there will be no doubt in the salesman's mind when a customer asks. On the other hand, if 'Shimandy' sells a lively record, a recently issued record should sell 'Shimandy.' 'Shimandy' is the newest addition to our line and we will continue to manufacture 'Ragtime Rattus' and the 'Boxing Day' as usual.'"

GETTING CLOSE TO BUYING PUBLIC

The August issue of The Record, the organ published by Collings & Co., the well-known Victor distributors of Newark, N. J., carries much material which should prove most interesting to dealers. Some comment regarding the advisability of placing record racks in the forefront of the store is given prominence, and while the idea is not wholly new it is well worth reproducing for the benefit of dealers who may not have considered this subject: "Those who have made a scientific study of merchandising declare that the most advantageous location for merchandise selling is a small figure is where it is readily accessible to the public; in other words, in a spot where it will catch the eye and not require unnecessary steps to reach. People are just naturally lazy and will not walk a great distance or climb long stairs to buy a small article which they can just as well order buying or do without. This holds true with Victor records just as it applies to sundry merchandise. "It is a significant fact that the Mathushek & Co. music stores in Jersey City, New Brunswick and Plainfield are making alterations and improvements in their equipment, moving the record racks to the front of the store, at the door. Why? Because they realize the advertising value of a large record stock and the convenience it affords their customers. Their record business is bound to show resultant improvement. "They are making it easier for the public to buy and easier for themselves to sell. It is just a question of a few steps off the street and a few minutes of the customer's time. Furthermore, thousands of people passing will see the record stock and that will suggest new records for their Victrolas. This we would consider a combination of advertising and service."

CONTINUES TO GROW IN FAVOR

WASHINGTON, Mass., August 1—The U-Sav-Your cleaner and dressing, manufactured by the U - Sav-Your Mfg. Co., this city, is growing continually in popularity, reports B. D. Perkins, manager of that company. At the convention at Colorado Springs a number of distributors were present who carry the U-Sav-Your line. Optimistic predictions were made by them for the coming months regarding the sale of this dressing.

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.

Our Specialties—
Phonograph Record Labels
Gummed Stickers of large quantities
Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
BUSINESS CONTINUES RATHER SLOW IN THE NORTHWEST

Pessimists Are Still Croaking But Grain Crops and Prices Are Bound to Bring Considerable Prosperity—Will Be Felt, Undoubtedly, In the Retail Talking Machine Trade

ST. PAUL and MINNEAPOLIS, MINN., August 4.—Business conditions in the territory tributary to Minneapolis and St. Paul still are somewhat uncertain. Official crop reports seem to indicate that there will be a fairly good yield all around, but, strange to say, there is not a great deal of confidence in the Government reports. Nevertheless the early threshing reports are better than had been expected, for, although the yield is somewhat light in many localities, the quality of the grain is reported to be of high class. So the general situation is that of a waiting proposition.

The music industries are experiencing the same troubles as their contemporaries. Generally speaking, trade is somewhat slow in all lines. Whether or not the Fall will bring any particular activity is not certain at present, although everyone is extremely hopeful. The rows of pessimism are croaking most travaulously, but if grain prices reach a good figure there will be considerable prosperity in this section of the Northwest.

The Victoria situation is quite what might be expected during the Summer months, according to the Bedworth-O'Neill Co. There is no reason for worry and there is no reason to suspect that the Fall will fail to produce results. F. M. Hoyt, the general traveler for the company, spent his Summer in the Southwest, and particularly at Monard, Tex., and declares upon oath, that Texas is a more desirable Summer resort than the lake district of Minnesota. But it is quite well known that Monard has other attractions for Mr. Hoyt than fishing.

R. H. Johnston, vice-president of W. J. Dyer & Bro., who also are distributing the Victor machines and records, states, for the benefit of the trade, that there is a constant call for Victor records and that the volume virtually is up to normal. The demand for high-priced machines is slow.

MARKET NEW PORTABLE MODEL

Sample of New Charmaphone Machine Received at New York Headquarters—Completing Plans to Finance Dealers—An Important Move

The Charmaphone Co., New York, manufacturer of the Charmaphone line of phonographs, received early this month at the New York executive offices of the company a sample of a new portable machine manufactured at the factory in Palisades, N. Y. The factory is now turning out this new model out in quantity lots and Charmaphone dealers who received circulars announcing the release of the new machine are now receiving their initial orders.

The Charmaphone portable is one of the lightest machines of that type manufactured, weighing only fifteen pounds. It is of compact size and has a mahogany finished cabinet, equipped with Frenchean double-spring motor and Universal tone arm, with a cabinet which will carry ten twelve-inch records.

Early this month the Charmaphone Co. also announced the completion of its plans to finance Charmaphone dealers. Under this arrangement it will be possible for dealers to make their sales on a deferred payment plan, the Charmaphone Co. financing releases.

PATENTS ARE ON INCREASE

Lack of Office Help Hampers Action on Applications Being Granted

American inventive genius is surpassing all records, according to the number of applications for protective rights at the United States Patent Office, it was announced this week by the American Engineering Council of the Federated American Engineering Societies, but the Patent Office itself is so hampered by lack of assistants that comparatively few patents have been granted.

The potential loss to the American public of the prompt commercializing of these inventions, says the statement, is so considerable that special efforts are being made to speed relief legislation in Congress.
When Frank Crumit sings with the Paul Biese Trio the two song fox-trots "Mimi" and "Oh Me! Oh My!" that means double sales. Both Biese and Crumit fans will buy them. Stock up big. A-3430.

Columbia Graphophone Co.
NEW YORK

HELPING TO FINANCE CHAMBER

Appropriation of $5,000 From National Association of Talking Machine Jobbers Accepted as Recognition of Scope of Work of Music Industries Chamber of Commerce

The action of the National Association of Talking Machine Jobbers at its recent convention in Colorado Springs in voting an appropriation of $5,000 to the Music Industries Chamber of Commerce has been received with enthusiasm by the officials of that organization as another indication of the fact that the Chamber is actively embracing in its scope the talking machine trade as well as other branches of the industry.

The talking machine manufacturers have for a number of months been important contributors to the financial support of the Chamber, but this is the first step in obtaining the support of the leading jobbing interests. Undoubtedly the action of the Victor Jobbers will be followed by similar support from the Edison Disc Jobbers' Association, which already has the matter before its executive committee, and the jobbers of other talking machine companies. This leaves the remaining problem of financial support by the talking machine industry chiefly that of the retail element.

A great many talking machine retailers are loyal and enthusiastic supporters of association work and share in the financial support of the Chamber through the use of the stamp as piano merchants. On the other hand there are hundreds, if not thousands, of important dealers handling talking machines who have not yet been brought into association work.

The site of the assessment which the National Association of Talking Machine Jobbers has agreed to is gratifying, particularly in view of the fact that this is the first year that such an assessment has been made. However, the Talking Machine Jobbers have been operating in close co-operation with the Chamber during the past year and evidently are familiar with the need and value of the activities now being conducted. This is particularly true of the tax light in which several prominent jobbers have been particularly active. J. N. Blackman is a member of the Chamber's legal committee, George E. Michel, as chairman of the jobbers' legislative committee, has been in constant touch with the Chamber. French Nester, the national councilor of the Jobbers in the Chamber of Commerce of the United States, worked with the Chamber in the tax light at the recent annual convention at Atlantic City.

ENJOYING A DESERVED VACATION

C. T. Westmoreland, superintendent of the Granby phonograph factory, left on July 29 for a well-deserved vacation. Mr. Westmoreland will spend most of his time at the home of his daughter in a small town in Tennessee, and a few days with his father in western Virginia. He will return to his responsibilities about the time this issue of The World appears.

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

TALKING MACHINE EXPORTS DECLINE

Exports Including Records for the Twelve Months Ending June Amounted to $6,037,371—In 1920 the Figures Were $7,617,155

Washington, D. C., August 8—In the summary of exports and imports of the commerce of the United States for the month of June, 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 durable imports of talking machines and parts during June, 1921, amounted in value to $47,636 as compared with $60,024 which were imported during the same month of 1920. The twelve months' total ending June, 1921, showed importations valued at $777,156 as compared with $808,592 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,567, valued at $120,474, were exported in June, 1921, as compared with 8,655 talking machines, valued at $456,194, sent abroad in the same period of 1920. The twelve months' total showed that we exported 67,897 talking machines, valued at $3,071,252, as against 72,225 talking machines, valued at $3,653,595 in 1920, and 49,717 talking machines, valued at $1,544,870, in 1919.

The total exports of records and supplies for June, 1921, were valued at $148,480, as compared with $358,694 in June, 1920. For the twelve months ending June, 1921, records and accessories were exported valued at $2,005,614; in 1920, $3,903,560, and in 1919, $2,998,462.

DEMAND FOR ETHEL WATERS RECORD

Black Swan Record by Well-known Singer Proving Very Popular With Public

The Pace Phonograph Corp., 257 West 138th street, New York, manufacturer of the Black Swan records, is having an unusual demand for the record by Ethel Waters, of "Down Home Blues."

The above company is making its selections with great care and most of its artists are under exclusive contract to the organization. Harry Pace, president of the company, in speaking of the plans for the future, said: "We have a catalog of selected artists that are bound to have much success. Many of the numbers are, and will be, exclusive releases on Black Swan records. While it is true that we will feature to a great extent 'blue' numbers of the type that are in current favor, we will also release numbers of a higher standard, all of which will be chosen for their wide appeal."

The Pace Phonograph Corp. has made a series of records by prominent colored singers and musicians which are to be released in due course by this concern.

Sam Lind, of the Lind-Marks Co., Detroit, Mich., was a recent visitor at Vocalion headquarters in old New York. The Lind-Marks Co. is the Vocalion distributor in that territory.
M. RAPPAPORT INCORPORATES

Well-known Long Island Dealer Becomes President of the Woodhaven Music Shop, Inc.—Opens New Exclusive Victrola Shop in Bronx

The Rappaport Music Store at Woodhaven, Long Island, N. Y., owned by M. Rappaport, which handles the Victor line exclusively, has been incorporated under the name of the Woodhaven Music Shop, Inc., with Morris Rappaport as president. The business will be conducted along the same efficient lines as formerly, under the management of David Feiner.

Early this month Mr. Rappaport opened a large exclusive Victrola shop close to the junction of Western and Prospect avenues. The new store has been fitted up in an elaborate manner and is located where it should draw an excellent volume of business.

IOWA VICTOR DEALERS' CONVENTION

To Be Held September 19-20 in Des Moines—Nebraska Dealers' Convention to Follow

Des Moines, Ia., August 3.—Norma has recently been sent out to the members of the Iowa Victor Dealers' Association by H. B. Sexton, secretary of that body, announcing as the dates for the annual convention, September 19 and 20. The two-day convention will be held in the city of Des Moines, and the wholesale Victor building of Rappaport Bros will be used as headquarters for the business sessions.

The Nebraska Victor Dealers' Association has scheduled its convention for the two days immediately following the Iowa convention, namely, September 21 and 22. The Nebraska meeting will be held in Omaha as usual, with the Rappaport Bros quarters serving as the meeting place.

For both conventions a program of interesting speakers has been arranged, and from the standpoint of both conventions will be well attended by the Victor dealers belonging to the respective associations of these two mid-Western States.

NEW SON FOR ANDREW H. DODIN

Andrew H. Dodin, well-known New York repair man, and editor of the Repair Department of The World, recently announced the arrival of a new son and heir at the Dodin household. The younger arrived on July 15 and has been christened Andrew Thomas Dodin. He already displays an embryonic interest in mechanics.

Father says: "Be not sorry that men do not know you, but be sorry that you are ignorant of men."

Warning

Wall Kane Needles Are Being Imitated

Wall Kane Needles are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new jobbing proposition

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N. Y.

Edison Upholds His Views

Regarding the Intellectual Equipment of Many So-called Educated Young Men of Today

Thos. A. Edison was the leading figure in an unusually interesting full-page article which appeared in the editorial section of the New York World on July 31. The inventor of the phonograph had a long chat with Edward Marshall, the well-known writer, in which he defended the much-discussed list of questions which he recently has been requiring applicants for executive jobs to answer, and what he intends them to accomplish.

He puts the startling question: "Are we Americans losing intelligence?" and adds: "Atrophy of perception afflicts America to-day. The eye sees, but no message goes from it to the brain. Despite unquestioned vision of the fact, there is no seizing of it by the individual before whom it is placed. It is seen physically but not mentally."

The article throughout is full of vigor and soundness with many original viewpoints. Boiled down, Edison says that the American youth is all right, but that all schools are paralyzing his curiosity—destroying his power of observation and turning out failures. If you haven't read the article—too long, unfortunately, to reproduce in full in this paper—it is worth looking up.

Something Entirely New in Tone Arms

The Fletcher "Straight"

Straight Inside—Taper Outside

Ball Bearings Throughout

New Design, New Construction

Yet, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore.

Made in two lengths, 8", 9" and 9½".

Send for Prices and Terms

Fletcher-Wickes Company
6 East Lake St.
Chicago
THE TALKING MACHINE WORLD

THE SALESMAN WHO IS GAME

The Evenly Balanced, Pudding Salesman Who Never Falls to Get Results Is a Foundation of Strength in These Days of Stress

I think there is hardly any quality that appeals more to man than perseverance. We all like the fellow who can, as we say, "stand the gaff." And it is this kind of salesman who wins, no matter what obstacles may be placed in his way, or with what a difficult proposition he may be up against.

The other day I read an article written by a man who has had a great deal of experience in the selling game. He says Thomas Dreier, the well-known writer, in which he told about a trainer of a horse that was an outsider in the betting "Nobody figures my horse to have a chance," he said; "but he's got a darned swell chance, and I'll tell you why. He's game and he'll stand all the drive away. He ain't extra fast, but he's a runnin' foot. He don't know when he's best. If any of them choices commences to stop in the stretch, this bard of mine is liable to grab 'em, 'cause he don't never stop. He just sets it in all the way. He's the kind of a horse that ain't ever safe not to have a bet on it."

Oftentimes it happened that when the numbers went up the number of the horse that didn't know when he was beaten was at the top. The "choices" had faltered before the end of the race. So it is with salesmen. It isn't the brilliant, flash-in-the-pan, popular salesman who has the most to show at the end of life's race. It is generally the man who game who wins the big prizes.

FLOAT $1,000,000 BOND ISSUE

National Music Stores Plan to Open Branch in Long Beach—Local Investors Interested

LONG BEACH, CAL., July 30—Worth & Co., Inc., investment bankers, 609 Markwell Building, this city, have practically completed disposition of $500,000 issue of high-grade securities. The company is now handling the stock of the National Music Stores, Inc., a $1,000,000 chain-store organization, which will handle pianos, talking machines, records and rolls. A local store will soon be opened in Long Beach.

This store will be owned by local investors, who will share in the profits made by the entire chain. The proposition is said to be backed by influential business men and bankers of the highest integrity.

Worth & Co. say the amount of stock necessary to establish a store in Long Beach will be subscribed within a few weeks.

Adams Kirkpatrick, of Lamar, Colo., recently opened a Brunswick store.

CLOSES MANY NEW ACCOUNTS

Jewett Phonograph Co. Announces New Dealers

—Line Displayed in Seven Detroit Stores

Detroit, Mich., August 6—The Jewett Phonograph Co., of this city, has already placed its line in seven of the finest exclusive music stores in this city and A. A. Fair, sales manager of the company, expects to add several new names to this list in the course of the next few weeks. The company is making similar progress in different parts of the country and according to present plans an intensive sales campaign will be inaugurated this Fall that will undoubtedly produce excellent results.

During the past few weeks the Jewett Phonograph Co. has closed important accounts with successful dealers in Saginaw, Mich.; Bay City, Mich.; Owosso, Mich.; Midland, Mich.; Toledo, O., and Postoria, O. Every member of the executive and sales organization is enthusiastic regarding the outlook for Fall business and this feeling of optimism is based on reports received from representative dealers who are handling the Jewett phonograph in widely separated sections of the country.

DALLAS COMPANY OPENS NEW STORE

Sonora Phonograph Co. of Dallas, Moves Into New Modern Establishment

DALLAS, Tex., August 9.—A number of visitors were entertained at the recent opening of the Sonora Phonograph Co.'s new establishment, at 1007 Main street, this city. The store, which is one of the best equipped in the city, contains four demonstration rooms, which are cooled by fans and ventilated by means of a modern system. A new feature is a demonstration room exclusively for negroes. The company distributes records in Texas, Oklahoma and New Mexico and covers North and West Texas for machines.

Henry Maas, of West Holokee, N. J., is now handling Victor talking machines exclusively.

KIMBALL PHONOGRAPH

Superior construction; distinctive designs and variety of console and cabinet models; perfection of finish of exterior and interior; exclusive features; all are outstanding characteristics of the Kimball.

Faithful reproduction and natural tone of voice or instrument are readily demonstrated.

Kimball prestige and their co-operative financing plan for the dealer offer a worth-while merchandising proposition.

Write for Agency Terms

W. W. KIMBALL CO.

Established 1855

Kimball Bldg., 306 S. Walash Ave.

CHICAGO
LONG

Console Cabinets

Win

Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a $250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

The Geo. A. Long
Cabinet Company
HANOVER, PA.
THE TALKING MACHINE WORLD

The Trade in Philadelphia and Locality

Philadelphia, Pa., August 5—The talking machine business in the month of July, as a whole, has been satisfactory. Considering the weather and other conditions of the month, it has been remarkable the extent to which the business, especially in records, has pushed ahead, and this may be due to the great army of people who have remained home this year and have found their recreation at their own fireside instead of at the Summer resort.

Joseph Joiner Tells of Wanamaker Business

Joseph Joiner, head of the Wanamaker talking machine department here, as well as the piano department, reports business as quite satisfactory and that it has been keeping up in spite of the hot weather. Mr. Joiner says the demand for dance records, in both the Victor and Brunswick lines, is greater than it has ever before been in July. Mr. Joiner says they are preparing for a very large talking machine business this Fall. They have dropped one of the lines they have been handling and have only four machines they now represent: the Victor, Brunswick, Cheney and Sonora. Mr. Joiner, accompanied by Mrs. Joiner, will leave for a vacation on August 12, which will be in the nature of an automobile trip through New England. Mrs. Margaret Clark, Mr. Joiner's assistant in the talking machine department, is just back from a two weeks' vacation spent in North Carolina.

Business Better in Coal Territory

All the various firms report that business is sort of sectional. The coal mining section of the State seems to be very much better than the agricultural districts. The Philadelphia Show Case Co. is one of the local firms to find this condition. Manager J. H. Burkart states that there are no complaints coming from any of the sections as to the business dullness, but the coal mining sections have been very satisfactory.

The Philadelphia Show Case Co. has given up its Pittsburgh office and warehouse in order that it may be able to conserve all its energy at one point—Philadelphia. Mr. Burkart says: "We have already had demonstrated to us that this is a very profitable move. We find that we can ship from here just as well as we can from Pittsburgh and give the dealers just as good service and this is one of the most important things to them to-day." This company is the distributor here for the Vocalion machine and records and the Melodee rolls. A number of new accounts have recently been opened, one being that of F. Casper, in Wilming'ton. Mr. Burkart left last Saturday on his vacation, to be gone two weeks or more.

T. W. Barnhill Off to Pacific Coast

T. W. Barnhill, president of the Penn Phonograph Co., Victor wholesaler of this city, is on his way to the Pacific Coast. Mr. Barnhill, accompanied by Mrs. Barnhill and daughter, left last Thursday for the Pacific Coast via the attractive scenic route of the Canadian Rockies. A little over a year ago Mr. and Mrs. Barnhill visited the coast, but took the Southern route and spent some time at Los Angeles. Leaving Philadelphia, they traveled by rail to Buffalo and made the Great Lakes trip to Duluth on one of the palatial lake steamers. From Duluth the itinerary included St. Paul, Lake Louise, the Canadian Rockies, Vancouver, Seattle and Portland. On the return trip Mr. Barnhill plans to spend some time at both the Glacier National Park and Yellowstone Park, and also stop at Denver. Mr. Barnhill expects to be gone for about five weeks, and as part of his traveling equipment will have with him enough order blanks to take care of the demands for the well-known Penn-Victor miniature doll of which the Penn Phonograph Co. is the producer.

Demand for Portable Exceeds Expectations

The Cirola Distributing Co., Inc., distributor of the Cirola phonograph of this city, reports that the demand for this portable talking machine has passed all expectations. Many of the folding talking machine houses in the territory which they ever have taken on the Cirola line with very satisfactory results. Many plans are under way which will further increase the popularity of the Cirola in Philadelphia and the surrounding territory.

New Sonora Accounts

The Sonora Co. has been doing a very good business in July, considering general business and weather conditions. During the month three new accounts were placed at its already long list, one of the firms being the Millard Music Store, of Wildwood, located at 30 West Eighth street. W. C. Fulker, sales manager of the record department of the Sonora, was here the past week. T. H. Owens, the sales manager of the Sonora, left at the end of the past week on his vacation, most of which will be spent at Wildwood fishing.

Pleased Over Healthy Condition of Business

The Penn Phonograph Co. reports that its business has been keeping up in fairly good shape. The officials believe that they have reason to feel elated in the fact that thus far all of

Stop Marking Time!

I T'S useless to keep your feet moving unless you get somewhere. And to-day it is only by keeping your sales feet in action that you make sales.

For August, see how many Victor Portables you can sell. It gives the world's greatest collection of music to every outdoor party.

Buehn Victor Service will help you to do a good August business.

The Louis Buehn Company
Philadelphia
the customers of the company have been able to order all their obligations. Two of the firm's salesmen, E. E. Hipple and L. P. Brown, are at present away on vacation, the former spending the time at his cottage at Ventnor, N. J., and the latter at his cottage at Island Heights.

Joins the Granby Forces

Oden Jester, a former Columbia salesman, has renewed his request to receive a position as road man to cover eastern Pennsylvania for the Granby Corp.

Look for Good Sales From Now On

Heath & Co. report that their July business was as good as they could reasonably expect. They expect to do a very satisfactory business in August through the receipt and shipment on sale of the new Kubelki, Boche and Emmy Desmitan records. A. J. Heath has just returned from spending a two-weeks' vacation at Atlantic City. Of A. J., John Neldine, has been added to the sales force. Heath & Co. have been doing considerable business in their former record department and have sold quite a number of the new style Granby, which they handle. C. F. Mallick, Mr. Heath's partner, will leave on Saturday of this week on a two weeks' vacation.

Will Return in September

Louis Bucha, of the Louis Bucha Co., Inc., will not be home until September 1. After the Colorado Springs convention of the National Association of Talking Machine Jobbers, of which he was elected president, Mr. Bucha, with his family, started on an extended trip to the Coast, in which they intend to stop at all the leading resorts.

P. F. Reineck, of the Bucha firm, has just returned from his vacation, which he spent playing golf with the rest of the high-brows at Galen Hall, Wernersville, Pa. He brought back with him several trophies. The Bucha firm reports that its business has been fairly good. The bulk of the business, however, is being found out of town. Local demand is rather slow.

Leaves the Talking Machine Field

James Wilhawk, the劳务派遣 person who has been identified for a number of years here with the talking machine business, and for a considerable time was head of men of the Emerson Co. and has returned to accept a position with a coal corporation. With his family he is spending the summer at his cottage at Atlantic City and commuting daily.

Adds Many New Accounts

The Interstate Phonograph Co. has done a satisfactory business all through July. It has added a number of new accounts to its long list, principally in the South. O. J. Flood, the local sales manager for Mr. Feldhuth, has just returned from a two weeks' vacation spent at Weymann's, with his family and also his son, S. G. Flood, who is one of the Pathé road men.

An Active Emerson Campaign

The Emerson Philadelphia Co. has had quite a satisfactory July. A. T. Emerson and W. J. Stevens spent the better part of July in Philadelphia assisting Harry Fox in the marketing of the Emerson machine, and as a result this concern now has a very substantial representation in this territory. Mr. Fox states that he was recently in New York going over the conditions with the Emerson Co. headquarters, making plans for the Fall business and considering the various methods that are to be employed for the marketing of the Emerson product this Fall. Mr. Fox said that the Emerson officials all feel that the indications point to a very good Fall business.

One of the things that the Emerson Philadelphia Co. recently did was to place several of the best styles of the Emerson machines on a truck, which was accompanied in a touring car by Messrs. Fox, Stevens and Stevens. The trio made a tour of every section within the territory of the Philadelphia Co. Upon their return Mr. Fox expects to tackle the Pittsburgh territory in a similar way.

An incident of a competitive sale that the Emerson Co. recently had elicited Mr. Fox, four school teachers, to whom had been entrusted funds collected by the school children for the purchasing of a talking machine, one of party was a music teacher, called on Mr. Fox and heard the Emerson. They had visited the wares of practically all the leading stores and ultimately decided to purchase the Emerson as possessing the tone quality which they so much desired in a reproducing machine.

Weymann Reports Progress

Harry W. Weymann, of H. A. Weymann & Son, reports that their talking machine business in July was quite satisfactory and that orders are coming along as well as could possibly be expected at this season of the year. Mr. Weymann says: "We have booked up orders for the Style No. 100 Victorola, which are now being shipped out to all our dealers, and we have some very large advance orders booked for this style of machine. We anticipate some heavy sales."

"Our record stock of back orders is in most excellent shape, placing us in a position to take very good care of all our dealers' requirements. We have secured the exclusive wholesale agency for the Motrola for eastern Pennsylvania, southern New Jersey and Delaware. This machine attachment has hitherto been sold for $30, but the Weymanns' retail price will be $19.50. It can be operated on both alternating and direct current." The Weymanns are considerably enlarging their wholesale Victor record department on the second floor front of their building. The alterations are about completed.

Vacations at Blake & Burkart's

Herbert L. Blake, of the firm of Blake & Burkart, is at present spending his vacation at South Point, N. Y., with his family. The business of the firm has been fair during the month. R. J. Rich, of the sales force, has just returned from a two weeks' vacation, which he spent at May's Landing, N. J., with his family.

Some Columbia Happenings

At the offices of the Columbia Co. business is reported as fair, with considerable improvement during the end of the month. Manager Cummi...
Greater Sales

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

H. A. WEYMANN & SON, Inc.
110 CHESTNUT STREET
PHILADELPHIA

"The Best in Everything Musical Since 1864"

Write for catalogue and special stock list

SENDING CUSTOMERS STATEMENTS

The Advisability of Sending Monthly Statements to Customers Such as Are Sent by Manufacturers to Their Dealers Discussed

There has been considerable argument pro and con during the last ten years regarding the advisability of sending monthly customers' statements such as are used by manufacturers and merchants in their dealings with each other. Between business concerns there is no question regarding the fitness of statements, but between a business concern and the consumer public it is possible that the form of presentation can be altered from strictly commercial aspects to those of a more diplomatic nature. However, in discussing this subject, a noted authority on modern accounting and bookkeeping recently pointed out twelve advantages in sending customers statements. These advantages are:

1. Customers want them.
2. Increase collections.
3. Advertising medium.
4. Create complete mailing list.
5. Statements bring in money, money increases available capital. Available capital cuts down interest charge at the bank, increases buying power of the store, permits of taking more discount on merchandise bought. Discounts taken means more money made and increases credit with the wholesale house when it is needed.
6. Check against posting to the wrong account.
7. By the proper use of statements as an advertising medium they can be made to reach the customer along the same lines as the catalog of the mail-order house.
8. Statements sent to customers pave the way for a settlement of the account either by cash or note.
9. Statements bring customers into the store, coming to the store increases buying on the part of the customer.
10. Statements tend to decrease long-time credits to customers.
11. Statements permit customers to recheck their accounts.
12. Statements permit store to guard against too large a credit to any customer.

Carnes' death has increased the sale of his records in Philadelphia territory.
government and near-stagnation, they are able somehow to meet their obligations, to buy and to find customers who can take their goods at a profit. They are doing business.

"The return to normal is not accomplished by concerted action of a given time, or even within a specified period. It is the same process essentially in foreign and domestic trade. A manufacturer in Des Moines, say, has something which is wanted very urgently in Switzerland. Presumably the need has existed for some time. Men cognizant of that need have put their minds to work on the problem of supplying it. They make a proposition to the manufacturer which he rejects. But he suggests other terms.

Negotiation continues until mutually acceptable agreement is reached.

"Later, when thousands of merchants are doing this, the world wakes up to the fact that business is going on again. It becomes possible to prepare charts to show the trend back to normal. But the great halls of the work that leads to this condition is individual. Government backing in the form of subsidies of one kind or another may encourage individual firms to open negotiations. It may accelerate the movement after it is started. But even with such assistance the large man will be eager to realize that the recession of trade—foreign or domestic—after a break is an individual problem. Governmental help will be a limitation to his ingenuity; it will be given only under stipulations that, sooner or later, he will find burdensome."

INCORPORATED

The Consolidated Music Stores, Inc., Wilmington, Del., was recently granted a charter in that State for the manufacture of talking machines, etc., with a capital of $4,000,000.

The present business depression is like the morning after the night before, but with proper care it will improve.

SOME PERTINENT CONCLUSIONS

A Writer Points to the Success of Chain Stores and Asks Why Independent Retailers Cannot Study More Closely the Basis of Their Success

Every now and then some retail merchant in the talking machine field extols to the sky the successes which he has attained by chain stores in his city. Names like Woodworth, United Cigar Stores, etc., have become familiar to the American public and as business institutions command a very wide and deep respect. A Milwaukee newspaper recently commented on this subject as follows:

"There are many organizations which operate chain stores throughout the country. To many independent retailers these chain stores are a nightmare, a huge bag of reduced prices and decreased overhead which cut into their profits and eat into their trade.

"As explained by the general manager of one of these organizations, the reason for their success is as simple as to appear almost self-evident. There is nothing secret or mysterious about it—just plain common sense applied to merchandising.

"The store must be attractive and distinctive, therefore fresh point is applied and the windows are thoroughly cleaned. A small, well-assorted and packaged stock is laid in instead of the old heterogeneous collection of shelf loungers and stickers. Fewer sizes are carried and nothing is allowed to be placed in a corner and forgotten. Every article is made to earn its living, or else cast out. No credits are entered and no deliveries made, thus reducing materially another important item of overhead in the small store, and every credit is kept to keep the window displays fresh and attractive.

"It is by the application of these principles that organizations have increased business from practically nothing to chains extending over many States. The foundation is sound and the success of the undertaking is a matter of his-

WE BUY AND SELL RECORDS

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.

Why does it have to be a chain store that makes these improvements? Why cannot more independent retailers use the same methods to hold their own?"

ENTERS TALKING MACHINE BUSINESS

Norwich, Conn., August 2—Max Hanover, a New York business man, recently associated himself with Abraham Curland, of the Talking Machine Shop, of this city, for the purpose of enlarging the business. The officers of the concern are: Max Hanover, president; Abraham Curland, vice-president and treasurer; A. W. Curland, secretary, and Alexander H. Manes, auditor. A complete line of talking machines and records is carried.

SELLS EXPENSIVE MODELS

A. Williard, manager of the warerooms of Mathushek & Son, Plainfield, N. J., has been receiving congratulations on the sale of a number of expensive feature models during the past few weeks. One notable sale was a Queen Anne, electric, Victrola—a cash sale.

The Robertson Music Store, 1206 G street, Washington, D. C., has taken the agency for the Brunswick phonographs and records.

PLAY BALL!

Is the cry in every city, town and village all over the land today.

The baseball season affords every Victor dealer an opportunity to make an exceptional window display and sell the use of the Penn-Victor dogs representing the contracting teams attract great results to his window.

We Will Specially Decorate 25 Penn-Victor Dogs of your order and send your name in the program at an extra cost, on order of 50 Penn-Victor dogs. We also supply at cost, brotherly good ads for similar or newspaper advertising, if desired, reducing same when returned.

Twenty dogs will be decorated in blue, white and red, painted end and end will be decorated to represent the Empire. The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as agriculturists.

Victor

We will supply 25 Penn-Victor Dogs with each order of 50, and for a few more pennies, supply the Contracting teams of the National League with their colors and names on order. We will then complete the display free of charge.

We supply at cost, brotherly good ads for similar or newspaper advertising, if desired, reducing same when returned.

Window Display of the Kraush-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

THE AID OF HOOVER SOUGHT IN FIGHT ON EXCISE TAXES

Representatives of Music Industries Chamber of Commerce and Other Trade Organizations Call Attention of Secretary of Commerce to Bad Effects of Such Taxation

The bad effects of the discriminatory excise taxes on about thirty industries were called directly to the attention of Secretary of Commerce Hoover on Tuesday, July 28, by representatives of ten or twelve of the leading national trade associations of the industries affected. The Music Industries Chamber of Commerce was represented by H. L. Wilson, vice-president, Columbia Graphophone Co., and a member of the Chamber’s legal committee, and by Alfred J. Smith, general manager, and George W. Pound, general counsel of the Chamber.

The support and advice of Mr. Hoover in the elimination of the discriminatory excise taxes were requested on the grounds that these taxes were not only unfair to a large portion of American industries, but would actually constitute a menace to the normal revival of business in those lines. It was further pointed out that these industries represented a tremendous amount of invested capital. Figures were presented showing the great numbers of workers and their families dependent upon these industries. The type of businesses particularly affected by excise taxes are those whose prosperity, to a large degree, determines the business activity and prosperity of the country, as distinguished from those businesses which provide the barest necessities of food and clothing.

It was the firm opinion of the representatives of industries at the conference that the excess profits and higher individual income taxes should be eliminated and the excise taxes should be abolished and that the additional revenue needed should be made up by a sales tax of uniform character applying to all business.

Mr. Hoover expressed the opinion that the taxes on the sale of goods, wares and merchandise received particular attention. Among the organizations represented were: The Music Industries Chamber of Commerce, National Association of Manufacturers, National Association of Motion Picture Industries, National Automobile Chamber of Commerce, National Jewelers’ Board of Trade, National Association of Chewing Gum Manufacturers, Motor and Accessory Manufacturers’ Association, National Association of Retail Clerks, Coca and Chocolate Manufacturers’ Association.

CRITONA RECORDS AT FIFTY CENTS


Critonia Records, Inc., New York, announced recently that plans had been completed whereby Critonia records would be ready for delivery to the trade at a list price of 50 cents retail. The company has been very busy the past few months rounding out its catalog, and is now ready to offer the dealers a complete list of records, including operatic and classical numbers, standards, semi-popular and the latest songs and dance hits.

Arthur H. Cushman, vice-president and sales manager of the company, in a chat with The World, stated that Critonia Records, Inc., had adopted a definite policy whereby its entire library would retail at 50 cents and that new supplements would be issued monthly.

Cushman stated that dealer accounts had already been established throughout the country and that judging from all indications there is a tremendous demand for a 50-cent record, provided that the record gives service and satisfaction to the trade and public.

George W. Bratton, president of the company, is devoting a considerable portion of his time to the technical and executive divisions of the business, and his many years’ experience in the trade will enable him to give the Critonia clientele invaluable service and co-operation.

A SUGGESTION FROM CHICAGO

Never show your intellectual superiority when you are negotiating, says a writer in the Chicago Tribune. Clever people sometimes make the mistake to make no mistake. A touch of stammering, a certain awkwardness of manner, may prove to be useful.

F. C. BEATTIE’S IMPORTANT POST

Succeeds A. H. Curry as General Manager of the Texas-Oklahoma Phonograph Co., Dallas, Tex.

DALLAS, TEX., August 6—F. C. Beattie, assistant general manager of the Texas-Oklahoma Phonograph Co., distributor of the New Edison phonograph, has been appointed general manager of that concern, succeeding A. H. Curry, the present general manager of the Texas-Oklahoma Phonograph Co., who on August 1 became vice-president, in charge of phonograph merchandising.

Mr. Beattie’s connection with the Texas-Oklahoma Phonograph Co. dates from its establishment in Dallas in 1915. For the past three years he has served in the capacity of assistant general manager. Mr. Beattie is a native Dallasite. He is a member of the Dallas Credit Men’s Association and of the Dallas Athletic Club. He is a popular and accomplished man.

BLACKMAN WAREROOMS ADMired

New Home of Victor Wholesaler Visited by Jobbers and Dealers—Interior Equipment Perfect in Every Detail and Much Admired

Victor dealers and distributors who have visited the new warerooms of the Blackman Talking Machine Co., Victor wholesaler at 28 West Twenty-third street, New York, have commented enthusiastically upon the attractive appearance of the equipment. Many of the dealers have expressed the opinion that the new Blackman home is one of the finest wholesale establishments in the country, and Mr. Blackman and his associates have received congratulations from members of the trade throughout the country.

The Blackman Talking Machine Co., however, gives a goodly portion of the credit for the perfection of its interior equipment to Jaff Bros., New York, designers and makers of showroom and store fixtures, who collaborated with the company and carefully carried out every detail of the plans. M. Goldstein, sales representative for Jaff Bros., worked in close co-operation with C. L. Johnston, secretary of the Blackman Talking Machine Co., in laying out the new ware-rooms, and the satisfactory result of their combined efforts is self-apparent.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stock- ing it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STAN-DUP BIG TONE PORTABLE MADE.

We are now also sole distributors in this territory for a crackerjack record, "THE PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.
Distributors of the CIROLA PHONOGRAPH

204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.
The Value of Prestige

The prestige of an institution is one of its strongest assets. It is guarded preciously by old institutions and sought by new ones.

The talking machine dealer who sells Victor merchandise sells goods with prestige. Therefore Victor products build prestige for his institution.

That is why Victor dealers are the reputable dealers of their respective communities.

CURTIS N. ANDREWS
Victor Wholesaler
BUFFALO, NEW YORK
TRADE CONDITIONS STEADILY IMPROVE IN LOS ANGELES

Los Angeles, Calif., Aug. 6.—The month of July just past proved an excellent one as compared with the corresponding period of a year ago. Sales of machines in many departments were exceptionally good, while the increased stock of records enabled salespeople in those departments to supply customers' requirements and then sell additional numbers. Vacations are, of course, the order of the day, but so arranged that departments are not left short-handed, and those in charge have been able to take care of the brick business. Throughout July and August practically all departments have closed and are closing on Saturdays at 1 p.m.

New Distributor for Vocation

Sonora Phonograph Reducions

The reductions in price of some models of the Sonora have not yet been announced in Los Angeles. It is reported that such announcement will take the form of advertising of the new prices in the ordinary way, and will not be seized upon as an opportunity for sensational comparisons with former prices; it has long been recognized that such comparisons are very odious to customers who arc paying on the old price, and, in addition, that advertising of permanent reductions calculated to attract attention succeeds only in unsettling the minds of prospective purchasers, who immediately anticipate further reductions in the near future and put off buying as a result.

Hollywood Dealer Sells Out

C. H. Yates, Edison dealer in Hollywood, has sold out his business to the Hollywood Music Co., Mr. Yates, who is agent for the Mottola, will devote his efforts to wholesale business.

Colyear’s Good Victor Sales

W. W. Burdall, manager of the Victrola department of Colyear’s Furniture Co., is well pleased with the business in his new department. Mr. Burdall was formerly in the telling machines’ department in Byron Mauser, San Francisco, and previous to that was assistant manager of the Victrola department of Strong Bros., Albuquerque.

New Giberdale Music Store

The Kenny Music Shop is the name of the new music store in Glendale. Mr. Kenny has been connected with the wholesale department of the Columbia Co., for a number of years, his last position being with the Omaha Columbia sales force. The Keny Music Shop will handle the Columbia line exclusively.

ALBUMS THAT ARE MADE RIGHT

We are now ready to give the dealers excellent service in the delivery of our new line of record albums (patented).

FOUR NEW MODELS—All leaders in their field

Our factory is well worth your inspection, for it is up-to-date in every detail.

BOSTON BOOK CO.

501-509 Plymouth Court

CHICAGO, ILL.
Unico Service is producing results Today for progressive musical instrument merchants in

925 cities
45 states
12 foreign countries

The Unico System will Solve Your Sales problem
ECONOMICALLY—Expeditiously—Efficiently

Economically because complete Unico Departments can be installed from $500.00 upwards. Unico Equipment, though high in quality, is moderate in price.

Expeditiously because Unico Departments, no matter how large or how small, are shipped promptly on receipt of order. Delivery is expedited by our Traffic Department and installation completed by our Service Department immediately on arrival of shipment at your store.

Efficiently because whether your requirement is for a $500.00 department or a $50,000 installation, the skill and experience which have created over 1800 successful departments guarantee you similar results.

Unico Service Functions Regardless of Distance or Size of Your Requirements.
Dealers throughout the country are realizing the Sales Compelling Force of Unico Equipment in overcoming inactive trade conditions.

A recent canvass of 3000 Dealers in 438 Cities shows Unico-Equipped Dealers enjoying active business.

Let us put this valuable Service to work for YOU. You can secure IMMEDIATELY—and at moderate cost—the benefits of the Unico System.

Prompt Action is necessary to protect your Fall business

Write, wire or phone our nearest office TODAY

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

CHICAGO
30 N. Michigan Boulevard

Rayburn Clark Smith, President
58th Street and Grays Avenue

PHILADELPHIA
THE CABINET and ACCESSORIES COMPANY
Otto Goldsmith, President
New York City

145 East 34th St.

We are
Sole Metropolitan Distributors of

The CIROLA

Price Now, $35.00

Regular Trade Discount to Dealers

Write or Phone for Representative to call
or send for Catalogue

Get All Your Accessories From One Source

We carry in stock everything in the
phonograph line. Get no more than
one lot and carry the merchandise that sells

Gilt Edge Needles

Made from start to finish in U. S. A.

Extra Loud—Loud—Medium

Made at the

W. H. Bagshaw Co. Factory
Lowell, Mass

INSURE PERFECT REPRODUCTION

CONSIDERABLE ACTIVITY EVIDENT IN ST. LOUIS TRADE

Talking Machine Sales Have Supported Music Business Generally for Some Months—Giving the
Public What It Wants—Ditzell Announces New Terms—Some Recent Trade Developments

ST. LOUIS, Mo., August 8—The talking machine
business is suffering for the sins of music under
chastising in general. Most merchants say the
talking machine business is bad. If they were
more exact they would say that it is good, but
not good enough to make up for the badness of
the piano business. That is what dealers who
have both lines have been experiencing of the talk-
ing business. When the piano business began
to drag the talking machines were going strong.
They continued strong for a long while. They
stayed pretty strong, in fact, until the dealers
undertook to make them supply enough pros-
perity for the whole establishment. They were
not equal to that and they sagged. That is, they
did less than was expected of them, but what
was expected of them was more than could rea-
sonably be expected. When the books of the
Summer’s business are balanced, however, it will
be found that the talking machines have ac-
quitted themselves well and have done a good
deal toward keeping up the average on the other
branch of the business.

Give the Public What It Wants

Miss G. Golda Ayer, head of the service
department of the Koerber-Brenner Co., Vector
distributor, has learned something from the
movies and she is passing it along to the dealers
in a pamphlet, "Give the Public What It Wants."

The better class of motion picture theatres, she
has discovered, have been doing this, not by
giving what is supposed to want, which was
formerly the practice, but what it really wants,
which is classical music of the "not-too-heavy"
class, with some popular music mixed in.

"Now, what’s the lesson we can learn from all
that?" she asks. "Simply this: When selling
Vector records, give the public what it wants.
But don’t always judge the public by what
it asks for. There’s many a customer who com-
cmes in and asks for dance music or popular
songs, who has a latent appreciation for better
music. You have the opportunity and the abil-
ity to develop this appreciation. And by de-
veloping it you can increase your sales.

“So will you make this resolve and try faith-
fully to carry it out during the month of Au-
 gust? Resolve that every customer whom you
serve will hear at least one selection of good
music before going away. It may be necessary
to play it while you are wrapping records the
customer has bought or while you are getting
records he has asked to hear. By using a little
patience, a little diplomacy and a little judgment
in the records you select you can really carry out
such a resolve.”

To help them the August Red Seal records are
analyzed and divided into four groups, each with
a different appeal, and with the class of people
it will appeal to noted in each group.

For the busy, bustling, business type of
person who just cannot keep still and is alert
for something new she prescribes pronounced
dance music. For the quiet, self-concerned cus-
tomer, the doctor, the lawyer, the teacher and the
housekeeper, she recommends quiet tonal quality
and sentiment. For elderly people and middle-aged,
and those to whom music means memories, she
suggests "Dream Fares" and "Swing Low, Sweet
Chariot." The fourth classification is the in-
egressive customer who likes to picture the scene
described by the music.

Announces New Terms on Machines

Manager J. F. Ditzell, of the Famous & Barr
Co., announced the following new terms only
talking machines: On purchases of $5, $5 down
and $4 a month; $55 to $75, $5 down and $5 a
month; $75 to $100, $7 down and $6 a month; $110 to
$125, $8 down and $7 a month; $135 to $160,
$10 down and $8 a month; $165 to $200, $10 down and
$10 a month; $210 to $250, $12 down and $12 a
month; $250 to $300, $10 down and $15 a
month; $315 to $350, $25 down and $15 a month;
$400 to $450, 30 down and $18 a month. Records
on machines are not exchanged, but are paid for
in full. It is understood that the terms of the
other dealers are substantially the same.

Take on the Kimball Line

The Union House Furniture Co., which had
its formal opening August 1 at 1124-26 Olive
street, will handle Kimball talking machines
and Ohke records. The contract was secured by
C. E. Schomburg, sales manager of the Artophone
Corp., against vigorous competition. The open-
ing order was for more than 100 machines
and a complete stock of records. Mr. Molesby
will be in charge of the talking machine department.
Records will be featured. Miss Jordan will have
charge of them.

Changes in Brunswick Staff

The following changes have been made in the
Brunswick organization: Charles F. Shaw, who
has been traveling in southern Illinois and west-
ern Kentucky, transferred to St. Louis; H. H.
Schleson, who has been doing local work, takes
that territory; J. M. Dick temporarily goes to
northern Illinois, J. E. Horneberger, formerly
with the Cheney Co., with headquarters at Kan-
sass City, is to cover the South, working out of
Memphis and New Orleans.

New Victor Account

The Koerber-Brenner Co. reports a new Victor
account at Fulton, Mo.—that of Baker & Ashurst.
Mr. Baker has been in the book business in Ful-
ton for many years and Mr. Ashurst has handled
talking machines. The purchaser is already
accustomed to the Victor business. The depart-
ment is in the front of the store with two booths,
record racks and other appropriate fixtures.

On Their Way

H. R. Koerber, of the Koerber-Brenner Co.,
left with his family July 27 for a month’s plea-
sure trip to Honolulu. E. C. Rauth, secretary of
the same firm, is spending his vacation in Can-
da, following a trip to the Pacific Coast.
i

PRODUCES CARUSO ENVELOPE
Louis C. Frank Corp. makes timely announcement—New Envelope Has Human Interest Appeal—Will Stimulate Record Sales.

DETROIT, Mich., August 6.—The Louis C. Frank Corp., of this city, manufacturer of wrapping envelopes, has just issued an announcement that is attracting considerable attention because of its timeliness and progressiveness. This company has for many years made a specialty of producing distinctive envelopes and in an immediate demonstration, upon hearing of the death of Enrico Caruso, the world-famous tenor, Mr. Frank announced an exceptionally handsome new wrapping envelope, carrying a 10 x 10 retrograde of Caruso. This retrograde picture, ready for framing, is a striking likeness of the famous artist, and is reproduced on the entire face of the envelope. On the reverse side there is printed, as a sales promotion plan, a list of Victor records selected by Caruso himself as his favorites. There is also an intimate story of his career, which adds a new matter that cannot fail to attract the attention of the reader. Mr. Frank believes that the extensive use of this envelope will undoubtedly stimulate the demand for Caruso records materially, and his announcement to the trade is noteworthy for its dignity and timeliness. It may be termed a "memorial envelope."

NEW EXCLUSIVE VICTOR STORE
Fostoria, O., August 8.—The Spratt Bros. Music Co., of this city, has just opened an exclusive Victor store that is one of the most attractive establishments in town. The store is about 40 feet long and includes four sound-proof demonstrating rooms, and the formal opening was attended by over one thousand people. The large army of visitors were presented with complimentary souvenirs, and a five-piece orchestra was in attendance all day. Among the trade visitors who attended the opening were Warren L. Kellogg, Charles H. Womard, William B. Gannett and Arthur S. Leybourn, of the Toledo Talking Machine Co., Victor wholesalers.

THE PHONOSTOP

5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD

NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed-retail

at 75 cents

Trade discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.
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<th>SEPTEMBER RELEASES</th>
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<td><strong>ODEON RECORDS NOW READY</strong></td>
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### POPULAR SERIES

**All the Latest Hits**

**DANCE SELECTIONS**

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<td>Od 2059</td>
<td>Ain't We Got Fun? (R.A. Whiting)</td>
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<td>Od 2059</td>
<td>Poor Me (O. Finney-B. Adams)</td>
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<td>Od 2057</td>
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<td>A Baby in Love (From the Operetta &quot;The Last Waltz&quot;)</td>
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<td>Od 2057</td>
<td>My Cherry Blossom (Ted Snyder)</td>
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<td>Od 2057</td>
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<td>(Malvin M. Franklin), Fox-trot</td>
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<td>Od 2057</td>
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<td>Od 2057</td>
<td>Ti-O-San (Lou Traveller-L. Clair Case)</td>
<td>Fox-trot, American Odeon Orchestra</td>
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<td>Od 2057</td>
<td>A Voice From Mummy Land (Johnny S. Black)</td>
<td>Fox-trot, American Odeon Orchestra</td>
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<td>Od 2057</td>
<td>Waltzing Is Spreading from Land to Land (From &quot;Placca of Quality Street&quot;)</td>
<td>(Walter Kollo), Waltz, Lulin's Roseland Orchestra</td>
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<td>Od 2057</td>
<td>Toddle (Bire-Westghal-Stegel)</td>
<td>Fox-trot, Julius Lenzberg's Harmonists</td>
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### VOCAL—(Continued)

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<th>No.</th>
<th>Title</th>
<th>Artist/Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>Od 2055</td>
<td>Oh Me! Oh My! (From &quot;Two Little Girls in Blue&quot;)</td>
<td>(A. Franci-V. Youmans), Tenor, with Orchestra</td>
</tr>
<tr>
<td>Od 2055</td>
<td>Bring Back My Blushing Rose (From &quot;Ziegfeld Follies 1921&quot;)</td>
<td>(Gene Buck-Rudolf Friml), Tenor, with Orchestra, Lewis James</td>
</tr>
</tbody>
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### ARTISTIC SERIES

**Red Label**

by well-known celebrities

**JOHN MCCORMACK, Tenor**

Recorded by the Odeon Co. in Europe

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Price</th>
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<tbody>
<tr>
<td>Am 33031</td>
<td>I'll Sing Thee Songs of Araby (Clay)</td>
<td>12-in. $1.50</td>
</tr>
<tr>
<td>Am 33035</td>
<td>The Gold Plaid Shawl (Haynes)</td>
<td>10-in. $1.00</td>
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**MARIA IVOGUN**

The admirable Coloratura Soprano

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<tr>
<td>Am 44026</td>
<td>Vilanelle (E. dell'Acqua) (Sung in French)</td>
<td>12-in. $1.50</td>
</tr>
<tr>
<td>Am 44027</td>
<td>Il Barbiere di Siviglia (Rossini) Cavazia di Rossina</td>
<td>12-in. $1.50</td>
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**FRIEDA HEMPEL and HERM. JADLOWKER**

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<tr>
<td>Am 45010</td>
<td>&quot;La figlia del reggimento&quot; (Donizetti) Duett, &quot;Tono Maria&quot; (Ducht Tono und Maria: Nicht zweifeln darf ich jaengern)</td>
<td>12-in. $1.25</td>
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**EMMY DESTINN**

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<tr>
<td>Am 34007</td>
<td>&quot;Lohengrin&quot; (Wagner) (Elsa's Song an die Luetse)</td>
<td>10-in. $1.25</td>
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**CLAIRE DUX**

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<tr>
<td>Am 44015</td>
<td>Der Freischuetz, Preglita (Leise, Leise)</td>
<td>12-in. $1.50</td>
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**BARBARA KEMP**

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<tr>
<td>Am 44013</td>
<td>L'Africana (Meyerbeer) &quot;Di qui si vede il mar&quot;</td>
<td>12-in. $1.25</td>
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**Ask for Our Catalogues of Foreign Language Records and FAMOUS-ARTISTS Selections**

Ours is a big proposition for high-class distributors

Write for particulars

We are now appointing Jobbers

---

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK
MUSIC PLAYING PROMINENT PART IN TORONTO LIFE

Greater Appreciation of Music Results in Good Business—Record Artists Attract Attention—R. S. Williams & Sons Outgoing—Recent Trade Changes of General Interest

TORONTO, Ont., August 11—E. R. Parkhurst, well-remembered and the late A. C. Macdonald, were contributors to the "Music-in-the-Home" page of the Globe, a daily paper of this city, in a very recent article, headed "How to Make Canada a Great Musical Nation," said: "Every Canadian home should set apart an hour each week for music. Parents can read interesting musical events, stories of operas and other articles of musical intelligence to their children as they do the housework. The advancement of music is certain to create a universal desire for it. Libraries where music is presented will also be a great help to parents in minimizing the change from 12 per cent than before, especially when the children are studying music themselves. The music pages of the newspapers will also be one of the big factors in making the improvement and institution in the home. The children of future generations will talk of opera and concerts of the highest order as they now do about movies and baseball. They may even form a comparison in their own cases, quantities and have local concert halls.

The musical advancement of the last few years is pointing in this direction. Canadian parents should find time to listen to music in the home, as this is the only true medium through which we can ever hope to advance the cause of music in Canada."

The Musical Merchandise Sales Co., recently called attention to the fact that Vessella's Band, playing at Scarborough Park, is listed in the Brunswick record catalog with a number of very fine selections.

Edward Johnson, "His Master's Voice," toured, while on a recent visit to his old home town at Guelph, was the guest of the Rotary Club of that city and was presented with a certificate of honorary membership.

Kenneth Ross has resigned the sales manager's position of the Musical Merchandise Sales Co. and will represent, in Alberta and British Columbia, the McLagan talking machines and Sun records, with headquarters in Calgary.

The marriage of Burdick Trestrail, one of the partners of the Musical Merchandise Sales Co., and a prominent Rotarian, to Margaret Gibb for early of the recent Dominion Day, department of the R. S. Williams & Sons Co., Ltd., was solemnized at the Bloor Street Baptist Church recently in the presence of a large number of Rotarians. Mr. and Mrs. Trestrail spent their honeymoon in New York and Atlantic City.

The R. S. Williams & Sons Co., Ltd., Edison jobbers in this city, recently enjoyed their thirteenth annual outing at Queenston Heights Park. This was one of the most successful outings ever held by the company. H. G. Stagton, vice-president and general manager of this company, attended the convention of the Rotary Clubs of the World in Edinburgh. Before returning he will enjoy a visit to many of the interesting historic spots in Europe. He will tour the French battlefields.

The Ottawa branch of the R. S. Williams & Sons Co., Ltd., gave indications of pronounced prosperity recently by a display of many bags of coal recently purchased in the city, which was not carefully guarded, was arranged to invite interest in the Thomas A. Edison contest, details of which have been widely distributed. Edison phonographs were featured, along with the piles of money bags.

Announcements of the progress of the Dempsey-Carpenter fight were made by the Montreal Herald bulletin service with the aid of a Magnavox, the Ottawa Fair. The sound-amplifying instrument was loaned for the occasion by Brown's Talking Machine Shop.

Paul A. Pinard, Ltd., with headquarters in this city, has been incorporated with a capital of $50,000. Talking machines and other musical merchandise will be handled.

D. J. McCarthy, formerly with the W. H. Thorne & Co. Ltd., St. John, N. B., distributors of the Edison line in the Maritime Provinces, has joined the selling staff of the Stair Co., of Canada, at St. John, N. B. Mr. McCarthy's connection throughout the Provinces and his general experience in talking machine record business should make him a valuable member of the Stair sales organization.

NEW BASIS FOR FIGURING IMPORT VALUES IN CANADA

Government Adopts Premium of Exchange to Actual Value of Imported Products—Victroa and Magnavox for Kiwanis Club—New Firms Enter Field in Montreal

MONTREAL, CANADA, August 5—An important change, which will have considerable effect on American imports into Canada, in computing the value for duty of the frequencies of invoices from countries where the rate of exchange is adverse to Canada, has been put into force by the Department of Inland Revenue and Customs. On an invoice of goods imported from the States it is suggested, as an example, that where actual home consumption value is $100 and the premium of exchange for duty purposes will be $112. Where there is a heavily depreciated currency, on the other hand, not more than 50 per cent depreciation of the price in that currency is to be allowed by customs for computing value of invoices for duty. Thus the German mark, whose proclaimed value is 23.82 cents, will be taken at 61.65 cents, though actually worth a great deal less.

Brown's Talking Machine Shop is supplying a Victrola No. 6 model and a Magnavox for use at the open air meeting of the Kiwanis Glee Club, which recently introduced community singing to large Montreal audiences, who held forth once a week at Fletcher's Field.

During the appearance in Montreal of Sona the march king, a large volume of advertising appeared in all the local dailies featuring the Victor records of this famous artist. The sound of the great hand-master stimulated sales to a considerable degree.

Layton Bros., Edison, Columbia and Brunswick dealers, recently held their third annual jollification at Otterburn Park, with an attendance of seventy-five employees and their wives and children. A program of sports was carried out and prizes were contributed to the winners. The outing was voted one of the most successful ever held by the company.

New firms registering in Montreal during the past month include Scientia Phonograph, Ltd., and Phonograph Apolion, Ltd.

Portable and small machines are being extensively advertised for Summer camps and homes. The ads depict a happy group with real live window representations of camp life.

The Taylor Music Co., of Hamilton, N. S., has been particularly successful in placing a large number of Victrola school outfits, together with a library of educational records, with the schools in its territory. The company anticipates more sales of machines as soon as the schools open in the fall.

William F. Wegener, Dartmouth, N. S., has developed a nice trade in demonstrating and selling Victor records over the phone to a selected list of customers each month.

N. G. Vallette, Ltd., furniture dealer, is featuring Victor talking machines and records and is utilizing the prestige of its large establishment in the interests of talking machine and piano departments. Albert Bienjoinef will have complete charge of these two departments.

NEW FIELDS FOR TALKING MACHINES IN WINNIPEG, MAN.

Tea Rooms, Drug Stores, Etc., Find That the Music Attracts Customers—Musical Festival for Regina—Strong Demand Reported for Various Makes of Records

WINNIPEG, Man., August 1.—The talking machine seems to be growing in favor in tea rooms, drug stores and other public places in this city and locality. Customers like the music and there is quite a large opportunity for sales promotion in this special field.

A musical festival will be staged in Regina shortly, which promises to be one of the biggest events in the history of the local music trade. The talking machine department of the Muston Co. is steadily growing and has proved so profitable that a motor car has been purchased for the use of the sales force.

Emil Van Gelder, of I. Montagnes & Co., Canadian distributors of Somora talking machines, was in Edmonton recently. He reported that he transacted a very good volume of business on his recent Tour of the West.

Mr. Skilling, "His Master's Voice" dealer of this city, reported a big sale of the special release records, as well as the regular supplement.

Mas E. Skillings, of the educational department of the Columbia Graphophone Co., attended the recent convention of Federated (Continued on page 106)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS AND PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

THE RENÉ MANUFACTURING Co.
Montvale, New Jersey

See page 127
Happenings in Canadian Trade

(Continued from page 105)

Women's Institutes held in Edmonton, Alberta. She delivered an address on the work of the Grafofone in the classroom, which gave much pleasure to the audience.

Proving to the evident satisfaction of the large audience present that the claims of the "phonographs with a soul" are not overstated, and that he himself is an artist of the first rank, Vernon Archibald, the well-known Edmonton harpist, gave an interesting recital in St. Stephen's Church recently.

Plans to launch a "Music Week" in Winnipeg in November or December are in the air. Inspired by the success of New York's "Music Week" certain Winnipeg music lovers believe that the whole community would benefit if Winnipeg had a week in which the searchlight of public interest were turned strongly on matters musical. A committee will be formed soon to canvass the board of Trade, Citizens' League, musical organizations, clubs devoted to community welfare, moving picture houses and every other institution likely to be interested in music. If the cooperation of all these elements can be secured it is likely that Winnipeg will have a "Music Week" some time in November or the early part of December.

Belknaps-Murphy have started their Summer rental campaign. The company rents talking machines to any reliable person for a small monthly fee and a guarantee that a certain number of records will be purchased. Mr. Belknap said that this plan proved very successful last year as a record sales booster, and that practically everyone who rented a machine eventually purchased one. The money paid by them as rental was credited as part payment for the machine. To increase their newspaper advertising results the company is sending out circular letters describing new records. This plan has also been found effective in disposing of old records.

Ohio Vacation Notes

Toledo, O., August 9—Arthur Pete, manager of the Victor department of the Lion Store, Toledo, O., has just returned with his family from an extended vacation at Reno, Nevada. Mr. Pete secured a well-deserved rest and returned to his work with renewed vim and energy.

Another returning vacationist is Albert Fink of the Albert Fink Music Store, Clinton, O., who spent several weeks at Atlantic City. While in New York, Mr. Fink visited the Victor Factory at Camden and thoroughly enjoyed his inspection of the mammoth plant.

Gives Victrola to Camp

Dr. William Daniel O'Leard of Trenton, N. J., has presented a $275 Victrola to the Rifles Camp, conducted by the Trenton Rotary Club on Rotary Island near Trenton. The machine is adapted for outdoor use because of its loud tone. Dr. O'Leard also contributed two score records.

Marlon Harris has a brand new attack of the blues in "I'm Nobody's Baby" and "I Wonder Where My Sweet, Sweet Daddy's Gone?" Paul Biese's Orchestra accompanies her in both. That's a swell combination that means sales. Stock up. A-3433.

Columbia Graphophone Co.
NEW YORK

ANNOUNCES THE SONORA PIANO

Sonora Phonograph Co. Adds Pianos and Player-Pianos to Line—Will Be Merchandised Through Jobbers and Dealers

The Sonora Phonograph Co., New York, has announced the addition to its line of the Sonora piano and player-piano, and these new products, combined with the Sonora phonograph, will give the company complete representation in the musical field. This important announcement has been received with enthusiasm by Sonora dealers everywhere, who have been quick to appreciate the unlimited sales possibilities of a piano and player-piano bearing the name "Sonora." In a chat with The World's George E. Bright, president of the company, stated that it is the intention of the Sonora Phonograph Co. to merchandise its pianos and players both through jobbers and dealers direct, depending upon the conditions in the various territories. For the time being the Sonora line of pianos and players will consist of uprights only, although in the near future it is expected that grand pianos and grand player-pianos will be added to the line.

There will be only one style of the Sonora upright piano, which will retail at $500, and two styles of the Sonora player-piano, retailing at $750 and $500. The quality of Sonora pianos and player-pianos will be in complete accord with the fame and renown of the Sonora phonograph, which has won for itself international prestige and popularity.

The factory for the production of Sonora pianos and player-pianos is located in the East, and the same executive and sales organization that is merchandising the Sonora phonograph will also merchandise the piano line. These instruments will be on display at the handsome Fifth Avenue saloon of the Sonora Phonograph Co. at 655 Fifth Avenue, New York, and the magnificent furnishings in these rooms will form a fitting background for the presentation of the new Sonora piano.

From a publicity angle, the addition of pianos and player-pianos to the Sonora line is keenly interesting, for it will enable the Sonora dealer to use his newspaper space to maximum advantage. Joseph Woff, treasurer of the Sonora Phonograph Co. will devote a considerable part of his time and activities to the executive end of the new branch of the business, and Sonora jobbers and dealers are collaborating with him in planning an extensive sales campaign.

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 samples and see for yourself!

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.
TROY, N. Y.


COLUMBIA RECORDS

Grafofone

NEEDLES

We Manufacture

Diamond Needles for Edison
Sapphire Needles for Edison
Sapphire Needles for Pathé

In stock ready for delivery

HERNOID & CO., 871 Broadway, N. Y.
THE VICTOR PRODUCT LIKE THE ROCK OF GIBRALTAR IS PARAMOUNT TODAY AND WILL EVER REMAIN SO

C. BRUNO & SON, Inc.
351-353 Fourth Ave. New York
VICTOR WHOLESALER TO THE DEALER ONLY
DEVELOPING MUSICAL APPRECIATION IN KANSAS CITY

Educational Work Expected to Have Real Influence on Trade—The Jenkins Co. Policy—Schmelzer Co. Staff Profits by Convention—Some Improvement in Business Reported

KANSAS CITY, Mo., August 4—"Music Is Essential" is the slogan with which J. W. Jenkins, president of the J. W. Jenkins Sons' Music Co., is building up his great Victor and piano business in Kansas City and vicinity. It is on all the literature put out by the house, and it is at the head of every advertisement that is printed. With this slogan Mr. Jenkins has been educating the community in which his advertisers have no stores, and to that extent Mr. Jenkins has earned the thanks of the general public on building up the cause of music, and thereby the welfare of the community.

It seems to be with this same idea of convincing the public that "Music Is Essential" that the wholesale Victor department of the J. W. Jenkins Sons' Music Co. has recently added to its force Miss Margaret de Forest, formerly a music supervisor in a number of Kansas towns. Her work will be to visit communities in which there are Jenkins dealers, and conduct campaigns of music education. She will give concerts and talks to clubs, churches, societies and gatherings of all sorts, and increase the general interest in music for all these ends. Dates have been arranged for her in connection with thirteen teachers' institutes in Kansas, and the aiming of these will be her first work. The Jenkins organization and the local dealers will co-operate with her in her work, and she prepared to meet the demand for the records which she will refer to and use in her demonstrations. Aside from the demand for records thus created, there will be secured the good will of a group of teachers in each county visited and a desire on their part to have a Victrola and Victor records in their schools.

Many Constructive Conferences
A. A. Frostler, manager of the Victor department of the Schmelzer Co., is building up his reputation for seeing an opportunity it there is any around. The Schmelzer Co. believes in schools and conferences, and keeps one going most of the time for the Victor dealers. While at the same time the school was for the most part converted with the wholesale department itself, and it was connected with the jockers' convention in July. Mr. Frostler gathered his forces before the jockers came and told the members what the opportunity would mean to them. He held several conferences during the convention, and at its close he held another at which the strong points developed at the convention were reviewed, those especially applicable to the Schmelzer campaign were stressed, and the listeners sent out to put them into effect in their field. The Schmelzer Co. had the distinction of being the first to offer to the jockers in the number of representatives at the convention, and with the systematic method of utilizing the points brought out it is pretty safe to say that there will be no organization to profit more by its attendance hereafter than he has been doing during the past few years.

Satisfactory Brunswick Business
July business in the Brunswick shops in this territory was better than June business, according to reports received at the Kansas City office. The new financial plan of backing up dealers with credit is working out even better than was expected. A number of new agencies have been established during the month. Reports from Tulsa are to the effect that business is good even in the face of the oil situation there. V. K. Henry, Brunswick district manager, is on the southern Missouri and southern Kansas territory, has been transferred to the Cleveland, O., agency and mode sales manager. Howard W. Connon, of the Kansas City office, has been sent out in his place.

The Brunswick Shop, of Kansas City, reports the biggest record sale during July that they have had in their whole history, with no special drive in advertising or salesmanship.

James W. Buck, vice-president of the Rosenburgh Dry Goods Co., large Columbia dealer of Wichita, Kansas, was in Kansas City recently in conference with the branch manager, E. A. McMurtry. Mr. Buck is anticipating a substantial Columbia business this year and is optimistic over the general conditions in the section of Kansas where Wichita is located.

Miss Mona Meier, at the head of the record department of the local store of J. W. Jenkins in Wichita, Kansas, was in charge of the sale of pitching a sales campaign to a local event which is commanding popular attention. The outstanding musical feature of the amusement world in this city during July has been the Grand Saxophone Sextet performances at one of the parks. Thousands of people have heard them, and their performances have popularized saxophone music. Upon this last Miss Meier built her advertisement of saxophone records, some of them by the stencil sect, but some two dozen others by other aggregations. The result of this advertising is the only real rush for records during the heated term.

New Quartets for J. Ed. Black Co.
The J. Ed. Black Musical Supply Co., of Chicago, is building up a new section of the Columbia dealer at Springfield, Mo., expects to be in its new location in that city within the next thirty days. Mr. Black says he will undoubtedly build up his music business in this fast growing section of the country and will be located in the very heart of the business district. He will have a new and worthy building. Those in the music trade who know Mr. Black know that with his new location and larger quarters he will be able to do even a larger volume of business than he has been doing during the past few years.

A shipment of the new No. 59 Victrola has been received and distributed by the wholesale Victor department of the Schmelzer Co. It has been enthusiastically received by the dealers.

E. B. Young, of the Edison Co., has been called to California by the serious illness of his wife.

Displaying Period Models
The Columbia dealers in Kansas City are making considerable display of the period model Gramophones. These models are being given favorable consideration in this city and several of the local dealers expect to put out over a great many sales of these models in the fall. The Grafonomes and the Special Wood display of the period model instruments is exceptionally attractive.

E. A. McMurtry, branch manager of the Columbia Graphophone Co., is a member of the local Co-operative Club. So when the Columbia Saxophone Sextet, an organization of six saxophone players making city, county and state, came into town recently it was arranged for them to have a program at the Cooperative Club meeting. The local Columbia dealers presented a grand display of the Gramophones which had been purchased.

The club members and dealers enjoyed the program very much and were very hearty in their expression of appreciation.

E. A. McMurtry, branch manager of the Columbia Co., here, who has just returned from a trip to the executive offices of the company at New York, stopped on his return in Pittsburgh and Chicago, spending a day with S. H. Nichols, manager of the Pittsburgh branch, and J. W. McCanna, manager of the Chicago branch. Mr. McCanna is quite optimistic about the general level of business conditions this Fall throughout the Central West. He reached New York just in time to congratulate Gen. W. Hopkins on his new appointment as vice-president of the Columbia Co.

Prize Winners in Edison Sales Contest
Encouraged by the big selling agletus of the contest which was held in Lincoln by the Phonograph Co., of this city, the larger Edison organizations, including Chicago, Milwaukee, Detroit, as well as Kansas City, held similar contest covering August and the first half of September. The plan of the contest was worked out, and the trip which is to be the prize for the winners was proposed by Mr. Blackmur, manager of the Phonograph Co., Kansas City. The plans are an improvement on those of the former contest in that they allow the dealers to contest with others in towns of the same size. Thus all dealers in towns up to 2,000 population are in one class, those in towns over 2,000 and up to 7,000 in a second class, those in towns over 7,000 and up to 15,000 in a third class. There are five prizes, one to be given to a dealer in each class. The five prize winners will make a special trip to the Edison Laboratories in New York for a week at the crate, under the personal direction of Mr. Blackmur, and will be joined by a similar party from the three other districts.

The trip will include a sight-seeing trip from Detroit to Buffalo; a day at Niagara Falls; a trip down the Hudson; sight-seeing in New York and a trip from New York to Boston, where they will catch the first run of the new train."
York, Washington City and Chicago; breakfast with Mr. Nixon, president, and John Lee Mahin, of the Federal Advertising Agency, the men who write the Edison advertising, and a visit to the Edison recording laboratories in New York, where they will hear re-creations made by Edison artists, and where the prize winners will record their own voices and receive a record as a souvenir. They will then meet Mr. Maxwell in his office in Orange and be introduced to Mr. Edison; visit Mr. Edison's library and make a tour of the Edison plant; take in the big league baseball game; be presented to President Harding at Washington (if possible) and return through the Alleghanies.

F. K. Bahson, the Edison manager for the territory centering in Chicago, Milwaukee, Detroit and Kansas City, in backing up the contest, has arranged to secure credit for the dealers so that they will not be embarrassed in their selling campaign. In the bulletin from the main office he is quoted as believing that the farmers of the territory will take advantage of the instalment offer, and that he is informed that most of the farmers have money coming in every month of the year, and that to take notes from them payable at crop time is a decidedly out-of-date practice. His formula for successful selling just now is: "C plus C plus C—2 for contest; C for the confidence which comes to the dealer when he gets into the contest, and C for the credit which is necessary to back up the dealer when he makes the sales.

An Unique Window Attraction

The Paul Talking Machine Co., exclusive Columbia dealer, of this city, has a very unique window attraction. It is a loose-leaf book consisting of six pages about twelve inches by eight inches, and is electrically operated. On each side of each leaf is an illustrated advertisement of a late Columbia record, and these advertisements are turned from cover to cover continually. Mr. Paul reports that it is one of the best methods of window advertising that he has used.

REBATE TO SONORA DEALERS

Sonora Phonograph Co. Makes Important Announcement Relative to New Prices—Will Give Dealers Rebate on All Stock on Hand

The Sonora Phonograph Co., Inc., New York, made an important announcement to the trade this week relative to its recent revision in the prices of Sonora phonographs. It reads as follows:

"The Sonora Phonograph Co., Inc., advises its trade that in reducing the prices on the various models every dealer will receive a rebate for the net difference between the prices paid and the new prices established on all stock on hand. While this means a tremendous loss to the Sonora Co., nevertheless the company feels that the future good will of its trade is more valuable than any temporary loss, no matter how great, for without the good will of the trade no company can succeed."

In recognition of its broad-minded policy in connection with this rebate, the Sonora Co. has received enthusiastic letters of commendation from its dealers and jobbers throughout the country. The trade had hardly expected such a sweeping rebate, and the attitude taken by the Sonora executives is keenly appreciated by the Sonora representatives.

SCHOFIELD WITH OHIO STORE

SANDUSKY, O., August 6—"Jack" Schofield, formerly associated with the Cable Piano Co. at Flint, Mich., has accepted a position with the Scheur-Frankel Co. of this city. This concern, which is new in the Victor field, is to be congratulated upon securing the services of Mr. Schofield, who is thoroughly experienced.

Clendinning, W. Va., now boasts of a new Brunswick Shop, which is known as the firm of Roberts & Parris.

DEVISED CLEVER SALES IDEA

Talking Machine Dealer "Summons" Motoring Public to Inspect Store and Investigate Choice Selections Carried—Idea Worth Copying

A talking machine dealer located in a mid-Western city of some 20,000 inhabitants recently devised a clever sales idea. He printed up a paper which closely imitated the police summons card which traffic policemen give to speeding motorists, etc. It is he "summoned" the people to whom it was given to his store to take advantage of a wide choice of selections while the records just released for the current month were well stocked. The summonses were distributed to motorists parked in front of theaters, stores, etc., much after the manner policemen distribute their more gloomy communications.

The idea proved to have considerable advertising value on account of its humorous connection, on account of the good news it conveyed and on account of the idea being so unique. In fact, it produced both business and advertising.

The success was so immediate and lasting that this particular merchant is now hailed by many of his fellow townsmen by the nickname of "Cop."

NEW COAST ESTABLISHMENT OPENS

RICHMOND, CAL., August 9—A recent addition to the music establishments of this city is the Richards Melody Shop, at 509 MacDonald avenue, as well as a full stock of Columbia records, as handled. Carl L. Richards, the proprietor, was formerly music director at the Hippodrome in St. Paul, Minn., and at the same time was the head of the piano school in that city.

The salesman who himself believes that he can be of service to his customer compels attention, disarms doubt and carries conviction.

Victor Dealers,

It is not yet too late to begin preparations for your Christmas trade.
In proportion as your vision is great or small so will be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE     EXCLUSIVELY
BALTIMORE TRADE IS STEADILY IMPROVING

Dealers Look for Rapid Improvement—Elmer Wale Resigns—Cohen & Hughes Enter敞开

**WASHINGTON**

**SERVICE**

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

The Service We Render to Victor Retailers is a Strong Link

Forged in the Chain of Successful Victor Merchandising

**BALTIMORE**

Wholesale Exclusively

**COHEN & HUGHES**

Baltimore, Md., August 11. While the talking machine business, in comparison with other mercantile lines, has been dull practically since the first of the year and especially so since the advent of the present hot spell, which started in the east part of June, business generally has shown an improvement during the past month and the best posted men in the music trade here believe that the worst is over and a steady increase may confidently be looked forward to from now on. While the increase, which has been general throughout the city, has only been slight it has been steady and not sporadic, indicating a revival of normal business activity which has been absent for some time past.

This condition is in all the more gratifying to the trade when the fact is considered that there is hardly an industry in Baltimore that is working to full capacity at present and three lines of industry are tied up in strikes, all of which add to unemployment with a consequent curtailment of buying power.

Elmer Wale, manager of Cohen & Hughes, Inc., has severed his connection with the firm and Jas. Cohen, head of the firm, has taken personal charge of the business, with H. T. Bowen as assistant sales manager. Mr. Bowen is one of the most busking and enterprising men in the business in Baltimore and last year won the cash prizes offered by the firm for the best showing made by any of its salesmen.

The direction of Mr. Bowen, Cohen & Hughes were the hosts to several hundred Victor dealers on a moonlight trip down the Bay last week, which was one of the best enjoyable “get together” events of its kind for which this firm is noted. Immediately after leaving the pier at 6 o’clock dinner was served and from then until the return about midnight there was not a dull moment on the boat.

In addition to an orchestra a number of Victorolas were scattered throughout the boat on which the latest pieces were played and literally speaking there was not a moment during the whole trip when there was not “something doing.” During the evening announcement was made of the resumption of the regular monthly meetings of the dealers at the firm’s main office on Saratoga street in September, at which the October records would be introduced.

W. S. Parks, manager of the Columbia Phonophone Co.’s branch here, says that business for the past two months has shown an increase, which while only slight, has been steady and leads him to believe that the worst is now over and the trade may look forward to a profitable business in the Fall, when the thousands of vacationists who are now out of town return to the city.

A. M. Cahill and Webb Peirce, salesmen of the Columbia, have returned after spending two weeks in the factories of the company, while Dealers’ Service Supervisor Marshall has just left for a short trip, during which he will spend several days at the New York office.

Effective Okeh Window Display for September

The Okeh window display for September is both reasonable and attractive, for it typifies the opening of the Fall season, and, as a whole, is one of the most attractive displays that has been presented to Okeh dealers for some time past.

**NEW OKEH WINDOW DISPLAY**

The Okeh window display for September is both reasonable and attractive, for it typifies the opening of the Fall season, and, as a whole, is one of the most attractive displays that has been presented to Okeh dealers for some time past.

**LITTLE THINGS THAT COUNT**

Talking Machine Department of the L. Bamberger & Co. Store Getting Business Through Several Plans Worthy of Note

Newark, N. J., August 8.—A number of interesting plans are being put in operation by C. A. Trim, manager of the talking machine department of the L. Bamberger & Co. department store, in this city, which are worthy of note.

One which is proving of value as a business getter, as well as increasing the friendly relations with customers, is that of receiving payments for machines or records right in the department. In most large stores there is only one credit department for the entire establishment where payments are made and the work of the salesman in establishing friendly relations with the customer is practically lost.

When customers make payments under this plan they go to the talking machine department. They are courteously greeted by the salesman and the cashier in the case, an opportunity is given for record suggestions and many sales are made.

The complete lines of Victor talking machines and Brunswick phonographs are handled, as well as a full stock of records.

The Pooley line of talking machines, manufactured by the Pooley Furniture Co. of Philadelphia, has just been taken over by the L. Bamberger store, which will have the exclusive agency for this make of talking machines in Essex County.

Chas. J. Noll has taken over the ownership and management of the Phonograph Shop, 131 Marion Street, Oak Park, Ill.
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., Apr. 10, 1921

July has been fairly busy around these parts and the first part of August is displaying a great deal more in the way of excitement of every kind. We have the Pageant of Progress going strong as these words are written, with every indication that the crowds of visitors from all parts of the mid-West will continue to pour into Chicago until the last day of the festivities, which will be the day before the publication of the present number of The Talking Machine World. The talking machine industry, we may observe in passing, is pretty well represented among the exhibitors, as our new columns show. But what to us mid-Westerners is really most important at this moment is the unspoken fact that the terrible cloud of depression is slowly but surely lifting from men's minds.

Men of the business world are beginning to sit up and clear the cobwebs from their brains. We see that the world has not come to an end, and, in fact, is not going to come to an end just yet. During the past few weeks, for example, we have had in Chicago the annual meetings of quite a number of national trade and commercial associations. Naturally, all at these meetings the question uppermost has been the state of business. And what do they all find when they look at facts? Well, for one thing, despite all the hand-shakings, they find that our city of Chicago, which has the reputation of always showing signs of industrial distress earlier than any other great city of the country, reports at the end of July only about 40 per cent of unemployment. We have not yet had to organize bread lines and every day the prospect of extraordinary is growing the creeping Winter diminishes in intensity. The world, of course, is in distress, but if we know that much we ought to spend the rest of our energy in working hard to overcome the troubles, not in crying about them and in wondering how long it will be before we are all in the same condition as is Soviet Russia. What we need, in other words, is more work and less talk. Which statement applies precisely and specifically to the talking machine business. Let the dealers note carefully the facts disclosed in Ralph Freeman's talk at Colorado Springs on the Victor business for 1921. That will give them something to think about. It is well worth reading afresh now that we are entering a Fall and Winter season that will bring results for those who work earnestly and persistently to achieve.

Speaking of our Pageant of Progress reminds us that the various papers of our fair village, both morning and night, have had a lot to say about the pageant and the various activities, about the Magnavox. When the Mayor opened the show his voice was carried to the furthest ends of the Municipal Pier by means of Magnavox. When the prize song of the Pageant was first sung (you can get it on a Columbia record, don't forget), the composer, from an aeroplane, magnavocized his throat and lungs by means of Magnavox and conveyed his tones five thousand feet down to the crowds on the pier. Some of our more enterprising talking machine dealers have been using Magnavox for daily outdoor demonstrations of the latest records for the benefit of the crowds passing in front of their doors along the streets. Magnavox is simple and easily attached to any talking machine. We have had a number of demonstrations of the possibilities of an adequate voice-magnifying apparatus in Chicago during the last year or so, in fact, ever since the Republican convention of June, 1920, and we are finding new uses for it daily.

The Eastern shore of Lake Michigan is this year simply studded with camps for boys scouts, for boys taking military training, and for just boys. Some friends of the writer have been taking a trip along the Michigan side of the Lake to see what the kids are up to, and find them all having one deuce of a good time. One of the best things they do is drill. The setting-up exercises and the mild military drill are very useful and are making the kids strong and healthy.

One or two of the large encampments have bands, but it is noticeable that in the others portable talking machines are being used to supply music for all purposes. For instance, in this matter of exercises and general drill, music is extremely useful, even if not indispensable, seeing that movements which have to be carried out simultaneously and in rhythmic motion can be done much better to music. So the portable talking machine comes in very useful. This being the ease, why don't dealers make an effort to get the names of boys who are attending these camps? The portable machine is just the thing for a boy to have in his room in Wintertime when he is trying to keep himself in good shape by exercises of various sorts. And that is only one side of it. The young folks like portables and will find uses for them twelve months in the year. For any kind of open-air doing the portable is the best of all, and even when the months of Winter are with us there is plenty of opportunity for using them. Why not run a campaign among the families whose sons have been canceling out and doing their setting-up exercises to the music of a portable talking machine?

Everybody is, or ought to be, glad that the Brunswick people have opened a recording laboratory in Chicago. We out here have often counseled patience among ourselves, knowing that if we but waited the Eastern monopoly in that respect would some day be broken. Of course there have been excellent reasons for planting the great recording laboratories in or near New York. But the mid-West has a superabundance of talent which has never been able to get a hearing without transplanting itself one thousand miles east of Lake Michigan. For that reason, as well as for many others, we hope most decidedly that the Brunswick wise men will arrange to give to local talent in voice, piano, violin, cello and many other instruments an opportunity to make good in the record game. The fact that a Chicago laboratory for recording now exists is tantamount to confessing that the object of commercial recording is more than merely to provide a lot of records which the people can somehow be induced to buy. The talking machine interests of America are not unaware that they have a responsibility toward American music, and the more they come in contact with the general run of American musical talent the better it will be for all of us. We have here in Chicago an army of potential hit-makers, in every branch of music. Not only so, but there is a constant stream of inquiry coming into the Chicago office of The Talking Machine World from persons who want to know where they can get records made for private purposes. Whatever be the commercial value of such inquiries, the fact is indicated by them that a Chicago laboratory has long been a need. Well, now we have it. And the Brunswick people have given us another reason to be glad they are members of the great talking machine industry.

We welcome F. D. Hall back home from his half year's tour of the Far East. The father of the fibre needle has been away all this time in those far-away lands buying up suitable bamboo poles for the great needs of the Hall Mfg. Co. There may be some who say that one kind of bamboo is as good as another kind for making fibre needles, but this is not so. A good many years of experimentation were necessary in order to discover the precise species of the bamboo best adapted for making fibre needles for talking machines; and ever since that 

Welcome Home, Mr. Hall

The Father of the Fibre Needle
Chicago, Ill., August 9.—The trade continues to be optimistic in this section of the country and both dealers and manufacturers continue to look forward to a healthy Fall and Winter business. Any industry or business that breaks even at this particular time of the year is enjoying a wholesome boom, as things are, but one good feature of the talking machine industry is that even though there may be a let-down in other lines records and accessories continue to move on an up trend. The records, in turn, seem to have a stimulating effect upon the movement of talking machines.

Both manufacturers and dealers have one idea in their minds and that is "quality plus price." There has been no price cutting to speak of and it looks as though figures will remain stationary. This, of course, refers to high-grade goods. The so-called "junk" that the warehouses around Chicago are loaded with is still on ice in cold storage and from the looks of things, is going to stay there. The people have had their fill of inferior goods, not only in talking machines, but in everything else as well, and are refusing to buy this sort of material under any consideration or at any price. They have been taught the lesson of their lives during the past two years as to all lines of merchandise, and that lesson is that it is cheaper in the long run to buy a high-grade product. Therefore, the people are demanding this quality of goods. All manufacturers seem now to be aware of this and are meeting the demand by offering machines to-day which would have commanded a price two or three times as great when buying was at its height.

In our opening paragraph of this section of the Talking Machine World last month we said that in spite of prevailing business conditions optimism ruled the day throughout the trade, and that the dealer who is getting up and shouting that "Business is rotten" is merely inviting the live dealers into his territory. This was more a statement true during June and the first weeks of July than it was during the latter two weeks of July and the beginning of August, and the reason for this change was that the bowing parties began to get down off their perches and look around. They are now busy stimulating "old mother hen," who knows that no matter how hard and dry the earth is it is up to her to scratch a little deeper and she will find the worms in the same place.

Illinois Phonograph Co. Formed
A new company, known as the Illinois Phonograph Co., has just been organized and preparations are now well under way for the introduction of its line of talking machines, which consists of ten models, ranging from the portable to the console type. The general manager of this concern is B. B. Blood, who has been well known to the trade for so many years. Although Mr. Blood has gained a reputation for himself mainly as an inventor of tone arms, stops, reproducers, etc., he is, nevertheless, a man of no mean ability in the manufacture of cabinets.

The instruments turned out by this company are known as the Illinois cabinets and they embody many new characteristics and features. They will all contain the new Blood tone arm, which will be an exclusive feature and will not be seen on any other make of talking machines. The new arm is said to involve principles never used before in the talking machine industry, though long recognized in telephone construction. The Illinois Phonograph Co. exhibited at the Pageant of Progress on the Municipal Pier and was located as section B, booth 49. This company is already well under way in the manufacture of Blood tone arms, reproducers and automatic stops of new designs, which it expects to offer to the trade within a comparatively short time.

Get the Business
There is plenty of business to be had all over the country, if the dealer will only go out and get it. Every jobber, wholesale and manufacturer knows that, and it is therefore exceedingly busy thinking of ways and means for the furtherance of dealer's business. The main idea involved in all of these big schemes is the "Go out and get it" feature.

One of Chicago's largest jobbers, Lyon & Healy, are working along these lines, and are doing everything in their power to bring out helps to lighten the task of the dealers. One of the ideas they are announcing to the trade this month is a small record-carrying case. This case is made to carry twenty-five records, and when canvassers call upon a prospect they will be in a position to demonstrate the best hits of the season, should said prospect already have a talking machine. Other places where these carrying cases will fit very handily are among the campers, motorists, picnickers, etc.

Every time the parcel postman makes a delivery at Lyon & Healy's all the boys and girls there give him the once over. In fact, he has been getting the once over so frequently the last (Continued on page 115).

Sterling

No. 41 BALL-BEARING TONE ARM

Another Forward Step in Phonograph Engineering and Design

Another STERLING Refinement of Phonograph Construction

The STERLING No. 41 Ball-Bearing Tone Arm swivels accurately on a double row of ball bearings practically eliminating friction, thus making it possible for the Sterling Reproducer to bring out the most delicate tones of the record. The same attention to finish and construction is given to this new Sterling device as is given to other members of the Sterling family of phonograph accessories.

Write for our new prices on Sterling Tone Arms and Attachments

Bulletin No. 9 sent upon request.

STERLING DEVICES CO

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, and the Sterling Reproducer fitted with Victor, Edison or Columbia attachments.

534 Lake Shore Drive Chicago, Ill.
A Record Case

*that holds 25 records*

Strong but light in weight. Nickel-plated corner protectors, lock and catches. Covered with black leathertex cloth. Equipped with card filing system and index.

$3.50
RETAIL PRICE

A Big Help to Dealers

Every talking machine dealer needs these cases for his own use as well as for the retail trade. The up-to-the-minute dealer no longer waits for business to come to his store, he goes out after it to his customers' homes—with his latest records. Carry 25 of them in this strong, light-weight case. Get a case for each of your salesmen; it saves breakage of records, it is easy to carry and it looks businesslike because it is efficient.

You Can Sell Many

Sell the Record Carrying Case to your customers who own portable machines. They will be glad to buy such a handy means of carrying and filing their records. Campers, motorists, picnickers will all want this case. It is excellent, too, for school and recital work.

Victor Dealers should sell one with every Victrola No. 50.

Look all through these pages, advertising hundreds of accessories. It is very unlikely that you can find another record carrying case displayed. Lyon & Healy have undertaken to distribute this case in response to a large number of requests for such an article from dealers and the retail trade—requests that have been coming in for a great length of time. Now that the case has been placed on sale we are more than gratified because of the manner in which our dealers have received it. Plainly this case, carrying just 25 records, is much needed.

We shall be glad to supply your requirements in them. Send in your orders today.

Write to us for information about our liberal dealer's discount

LYON & HEALY

*Victrola Distributors*

CHICAGO
few days that he began to wonder why all the dots had not been so put away. In his way, he discovered that a certain young lady by the name of Jane had arrived at the home of our old friend Billy Nolan, and the bunch down at the big motion picture company in boxes, one of cigars and one of candy, from Philadelphia, where Billy now works for Louis Rielim, Victor jobber.

11 years ago Mr. Nolan was connected with the educational branch of Lynn & Healy's Victrola department, and so was Mrs. Nolan, then Miss L. Kendrick, now Mrs. Sutton.

**Worker's Reward**

Happy indeed are now the automobilists who make use of the main highway which traverses Lake County, Ind. Their happiness is due to a new concrete road covering a stretch of twenty-odd miles, which heretofore was considered the worst mud-hole north of the Mason and Dixon line. The road is now the main thoroughfare between Chicago and points east, which the automobilist traverses on his way across Lake County. To-day he is a happy man, but not recently, when he attempted to go over this road, his machine would sink in the mud and disappear.

The new road is to be known as the Anthony J. Burns Road in honor of Anthony J. Burns, president of the Burns-Pollack Elec. Mfg. Co., of Indiana Harbor. For years the old road had been an eyesore to the residents, but it seemed that no one in that section had pep enough to begin a campaign for a good concrete pavement. The road runs along the side of the Pennsylvania Railroad, and in order to put over the big idea of paving it was necessary for someone to effect a liaison between the railroad officials and the county fathers. But it seemed that everybody wanted to let "Georgie" do it, and meanwhile the road was getting worse and worse. At last this state of affairs got the "goat" of Mr. Burns, who set about to get the new road or "bust," and after long months of getting hard work, plus salesmanship, and a lot of argument, the contracts were let and the road finished.

**Busy Mr. Caplan**

Harry Caplan, sales manager of the Granby Corp., of Norfolk, Va., while in Chicago recently, busied himself for several days assisting in the supervision of unloading the first carload of goods consigned to the Consolidated Talking Machine Co. of Chicago. The Consolidated Co. was recently appointed Chicago distributor for the Granby Corp.

**Kendrick on Coast Conditions**

General Sales Manager A. J. Kendrick, of the Brunswick-Balke-Collender Co., has just returned from a several weeks' visit to the Pacific Coast, where he has been looking over the trade. He reports that the business situation in that territory is practically identical with Chicago's, except in certain localities, where the business is kept active by the tourist trade. Thus, Southern California, in and about the seaport towns, is a little better than Chicago, as the tourists from all parts of the country are compelled to refurbish their summer homes each season, because they invariably sell out all of their house furnishings immediately after the close of the vacation season. This fact, in itself, is keeping Southern California music dealers pretty active.

** Declares Second Dividend**

The World Phonograph Co., bankrupt, has declared a 2 per cent dividend. This follows a former dividend of 5 per cent, and still another is expected at an early date. This company was adjudicated a bankrupt about a year ago.

**The Krause Furniture Co.**

The Krause Furniture Co., of Cicero, Ill., has just completed a building with a fifty-foot frontage, 150 feet deep and three stories high, at 5745 Cicero Ave. The first floor of the new establishment will be given over to a Victor retail salesroom. The new store is said to be the largest of its kind in any suburb around Cicero. It is in this store that all there will be twenty sound-proof booths, each of which offers ample room for dancing purposes for those who care to select popular dance music and wish to try it out on the spot.

The record bins are located in the center of the floor and three in turn are surrounded by an island counter. One of the features of the new building is a large twenty-five-foot electric sign on the roof. This can be seen from all the nearby towns. The president of this concern is J. Krause, who also conducts another furniture salesroom in Cicero.

**Magnavox Helps Pageant**

The new official of the Magnavox Pageant of Progress, "Hail Chicago," was formally dedicated at the Municipal Pier on Saturday when the great hydroplane, Santa Maria, equipped with a Magnavox and carrying the "Hail Chicago" composition, flew over the city. When the plane was some five thousand feet up Bob Allyn's voice was heard warbling the lines of "Hail Chicago" through the Magnavox. The strains were transmitted by means of wireless to another Magnavox located on the top of the pier, and through this instrument the song was passed on to the listeners below.

The installation of the Magnavox was made under the supervision of S. L. Miller, manager of the Telephone Maintenance Co., local distributor for the Magnavox Co., of Oakland, Cal. During the Pageant this instrument was used by Mayor William Hale Thompson, of Chicago, as well as for the purpose of making numerous announcements to visitors.

*Anne Shaw Faulkner to Lecture Anna Shaw Faulkner (Mrs. Oberndorfer), who (Continued on page 116)*

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**The Oro-Tone QUALITY FIRST**

**Just Say "Send Samples On Approval"**

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**For the Edison**

No. 1-E ORO-TONE
For Playing All Records on the Edison Phonographs Fitted with Special Oro-Tone Phonographs Attached in a second. Needle retains perfect center in playing either lateral or full-dale cut records. TONE QUALITY — Full, rich and glowing, with great resonance power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, $7.50; Silver Electro-plates, $9.50.

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**For the Victor**

No. 1-S-V ORO-TONE
For Playing All Records on the Victor Phonographs Fitted with Special Oro-Tone Phonographs Attached in a second. Needle retains perfect center on playing either lateral or full-dale cut records. TONE QUALITY — Full, rich and mellow, with great depth, dynamism, and elimination of metalic tones and surface or needle noises on the record.

Retail Price, Nickel Plated, $6.50; Silver Electro-plates, $8.50.

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**For the Columbia**

No. 1-C ORO-TONE
For Playing All Records on the Columbia Phonographs Fitted with Special Oro-Tone Phonographs Attached in a second. Needle retains perfect center in playing either lateral or full-dale cut records. TONE QUALITY — Rich and musical, with splendid volume, elimination of metallic tones and surface or needle noises practically eliminated.

Retail Price, Nickel Plated, $5.50; Silver Electro-plates, $7.50.

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**SEND FOR**

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

---

**The Oro-Tone Co.**

1500 to 7198 George Street Chicago, Ills.
has for a number of years played such a prominent part in the musical activities of the West, both as a writer and lecturer on musical subjects, and more recently as head of the musical activities of the National Federation of Woman's Clubs, will, it is announced, give a series of lectures in the Cheney talking machine department of the Marshall Field & Co. store here. The announcement of the lectures has already attracted much attention, and the lectures themselves will undoubtedly draw large audiences.

Here Comes the Bride

Out on the Gold Coast, the habitat of Chicago's 400, the younger members of the social set are anxiously awaiting the announcement of the date when William Wallace Kimball, son of Curtis K. Kimball, president of the W. W. Kimball Co., will take unto himself a bride, Miss Dorothy Markley Purdy, of Highland Park. The announcement of Mr. Kimball's engagement has just been made, but the wedding is not expected to take place until Fall.

Giant Victrola Amazes Evanston Throng

During this year's annual "Carnival Fair" held in Evanston, on a near suburb north shore, the North Shore Talking Machine Co., 603 Davis street, had an opportunity to contribute notably to the entertainment and at the same time advance its own interests as Victor dealers. The members of one of the university societies came to Paul Seeger, the company's manager, asking him for a new idea of some sort to be used in connection with the musical program, which is a feature of the fair. All the events take place in Patton's gymnasium at North Western University, which contains a magnificent Kimball pipe organ. Mr. Seeger got this hunch working and evolved a brilliant idea. A giant case was made in reproduction of a regular Victor machine, and inside it was put a Victor Autorhythm, the compressed-air machine which does such wonderful outdoor work. During the musical events of the evening this huge Victrola played in unison with the Kimball pipe organ and rendered the popular number in the opera, "Kingsley," together with some orchestral and band numbers, easily filling the great spaces of the Patton gymnasium and satisfying the audience.

A group of young ladies also took part in the affair with the giant Victrola, appearing in Japanese costume through the doors of the machine, singing music from "Madame Butterfly."

The annual County Fair at Evanston is a great social event. More than eighty booths were set up in the Patton and it is estimated that between thousand persons attended during the three days, July 23-25 inclusive.

The photograph plainly shows the huge size of the Victrola as compared with the console of the great Kimball organ.

A Columbia Visitor

R. E. Porter, field sales manager of the Columbia Graphophone Co., has been spending some weeks visiting the Chicago branch of the Columbia Co. and while here not only visited the Chicago trade, but held many interesting sales conferences with the Columbia traveling staff. F. L. Scott, Jr., who formerly managed the Indianapolis branch of the Columbia Graphophone Co., was a visitor to Chicago recently and while here attended the Columbia picnic at Glenwood Park.

W. W. KIMBALL CO.

WholeSale Distributors of

Oke kh 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

1. A. McMurtry, manager of Columbia's Kansas City branch, was a recent visitor to Chicago. He was on his way home from a visit to New York headquarters.

Oro-Tone Activities

The Oro-Tone Co. has just brought out a new catalog, which is one of the most complete of its kind ever issued by a supply house. It covers tone arms, sound boxes and also the new safety point needles, specially adapted for the Oro-Tone sound boxes, which this company is now putting out. This catalog contains many pages more than the old one, and among its new items are two new reproducing styles, 01 and 02. They are also featuring their new model 03, which has been greatly enlarged in size and makes a far better soundbox than the old one. They have recently brought out a new arm, known as 3D. This, with the 03 sound box, makes a high-grade but inexpensive equipment. It is made with nuts and screws arranged that permits length adjustment, but the need for height adjustment is cleverly done away with. The Oro-Tone Co. has also brought out a new Victor attachment with a concert size reproducer for playing the Edison records on Victor machines.

Safety Point Needle

With the idea that the manufacturer of sound boxes is in the best position to know what kind of a needle should be used for his particular kind of box the Oro-Tone Co. has brought out some new styles of needles which are now being

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
Superior Universal Reproducer on the Edison

Offered to the trade. The needles are of the jewel and all-steel types and embody the new safety-point feature. The jewel needles are for the Edison and Pathé phonographs and the jewel point is of genuine sapphire. These needles come set upon a handsome display rack and each needle is mounted on a fancy card and enclosed in a transparent envelope. The steel needles come packed 100 in a package, which retails for ten cents. Each display package contains twenty-five thousand needles, five thousand extra loud, five thousand loud, ten thousand medium and five thousand soft. The safety-point feature of these needles lies in the fact that both the steel and sapphire points are made with an exceedingly long taper, so designed as to perfectly fill the trough of the record grooves.

Columbia Dealers Enjoy Outing

The outing of the Columbia Graphophone Co. and its dealers, held on Wednesday, July 20, at Glenwood Park, Ill., was one of the most successful affairs of its kind ever known in the trade. From start to finish it was a huge success, with a large attendance and a great amount of fun crowded into twelve hours of merrymaking. About three hundred persons took their lunches and traveled out to the banks of the Fox River to enjoy a day of sports, dancing and entertainment. Manager John McKenna is to be congratulated. So are his assistants on the various committees, whose names are printed on page 119.

But speaking of mere men: Our friends, Beatty, Blanke and Lemberg, of the city sales force, were some performers in the "athletic" events, and little Jack Kapp, of the record department, showed some speed in the fifty-yard dash. Wm. Lyons, who championed the cause of the dealers in the ball game, made a great battle, but was helpless against the stellar aggregation of pulchritude in the world of talking machines.
DEALERS, ATTENTION!

You are looking for a Standardized Line of Phonographs. You want a Distinctive Machine, not only in respect to the cabinet, but one with a tone arm that is used on no other instrument, because you cannot establish a permanent business on nondescript merchandise.

The Illinois Phonographs are strictly a standardized line, with a Tone Arm that is the last word in Sound Reproducing Equipment, it being the very latest Blood product, the superiority of which has always been recognized. This arm is exclusively used on the Ill. Phonograph. It HAS NO EQUAL.

We Invite Comparison Without Restrictions

Illinois Cabinets are made of the best selected Mahogany all the way through, inside and out, with excellent finish and genuine carvings.

Our line is most complete, ranging from portables to the finest period models. We can suit you in Style, Quality and Price, and give you a Distinctive Line.

Our motors are the well-known Saal, which have stood the test of years. We guarantee every part of the Illinois Phonograph.

Bear in mind that the future phonograph must be a real musical instrument, as well as a fine cabinet—The Reason Why you should investigate the Illinois Phonograph. "Built Right All the Way Through."

Send for Our Descriptive Literature on This Tone Arm

We Have Every Facility for Large Production

BLOOD TONE ARM

ILLINOIS PHONOGRAPH CO.
400 W. Erie St., Chicago, Ill.
Drying Systems' Novel Cover Illustration recently issued under the designation of Bulletin No. 10. This folder contains considerable information of practical value, and the accompanying illustration used on the cover will give some idea of its effectiveness.

Business Embarrassment

An involuntary petition in bankruptcy has been filed against the Great Eastern Mfg. Co. of this city, and the petitioners are: Krasker Engineering & Mfg. Co., Wisconsin Chair Co., and New York Recording Laboratories. The head of the Great Eastern Co. is Nat Kawin, one of the oldest members of the industry in the Chicago trade who, by the way, was one of the first of Chicago's many talking machine manufacturers.

Columbia Dealer's Success

One of the recent visitors to the Chicago office of the Columbia Co. was W. H. Rolland, who compiles and maintains the firm's establishment in Bloomington, Ill. Mr. Rolland is one of the liveliest dealers in the trade, and his motto is "Business is what you make it." He is one of those live ones who do not believe in the pet theory of "hard times." He, in fact, is of the opinion that the trade is not going through hard times at the present, but is just getting rid of the easy times. He believes that the only thing for the dealer to do is to go out and get the business, and that it is there waiting for him. He and his manager, Fred T. Ashton, according to reports coming to the Chicago branch of the Columbia Co., are making everyone sit up and take notice down in the Bloomington section of Illinois, where four auto trucks are going all the time, conveying machines to all parts of the territory and covering Every prospect they hear of.

Uses Truck to Advantage

C. B. Cordner, manager of the Symphony Music Co., 1020 Wilson avenue, was so thoroughly sold on the Columbia "Sell-by-Truck" plan, as presented to him by S. R. Luna, Columbia Northside representative, that, regardless of the fact that he is located in the heart of Chicago, he is operating one of the finest trucks in the Columbia service.

This is a complete Grafonola store on wheels. A stock of several hundred records, different types, and various accessories, such as Grafonola oil, Grafonola polish, needles, satin soors, etc., is carried in this store's truck.

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO
Melody Portable Phonograph

Engaged With

Double Spring Motor
Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key

Determined, Mahogany Writing

Your Chances! Carried 15 Records. Wonderful Tone—equal to

$200 of a $300 machine. Plays all records

self, mending or bend as
desired. Portable—

Weights only 18 pounds.

PROMPT DELIVERY

Here’s a Winner for You!

Write for Sample and

Terms Today.

MELODY NATIONAL SALES CO. . . . . 190 N. State Street, Chicago, Ill.

bassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, “Hail, Chicago!” by means of one of these instruments equipped with a Magnavox and placed aboard the monster hydroplane Santa Maria. When everything was in readiness the Santa Maria ascended to a height of about two miles, the talking machine was started, and by it of the machine and song were wireless to the listeners below. The test is said to be the first of its kind in the history of aviation. The president of the company, Orlando F. Scott, who has a national reputation as a specialist in industrial surgery.

Golfers—Attention, Please

“How to Start the Game Wrong” is the title of a

are equipped with the most modern accessories, such as automatic stops, cover supports, etc.

In the announcement the Chelsey Co. states that for every Chelsey machine of Models 2 or 3 that dealers have on hand on the date the announcement was made a credit will be allowed equal to the difference between the old and new price for those models, provided that said dealer

purchases new models at least equal in number to those for which credit is asked. It might be well to mention in this connection that the retail prices of Styles 2 and 3 have been reduced to $115 and $125, respectively, and that the manufacturer of Style No. 1 has been discontinued.

Purchase Record-Lite Stock

The form of Cole & Dunas made the announce

Arno B. Remcke  L. L. Spencer

of the accompanying illustration. We understand that Jim Davin, of the Remcke-Ellis Co., Inc., is responsible for snapping this group of

expert golfers, but it is a serious question if amateur golfers can learn anything of real value from these photographs. We have been informed that all of the experts represented in these photographs were huddled at the Midlothian Course a few weeks ago, when they accepted an invitation from G. P. Ellis of the Chicago Talking Machine Co., to explore the mysteries of this course. The cards for the game have joined company with the confessions of the “Black Box,” but we learn from good authority that they caused anywhere from 120 to 160 for the right-hand column.

New Chelsey Models

The Chelsey Talking Machine Co. made a very interesting announcement this week, explaining the Chelsey new model adjustment plan. This has been embodied in a letter to Chelsey dealers.

After describing the new Chelsey model and fundamental improvements which have been practiced since 1913, when the Chelsey was first introduced, the company sets forth a constructive merchandising plan that will enable the dealers to stimulate their Chelsey sales.

This plan is built around the two new models, No. 39, Queen Anne period, and No. 129, Early Empire period. The former carries the retail price of $185 and is an upright furnished in Biltmore mahogany and Newby walnut. The legs of the instrument are of the cabriole type, carved at the knee, with a ball foot, all very characteristic of the period. The model No. 129 comes in American walnut stained to an English walnut, with polished wax finish, and is a console. These new models are very artistic and

are equipped with the most modern accessories, such as automatic stops, cover supports, etc.

G. P. Ellis  D. A. Creed

must this week that it has purchased from the Interstate Music Co., of Milwaukee, that

"The Music Without the Blur!"

This idea of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

“Built by Tone Specialists”

"Magnolia’s Tone Deductor eliminates the scratch"

We want you to have your music with MAGNOLIA, and how MAGNOLIA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Taller Tips.

MAGNOLIA TALKING MACHINE COMPANY

2775 Woodlawn, South Side

IN Period Designs like highest grade Furniture

Produced by

The Windsor Phonograph

Furniture Company

Chicago, U. S. A.

IN Period Designs like highest grade Furniture

Produced by

The Windsor Phonograph

Furniture Company

Chicago, U. S. A.
concern's entire stock of Universal Record-Lites and the privilege for sale and manufacture of this well-known little accessory. This Record-Lite has been manufactured and put on the market by the Interstate Music Co. for a number of years and it is the invention of Cole & Duran to bring this well-known little instrument into even greater popularity and demand. The former retail price of the "Lite" was $3.25 for the nickle and $4 for the gold, but as soon as Cole & Duran launched their sales plan these Record-Lites will be put on the market at a probable reduction of 30 to 40 per cent under the old price. This will extend their sale.

Liquidated Its Business

On August 3, at 10:30 a.m., the Chicago Phonograph Supply Co., a retail store located at 2155 Milwaukee avenue, liquidated its business by means of an auction.

Clever Repair Outfit

The firm of Cole & Duran has just put on the market a very clever little outfit for dealers. This outfit consists of a package containing an assortment a dealer may need for small repair jobs on motors, tone arms, etc. The assortment consists of springs, diaphragms, stylus bars, etc., and comes neatly packed in a large carton, the sales price of which is $30.

Display of Progress Novelties

Many novel ideas have been made use of at the Municipal Pier during the Pageant of Progress. Perhaps the most novel was that put over successfully by the Ambassador Phonograph Co. by means of a four-round boxing bout between the "Ambassador Kid" and Ben Turgin, the famous movie star, who is continually looking both ways for Sunday. The "Ambassador Kid," by the way, is the four-year-old daughter of Fred Wasser, manager of the company, who gives daily boxing exhibitions. When boxing Ben Turgin she wore the regulation boxing trunks and gloves, and did Ben, but while Ben was looking at a red-headed lady on one end of the pier and at the same time looking at the fumbling, near-beer ebbing from the mountain across the aisle, the little lady managed to crawl upon a chair and belt him on the nose and end the scrap.

—But His Voice Goes On

Hardly had the news of the great Caruso's passing reached Chicago than Victor dealers here dressed their display windows in mourning. Those in the Loop, especially, devoted much space to their Caruso windows and large photographs of the dead artist were placed in them.

The Superior Lid Support

Of watch of one Victor-Kut or others
the Lid, which means an extra pair of hand, Sample Prepaid, $.75 Nickel — $1.25 Gold
Quantities Promptly Classification

The lid is mounted by wreaths and black crepe and in the foreground, in many instances, the entire Victor library of Caruso's works. In Chicago, as elsewhere, many public memorial services were held when people from all walks of life gathered in honor of the memory of Caruso. The Fine Arts Building, in Chicago, was the nucleus for many of these gatherings, for it is in this building that most of Chicago's musical artists have their studios, and many of these artists were close friends of the great tenor. In the Italian settlement on the West Side of Chicago nearly every place of business, and residences at will, were draped in black crepe for Caruso, "The Glory of America and Italy," as he was known.

Installs Another Machine

The R. C. Wade Co. has just installed another automatic machine for the manufacture of its well-known Toposcope needle. This makes in all three of these machines that are now in operation. Each of these machines is turning out needles at the rate of one hundred and fifty per minute, or 30,000 per hour. Their average run is about six hours per day and those who are good at figures could spend a few interesting moments figuring out how many of the Thomasone type will be turned out in the course of a year, on the 35th-working-day basis. After this is figured out one may remember that these machines are retail at four for a dime, or twelve for a quarter, and that will show what the Thomasone dealers are going to turn out in twelve months. But even at that cost one would not be entirely wrong for the R. C. Wade Co. has several other similar machines under construction which they hope to have in operation before very long.

Emerson Fall Campaign

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., put in a busy week with H. E. Morrison, Emerson's sales manager, who is traveling Southern Wisconsin and Northern Illinois; R. V. Emmett, handling the Emerson territory, and R. J. Churchell, who will take care of Emerson dealers in Central Illinois. Sales Manager Morrison will spend about a month in going over the Western territory before he returns to Eastern headquarters. F. A. Dennis, assistant to Manager Clement, is spending his vacation at Greenlake, Wis., on a fishing trip. He writes back to the boys in the Loop that the mosquitoes are bugging splendidly well this season.

Foreign Record Activities

E. A. Fern has just returned from a week's visit to Detroit, where he did some great work in conjunction with Messrs. Thalmany and Giles, of the General Phonograph Corp. The latter two gentlemen came on from New York and met Mr. Fern at the Consolidated's Detroit branch. These gentlemen went over the foreign-record field of Detroit in a very systematic manner and were successful in opening quite a number of exclusive Okeh accounts for foreign recorders. Among the new accounts was the main store, on Garrett avenue, of the Cunning Drum Co. This company took on the Okeh line in one of other downtown stores last month. When they were there they also attended the formal opening of The Record Shop, at 859 Grand River avenue. Mr. Fern says that this very pretty little shop, owned by G. D. Elliott, will feature Okeh records exclusively. In addition to his regular sales help Mr. Elliott has put on six girls to canvass the city.

The general sales manager account opened by Messrs. Fern, Thalmany and Giles while in Detroit was the Brooks Shop. The instruments handled here are manufactured by the Brooks Mfg. Co., the parent concern.

Move Talking Machine Department

The firm of O. W. Richardson & Co., one of Chicago's largest Loop furniture stores, have (Continued on page 122)
moved their talking machine department from the fourth floor of their building to the first floor. The department has been greatly enlarged and is now located near the main entrance. They have also installed a number of demonstration booths, something they never had before. This company represents the Wurlitzer, Sonor and Columbia lines, as well as the Columbia records. One of the features of the way this furniture store handles talking machines is that no matter where one goes, throughout the entire building, he is sure to find a talking machine in operation. This stunt was put into effect by Manager Tasswell and has proven its worth many times over. The plan of putting talking machines where they can be seen in all departments by people making purchases therein is an exceedingly good one, according to Mr. Tasswell, and has been the means of increasing their business manifold.

New Electric Sign

The Crystal Palace of Music, at 245 West North avenue, has just had installed one of the most beautiful outdoor electric signs ever seen in Chicago. The Crystal Palace is an account of the Chicago Talking Machine Co. and is one of the most up-to-date and beautiful music stores in Chicago. The formal opening of this store was announced in the news columns of the July issue of The Talking Machine World.

Returns From Vacation

L. C. Wiswell, wholesale and retail manager of Lyon & Healy's Victor department, has just returned from a vacation trip through Yellow- stone Park. Mr. Wiswell was accompanied on this trip by his children, Elizabeth, Ruth, Leslie, Jr., and Janies. Besides the trip through the Yellowstone the party attended the Victor convention, held at Colorado Springs, and also took in Denver, Omaha and Salt Lake City. In speaking about the trade conditions in that section of the country Mr. Wiswell said that they were similar to those in Chicago, but the dealers feel more optimistic. In commenting upon the death of Casens, Mr. Wiswell said: "Casens's death caused a remarkable demand for his library of records. There are in the Casens library about seventy-five records, and our own retail department as well as retail stores all over the country report that in many instances the customers have purchased the entire Casens set. Casens's death shows the importance of the talking machine," continued Mr. Wiswell. We think it brings forward the fact that we can record voices of great artists and musicians for posterity, and causes this fact to sink into the consciousness of millions of prospective owners of talking machines.

HEADQUARTERS

FOR

ILLUSTRATED

DESCRIPTION

CATALOGUE

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The OrO-Tone Co.

1000 to 1010 George St.

CHICAGO, ILLINOIS

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7 1/2 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slight releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

PAT. APPLY FOR.

PAT. APPLY FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is problem for phrasing hill and Dale or Lateral-cut records.
Capitol!
A Combination Phonograph and Lamp

Every Woman's Choice

Manufactured and distributed by

Indiana Harbor, Indiana

Located within Chicago's great Manufacturing District
ChiCago's Pageant of Progress Features Music

Several Prominent Music Houses Represented by Notable Exhibits—Columbia Co. Records Official Pageant Song and Presents First Record to Mayor Thompson—Magnavox Used

Chicago, Ill., August 11—Twenty-eight years have gone since the World's Fair was opened and ever since then Chicago has held the record for putting on big shows. Now, Chicago has done it again. On July 30, of this year, Mayor Thompson opened the Pageant of Progress at the great Municipal Pier. The World's Fair was considered a big thing, but the Pageant of Progress makes even a better showing. Of course, the Pageant does not cover the average of the old World's Fair, but, from a standpoint of the number of visitors and exhibits, it is way ahead of the Fair. The success of this Pageant has been so great that plans are now well under way to run the show annually.

Mayor Thompson Receiving Columbia Record of "Hail, Chicago!"
Mayor Thompson, seated left to right, Ethel Staton, Raymond Reilly, Jack Kapp and the Rev. R. L. Schuyler, of Columbia Phonograph Co. One of the Mayor's maids, Adeline Neely, of The World, and M. H. Scovell, head four, but from a standpoint of the number of visitors and exhibits, it is way ahead of the Fair. The success of this Pageant has been so great that plans are now well under way to run the show annually.

Advance Notice to Edison Dealers

The New Improved

Jewel Attachment for the Edison Phonograph Will Be Ready for Distribution September First

Not Just Another Attachment

But a Distinct Improvement in Tone Reproduction as Well as in Mechanical Construction and Finish

Flies all kinds of records. Operates the same as the "Edison" with the Lipstick. No adjustments necessary when changing from lateral to vertical cut records. Keeps records running to the right. Needle scratch almost entirely removed. Takes back of Reproduction persists of easy access to needle socket and extra records from unnecessary "snatching." Weight is 1 lb., the lightest that can reproduce perfect results. Does not scratch the record, and permits a freedom and smoothness of tone considered impossible.

Needle Centers on all records. Straight skeleton construction and all parts of record jaws spring perfect positive reproduction and great volume. Picked half-jaw improves perfect reproduction and freedom of movement both vertically and horizontally.

In the only attachment that plays vertical cut records in the proper "Edison" position, with the Reprinrer aimed FACE, DOWN. We shall endeavor here, in a brief sentence, to tell how the talking machine industry shows up in with the Pageant of Progress.

As one enters the pier the first thing one encounters is the booth maintained by the Columbia Graphophone Co. In this booth the official Pageant song, "Hail, Chicago," is demonstrated and passed out to the public. One of the Chicago papers offered $2,000 for the best song typifying the spirit of Chicago, which was won by Fred Allin, a member of the song writing staff of Leo Feist. Several, if not all, about 1,000 competitions for this $2,000 prize, but Bobby brought home the bacon. No sooner was the prize awarded than J. Kapp, of the Columbia staff, with a copy of the song, leaped aboard a train bound for the Columbia recording plant. The song was recorded and the records were brought back to Chicago in time for the opening of the Pageant. A facsimile of Mayor Thompson's signature is impressed on each record. During the Pageant these records, together with the first publication of this song, were on sale in the Columbia booth.

A High-Class Cutter

Sharpen the Fibre Needle without removing it from the Tonearm.

The LIDSEEN Fibre Needle Cutter

Convenient

Mechanically Right

Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

152 E. 810 So. Central Ave., Chicago

Double-deck Bridge

On one end of the pier the engineering firm that built Chicago's wonderful Michigan avenue double-deck bridge was in evidence. In this exhibit they demonstrated the working features of this bridge by means of a replica that was scaled one-quarter of an inch to the foot. The fascinating thing about this little bridge demonstration was that it showed the value of the talking machine from a commercial standpoint. The little bridge was operated by electricity just as the Michigan avenue bridge, and at the time the two leaves went up in the air little indicator lights would brighten up at various points to attract attention to each particular part. As these lights glowed a talking machine, placed
from our Chicago headquarters

(Continued from page 124)

at the side of the bridge, began to speak and delivered a lecture on the engineering features indicated by the various lights.

Readers of The Talking Machine World know that, from time to time, they read in these columns suggestions for the commercial application of talking machine records, and we cite the views of this exhibit as another example of how that side of the talking machine fits in.

Are We Oversold?

For a good many months now we have been hearing the yell that the talking machine industry is oversold. We have heard it said that the reason we are oversold, etc., is that on the market and in use there are now about 4,000,000 talking machines. We also hear that until all these machines are discarded by their owners and the ones now on the market are sold the talking machine business will go along at a snail's pace. Happily, however, the men who do this kind of talking represent but a few members of the industry.

Now, while rambling around the exhibits at the pier, we came across one exhibit which caused us to wiggle our ears and wonder. What caught our eye was a little, insignificant sign set up in the Ford motor car exhibit. The little sign was placed on the windshield of a sedan driver and bore the following words, "This car is No. 5,000,000 and was finished at 7:45 a.m. May 21." It might be well to state here that at Henry's plant at Detroit they are turning out one car every sixteen seconds, or at the rate of about 4,000 per day, so, figuring from the time "Lizzie" No. 5,000,000 was born until the time you read this, you will see that Henry has added quite a number of flies to his family, and there is no sign of a let-up. The cars Ford has put out, added to the hunch manufactured and produced by the numerous other companies, do not yet even begin to fill the demand. So there is a chance for an argument as to whether the talking machine industry is slopping over the sides.

The Federal Sign System

The Federal Sign System had an interesting exhibit, wherein it showed everything possible in the way of electric signs for advertising purposes. One interesting feature was that nearly all of the signs were particularly for the talking machine trade. The Victor dog was especially prominent and they even had him not only sitting still but running around in circles and wagging what is left of his tail.

The Magnavox Everywhere

Magnavox was preceded on rollers, under tables and in fact everywhere. Wherever you went you were sure to bump into Magnavox. One installation was connected direct with the Maytag headquarters and evidently there must have been quite a little party there the night we visited the pier, because we were able to recognize the liquid tones of the Mayor's voice as they traveled out of the amplifiers of the many Magnavoxes, not only in the announcements as they came along, but running on in the chorus of "Hail, Chicago!" as well.

Windor Exhibit

Over on one side we found an interesting exhibit by the Windsor Furniture Co. It had a very nice line of furniture on display, together with a full line of its well-known talking machines. One of the features here was a bedroom suite, wherein a beautiful young lady comers in and disrobes, while a Windsor talking machine is playing. After disrobing she crawls into the bed and the talking machine keeps on playing. This attracted a great deal of attention, especially from the males.

Claxtonola Exhibit

The Bernard Mfg. Co, of Iowa City, la., manufacturers of the Claxtonola, exhibited its line of instruments, together with the Claxtonola records. Its advertisement, "Golden Throat" talking machine, drew quite a crowd to this booth, from which were given out sales leaflets and souvenirs.

(Continued on page 126)
THE DANCE SENSATION OF AMERICA

WANG WANG BLUES

"You can't go wrong with any feast song"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

The Exhibit of O. W. Richardson Co.

The next exhibit we ran across was that of the O. W. Richardson Co., furniture dealers. This concern, although primarily a furniture house, mostly exhibited talking machines, including the entire line it handles, namely, Wurlitzer, Columbia and Samora. The exhibit was in charge of A. Crouse. When we called, Mr. Crouse was busily engaged with his assistants in demonstrating these instruments to visitors. Needless to say, he received quite a number of new orders.

Wade Co.'s Display

Among the other exhibits was that of the Wade Tailing Machine Co., which displayed tailing machines and accessories, as well as the Strohler Diminutives, a little player-piano which, by the way, made a tremendous hit.

New Electrical Instrument

A new electrical instrument, known as the Electro-Voice, was shown by the Electro-Voice Co., of this city. This company was recently incorporated for $50,000. The incorporators are: M. Banks Grappler, president; vice-president and secretary, A. A. Howard, and B. K. Cover, inventor and general manager. This instrument room was built like a console cabinet and can either be played as an ordinary talking machine or, by wires and transmitters, the music, etc., can be sent to any part of a building.

Chicago Electric Sign Co.'s Display

Another concern that showed some mighty clever electric signs for talking machine shops was the Chicago Electric Sign Co., with its "Day-light" signs. These signs are so constructed that they produce an even light and the electric bulbs are so concealed that the letters are flooded with an even light and not spotted immediately over the light. This exhibit was in charge of Harvey B. Homick, sales manager.

STEGER & SONS' EXHIBIT

The Steger & Sons Piano Co. exhibit was exceedingly interesting. It was here the visitors were taught how talking machines and pianos are constructed and sound boxes and motors of the Steger instruments were assembled at this booth and proved to be very interesting to the onlookers. Besides their full line of pianos, the Steger people showed a model of every type of talking machine they manufacture.

Illinois Talking Machines Shown

Another of the interesting exhibits was that of the Illinois Phonograph Co. The exhibit was in charge of B. B. Blood, general manager. Its full line of Illinois talking machines, about fifteen models, ranging from the Camppephone to the Console type, was on exhibit. Quite a number of out-of-town dealers who were visiting the fair made their headquarters at this exhibit and many placed orders with Mr. Blood.

The Ambassador Arrives

The Ambassador talking machine, a newcomer in the Chicago market, was also shown, and the manufacturers interested the visitors with their many novel ideas.

The Mystery Man

The man of mystery was also greatly sought after by the crowd. He was representing the R. C. Wade Co., manufacturer of Tonophone needles. His job being to circulate through the crowds and pin a little ticket on some unsuspecting person. The person who got this ticket and brought it to the booth where Tonophone was on exhibit received as a reward a half dozen packages of Tonophone.

These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

CABINETS

WITH OR WITHOUT EQUIPMENT

FUEHR & STEMMER PIANO CO.

2701 So. Wells St., Chicago

STEGER AIDS FLOOD SUFFERERS

Plan to Replace All Steger Pianos and Player- pianos Lost in the Pueblo Flood

Chicago, Ill., August 3—Arrangements are under way by the Steger & Sons Piano Mfg. Co., of this city, for the replacement of Steger pianos which were lost or damaged in the Pueblo, Col., flood. Dan Faginata, manager of the wholesale credit department of the company in Pueblo, where he will cooperate with Lewis S. Brown, Pueblo representative of the Steger & Sons Co., in replacing all pianos and player-pianos lost by Mr. Brown's customers. The determination of the company to assume the burden of loss and render such material assistance to the patrons of the Brown store evoked many expressions of hearty appreciation.

LITTLE DAMAGE FROM FIRE

Edison Official Discounts Rumors Regarding Extent of Fire in Chicago Warehouse

In reference to the report about the Edison fire in Chicago, which has attained various aspects in its process of being passed along, A. H. Curry, the new vice-president of Thos. A. Edison, Inc., recently issued the following bulletin to Edison jobbers:

"A rumor seems to be abroad to the effect that our entire stock of phonographs in storage at Chicago was destroyed by the recent warehouse fire in that city. We are very glad to be able to say that such is not the case. While we have not as yet full details of the loss as to types and finishes, we feel confident that, with some possible exceptions, service to the trade will not be seriously impaired as a consequence of the fire.

"At any rate, our jobbers have, or should have, a marked degree of ability to sell what may be had, since we all learned the art of substitution during the years of shortage, as compared with demand. Therefore, if substitutions as to types or finishes must again be resorted to for a little while no one should be embarrassed.

INSTALLS NEW EQUIPMENT

Progressive Brunswick Dealer in New Haven Prepares for Active Fall Trade—Souvenirs Distributed at Formal Opening

New Haven, Conn., August 8—In anticipation of an active fall business John Duncan, exclusive Brunswick dealer of this city, has just completed renovations of his store at 185 Crown street and installed new modern equipment. Many unique methods of merchandising Brunswick phonographs and records have been used in the past year by Mr. Duncan, which have proven very successful. He recently announced the formal opening of his store and on that day the public was given an opportunity of inspecting these new quarters, while Mr. Duncan distributed appropriate souvenirs with a cordial invitation to call again.
THE TALKING MACHINE WORLD

August 15, 1921

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS ARE BETTER
COST LESS

RENE MFG. CO.

Montvale, N. J.

T. G. Flag, a druggist of Whiteville, Mass.,
had installed a complete Van Veen equip-
ment similar to the Model S Shop built for the
Columbia Graphophone Co., in Boston. Mr.
Van Veen reports that these Columbia model
shops, installed at the headquarters of the vari-
ous distributing points of the Columbia Grapho-
phone Co. by Van Veen & Co., Inc., are
attracting wide attention throughout the country
and that dealers are specifying duplicate in-
stallations for their warerooms.

L. L. SPENCER INJURED

Popular Victor Man Sustains Painful Injuries—
Was Visiting Home of Thos. F. Green

Lloyd L. Spencer, sales manager of the Silas
E. Pearsall Co., New York Victor wholesaler,
was painfully injured recently when he sustains
a fall at the home of Thos. F. Green, president
of this company. Mr. Spencer was the guest
of Mr. and Mrs. Green at their home in Great
Neck, L. I., and during a brief spell of somnol-
ence sustained a severe fall that was fortu-
nately broken by an awning. Mr. Spencer was
injured in the face and chest and required twelve
stitches from the surgeon for these injuries. He
returned to his desk a few days ago, although
not yet fully recovered from the accident.

THE DEALER WHO DOESN'T—

I. Make it his first concern to meet his cus-
tomers' real desires—
But is contented to sell whatever seems
profitable;
II. Trouble to compare the actual qualities of
instruments,
But placidly accepts any trade name
given publicity;
III. For his own benefit have at least one
Manophone,
If only to demonstrate records upon.
PLAYS ANY AND ALL DISC RECORDS

The natural tone of the Manophone fulfills
the customer's constantly refining taste. It
is due to the use of the "Humana", a human
throat of carved wood, which, in the Mano-
phone, replaces the customary "piece of
pipe."

A record played on it is sold. Comparative
playing of a record sells the Manophone.

THE MANOPHONE

The Music Master
of Phonographs

The Manophone Corporation, Adrian, Michigan.
AND after a most thorough publicity campaign "Fooling Me" the fox-trot is today the leading hit of that type of dance. As a vocal number, too, it is among those that are prominent. All of which is substantiated by the orders of the jobbers and dealers of sheet music who find it an active seller in an abnormal sales season.

After releasing "Dixie" to the trade and profession it was quickly acclaimed the greatest one-step of the year. It is popular despite the fact that the average one-step is hard to "put across."

The above should be enough sales creators in any one catalog during a none too lively season—but "a natural" does not arrive at the wish of even the most hopeful. They just arrive now and then, and good business judgment says "cash in" while the "cashing" is good. So "Gypsy Rose," "a natural," arrived and all you need to do is to hear it to be convinced that it is "there."

There can only be one criterion of the success of a song—sales, ever-increasing sales. The Robert Norton Co., New York, publishers of the above numbers, can show sales—steadily mounting sales, on all these hits. Sales from the largest dealers in the country—yes, and some small ones, too.
MOVING OF SURPLUS MUSIC STOCK

How the Dealer May Secure Co-operation of Publisher in Cleaning Up Slow Sellers

Much has been said regarding the co-operation of the sheet music publishers with the talking machine trade and the extent of the "be-get" that have been arranged by mutual agreement is quite remarkable. This holds true of publishers co-operating with the manufacturer, distributor and dealer, but one very important channel through which a publisher may lend aid to the retail dealer has, to a great extent, been overlooked.

We refer particularly to the dealer or dealers in a given locality who find his or their shelves with a surplus stock of popular titles. By requesting the aid of the publisher of the number it is often possible to have the publisher make a special campaign in the territory on the title or titles which it is sought to move and thus create a special demand.

In the large trade centers many of the publishers have either branch offices or representatives, and in such localities the publishers' representatives, upon being informed of the desire upon the part of the dealer to move a certain number, will see to it that the orchestras, including those of the dance, motion picture houses and theaters, and very often some vaudeville performers, are persuaded to make a feature of a song for a short period. The dealer or dealers, by giving the record a window display at the same time and by other co-operation "hooking up" with the special drive, find that their stock of the song is depleted in a short period.

In smaller communities of a size that would not justify the publisher sending on a special campaign manager the dealer can carry out such a campaign on his own behalf and in this he will have the co-operation of the home or branch publishing offices.

The following is the method that should be pursued in such instances. Finding a surplus stock upon his shelves the dealer makes note of the number of orchestrations in his city that in a given week are to be active. He then sends to the publisher, explains his proposed campaign and requests that the publisher forward him orchestrations for the various organizations that will lend their support to his campaign. He will find the publishers will readily respond, as will, too, the orchestras in his home city. The latter will feel gratified to know that they are to be the means of assisting in a successful campaign which relieves a local dealer of surplus goods.

Of course, it has only been in recent months that talking machine record dealers have been acquainted with what it means to have a surplus stock of popular numbers and to some this has opened up a new problem. However, if the record titles are the copyrighted works published by a leading publishing house there need be no great amount of worry as to their salability, for arrangements, as outlined above, will quickly move the dead stock and also be the means of adding to the activity of the store, which, of course, can exist in on the campaign in other directions. Briefly put, dealers will find it most profitable to get in touch with publishers when they have sales problems to solve.

LOUIS BERNSTEIN NOW PRESIDENT

At the recent annual election of the Music Publishers Protective Association Louis Bernstein, president; Saul Bornstein, vice-president; Joe Kerr, secretary, and Charles K. Harris was continued in the office of treasurer.

"LAND OF MINE" SUNG AT PAGEANT

J. C. MacDermid's "Land of Mine" was sung by 10,000 voices at the Pageant of Progress in Chicago, which was celebrated July 31 to August 14. "Land of Mine" is published by Forster, Music Publisher, Inc.

TED BARRON WITH BROADWAY CORP.

Ted Barron, the well-known songwriter and former head of a music publishing company, but who during the past year has not been actively interested in the sheet music field, has joined the Broadway Music Corp. as manager of the orchestra department.

JACK MILLS, INC., GETS RIGHTS

Jack Mills, Inc., has secured the exclusive publication rights for Zee Covfey's series of piano solos. These numbers are one of the features of the Brunswick records and his "Kitten on the Keys" is nationally known.

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"

Rock me in my Mis-sis-sip-pi Cradle,
Let me look in-to my mam-my's eyes;

Published by the publisher of "MISSOURI WALTZ", "NAUGHTY WALTZ", "SWEET AND LOW", "KISS A MISS"
TO FIGHT COPYRIGHT BILL

Publishers and Writers’ Organizations to Oppose Proposed Amendment to Copyright Law Recently Introduced in Congress

The Music Publishers Protective Association and the Composers’ and Lyric Writers’ Association and the American Society of Authors, Composers and Publishers have formulated a campaign to combat the new copyright amendment recently introduced in Congress by Senator Laning.

Nathan Burkan, J. C. Joseph and E. C. Mills, of the above organizations, contemplate leaving for Washington, D. C., to confer with the Committee on Patents and commerce at the inequity of the new amendment, which provides that any purchaser of a printed or published copyrighted work can perform it for profit.

While the Committee on Patents will not reach the new amendment for final consideration before the fall, the societies feel the necessity of sending representatives to Washington to forestall any favorable reception of an amendment which obviously affords no protection to a copyright owner.

It is understood that the bill is sponsored by motion picture interests who object to paying a tax to the American Society of Composers, Authors and Publishers for the public performance of music for profit.

NEW SHERMAN, CLAY & CO. SONGS

San Francisco, Calif., August 7: Sherman, Clay & Co. will shortly announce two new fox-trot songs for early fall release. They are entitled “Smilin’” and “Have You Forgotten?”

Jack Robbins, general manager of Maurice Richmond, Inc., is spending his six weeks’ vacation in Atlantic City, N. J. Incidentally, he is writing on a campaign of publicity in favor of the firm’s taking, “Hello Yello”.

WARNING!!! ALL RECORD AND ROLL COMPANIES

You are hereby notified that the American Public will commence action against you unless immediate release is made of

I Ain’t Nobody’s Darling

The Overnight Surprise—A “Natural” Hit

SKIDMORE MUSIC CO., Inc., Publishers
Galley Theatre Building, 1547 Broadway, New York

SHAPIRO, BERNSTEIN & CO., Inc., Selling Agents
Corner Broadway and 47th Street, New York

Charley Straight and Roy Bargy have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO MCKINLEY MUSIC CO., NEW YORK

IRVING BERLIN, INC., TO MOVE

Irving Berlin, Inc., has leased practically the entire third floor of Churchill’s, Forty-ninth street and Broadway. The quarters are undergoing alterations and it is expected that the removal will be made to the new location late in August. It will be one of the best-equipped offices and studios in the music publishing field. The present offices of the Berlin organization have been crowded and in recent months the company has felt it necessary to take additional space for some of its departments.

“FANCIES” PROVES PROMISING

“Fancies,” a new fox-trot by Flota Jan Brown and Herbert Spencer, writers of the famous “Underneath the Stars,” bids fair to rival their former success. At least, the reception the number has been receiving would seem to indicate.

M. Witmark & Sons, the publishers, are putting their entire sales and publicity forces behind the number and one of the most thorough campaigns covering every publicity channel has been inaugurated.

NEW HOME FOR BROADWAY CORP.

The Broadway Music Corp. has leased the fifth, sixth and seventh floors of the new Robinson-Cole Building, Forty-eighth street and Seventh avenue, for a term of five years.

The lease of the present Broadway quarters, at 145 West Forty-fifth street, does not expire until December, but the company is arranging to occupy the new home early next month.

“MOON RIVER” DOING WELL

Lee David, who writes exclusively for B. D. Nice & Co., Inc., is the composer of a new song called “Moon River.” It is a waltz number and has received a favorable reception with a number of orchestras which have given it a try-out.

FEATURING “DANGEROUS BLUES”

The J. W. Jenkins’ Sons Music Co., Kansas City, Mo., which has numerous branches in the Middle West, is carrying out a very elaborate campaign on the firm’s novelty number, “Dangerous Blues.”
THE TALKING MACHINE WORLD

The Quickest and Biggest Hit of the Year

CHERIE

"You can't go wrong with any feast song."

PREHISTORIC PERUVIAN JAZZ

Some Interesting Light on the Antiquity of the Type of Music Now Popularly Known as Jazz
Written by J. H. Davis, of New York

An interesting article on "Prehistoric Peruvian Jazz," written by J. H. Davis, secretary of the American Museum of Natural History, recently appeared in the magazine section of the New York World. It read, in part:

That the Indians of prehistoric Peru knew the art—or should we call it something else?—of "jazz" is apparent from the decorations, representing orchestras and dancers, found on the ancient pottery and metal objects of the region. Further evidence is furnished by accounts of early writers and, most convincing, by numbers of the musical instruments themselves, which have been recovered by archaeologists from graves and ruins. These instruments include drums, bells, cymbals, rattles, pipes, flutes, whistles, trumpets and an unmissable ancestor of the oboe. If the activities of an energetic Indian orchestra equipped with some or all of these instruments did not produce something akin to present-day jazz, the writer is guilty of an error in judgment.

Undoubtedly, early man sang and danced before he produced instrumental music. As the most important element of the song and dance is rhythm, and as in singing and dancing a desire for some sound to clearly indicate the rhythm seems to be universal, primitive vocalists and tomahawks everywhere have found assistance in the snapping of fingers, clapping of hands, beating of hips and stamping of feet. Then, probably, the drum was devised—the first musical instrument. The allied instruments of percussion, as cymbals, rattles and bells, soon followed. Later came the wind instruments, such as musical shells and varieties of pipes and horns. And finally the more complex stringed instrument was developed. The greatest single step forward in the history of instrumental music was the mechanical production of a musical scale. This came with the pipes. In Peru evidence is found of the first two types—'instruments of percussion and wind instruments—but so far nothing has been found to indicate that the prehistoric Indians of the region knew how to make so-called music from the vibrations of strings.

In the American Museum of Natural History, in New York City, there is a large collection of prehistoric musical instruments of Peru. They have been carefully studied by Charles W. Mead, assistant curator of the Department of Anthropology, whose findings have been published in a short paper. According to Mr. Mead, no drums have been found in ancient Peruvian graves. This may be for the reason, he believes, either that the drums of the time, being made of perishable material, have all disintegrated, or that because of some superstition it was not customary to bury drums with the dead. Drums, however, were pictured by the native artists of the time and described by early writers; the evidence showing that they were identical in kind with the drums used today in several parts of Peru. They were made of skin stretched over a hoop of wood, or over one end of a short section of a tree-trunk hollowed out to a thin cylinder. Small drums seem to have been the rule. The drumheads were usually made of the skins of deer and other animals common to the country. But sometimes, as among the Huascas, the skins of captured enemies were used in the belief that the sound of such drums would strike terror into the hearts of living enemies.

ENJOY CONTINUED POPULARITY

"Home Again Blues," the big success of the Irving Berlin, Inc., catalog, has surpassed the sales force of that organization by the great spurt in the demand for the number during the past six weeks. This is unusual, inasmuch as "Home Again Blues" is by no means new. Another number that has been quite a surprise to the Berlin organization is "Oh, My Sweet Home," which in some sections of the country is very popular.

MORE ROOM FOR TRIANGLE CO.

The Triangle Music Publishing Co., 145 West Forty-fifth street, New York City, has acquired additional floor space adjacent to its present location. Alterations are now under way fitting the new quarters for occupancy.

TO ACT AS SELLING AGENTS

The Skidmore Music Publishing Co., Inc., which some time ago released the novelty rule song, "I Ain't Nobody's Darling," has made Shapiro, Bernstein & Co., Inc., the selling agents for the number. The song is being sung by a large number of college glee clubs and it apparently is to have some unusual popularity.

BEING FEATURED IN VAUDEVILLE

The new Goodman & Rose fox-trot, "Who'll Be the Next One (To Cry Over You)?," written by Johnny Black, composer of "Dardanela," is distributed by the Edward B. Marks Music Co., which has been appointed selling agent. The number is being strongly featured in vaudeville.

A NEW MECHANICAL CONTRACT

The Music Publishers' Protective Association of New York is preparing a new simplified form of standard contract which it is hoped to put into universal use between mechanical recording companies and the publishers, replacing the various special contracts now issued by mechanical interests.

THE COUNTRY'S QUICKEST "BLUES" HIT

Ta De Da Da Da Dum

DANGEROUS BLUES

Publishers, J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.

Also publishers of "12th Street Rag," "Sweet Love," "Colleen O' Mine"
Oh, Boy! Have You Heard Mamie Smith Sing—

"NERVOUS BLUES"

Mamie Says—"NERVOUS BLUES" is better for me than 'CRAZY BLUES.'

"FRANKIE"

Is on the other side of the record, and "Frankie" is a hit before the record comes out

P. S.—LAST BUT NOT LEAST—

"VAMPIN' LIZA JANE"

THAT GREAT COMEDY SONG

PERRY BRADFORD, Inc., 1547 Broadway, New York

NEW MUSIC-MEMORY CONTEST BOOK

Enlarged Edition of Descriptive Folder Issued by National Bureau for Advancement of Music—Expected to Stimulate Interest

A revised and enlarged edition of its descriptive folder on the music-memory contest has just been published by the National Bureau for the Advancement of Music, and it is expected that the booklet will do much to encourage the adoption by towns and cities throughout the country of the music-memory contest for acquiring children with the standard musical compositions and arousing a deeper appreciation of music in the community as a whole. Contests have already been held in nearly two hundred cities and towns and in every case local music dealers have been enthusiastic regarding the results.

Many new developments have taken place in the working out of the contest idea since its inception in the home of C. M. Fratianne, director of the National Bureau, about five years ago, and some of the most important of these are described in the new pamphlet. There are also contained in it the new prize offers to be made by the Bureau when requested by cities initiating the plan. The prices hitherto given by the Bureau were in nearly all cases money awards. Now there is a choice offered of medals, banners, fans or money.

The twenty-four-page booklet is illustrated with pictures taken at the bands of one or two contests in large cities and with facsimile reproductions of the medals, banners and pins the Bureau is ready to give. It contains an introduction on the purpose and scope of the music-memory contest, designed to "sell" the idea to those as yet unfamiliar with it. There is also an appendix giving a list of the one hundred selections most frequently used in previous contests and a supplementary list of desirable material, a list of leaders in music education, a list of the cities which have held one or more contests as annual events, and a collection of statements by prominent music supervisors and others on the value of the contest.

LIVE SONG IN "SNAPSHOTS"

One of the outstanding numbers in the new musical show, "Snapshots of 1921," is called "Every Girlie Wants to Be a Sally." The song is published by M. Witmark & Sons, and from present indications is recognized as one of the biggest summer novelties.

NEW QUARTERS FOR JACK MILLS, INC.

Jack Mills, Inc., has taken over the entire building at 152 West Forty-fifth street. Alterations are now being made and the firm will occupy the second floor of the structure, greatly increasing the present floor space.

Leo Feist, Inc., recently released two new fox-trots. They are entitled "Sweetheart" and "One Kiss." The usual Feist campaign is being placed behind the numbers.

A PRACTICE NOT APPROVED

Changing Orchestrations to Suit Particular Fancies Not Favorable by Publishers

There is quite a little agitation in publishing circles to do away with all special orchestrations and carry out a plan to persuade orchestras to render numbers as they are written in the original orchestration. At the present time the publishers often prepare special orchestrations for particular organizations and, in addition, many of these orchestra leaders rearrange these, or the original, to what they term is the special needs of their instruments.

This often results in the rendering of a very good dance, but which does anything but "put over" the melody of the number so that the audience can carry something substantial away. The publishers state that many such "plugs" often injure the exploitation of songs.

TWO NEW WITMARK WORLD BEATERS

JABBERWOCKY

FANCIES

THE FOX TROT

ECCENTRIC

KENDIS AND BROCKMAN

OF M. WITMARK & SONS

THE FOXTROT

BEAUTIFUL

LYRIC BY

FLITA JAN BROWN

HOBERT SPENCER

SUSAN A. SMITH

M. WITMARK & SONS - NEW YORK
A RECORD TO BE PROUD OF
MECHANICAL RELEASES OF THE BIG HITS

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M. WITMARK & SONS, Publishers
New York City

ENRICO CARUSO DIES IN ITALY

Famous Tenor Succumbs After Operation in Naples—Was for Many Years One of Most Popular of Opera Stars—His Victor Records Played a Big Part in Winning Popularity

The talking machine trade was shocked to learn of the death of Enrico Caruso, the world-famed tenor, in Naples, Italy, on August 2. Caruso had left the United States in the Spring for his native country in order to recuperate from the effects of his severe illness in New York last Winter. For a time it was reported that he was rapidly regaining his health, but very recently an abscess was discovered below the singer's diaphragm and an operation for the removal of the abscess was followed by peritonitis.

Caruso was forty-eight years old at the time of his death, having been born in Naples, the son of a mechanic, on February 25, 1873. The quality of his voice was recognized when he was a child, and he sang in the church choir for many years. It was while he was serving in the Italian army that an officer who heard him singing took steps to have his voice properly trained. He made his opera debut in Naples in 1894 with indifferent success, but soon acquired the art of the stage and won popularity. Caruso made his debut with the Metropolitan Opera House in 1903 and proved a sensation, his popularity among opera-goers never waning since that time. He was one of the first prominent opera singers to record for the talking machine, aligning himself with the Victor Co. It was through the medium of Victor records that Caruso's voice became familiar to in millions of homes in the country, and the tenor, in the last few years, realized hundreds of thousands of dollars in royalties from those same records.

The passing of Caruso represents a great loss in the field of the opera, for, although there have been many claims made for other tenors, there was never any question of Caruso's standing with the opera and music-loving public.

The prominent position occupied by Caruso was strongly emphasized in the elaborate obituary articles which appeared in the newspapers throughout the country, the majority of them giving several pages to the story of Caruso's career and paying tribute to the great singer's ability, emphasizing particularly the fact that the singer's voice has been perpetuated through the medium of the many superb talking machine records which he made.

As Arthur Brisbane said editorially in his column in the Hearst papers, "It is our loss, but their gain. And the loss is less because Caruso has left his genius and his voice to sing for us. Sentiment and sound written in wax and steel to last forever. His voice will be heard a thousand years after all our voices shall have been silenced forever. That is close to immortality."

Dealers in Victor records were quick to pay homage to the memory of the great artist who had contributed so much toward placing the talking machine record on a high plane. A number of talking machine houses carried special memorial announcements in the daily newspapers, and a great percentage of them arranged memorial window displays with large pictures of Caruso appropriately draped with crepe as a centerpiece in most cases.

CARUSO'S GOLDEN VOICE PRESERVED FOR POSTERITY

C. G. Child, of Victor Co., Supplies Newspapers With Interesting Information Regarding Caruso's Records and His Recording Experiences—His Master Records Impeccable

Throughout the hundreds of stories appearing in the daily newspapers regarding Caruso's death and his public career there was considered emphasis placed upon the fact that although the great tenor was dead his voice was preserved for all time on talking machine records.

The majority of the leading New York newspapers, in their issues of August 4, published long articles running well over a column each devoted to the story of Caruso's records and his recording experiences, the articles being based upon a formal and authoritative statement issued by Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co., and a warm personal friend of Caruso. One

(Continued on page 134)

ALL NEW YORK IS DANCING AND SINGING

BRAZIL
SPANISH FOX-TROT SONG

REED MUSIC CO. 1639 BROADWAY, New York City.

Edison Record No. 50794  Pathe Record No. 22485
THE TALKING MACHINE WORLD

CARUSO'S VOICE FOR POSTERITY
(Continued from page 133)

of the best of the many articles appearing in the
New York newspapers reads as follows:
"The weight of Caruso's voice in all his greatest roles
is preserved intact for the ages, as long as singers
may wish to study his marvelous technique and to
compare his tonal beauty with that of other
great tenors yet to come, or as long as the public
wishes to hear the heirs of the greatest singer
of his time.
"The voice of the great Mario was stilled with
his death, but the voice of Caruso is recorded in
about 200 songs, arias, hymns and duets, in
metal matrices that are virtually imperishable.
Millions more of photographic records may be
added to the several million already in existence
without any deterioration in the metal discs that
first took the impression of the golden voice.
"For twenty years Caruso had been making
records in this country and in Europe, and his
total income from this source alone since 1900
is estimated by experts at about $1,300,000. The
largest sale of his records was in the last two
years and his yearly income from royalties was
said to be more than $150,000.
"About 162 records of Caruso's already are in
the catalogue of the Victor Talking Machine Co.
for whom Caruso made records exclusively for
about eighteen years, and it was learned that
there were between two and three thousand that
had been released. These were made at the recording
laboratories of the company in Camden, N. J.,
in September, 1920.

Caruso's Heir to Go Get Royalties

"The contract under which Caruso was mak-
ing records was made in 1911 and was to have
run until 1941 under its terms Caruso was to
have a guarantee of a certain amount of royalties
each year—it never went under the guarantee
and some years nearly doubled it—and his heirs
were to receive their pro rata share on the records
after his death and just as long as Caruso rec-
ords were made. This royalty was 10 per cent
of the catalog or selling price of each record.
"Caruso's first records for this country were
made in 1902, the year before he joined the Met-
ropolitan Opera Co. They were taken by the
Gramophone Co. in London, which at that time
had a working plant there, and the Victor Co.
C. G. Child, director of the recording labo-
ratories of the Victor Co., met Caruso that year
in Europe, but it was not until 1907 that an arrange-
ment was made for him to make records in this
country for Victor dealers.
"For these first years he worked on a cash
basis for each record—how much he was paid was
not been disclosed—but Mr. Child said to the writer
that when he reported this arrangement to his com-
pany some of the officials told him that it would
ruin the company. This arrangement was cont-
tined for about two years and then a new con-
tract was drawn which provided for royalties.
It was the custom to run this contract for five-
year periods until 1911, when Caruso informed
the company that he desired to make a life con-
tract. Twenty-five years was the period finally
decided upon.
"In a formal statement to the press Mr. Child
told of the great work of Caruso as a recorder of
his voice and was both to talk of the records
because he feared that Caruso might believe
he was 'trying to exploit the calumny of our
beloved friend.' This feeling of delicacy has
been so widely expressed among the officials of
the company that there was no question of
withholding a record listed for October sale.

Records Are Imperishable

"The requests have been many that we
should make some statement as to the number of
records of Caruso's voice, their possible life and selections
yet unissued," said Mr. Child in his formal
statement.
"We had thought to evade replies to inquiries of this
nature, as we did not wish any one
to think we were commercializing Caruso's death,
but it is the general opinion and expres-
sion of those with whom we have talked that the
records of Caruso's voice are for the world in
general and their future is of interest to every
one who knew or had heard him.
"Records which have been made are preserved
in such a way that they can be handled froni
generation to generation without loss or de-
termination. The master matrices are cared for
in such a way that there is absolutely no loss
or change and new records can be made from
these indefinitely for all time.
"Furthermore, there are between twenty and
twenty-five Caruso records which the public has
never heard, but which it will hear in due time.
The last two made were sacred songs—"Dominus
Deus" and "Agnus Dei." The former is on sale,
the latter is not.
"As to the new selections," said Mr. Child,
"Caruso was with us several days a year ago last
June and again in September after his Summer
rest. He made a great many records which have
not yet been listed, and which, out of respect to
our dear friend, will be held back for a little
while before issuing. In one of our last inter-
views with Caruso, we were given this list of
records quite carefully with him. I asked him to
express his preference for the order in which they
should appear. At first he wanted us to use our own judgment, but I persuaded him that

I would like to have his expression of the order in
which the selections were to be presented to
the public, and he then went over the list, mark-
ing them as he would like to have them appear."

The June record—"Miserere Soleneh-Dominie Deus—was sung from a manuscript
by Rosinski, which Caruso found in Italy at his last
visit there, and was chosen by him as a "Thanks
to God" for what we believed at that time was
his recovery. The records which will follow in
later issues will be in the order chosen by
Caruso himself for their appearance.

"One of these new records, to which Caruso was
Salvatore Rosa, a canzonetta, written originally
for the violin and piano. Caruso himself wrote
some of the music, the remaining parts of

this music. Among the other preserved pieces
are some of Caruso's best work and the experts
who record the human voice believe that he did
his best work in the last twenty-five years.

"Caruso was enthusiastic about his records
and worked at them with infinite care. He pre-
pared his work in advance and then spent hours
over the records, and his care and judg-
ment were so marvelously far that he would
pick a flaw where the experts could discern noth-
ing but perfection. Sometimes he would insist
on making a record over again, and this making
of records was harder work than in the opera
because there was none of the magnetic influence
of the audience."

"When an artist makes a mistake on the
stage," Caruso was reported as saying, "he can
make a gesture of displeasure or glance angrily
at the orchestra, but not for this machine. It
records only the human voice, and all must be
perfect."

"Pressed for some opinion as to what he be-
lieved was Caruso's greatest record, Mr. Child
reliantly expressed the opinion that the best
was Handel's "Largo." That was the greatest
ever made, and will be a singing lesson for
generations to come," said Mr. Child.

"Speaking of the great affection felt for
Caruso by all his associates, and particularly
young singers, to whom he was especially kind,
Mr. Child related a story told to him by Geraldine
Farrar. Mme. Farrar had never heard Caruso
sung before her first performance with him at
New York, and she was so enthralled by
Caruso's notes that she remained transfixed
when it was time for her to move to the center of
the stage. Caruso whispered to her the first
few words of her line and added 'Go ahead,
now; you're all right.'" He knew all her operas.

CARUSO'S VOICE FOR POSTERITY
(Continued from page 133)

The United States
Government

Urges Business Men to Action

"Get Busy!" is the sub-
stance of the word
sent out to Nation's
Bankers and
Merchants.

Get Busy!
That's the Story

If we do we'll have a good Fall Trade. The contemplated tariff changes will
make Musical Instruments higher—
another reason to

Get Busy!
You Will Be Busy If You Sell
Such Lines As

Duss Band Harmonicas
Lester & Monarch Accordeons

UKULELES
MANOOLINS
BANJO UKULELES
BANJO MANOOLINS
TENOR MANDOS
GUITARS

Abbott SAXOPHONES
(BAND INSTRUMENTS)
TRUMPETS, BUGLES
S. S. STEWART ORUAS and

DUcro
VIOLINS
BOB'S
STRINGS
(The String That Reckons in

Weirs For Our Up-to-the-Minute
Pieces

Buegeleisen & Jacobson
5-7-9 Union Square
New York

"Does It Play All Records?"

CerTAINLY MAGNOLA does; and without any extra
attachment, too. This is only one feature, among
the most important ones, in the new machine—
the versatile equip-
ment of the MARVELOUS
MAGNOLA.

MAGNOLA "Built by Tone Specialists"

MAGNOLA TALKING MACHINE COMPANY
800 SCHULZ, President
(201 Lake Street, Chicago, Illinois)

May we send you our attractive illustrated catalog filled with information concerning the wonderful talking machine of MARVELIOUS MAGNOLA, its artistic appearance and its moderate price?

Send your name and let us tell you more!
This Remarkable Service Is Unique
You Can’t Get Its Benefits—
In Any Other Way!

When you think of advertising service, your thoughts naturally turn to the mats, electro and copy furnished by manufacturers whose instruments you handle.

* * *

This is one kind of good advertising—it sells the products of a specific manufacturer. But this advertising does not sell your store. That is the other half, and a very vital half, of your advertising.

* * *

The Talking Machine World Service is, in reality, a sales promotion service for your store with particular emphasis on the economy side. For instance:

* * *

... You couldn’t afford to appropriate a thousand dollars a month for art work in your advertisements. We can give you the exclusive use in your city of art work worth this amount, which is the handiwork of many of New York’s greatest commercial artists. Moreover, we can give you the benefit of these drawings for a few dollars a month instead of a few thousand per month.

* * *

... You can’t afford to retain a half dozen brilliant men with practical advertising and merchandising experience in the talking machine field at a salary of from $6,000 to $10,000 each. We can afford to retain such a staff and give you the benefit of their copy and merchandising suggestions at a cost to you of only a few dollars each month. You probably will not, inasmuch as you cannot employ such a group of specialists, conceive of the ingenious campaigns which are now a permanent feature of our Service. Each month we give you a completely co-ordinated sales promotion campaign, every item of which links up with, and thereby increases the effect of, every other item. In each campaign we include copy for your newspaper and other forms of advertising, window display, sales letters and merchandising ideas.

In addition to the staff engaged in the production end of our Service, we have a corps of representatives which extends throughout the entire country and in several foreign points. In other words, we have, as an avenue for securing new ideas which have been tested, the entire resources of The Talking Machine World under whose auspices we operate.

Our Service tells the good points of the merchandise you have for sale, but more particularly convinces the people of your city why they should buy from you rather than from some other dealers who sell competing (or perhaps identical) lines of merchandise.

* * *

The style adopted for our Service is not hackneyed. Every month it has a new, fresh, appealing slant. Personality and individuality will most certainly accrue to your store if you use it, and public attention will focus on your establishment.

* * *

This Service is now being used by many of the foremost concerns of the country, because it fills a well-defined need in a resultful and economical manner. You need it, too, and you will find it most valuable to your increased growth and prosperity.

* * *

Without obligation to you, ask us to send you selected portions of the latest issue of our Service. Study it critically. You will find that we can give you what you have been looking for, and what you have not been getting and will not be able to get from any other source.

IT WILL PROFIT YOU TO FIND OUT JUST WHAT WE MEAN AND HOW TRULY WE MEAN IT.

Talking Machine World Service
373 Fourth Avenue, New York
SEES BETTER TIMES AT HAND

Tom Griffith, of the Udell Works, Gives Reasons Why Optimism Should Prevail

Tom Griffith, of the Udell Works, Indianapolis, Ind., is a man well known to the members of the music industry. His familiarity with the facts and conditions in the music industry of the country are not at all amiss, as the Udell sphere of activities spreads not only over talking machine record cabinets, music roll cabinets, talking machine cases, etc., but over the furniture field proper in a recent interview published in the official organ of the Indianapolis Chamber of Commerce Mr. Griffith said:

The volume of business in this district is rapidly becoming nationalized was demonstrated without a doubt by the buying at the Grand Rapids and Chicago markets last month. These two were truly stimulating markets. Dealers and manufacturers agreed that liquidation was over. Furniture prices have reached rock bottom. In many cases goods were sold to dealers at below actual production costs. Retailers cannot expect lower prices.

"On the other hand, it is equally true that conditions point to a rapidly quickening demand which will soon overtake the demoralized production of furniture in this country and soon lead to a condition where it will be hard to get goods. There isn't a factory in the country with a surplus on hand. You may find here and there some factories with talking machine cabinets or special lines of one kind or another, where they have stock on hand, but as a general condition the manufacturers have been unswerving to work very far ahead of their actual orders.

"Retail dealers at the shows report a good six-month's business. There was hardly one who did not say that his business up until July was far ahead of what he actually thought it would be. They have been buying from the hand to mouth, however, and they must quickly their purchases for Fall and Winter trade. Many of the dealers went into the market and bought in large quantities. Some of these said that they could foresee a shortage in two or three months. Others bought for only thirty to sixty days' needs."

BOOKLETS AS SOUVENIRS

COLUMBUS, O., JULY 11.—The Hartter Supply Co., progressive Columbus dealer in this city, distributed useful pocket booklets at the recent convention of the National Education Association, held at Cedar Point. These booklets were printed on serviceable paper and the cover carried an embossed design that added considerably to its individuality.

BRUNSWICK NEW YORK ACTiVITIES

Many New Brunswick Accounts Opened in Metropolitan Territory—Dealers Report Satisfactory Summer Business

E. A. Strauss, phonograph sales manager of the New York office of the Brunswick-Balke-Collender Co., states that the sales of Brunswick phonographs and cabinets in the New York territory last month were very satisfactory throughout the first. A special campaign has been inaugurated in Long Island with the result that new Brunswick dealers have been established in this territory.

The New York office of the Brunswick Co. has donated a valuable prize to be awarded to the winner of the best portfolio during July. Some active retailers have already become very interested in this contest.

The New Brunswick Co. has installed a new machine at the Talking Machine Man., Inc., to be held on Wednesday, August 17. Mr. Strauss states that since the machines are largely responsible for the success of the phonograph dealer, he decided to fittingly recognize their supremacy.

Christopher A. Abelowitz, metropolitan representative of the Brunswick Co., has had a very successful month. The sale of new phonographs and cabinets have been of a very large nature.

A live account recently established by Mr. Abelowitz in New York City is the West Farms Music Shop, at 16th street and Mexican avenue. A complete line of Brunswick phonographs and records will be carried and with the new modern equipment installed, this dealer promises to become one of the representative Brunswick accounts in New York.

Several new desirable Brunswick dealers have recently been established, among the latest being Joseph H. Bryant, 108 English avenue, one of the best-known talking machine dealers in New York City. Mr. Bryant is taking on the complete Brunswick line, after a thorough study of the demand in the 16th-day district at the Talking Machine Man., Inc., to be held on Wednesday, August 17.

Another active Brunswick dealer recently opened is the Brunswick Shop, at Portchester, N. Y. This is the outgrowth of a small business started by Mr. Hurd, the proprietor, about three years ago. At that time he purchased a small shipment of Brunswick phonographs which he sold from a demonstrating room fitted up in his own private residence. In less than a year this business grew to such proportions that Mr. Hurd recently purchased a very fine building on the main street of the town, installing an up-to-date Brunswick shop on the first floor, which has been attractively decorated and arranged. The Brunswick Co. is very enthusiastic regarding Mr. Hurd's work, with the Brunswick line and the Brunswick man on the New York branch is being congratulated on the establishment of such a progressive dealer.

"BLACK DIAMOND" GRAPHITE

Spring Lubricant

The Lubricant Supreme

Guaranteed not to leak, and to keep your tools in first-class condition.

Manufactured only by

HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWAB, INC.

1305 Broadway, New York City

21 East Van Buren St., Chicago, Il.

25 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERs

MUSIC FIRM BREAKS PARTNERSHIP

Business of J. W. Hughes & Son, of Millville, to Be Conducted by Senior Partner

The firm of J. W. Hughes & Son, which has been conducting a music store in Millville, N. J., for some time past and has recently been located in the Masonic Building, has been dissolved and the business will in the future be conducted alone by J. Wesley Hughes, the senior member of the firm.

Mr. Hughes is recognized in South Jersey as one of the leaders in the musical world in his line, and has built a flourishing business, which is steadily increasing, through fair dealing and up-to-date energetic methods of merchandising. Piano, players and talking machines are handled by Mr. Hughes, who is also a composer of no mean ability. His beautiful anthems have been sung on special occasions by some of the leading church choirs.

TO LOCATE IN PHILADELPHIA

Percy Trilnick, after a month's trip among dealers in Eastern Pennsylvania, returned to Norfolk recently and after a day at the Granby factory left for Philadelphia, which he will make his headquarters. Mr. Trilnick, while in York, Pa., assisted in establishing a new chapter of the Kiwanis, of which he is a member.

The Mauzy store in Oakland, Cal., is now handling the Victor line exclusively.

**TONE ARMS for Portable Machines**

**TONE ARMS for Medium Priced Machines**

**TONE ARMS for High Grade Machines**

Quantity prices from $2 up, including sound box

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

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City
NEW POSTS FOR WILLIAM MAXWELL AND A. H. CURRY

William Maxwell Becomes Director of Thos. A. Edison, Inc., With Title of First Vice-president, and A. H. Curry Becomes Vice-president, in Charge of Phonograph Merchandising

Announcement was made last week by the directors of Thos. A. Edison, Inc., that William Maxwell has been elected to the directors of that company, with the title of first vice-president. At the same time Mr. Maxwell, in a letter to the trade, announced the election of A. H. Curry to the office of vice-president, in charge of phonograph merchandising. An engraved card, dated July 22, conveyed the news of Mr. Maxwell's promotion and Mr. Curry's election was announced in the following words:

"Edison Jobbers and Dealers:

"Effective August 1, 1921, A. H. Curry becomes vice-president, in charge of phonograph merchandising. All jobbers and practically all dealers know of the great success which Mr. Curry has made as a distributor of Edison goods at Dallas, Tex. We feel that in securing Mr. Curry's services we have made a great forward step in perfecting an organization that is capable of doing entire justice to Mr. Edison's favorite invention and realizing its full commercial possibilities. While Mr. Curry will have complete charge of our phonograph merchandising, I shall retain an undiminished interest therein. Mr. Curry will continue the operation of his Edison jobbing business at Dallas."

"Yours faithfully,"

W. Maxwell, Vice-president.

A. H. Curry assumed his duties on August 1. He is a Southerner and has had a lengthy and varied experience in the phonograph field. In 1905 he became an Edison retail dealer in Corpus Christi, Tex. Three years later he became a traveling representative for Thos. A. Edison, Inc.: some time after that wholesale manager for a well-known firm of El Paso, Tex., and in 1914 organized the Texas-Oklahoma Phonograph Co. Ever since then he has served as the head of this prominent and successful Edison jobbing enterprise. This concern was originally located in Fort Worth, but following its rapid growth was later moved to Dallas, Tex. Mr. Curry also owns the Edison Shop, of Dallas, which, according to the Dallas Morning News, holds the distinction of being the first exclusive phonograph store in that city.

For the past two years Mr. Curry has been chairman of the standards of practice committee of the National Association of Edison Jobbers. This committee's purpose is to collaborate with the Edison Laboratories in formulating Edison policies. As its chairman Mr. Curry has rendered distinguished service.

Mr. Curry has also been an active figure in the Music Dealers' Association of Dallas and his accession to the new post at Orange has been received with great enthusiasm by his host of friends in the home city and State. He will continue to hold his interests in the phonograph field in Texas, although the major part of the work in connection with these interests will be left in the hands of his capable associates.

William Maxwell has been associated with the Edison institution for some eleven years. He originally joined the company in the capacity of director of sales promotion and at the start devoted much of his time to the motion picture end of the Edison industries. From 1915 on his efforts centered largely on the phonograph division, of which he became the managing director. Since that time he has won a position of such prominence in the phonograph field as to make a recounting of his activities unnecessary. His election to the directorate of Thos. A. Edison, Inc., and to the office of first vice-president is another step forward in his steadily successful career.

The people who are bellowing about poor business cancelled their advertising contracts ninety days ago.

The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that YOU PLACE YOUR STOCK ORDERS NOW if you want to get AMORITA in your warerooms for the Holiday Trade.

Amorita shimmies and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible.

Amorita is made in 9-inch and 13-inch sizes and retails for $2.50 and $3.50 respectively. Write your nearest jobber or direct to us

DANCING DOLL CO., INC.

115 E. 18th St. New York City

Phone: 2293, Stuyvesant 9055
Every Dealer Knows that literally hundreds of buyers exist in every neighborhood for a small, high grade, reliable Phonograph. The Robinson is made to meet this demand and the price we have set will move the machines in rapid order. Volume of sales follows even a small effort by the dealer. Every Robinson sold—sells another.

Made in California under ideal conditions, where every element is favorable to perfect construction. Here have gathered together the men and women representing the highest type of culture in music, art, literature and the drama. They are active in making this section famous in artistic productions.

The Robinson Phonograph is the outcome of earnest research and experiments by experts in phonographic work. By turning out the machines in large volume, the price has been placed at a figure where dealers can use it as a leader, a specialty, to bring in new trade, new customers, increase the sale of records, merchandise, etc.

The fact is, the machine could easily be sold at retail for $35.00, because of its quality, tone and appearance, but the price of $22.50 has been decided upon for good business reasons.

DEALERS: TEST IT IN YOUR OWN SHOPS. RETURN IF NOT SATISFACTO

ORDER AS FOLLOWS:

ROBINSON PHONOGRAPH CORPORATION
7702, 12 South Alameda Street
LOS ANGELES, CALIF.

Please ship at once one sample Phonograph, Model B, in. for experimental purposes, for which we enclose $16.00. It is understood that if we are not fully satisfied with the Phonograph, after five days' test, it may be returned at your expense and money refunded.

Signed

Ship by: ____________________________
ANNOUNCING THE

Robinson

PHONOGRAPH

"THE IDEAL SIZE FOR THE MILLIONS"

Supplying the insistent and ever increasing demand for an artistic, sweet-toned, thoroughly reliable small phonograph

The Robinson Phonograph is not an assembled machine; it is all made under one roof, in a factory noted for its fine cabinet work and mechanical perfection.

The "Oxford" Tone-Arm, and Re-producer, are our patents, made in our own factories; the motor is of the highest type, strong and reliable; the cabinet work is beautiful and made of genuine mahogany, or solid oak, finished as follows:

- Dark Mahogany
- Red Mahogany
- Walnut Finish Mahogany
- Golden Oak
- Fumed Oak

Model B, the popular size, measures 18 x 20½, height 11½, inches.

Dealer connections are being made in all parts of the United States and Canada. Quantity and quality production is guaranteed — dealers are fully protected by liberal terms; see sample order on opposite page. Dealer helps, window displays, advertising matter furnished to help sales. Send for sample and information. See coupon.

The Robinson Phonograph Corporation

2702-12 So. Alameda Street  LOS ANGELES, CALIF.
BUFFALO DEALERS MAKE SALES IN COUNTRY DISTRICTS

City Business Is dull—Passing of Caruso Regretted—Good Brunswick Sales—Owing of Victor Dealers a Great Success—New Store in Auburn—Markson Bros. Opening in Syracuse—Other News

BUFFALO, N. Y., August 5. Vacation season, an unusual spell of extremely warm weather and the general business depression have combined to make the talking machine trade rather dull in Buffalo for the present, but the dealers, for the most part, are distinctly optimistic regarding the future, for some of the plants which were closed in this city have reopened, taking on hundreds of men. Construction is also giving employment to many who were out of work, and the indications generally are that the Full will see business conditions considerably improved. Conditions are fair, and many of the dealers report that they are improving.

Many dealers are working the country districts for business and report that they are making many sales. Some of the dealers have hit upon the scheme of having their crews of salesmen working in the country hold community concerts at various farms. These concerts attract many prospects and end in numerous sales.

With Enrico Caruso, the golden-voiced, who had countless friends and admirers in Buffalo, dead, dealers are expecting an augmented demand for his records. The public, realizing that his voice is preserved forever on the records of the talking machine, are flocking to buy his numbers. Once before, when Caruso was very low during his illness in the Winter, and it seemed that he could not possibly recover, there was an extra large demand for his records here. He had many friends in Buffalo and had made a number of visits here. His secretary, Bruno Zanni, was married here a short time ago to Nina Morgana, the grand opera singer, whose family lives in Buffalo.

Buffalo was well represented at the convention of the National Association of Talking Machine Dealers at Colorado Springs. Among those who made the trip from here were V. W. Morely and O. L. Neal, of the Buffalo Talking Machine Co. and Curtis W. Andrews and Mrs. Andrews. They report they had a splendid time.

H. J. Hermannsdorfer, superintendent of the Brunswick branch here, reports an extra large business in the Brunswick 205. "We are selling our shipments of them faster than they arrive," he said. "They are meeting with a big popular demand." Mr. Hermannsdorfer also reports a very nice record business during the last month. Among the popular numbers are "Until" and "Dream" by Theo Karle; "Ain't We Got Fun?" and "Mello Cello." "Peggy O'Neill" is another favorite.

POETICAL TRIBUTE TO WERRENRAUTH

An admirer of Reinhold Werrenrath, the genial linerist, whose Victor records are so extremely popular, has been so fascinated with the poetic value of his name that he has put his pen to paper and evolved the following Homeric hymn which reads:

Reinhold's name and Reinhold's face are known in every town; Everywhere over there, in countries of renown. In England and in France, and last again in U. S. A. No wonder they can't get enough—They listen night and day. Around this big, broad country, when they want a holiday, "Let's battle on the big machine," you'll hear the people say.

"Dear girl, that dear girl sings a tune; get a record, let 'er play!"

Which is known for lovely tune and many other pleasures. Everyone wants some from his records, war or peace. Round the stage or friends were全省 they'd sit. Recalling old favorite songs in which he made a hit. English songs or Irish ones have a Hibberian way of. "Nancy's Answer," "Danny," "Honeymoon," "Fanny Wancy," "Flora Dora," "Dreaded Stap'r." His all-time special, the others change quite a lot.

All ads and songs and ballads seem to fall beneath his spell. There's been "Kiddie Doll" and "Tommy Doll," "The Crooked Through," to the others.

He can sing "your own selection" for the great white world and you!
REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

ANEUT TOOLS FOR REPAIR WORK

Baltimore, Md., July 25, 1921.
Will you please inform me through The Talking Machine World if there is a tool made to
find the ring in the upper part of the Edison reproducer as used on the D. D. machine?
Also is there a special screwdriver made for the
large screw on the reproducer, as some sets in
such out of the way place? What are the best
pliers to use to take a broken spring from motor head?
Answer: A tool for tightening the clamp rings for holding the diaphragm in place in the Edison disc sound box is very easily made by cutting
a piece of steel the proper length to fit
into the slots in the clamp ring (the careful to
not have it so long that its end will touch the
thread in the sound box head). Then cut a
small circle, of the proper size, out of the steel
at a point just above the center of the diaphragm.
This will prevent the tool from striking the dia-
gram point setting. Tool can be made about
three to four inches wide, according to the idea
of the user.
As to a tool for use on the screw holding the
swivel hinge setting, one can be made from the
proper width screwdriver. Heat the end until
soft, place in vise and bend over at right angles,
having the bend about three-eighths of an inch
from the point, then temper the point.
Tools of this kind, while used in the factory,
are not sold. A good tool for renewing broken
springs from cages has only lately appeared on
the market and can be purchased at a cost of
about 5$. This is nothing more or less than a
band vise, only that in place of the vise jaws
two steel points are used; these points are
pushed into the coils of the spring, the screw
clamp turned up tight and the spring can be
turned out of the cage with ease and safety.
It is also a very convenient tool for use in put-
ting in a new spring where the spring is coiled
and held in place by a wire. The vise is
clamped to the spring just in front of the end
of the coiled spring, and the end of the
spring is then cut, and the end of the
spring is left free, so that it can be hooked
out of the cage rivet, and the spring, pushed into
the cage, can then be released into position by
merely unscrewing the vise clamp screw.

The partnership of the Ballinger-McNeill Co.,
musical dealers of Oskaloosa, Iowa, has been dis-
solved and Ralph Ballinger has assumed charge.
Mr. McNeill will remain with the firm as a mem-
er of the sales staff. A full line of pianos and
talking machines is carried.

NEW VENEER PLANT IN OPERATION

Olympia Veneer Co.'s Plant Practically Com-
pleted—Operations Started July 5

Olympia, Wash., Aug. 5—The new Olympia
Veneer Co.'s plant in this city is rapidly nearing completion, according to Edward Westman,
secretary-treasurer of the enterprise. The machin-
ery has been installed and operations were started
a few days ago. Birch, mahogany, walnut, maple
and spruce will be used extensively. These are
the woods used principally in the manufacture
of piano and talking machine cabinets. The giant
fatsome which the firm has installed has a inner
with a 100-inch capacity and the large Proctor
dryer consists of six sections, each thirteen
feet long. It is expected that this concern will supply
a large part of the fine veneer required by manu-
factors in the Pacific Northwest.

BLACK SWAN RECORDS
FEATURE
DOWN HOME BLUES
and Oh Daddy, No. 2010 Sung by Ethel Waters

THE BIGGEST HIT SINCE "CRAZY BLUES"

MORE GOOD BLACK SWAN RECORDS

No. 2009 [MACUSHLA] Sung by Harry A. Delmore
No. 2012 [WITH THE COMING OF TOMORROW] Sung by Miss Revelle E. Hughes
No. 2013 [WHO KNOWS SINCE YOU WENT AWAY] Sung by J. Arthur Ganns

2011 I LIKE YOU "Because You Have Such Lovely" Ways by Eddie Gray
2012 WHY DID YOU MAKE A PLAYTHING OF ME by Eddie Gray
2013 I'M WILLING ABOUT MOONSHINE.............. by Crewe & Layton
2014 IT'S GETTING SO YOU CAN'T TRUST ANYBODY by Crewe & Layton
2015 BRIGHT EYES by Black Swan Dance Orchestra
2016 MY MAMMY by J. Hart
2017 FOR ALL ETERNITY by C. Carroll Clark
2018 I REAL LITTLE ROY OF MY

Dealers Wanted Everywhere. Wire or Write. Prompt Delivery Assured.

PACE PHONOGRAPH CORPORATION
257 W. 138th STREET
NEW YORK, N. Y.
DETROIT BUSINESS SHOWS STEADY GROWTH THIS MONTH

Indications Point to Substantial Volume of Trade—Columbia Expansion—Why C. H. Grinnell Is Optimistic—Featuring the Vocalion—Planning for Music Week—Many New Stores Opened

DETROIT, Mich., August 9.—The way talking machine business jumped the first week in August has convinced some of the pessimistic dealers in the trade that they are in a very substantial industry. July was a quiet month, just as oldtimers expected. August is always a little better and it is being proven again this year. Dealers really could not expect much business during July, as this season experienced the warmest weather in its history. It started in early in the month and never let up. The temperature was above 90 most of the time, too hot to keep people home, hence no desire for music. August is different—allready we have had four days of cool weather and each day talking machine dealers report a big jump in the sales of both machines and records. A number of dealers told the writer this week that their best days for business are when it is either cool or it rains—and we have had two days of rain since the first of the month.

Awake to Trade Possibilities

J. G. Megier, Dealer Service supervisor of the Columbia Co., with local offices at 411 State street, is kept extremely busy. Columbia dealers have awakened fully to the great possibilities for interesting business, if they take advantage of the suggestions and the advice which comes from Mr. Megier's department. The attractive window cards and various novelties are getting results wherever they are properly applied and dealers now realize that these are just the things that are needed to stimulate new buyers and increase sales. People pass by the stereotyped window or they pay no attention to the dealer who gets into the rut, but they do recognize the dealer who has attractive windows and who shows that he is progressive and live.

C. H. Grinnell is Optimistic

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., returned last week from an extended trip, participating in the annual convention of the Talking Machine Jobbers' Association at Colorado Springs, Colo., of which, by the way, he was honored by election to the executive committee. On his return home he spent a few days in Chicago on business. Mr. Grinnell is confident that we will have a very good fall trade. He says that shipments have arrived of the new $20 models and the new period designs and he expects to carry large stocks so that he can give the dealers prompt service. Mr. Grinnell has had a great deal of experience in salesmanship and he declares that the dealer who applies salesmanship methods to his business will be the one to prosper in the year to come.

Carnival's Death a Great Shock

The news of the death of Enrico Caruso came as a distinct shock not only to the talking machine dealers of Michigan, but to the thousands of music lovers who admired his art. The day following the announcement of his death quite a number of the dealers in the State came out with large advertisements lamenting his death and calling attention to a dozen or more of his best records.

Interesting Chat With Sam Lind

Sam Lind, of the Lind & Marks Co., Acolian-Vocalion jobber in this city, was a recent visitor to New York to talk over matters for the coming year and at the same time to place a large order for both phonographs and records. Mr. Lind says his company has really been doing far better than he had expected for June and July. "We didn't figure on much business during those two months, yet we went far ahead of our expectations," he remarked. "We have not been going after business very hard because so many dealers have assured us that they will take on the line just as soon as they have reduced their present talking machine stocks. In the face of conditions, however, we have added on dealers all over our territory and the best part of it is that in nearly every instance we have had some orders. Not only am I optimistic, but I sincerely believe we will have a bumper Fall business, and so will everybody in the talking machine business who has the right lines."

Some Good Vocalion Publicity

The John H. Kunsky chain of moving picture theatres in this city, in connection with the Ted Snyder Music Pub. Co., has been giving the Vocalion records some excellent publicity. The Snyder people have the rights to a song, "Little Girl," written by two Detroiters, and which, by the way, has been recorded for the Vocalion by the Henry Thiel Detroit Ritz Orchestra, the sale of which has already exceeded 5,000 locally. At the Kunsky theatres they have been having a soloist sing this number and while the singing was going on the attention of the audience would be attracted to a shadow box, the outside of which contained an enlarged reproduction of a Vocalion record, which was kept revolving. The song not only has made a bit, but the Vocalion has been getting some excellent free advertising. The matter of exploitation was worked out between the local manager of the Snyder publishing firm and Sam Lind, of the Lind & Marks Co.

To Receive Stock From Chicago

Michigan dealers in Brunswicks will hereafter get all of their phonograph and record shipments from the warehouse in Chicago, as the local warehouse has been abandoned. However, a sales office will be continued at the company's headquarters on Jefferson avenue, which will still be in charge of P. J. Gordon, who is at present on a two weeks' vacation in the East.

Alterations Near Completion

Alterations on the new Brunswick shop will be completed some time during the present month and when completed, Manager Quinn expects to introduce to Dreftoters one

JEWETT

Immediate Sales and a Permanent, Profitable Business

This Is What the Jewett Means to You as a Dealer

HOW can I make sales TODAY?" is perhaps the thought uppermost in your mind this minute. Jewett dealers are making sales—plenty of them—because they have a line that is the most remarkable and outstanding value on the market today.

The Jewett combines an unusually rich and lifelike tone with a beautiful cabinet—the work of master craftsmen. And the price is fully one-third less than that of similar quality phonographs.

That is why our dealers make immediate sales.

Never was a new phonograph launched with such strong financial backing and with a sales and manufacturing organization of such wide experience in the phonograph business. Among other influential men of large resources who are behind the Jewett are the three Jewett brothers, well known from their long connection with the Paige-Detroit Motor Car Company. Their experience, capital and sound merchandising methods are a guarantee of Jewett success and permanence.

The Jewett dealer will be given adequate advertising and sales assistance. We have an unusually liberal advertising policy and a co-operative financing plan. Write or wire today for our dealer proposition.

JEWETT PHONOGRAPH COMPANY

GENERAL SALES OFFICES: 958 PENOBSCOT BUILDING

DE PTOIT:

MICHIGAN
of the handsomest and best-equipped shops of its kind in the Middle West.

Emerson Distributors

R. K. Currie & Co. are the Detroit wholesale distributors now of Emerson records, having established offices at 417 West Fort street. He reports a very brisk trade.

Brooklyn Shops Open

The Brooklyn Shop has opened for business at 1429 Farmer street, handling the Brooklyn phonograph, which is made in Michigan.

Dealers to Discuss Music Week

The Detroit Talking Machine Dealers’ Association will probably open its Fall season with a meeting some time in September, at which time plans will be discussed for rendering cooperation to the committee appointed to plan Music Week, which starts October 16 in Michigan. Not only Detroit, but twelve other of the largest cities in the country have selected this date to put on a Music Week. It looks as if it will be the biggest event musically that Michigan has ever had and it should mean a great deal to the talking machine dealers in the particular towns. Robert Lawrence, of New York, and a staff of assistants will arrive in Detroit on September 1 and remain for six weeks to work out the various details.

Not With Brunswick Shop

In the July issue of The World it was stated that George Middleton, formerly associated with the Brunswick Shop, of this city, had rejoined the staff of this retail establishment. This was incorrect, as Mr. Middleton is not associated with the Brunswick Shop.

New Quartets for Jewett, Bigelow & Brooks

A. A. Fair, sales manager for the Jewett Phonograph Co., continues full of enthusiasm over the Jewett line, which is being constantly improved, both in design and workmanship. He states that new dealers have been added by the score in Michigan, Ohio and Indiana and that business is as fast as he can get around to it other territories will be opened up. He states that not a day goes by that he doesn’t receive inquiries from other sections showing the widespread interest being manifested in the Jewett line. The phonograph division of Jewett, Bigelow & Brooks, conducted as the Jewett Phonograph Co., has moved to larger and better quarters on the ninth floor of the Penobscot building, this city.

Joe Rogers, salesman for the J. L. Hudson Music Shop’s Victrola department, has returned from an extended motor and fishing trip through Pennsylvania and West Virginia.

HAD INTERESTING EXPERIENCES

E. C. Howard, Granby sales manager, is back at his desk after a two weeks’ vacation in Michigan, from which he has returned with many interesting fishing experiences. Mr. Howard triumphantly rode into Norfolk in a brand new car, which he purchased on his return trip. His experiences in driving his car from Kokomo, Ind., to Norfolk, Va., without a license of any kind would form the basis upon which one of the “best sellers” might be written.

WATCH STOCK REQUIREMENTS

Timely Letter Sent Out by Knickerbocker Talking Machine Co. Warning Dealers to Carefully Estimate Their Needs for Fall and Winter

That unless dealers carefully estimate the quantity of Victor merchandise needed for Fall business a scarcity of the same may again be experienced is brought out in a letter sent to Knickerbocker dealers by Abram Davega, vice-president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, who says:

“The time is now opportune to give careful thought and consideration to the conditions which exist today in your Victor business. In practically every holiday period for many years past there has always existed a shortage of Victor merchandise.”

The letter continues to analyze conditions as they have been in the past and calls attention to the present-day conditions where many Victor retailers are buying from hand to mouth. Mr. Davega reports that a number of his dealers are proving that good business can be done during the Summer and that one metropolitan Victor retailer has doubled his business over that of last year. He states that the Knickerbocker Talking Machine Co. predicts that many dealers will find, when they close their year’s business, that it has exceeded that of 1920, as with business conditions improving throughout the country and with a much better supply of both Victor and records he sees no reason why any Victor retailer cannot show a good increase in his business this year.

Mr. Davega suggests that the dealer figure out, in a conservative manner, the amount in dollars and cents of both Victor and records which were sold in the corresponding Fall and Winter of 1920 and to send in his order now, or, if the dealer is optimistic and figures on doing more business, it is suggested that he add to his order accordingly. In conclusion, he urges the co-operation of the dealer in letting the wholesaler know the needs of his trade, so that he can turn in orders accordingly with the factory and thus assure all of a plentiful supply of merchandise during the busy season ahead.

PIVOT SUSPENSION NOW USED

William Phillips, president of the William Phillips Phonograph Co., New York City, manufacturer of tone arms and sound boxes, reports that his company has discontinued the use of the ball-bearing principle on tone principle on tone arm No. 2. This model is now being made with a pivot suspension, which, Mr. Phillips claims, gives it a better hold and easier plan and eliminates the difficulties experienced through the ball-bearings wearing down and rattling. Mr. Phillips states that it will also be possible to sell the arm with the pivot suspension at a lower price.

It’s More Profitable

For the Dealer to Sell Victor Products

Their great superiority not only gives you every advantage in making sales—but with Victrolas and Victor Records so much better known and more highly regarded than the talking machine products of other makers, they are naturally in far greater demand than those of any other line.

An Order Placed

With Grinnell’s

—is one that you can depend upon being carefully filled and promptly shipped. As a matter of fact, never more than a few hours elapse between time order is received and goods go forward.

This definite rule, together with the varied and excellent shipping facilities at our command, and with our ever-ready stock, places at your disposal such service as will be bound a real help in meeting the wants of your public—and in increasing your business.

No better time to take advantage of it than in the next Victrola and Record order you place.

Grinnell Bros

Wholesale Distributors of Victrola and Records

First and State Streets, Detroit
Charles Hackett's great tenor in "There's Sunlight in Your Eyes" will put sunshine into the hearts of all his hearers, and money into many a Columbia dealer's cash register. Columbia 79704.

Columbia Graphophone Co. NEW YORK

Where "Service" is more than an advertising catch-word

Badger Talking Machine Co. Exclusive Victor Distributors for Wisconsin and Upper Michigan

135—2nd Street Milwaukee, Wis.
E. G. BROWN HOME FROM ELKS' TOUR

Well-known Music Merchant Visits Various Trade Establishments on Trip to Coast

E. G. Brown, well-known music dealer of Bayoume, N. J., and secretary of The Talking Machine Men, Inc., accompanied by Mrs. Brown, returned August 2 from a trip to California, traveling with the New York Lodge of Elks in a special train to attend the Elks’ annual reunion at Los Angeles. While in that city Mr. and Mrs. Brown were entertained by J. W. Booth, of Barker Bros.

At Mammoth Hot Springs, in Yellowstone Park, they met Richard W. Lawrence, former president of Kohler & Campbell, Inc., and Mrs. and Mr. Brown visited many members of the trade in the various cities where the Elks made stops and were very much interested in the progressive business establishments in many of the smaller cities.

Opposition is essential to success. We measure the value of things by their resisting power, and particularly is this true of men.

PORTLAND BUSINESS IS INCREASING

Talking Machine Houses Report Progress During Month—Ship Victory to South Africa—Powrs Co. Department Is Remodeled—Other Notable Indications of Activity

Portland, O., August 6—While the retail sales of phonographs and records for the past month have not been phenomenal, when compared with other years, they have been satisfactory. The jobbers of the various talking machines also say that the demand for the month showed a gratifying increase.

Sherman, Clay & Co. have the distinction of selling the first Victrola to be sent into Rhodesia, South Africa. A machine was purchased by M. J. Goodwin, of this city, to be sent to a brother-in-law who is a Minister of Public Lands in Rhodesia, and it is expected to arrive at its destination in time for Christmas. Fifty dollars’ worth of records accompanied the machine.

The McDonnell Music Co. has donated a Columbia Grafonola No. 2 as first prize in a subscription contest, which the Portland Times is staging. A great many young people are out after this fine price and competition is keen. The Grafonola is on display in the window of the establishment.

The phonograph department of the Powers Furniture Co. has been thoroughly remodeled and moved to a more prominent part of the lower floor. Four double booths in ivory and gray have been built right up to the show windows. W. E. Maxwell, manager of the department, is featuring a novel contest to advertise the opening of their new rooms. A Brunswick No. 117 has been placed in the window and an appointed time the seal will be broken and the machine turned round by three disinterested judges and to the person giving the closest estimate of the number of seconds it runs 100 records of the latest hits are to be given away as prizes.

When asked how her record sales were, Miss Emma Reynolds, of the Hyatt Talking Machine Co., said, "Sure, why, last Saturday resulted us of a rush day before Christmas. All of our booths were full all day and no one went away empty-handed." Mr. Hyatt has just got back from a month’s trip throughout the Northwest, which took him as far north as Vancouver, B. C. He attended the Pacific Coast Ad Club convention, held at Tacoma, and visited the Rainier National Park and other points during his outing.

D. C. Peyton, manager of the talking machine department of the Meier & Frank Co., is an ardent golfer and during July spent his vacation on the links. During his absence L. Walker was in charge.

ECONOMY

"It is not what you pay but what you get for what you pay that counts"

BRUNSWICK MADERITE One Man Delivery Covers eliminate expense of repairing or repolishing—They fully protect the instrument and make handling said Jobbers less costly.

BRUNSWICK MADERITE Covers are an absolute necessity to all dealers in Talking Machines. They are made of genuine Brown Duck or Kashi—Fleece Linen—Padded heavily and stitched both ways.

BRUNSWICK MADERITE Covers protect the machine from wet or cold, dust, brooms, scratches, finger marks, etc. They insure delivery of machine in as good condition as when taken from the Show-room. Careful handling methods make satisfied customers. The high quality of material and workmanship in BRUNSWICK Covers ensure long wear.

Price, and description as requested—made to fit Talking Machines of all sizes and makes—direct or through your Jobber.

A. BRUN & SONS Manufacturers of Everything Made of Canvas

A. BRUN & SONS
50 RALPH AVE.
BROOKLYN, N. Y.

VISITED GRANBY DEALERS

Harry Coplan, of the Granby Phonograph Corp., has returned to Norfolk after a month’s trip throughout the country visiting Granby dealers. He was very enthusiastic over their taking machine department and are installing a number of additional booths. They have been devoting more space to their talking machine department and are getting more attention from their customers. The outcome. After forty-eight hours amidst the cosmetics of his home Mr. Coplan again left for a trip through the South.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine dealer of New York, has been granted a charter of incorporation under the laws of that State, with a capital of $25,000. The incorporators are T. Maxfield, C. Fechner and J. L. Cooke.

The human race is divided into two classes: those who go ahead and do something and those who sit and ask: "Why wasn’t it done the other way."—Oliver Wendell Holmes.
AKRON DEALERS PLEASED OVER THE BUSINESS OUTLOOK

Buying interesting, collections improve and factories are giving more employment in this section of Ohio—dealers are working earnestly and participating in activities for trade betterment.

Akron, O., August 4. With the rubber industry experiencing a revival and hundreds of the unemployed being absorbed weekly Akron music dealers, for the first time this year, report business is showing an improvement. Without exception, all dealers visited by the representative of The World expressed themselves as being very much pleased over the fall and winter outlook for business in the rubber city. Collections are reported better and those who have been behind with their payments are coming in now for the first time in months, which is a good indication that the industrial situation has undergone a big change for the better.

J. W. Miller, for nineteen years with the A. B. Smith Piano Co. in various capacities, has been advanced to the position of advertising manager, to succeed F. W. Van Suyce, who has held that position with the company for the past five years. Mr. Van Suyce has become associated with the sales force of the music department of the M. O’Neill Co., a large department store here. Mr. Miller said business with the A. B. Smith Co. has shown wonderful improvement since August first, and if the present volume continues this month will be the best of the entire Summer season. "The improvement in the rubber industry already has been reflected in the music business," he said.

May Reorganize Music Dealers’ Association

Talk was current here this week to the effect that a movement is about to reorganize the Akron Music Dealers’ Association, which had such a prominent place in local retail merchandising circles for many years. S. S. Van For- sen, of the A. B. Smith Piano Co., when he severed his connection with that firm some months ago to go to Canton, O., to engage in business, was compelled to resign as head of the local association, and since then no one dealer has taken it upon himself to get the dealers together for reorganization. "It is one of the most important phases of the retail music department," said a dealer here this week. "It tends to accapitalk others with what you are doing and gives every one helpful hints which will aid them in business."

Cooperate in Salesmanship Classes

Retail music dealers of Akron will cooperate with other merchant bodies in the city in the holding of a week-long retail salesmanship classes to be conducted here this Winter a success. Miss Helen Ramsdell, government instructor, will come to Akron in September and, with the assistance of the Akron Com merce and the city Board of Education, will organize classes in retail selling, taking those inexperienced clerks from the stores of the city and schooling them in a several weeks course in selling. Practical demonstrations will be held from time to time and at the conclusion of the course diplomas will be granted those who have been successful.

Miss Ramsdell held similar courses in Canton, O., last Winter and will return to that city again next month.

Akron is to have a place where those who own talking machines may go and exchange records for fifteen cents each. W. W. Thom will be in charge of the exchange.

Akron music stores did not join with other retail shops in closing on Mondays. Dealers, after a conference, agreed that there was nothing to be gained by suspending activities the first day of the week, especially since they have just experienced a very quiet Summer session.

Alterations Near Completion

Alterations to the Howard street store of the George S. Dale Co. are rapidly nearing completion and by September first this store will be ready for its formal reopening. Workmen are busy putting the finishing touches to the new talking machine department, which will give the store the most commodious talking machine shop in greater Akron. This company already lays claim to having the most costly and most beautifully appointed talking machine shop in the State of Ohio.

Postpone Erection of New Building

The Krate Piano Co., one of the old music firms in the city, has decided not to start erection of its new building on a site already acquired in South Main street until conditions return to near normal and building costs recede; it was learned this week. This company has discontinued its branch store in South Main street, confining its activities to the main store in South Howard street, which has been its home for more than twenty years. The company plans to erect some time in the future, a modern brick building, which will house a most modern music shop, handling lines of pianos, talking machines, records and musical merchandise.

WISE USE OF THE QUESTION MARK

A certain merchant in another field recently employed an idea in his newspaper advertising which may have some possibilities for music merchants. In his advertising he announced a big sale and listed various products as part of the copy. However, after each product where it is customary in sales advertisements to insert the “Greatly Reduced Price,” this merchant inserted a large interrogation point. At the head- line of his copy he used a large question mark and he entitled the affair “Surprise Day.” The plan proved quite successful.

“GROSSLY EXAGGERATED”

Using the words of Mark Twain when denying persistent rumors of his own death, the fire at the Pathé plant, as reported recently in the metropolitan dailies, was “grossly exaggerated.” The fire actually originated in a second story and thereupon spread to the remaining buildings. The Pathé Frères Photographic Co. owns property on the other side of the street. None of the factory buildings comprising the Pathé plant was damaged in any manner.

NEW
CHARMAPHONE PORTABLE
WITH REAL HORN

Retail at $30.00

Weight 15 lbs., size 13” x 13”—fine mahogany cabinet holds ten 12” records, equipped with Heine man double spring motor and universal tone arm.

MOST
ATTRACTIVE
COMPACT
DURABLE
Phonograph on the Market

Write at once for particulars

Sales Financed for Charmaphone Dealers

Under our new Deferred Payment Plan for dealers, no additional capital is needed to do an unlimited and profitable phonograph business.

Write at once and receive full particulars about this wonderful plan.

No tying up of capital on long leases. The Charmaphone Co. finances all your leases. This plan, combined with the Charmaphone prices, makes Charmaphone the biggest and most profitable proposition ever put on the market.

CHARMAPHONE COMPANY
39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.
The record, which will be known as 14224, will be released with the Vocalion list for October. Mr. Bacon in "Lightnin'" has won a country-wide reputation, even though the show has never left New York. The production has, however, enjoyed the longest continuous run in the history of Broadway productions, and Mr. Bacon's clever work in the piece has won the plaudits of many thousands of out-of-town people. It is expected, therefore, that his record of the two scenes from the play will prove distinctly popular and help fill the apparent demand for talking records by men of note.

In his later records Mr. Bacon will confine himself to hits from "Lightnin'" but will record considerable other material of interest with which he is thoroughly familiar. This will be welcome news to a host of Mr. Bacon's admirers.

**A TIMELY APPEAL TO VICTROLA OWNERS**

**A Lifelike Bust of Caruso**

VICTOR DEALERS! The demand for this Caruso bust is most timely. Now is the time to have them in stock to sell to your many record customers.

<table>
<thead>
<tr>
<th>Small Size 4½ in. high</th>
<th>Large Size 16 in. high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ivory finish</td>
<td>Bronze finish</td>
</tr>
<tr>
<td>Price $16.00 per hundred</td>
<td>Price $36.00 per dozen</td>
</tr>
</tbody>
</table>

Packed one in a box

Copyright 1921

Send in Your Order Today

**DISTRIBUTORS**—Write for Our Special Distributor's Proposition and Prices

**LIVE AGENTS WANTED EVERYWHERE**

Manufactured exclusively by

**JUTH TOY MFG. CORP., 404 Oakland Street, Brooklyn, N. Y.**
Yesterday a friend, visiting the Stephenson factory, complimented the works manager upon the careful inspection given the Stephenson Motor before shipment. Only a very few motors are rejected at this rigid final inspection, for painstaking care is taken in every process of manufacture.

Discontented employees turn out a mediocre product. This friend commented upon the Stephenson spirit—a spirit of happiness, contentment, ambition to do the work of the day better than the work of yesterday.

"Play as hard as you work and work as hard as you play," says an old time philosopher.

**STEPHENSON**

**DIVISION**

DE JOHNS & FRANZ INC.

One Hundred and Seventy Pennington Street

Newark, New Jersey

Manufacturers of the Stephenson Precision-Made Motors and Tone Arm and Sound Box.
DON'T PRICK YOUR FINGERS

THE BEN HUTCHES "PICKUP" NEEDLE CUP
Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.
MANUFACTURERS should equip their machines with this attractive feature.
JOBBERS' applications now being received.

HUTCHES ENGINEERING ASSN.
451 East Ohio Street, CHICAGO

NEW VOCALION DISTRIBUTOR ORGANIZED IN PITTSBURGH

Clark Musical Sales Co., With Headquarters at 503 Liberty Avenue, to Take Care of Pennsylvania Territory West of Altoona—Takes

The Clark Musical Sales Co. has recently taken over the distribution of the Vocalion line of machines and records in western Pennsylvania with headquarters at 503 Liberty avenue, Pittsburgh, Pa. The new organization will take over the staff of the Philadelphia Show Case Co., which formerly covered that territory, including James Feese, general manager; John Russell and J. M. Strand.

The Clark Musical Sales Co. will handle all the Vocalion distributing business in the Pennsylvania territory west of Altoona, and will also be in a position to serve sections of eastern Ohio and West Virginia. The Philadelphia Show Case Co. will continue to serve the territory east of Altoona.

Oscar W. Ray, of the wholesale Vocalion department of the Aeolian Co., together with Jesse and Edwina Rosenstein, of the Clark Musical Sales Co., whose headquarters are in Baltimore, Md., spent some time in Pittsburgh looking after the details in connection with the transfer of the distributing business.

The Clark Musical Sales Co. has secured a large store, together with the basement and mezzanine floor, providing an available space of about 4,500 square feet, and will carry a complete stock of machines and records at all times in order to give prompt service to retailers.

STEWART MOVES TO CLEVELAND

Manufacturer of Portable Phonograph Will Have Executive Offices and Factory in Cleveland—Henry Kahler in Charge in New York

The Stewart Phonograph Co. has moved its executive office from 461 Eighth avenue, New York, to its newly opened factory at Forty-ninth street and Saint Claire avenue, Cleveland, O. This new factory is equipped with modern machinery and the company is now prepared to manufacture all parts of the Stewart portable phonograph in this plant, thereby being able to give its dealers maximum service in the delivery of these machines.

The offices at 461 Eighth avenue will be retained and will be known as the New York branch, in charge of Henry Kahler, who will take care of the distribution of Stewart portable phonographs in the East.

ATTENDS BIG GOLF TOURNAMENT

Oscar W. Ray Guest of O. J. DeMoll at Championship Meet in Washington

Oscar W. Ray, of the wholesale Vocalion department of the Aeolian Co., went to Washing-
ton this week at the request of O. J. DeMoll, of the O. J. DeMoll & Co., to witness the International Open Championship Golf Tournament, held on the Chevy Chase course. Messrs. Ray and DeMoll went out with Jones and Diegel and came in with Duncan and Barnes, picking up some points on golf en route that will prove of distinct value. Mr. DeMoll, by the way, is some golfer himself, and has long been secretary of the National Golf Association of the Polo Trade.

WM. PHILLIPS AT LONG BEACH

William Phillips, president of the Wm. Phillips Phonograph Co., New York City, is staying for the Summer at Long Beach, L. I., and commuting each day to his office. Mr. Phillips recently spent a few days with his son, who is staying at a boys' camp in New York State, and enjoyed himself greatly with the boys in the camp. Young Phillips is building up for himself quite a record as a pitcher in the camp's team.

APPOINTS NEW OKEH JOBBER

Houston Drug Co. Will Distribute Okeh Records—Deal Closed by W. C. Fuhri Recently

W. C. Fuhri, general sales manager of the Okeh Record Division of the General Phonograph Corp., New York, announced this week the appointment of the Houston Drug Co., Houston, Tex., as an Okeh distributor. This company is exceptionally well qualified to act as an Okeh jobber, as it has a trained sales staff that thoroughly understands the value of cooperation with the dealer.

Mr. Fuhri closed this deal during his recent trip through the South and Southwest, and in all probability several announcements of similar importance will be made in the course of the next fortnight. Mr. Fuhri states that business conditions in the territory he visited showed a marked improvement since his trip a few months ago, and, judging from all indications, Okeh jobbers and dealers will enjoy a large volume of full business.

NEW TOY WELL RECEIVED

The Phon Toy Cabaret, Inc., New York, which recently announced to the trade a new type of dancing toy, has completed arrangements with several jobbers in important trade centers for the distribution of its product. This toy, which has many unique features, has been displayed in a number of the leading cities, and as a result of this display the company has received a number of requests from representative jobbers and dealers. According to its present plans the company will make quantity shipment within the next fortnight, when full details as to its merchandising and publicity plans will be announced.

INTRODUCING ENTIRELY NEW TYPE

The Spraytone Phonograph Corp., of Ridge-
wood, N. J., recently placed upon the market an entirely new type of talking machine, the special feature of which is its triangular shape, which allows it to fit snugly in the corner of a room. It carries some exclusive features in the arrangement of the amplifying chambers and is also equipped with index record racks with a capacity of 100 ten or twelve inch records. The doors of the record cabinet are quite unusual inasmuch as they are of the sliding variety, the additional front width of the triangular machine allowing this feature to be used most advantageously. At the present time the company is only turning out one model of its product, although it can be obtained in several finishes. Samples to the trade are now being forwarded and quantity production of the new product is thought possible by the company officials by September 1. R. B. Linden, long a resident of Ridgewood, N. J., and formerly well known in the importing and exporting field, heads the new organization.
CONVENTION OF VICTOR TRAVELERS

Annual Conference of Traveling Staff of Victor Talking Machine Co. Now in Session—Elaborate Program Provided for Meeting

The annual convention of the members of the traveling department of the Victor Talking Machine Co. began on August 8 and will continue through to August 20, an elaborate program having been arranged for the two weeks. The Victor travelers from every section of the country gathered in Camden for the purpose of learning of the company’s plans and policies for the season of 1921-22, studying the new products being offered to the trade and hearing helpful addresses by the heads of the various departments.

Arrangements have been made whereby the visiting travelers will be housed at Swarthmore during the period of the convention, visiting the factory and the administration building of the Victor Co. on tours of inspection and for conferences. Those in charge of the program state that it is more elaborate in character than any of those offered at previous conventions, and the various features will be designed particularly to enable the Victor traveler to meet present-day conditions, and the problems arising therefrom, competently and satisfactorily.

THE VOCALION LINE IN MARYLAND

Clark Musical Sales Co. Already Accomplishing Results as Vocalion Distributors

The Clark Musical Sales Co., recently organized in Baltimore, Md., under the direction of Jesse and Edwin Rosenthal, for the purpose of acting as distributors for Vocalions and Vocalion records, is reported to have its work well under way, and is already accomplishing results that are distinctly satisfactory to the Vocalion interests. The new organization operates throughout Maryland and has already placed a number of new dealers in that territory, supplying them with stock direct from Baltimore.

PLANS BIG CONCERTS FOR AKRON

Windsor-Poling Co. to Present Noted Talking Machine Artists, Including Sousa’s Band, in Akron During the Coming Fall Months

AKRON, O., August 8—Believing that Akron people, in accordance with other large cities, should have an opportunity to hear the foremost artists of the musical world, the Windsor-Poling Co., local Victor shop, has been successful in engaging four of the greatest artists to appear in Akron this Fall and Winter.

Sousa and his band will be the first of the artists to appear, and will present their concert on October 14. John McCormack will be in Akron on November 15. Madame Alda Marzii and Madame Schumann-Hentsch April 1 or 2.

WHITEMAN AT DEALERS’ OUTING

The arrangements committee of the Talking Machine Men, Inc., announced this week that Paul Whiteman and his famous orchestra had been secured for the annual outing of the association to be held August 17 at the Terra Marine Hotel, Huguenot Park, Staten Island. The Whiteman orchestra will accompany the dealers and friends on the Mahal Beach boat, and will also play during the afternoon at the Terra Marine Hotel. As this orchestra is considered one of the country’s foremost dance organizations, it will be welcome news to the dealers to learn that these artists will appear at next Wednesday’s outing.

OFFICIALS VISIT BRUNSWICK STORE

ROCHESTER, N. Y., August 9—Edward Straus, Eastern manager of the talking machine department of the Brunswick-Balke Collender Co., and Walter Henschel, manager, composer and instructor of Brunswick dance records, paid an inspection visit recently to the new Brunswick Phonograph Shop at 43 North Main street, this city, and congratulated the local firm on its beautiful and up-to-date store.

PLANS VICTOR DEPARTMENT

The Duncan-Schell Furniture Co., of Keesok, la., is planning a modern Victor department in its new store which will be opened at Fort Madison in September. Six demonstration booths, outside salesmen and experienced girls to handle record sales are included in the plans. The entire stock of two Fort Madison Victor dealers has been purchased by the company.

R. B. GREGG’S MOTHER DIES

ORANGE, N. J., August 8—The mother of R. B. Gregg, advertising manager of Thomas A. Edison, Inc., who had lived to be some eighty years of age, passed away on Friday last. Mr. Gregg has been receiving quite a number of letters of sympathy from his wide circle of friends.

A New Oro-Tone Product

3-D Arm, O-3 Reproducer

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

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

SEND FOR SAMPLE

THE ORO-TONE CO.

1609 to 1619 George St. Chicago, I1-

JOINS IROQUOIS SALES FORCE

G. Kuthser Joinst Staff of Granby Jobbers—L. M. Cole Leaves on Extended Trip

BUFFALO, N. Y., August 6—Gustave Kaesler, formerly Buffalo city salesman for the wholesale branch of the Columbia Graphophone Co., has joined the staff of the Iroquois Sales Corporation in this city, in the same capacity. Mr. Kaesler, who is well known in the local trade, will be able to offer practical cooperation to Granby and Okeh dealers.

L. M. Cole, general sales manager of the Iroquois Sales Corp., will leave to-day for a trip that will last over a month, covering the entire territory. He has a number of excellent prospects to visit and upon his return will undoubtedly announce the consummation of several important Granby and Okeh agencies.

C. M. GOLDSTEIN’S NEW POST

C. M. Goldstein, formerly a member of the copyright department of the Columbia Graphophone Co., and well known in talking machine circles throughout the country, has joined the staff of the General Phonograph Corp. Mr. Goldstein is in charge of the company’s copyright activities and his knowledge of every phase of this important work is being utilized to ex- cellent advantage in his present post.
When Ted Lewis' Jazz Band begins to play "Where Is My Daddy Now Blues" and "Queen of Sheba" everybody begins to fox-trot. That's the sort of dance record it is. Keep a lot of them on your counter. A-3421.

Columbia Graphophone Co.
NEW YORK

NEW HOME FOR ORMES, INC.
Prominent Victor Wholesaler Secures New Location at 15 West Thirty-seventh Street, New York—Will Be Splendidly Equipped

Ormes, Inc., Victor wholesaler, New York City, has secured a new location for its wholesale trade business, which will provide exceptionally fine facilities. For a number of years past Ormes, Inc., has been situated at 15 West Thirty-seventh street. When the company decided to move to its present location during the past Winter the energy and resourcefulness of Clarence L. Price and his associates was shown in the securing, within twenty-four hours, of temporary quarters at 101 East 12th street, where Ormes, Inc., has been located up to the present time. Without the loss of a single business day Mr. Price continued his business as heretofore. In spite of the resulting handicaps accruing from the fire the business of Ormes, Inc., grew steadily.

In its new location at 15 West Thirty-seventh street, Ormes, Inc., has secured a large loft, where it will be possible to conduct the entire business on one floor, although it is planned to retain to outside storage during some periods of the year. Elaborate equipment will be installed, which will make these wholesale ware rooms rank among the most attractive.

Possession of these new quarters will take place between the 1st and 15th of September. In referring to his new business home Mr. Price stated to The World: "Our new home will not only provide increased facilities for our own business, but, still better, will allow us to give the maximum of service to every Ormes dealer."

HOLD LAST ANNUAL OUTING
New Haven Columbia Employees Have Outing at Roton Point—Local Branch Moved to Boston

NEW HAVEN, Conn., August 4—Employees of the local wholesale branch of the Columbia Graphophone Co. recently held their last annual outing at Roton Point, Norwalk, Conn. The local branch of the company, which has been in existence for nearly twenty years, has been consolidated with the Boston branch and the entire stock has been removed to the Boston establishment. "Good-by" addresses were the order of the day, but the usual water sports and games were enjoyed. H. L. Mooney was manager of the local concern.

SOME HELPFUL SUGGESTIONS

Many helpful suggestions are given to the Victor retailer in a recent communication sent out by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to its dealers. The various plans suggested therein show the many uses of the new advertising novelty put out by the Knickerbocker Talking Machine Co. for the dealer and which consists of a very attractive record cleaner bearing the dealer's imprint.

WALTER L. ECKHARDT RESIGNS
Announces Retirement as President of the Interstate Phonograph Co., Philadelphia—His Future Plans Not Yet Announced

PHILADELPHIA, Pa., August 9—Walter L. Eckhardt, for many years president of the Interstate Phonograph Co., Inc., of this city and Chicago, has announced his retirement from that office. His successor, as chief executive of that organization, has not as yet been announced. Mr. Eckhardt has been closely allied and identified in an executive capacity with the talking machine industry for the past twenty-seven years. Although he has not as yet announced definite plans for the future, it is thought he may be attracted to outside lines totality foreign to the talking machine business. In speaking to The World Mr. Eckhardt stated: "I shall cherish fond reminiscences of the associations I have made during my life's work in the talking machine business. I sincerely trust you will express my deep appreciation to all my friends in the trade who have so extensively supported me in my business career. For the present I shall avail myself of this opportunity to take a much-needed rest and shall keep in touch with the trade through my office at 1009 Chestnut street."

The Iowa State Fair will be held in Des Moines during the last week in August. A number of music dealers will make exhibits.

BROWNING FILES APPLICATION
Investor Files Application Based on Recent Court Decision—Brunswick Co. Holds Controlling Rights in Browning Patents

WASHINGTON, D. C., August 4—An application has been filed with the United States Patent Office by John B. Browning, of Philadelphia, for the issuance of patents on his phonographic inventions. Mr. Browning's application is based on the action of the United States Court of Appeals of the District of Columbia, which decided in his favor in the suit brought by Browning against Eldridge Johnson.

The Brunswick-Folle-Bode Co., of Chicago, I11., holds the controlling right in the Browning inventions and the filing of the application is the first step taken since the decision of the court in favor of Browning.

"AMORITA" MAKES QUITE A HIT
"Amorita," the new shinymy and hip-shaking doll made by the Dancing Doll Co., New York City, has already taken her place in the first rank among talking machine accessories. The first samples of this doll were sent from the factory on the first of the month and by the fifteenth of the month the factory was working at capacity turning out these dolls. The initial announcement of "Amorita" drew forth a large number of inquiries and the demand seems well divided between the large and small models.
Melodies. New Fox-Trot Song

NOBODY'S BABY

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

GILT EDGE TOUR A SUCCESS

Necklaces Bearing That Name Brought to the Attention of Millions of People by Means of Unique Auto Demonstration Trip

Gilt Edge necklaces are making a triumphant journey from New York to Chicago along the famous Lincoln Highway. This trip, under the excellent management of Julius and Nestor Roso, of the Redlexo Products Co. sales staff, is creating much interest and, popularity for, Gilt Edge necklaces in all the cities, towns, villages and hamlets through which they pass. The Gilt Edge automobile is elaborately decorated with banners and samples of these popular necklaces are widely distributed. The stopping off of the Gilt Edge car at important intersections of streets to distribute samples has many times caused much worry to the local traffic police. The start of the journey, which was made from Redlexo headquarters at Fifth avenue, was witnessed by a number of members of the metropolitan talking machine trade and the journey up that famous thoroughfare created much interest. Judging from the orders being sent in, the Gilt Edge car is now "somewhere in Pennsylvania."

Immediately following the news of the death of the incomparable Enrico Caruso, Lord & Taylor, one of our largest department stores, paid a gracious tribute to the great tenor by elaborating him in a special advertisement in the New York daily papers.

PORTER GOES TO CHICAGO

Field Sales Manager for Columbia Co. to Confer With Middle West Dealers

Robert Porter, field sales manager of the Columbia Phonograph Co., left for Chicago a few days ago. Mr. Porter will make his headquarters in that city, visiting the various Columbia branches in the Middle West and conferring with the branch managers and their sales staff.

H. J. Pratt, manager of the branch service department, spent a few days recently visiting the Toronto and Montreal branches of the company.

Donohoe & Donohoe, Victor dealers of Fort Dodge, la., have arranged for a booth at their County Fair in August. The establishment is managed by Jim Donohoe, who has given proof of his ability as a hustler.

H. J. Smith Laboratories
Manufacturer Photograpb Jewels
Telephone 2696 Market
833 Broad St.
Newark, N. J.

Sapphire Ball Jewelry, Paté, Ochre, Bronze, Edison Diamond Points, Edison New Playing Wonder, Recording Saphires, Luminous Styles, Hill Dale Styles, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.
OPENS ATTRACTIVE STORE

Lipstreu Music Co., of Cleveland, in New Quarters—Uses Many Progressive Sales Plans

CLEVELAND, O., AUGUST 8.—The Lipstreu Music Co. recently opened up an attractive Victor establishment at Fifty-fifth street and Lexington avenue. This store is located in a splendid neighborhood district and has excellent possibilities for the development of a profitable trade.

Mr. Lipstreu utilizes many progressive ideas for the purpose of stimulating business. For example, he keeps a Victrola in a moving picture house nearby and plays the monthly records there regularly. He states that this plan has produced desirable results, and it will be continued indefinitely.

Mr. Lipstreu's son, Harvey, attended the Red Seal School at the Victor factory in Camden, N. J., and many of the ideas that he obtained at this course are being used to practical advantage. The Lipstreu music store handles the Victor line exclusively, and its sales staff is exceptionally well equipped to handle an extensive clientele.

A Victrola department has been added to the Corner Drug Store, Martinsville, Ind., by Roy E. Tiford, proprietor. A complete stock of machines and records is handled.

JUDGE REVOKEs APPOINTMENT

RevokeS Receivership Proceedings Against Circla Phonograph Co.—Assets of Company Are Ample—Urgent Action Set Aside

TRENTON, N. J., August 8.—Judge Rehbel today revoked his appointment yesterday of S. E. Selver as receiver of the Circla Phonograph Co. of Newark, and dismissed the bankruptcy proceedings. Vice-Chancellor Griffin, on the application of a director of the company, had already assumed the receiver in equity to conserve the assets of the company. It was shown, on the application for the dismissal of the bankruptcy proceedings, that the company has book assets of $1,250,000, while its liabilities are only about $100,000.

CARUSO RECORD AT MEMORIAL

His Record of Handel's "Largo" Played at Memorial Services Held on August 7 by a Number of Personal Friends in New York

One of the first of several memorial services for Enrico Caruso, the noted tenor, following his death on August 2, was held by a number of his personal friends, including several Metropolitans principals who happened to be in town, at the Campbell Memorial Church, New York, on Sunday, August 7. Various artists joined in offering a special program of music in connection with the service. One of the features was the playing on the Victrola of Caruso's own record of Handel's "Largo," which is declared to be the best piece of recording the tuner ever did.

R. A. BOTHWELL TAKES CHARGE

Robert A. Bothwell has taken charge of the Victrola department of Rudd & Rix, in Hoon, N. Y., succeeding the late Edwin Roberts. Mr. Bothwell was formerly connected with a number of large Victrola departments in Boston.

GALUCHIE OPENS NEW STORE

Popular Treasurer of Talking Machine Men, Inc., Opens New Establishment—Host at Dinner to Some of His Well-wishers

At Galuchie, popular treasurer of the Talking Machine Men, Inc., held a formal opening of his new store on August 4. This exclusive Victor establishment is located at 247 Bergen avenue, Jersey City, Mr. Galuchie moving to that address from his old quarters across the street.

In his present home Mr. Galuchie has one of the most attractive Victor establishments in his territory, and during the course of the formal opening he was visited by the "Best Wishes" Committee of the Talking Machine Men, Inc. In addition, there was a constant stream of visitors throughout the day, and Mr. Galuchie distributed vanity cases to the ladies and record cases to the gentleman.

At 11.30 in the evening Mr. Galuchie was the host at a dinner given at the Old Heidelberg, his guests including "Bill" Miller, of the O. T. Williams Co., Brooklyn, N. Y.; "Jim" Davin, of the Reinecke-Ellis Co., New York; Otto Goldsmith, of the Cabinet Accessories Co.; B. H. Roth, West New York, N. J.; Mr. and Mrs. J. O. Apple; Mr. and Mrs. E. G. Brown, Bayonne, N. J.; D. E., H. E. and L. M. Force; Mrs. J. H. Ruhser, and Irvia Kurtz, president of the Talking Machine Men, Inc.

FLOAT ATTRACTS MUCH ATTENTION

Standard Furniture Co., Centerville, la., Still Enjoying Results of July Fourth Display

The Standard Furniture Co., Centerville, la., is still realizing upon the results of the interest aroused among the local inhabitants by the float which the company entered in the recent Fourth of July celebration in Centerville. The float was in the nature of a traveling booth, elaborately decorated, and with a large Victor dog perched prominently on the front.

85¢ NEW CARDINAL RECORDS

NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

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<th>Stack of Barley—(Irish Jigs)</th>
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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.
THE TALKING MACHINE WORLD

H. K. Lorentzen

BLOCKS OFF STREET FOR CONCERT
Talking Machine Dealer Gives Outside Concert
—Arouses Interest and Gains Publicity

Something a little different from the ordinary talking machine concert was given recently by the Phonograph Supply & Repair Co., of Port Henry, N. Y., which proved worth while as a publicity and interest-stimulating stunt. Instead of the usual concert in the store the proprietors of this establishment obtained permission from the local Board of Trustees to block off a portion of the street in front of their store, so that those interested could gather around undisturbed by vehicles, etc.

E. M. DALLEY’S IMPORTANT POST

E. M. Dalley, traveling representative of the Remington Phonograph Corp., has been appointed assistant sales manager of the Olympic Disc Record Corp. Mr. Dalley begins his new duties on the first day of the month and will devote his attention to the appointment of representative distributors for these records.

SUPPLY HOUSE PLANS EXHIBIT

EVANSVILLE, Ind., August 9.—The Fearless Caster Co., of this city, is planning to have displays at the Brunswick Market, to be held in this city from August 29 to September 3. This concern, which supplies the music industry to a great extent, had a very interesting exhibit at the recent semi-annual Furniture Market, held in Chicago.

ARTTo always first

Mr. Dealer

Want Bigger Profits?

ARTTo is everywhere regarded as the specialist in producing every Broadway "Hit!" from the big productions and from the world’s foremost publishers.

ARTTo is "Always first with the Hits!"

If it’s bigger and quicker profits you want, become known as the Head quarters for ARTTo Dance and Vocal Hits.

For Instance—Lucille Hambahn and her colored trials Piano Repertoire.

ARTTo created the widest selling "Share" in the Country.

With the ARTTo line you can sell fifty hits, while you are selling half a dozen "standard" hits.

And not this:—Volume is "Turnover" and "Turnover" is the chief brother of "Profit!"

Write for the new September catalog and the name of your nearest jobber.

GENERAL SALES OFFICE:

THE ARTTo CO.

1650 Broadway, N. Y. City

Dealers Supplied Daily

Ask Your Jobber

JOS. KERR WITH EMANUEL BLOUT

Will Cover the Metropolitan District for Local Victor Wholesaler—Mr. Blout in Maine

Joseph Kerr, well known in the Victor trade in the metropolitan district, having been for some time with S. B. Davega Co., and later with the Eero Co., has become associated with the sales staff of Emanuel Blout, well-known Victor wholesale, and will assume his efforts to the metropolitan territory.

Mr. Blout has been spending the Summer in Maine with his family, leaving New York on July 1. He will get back into business business again on September 1. C. B. Riddle, Mr. Blout’s able assistant, who looks after the trade outside of New York City, is now enjoying his vacation with his family in the Great Lakes region and is expected to return to his field of operations after Labor Day.

AN EXAMPLE OF QUICK SERVICE

The Standard Talking Machine Co. was among the Victor jobbers who were quick to realize that the trade would require special service on Caruso records immediately after the death of the noted tenor and made preparations accordingly. On the day of Caruso’s death was announced the Standard Co. got out a special letter listing the Caruso records in stock and immediately available and, a few days later, issued to the dealers a special display card reading: "Caruso’s voice will live forever in his Victor records—let us play a few of them for you to-day."

ARTISTIC BAMBERGER WINDOW

Brunswick Instruments Get a Splendid Display During Special Week’s Drive

The talking machine department of L. Bamberger & Co., Newark, N. J., recently featured the Brunswick phonograph and records during an entire week. All through the department the Brunswick Werk was emphasized and appropriate

SPECIAL MOUNTING A SUCCESS

Proves One of the Desirable Features of the Silent Motor—Tested Before Adoption

One of the features of the motor produced by the Silent Motor Corp., 325 Dear street, Brooklyn, N. Y., and of particular importance, is the special mounting of the motor’s governor shaft. It is fitted with a ball-and-socket bearing, so that it automatically aligns itself for proper control of delivery of power from the springs to the turntable spindle. The improvement was accepted by the Silent Motor Corp. officials and their advisory engineer, Maximmian Well, after a series of tests and was only adopted after its merit had been decisively proven.

Charles A. O’Malley, president of the Silent Motor Corp., stated that several substantial contracts for motors had recently been placed with the company and that it has found that the newly adopted special mounting of the silent motor’s governor shaft had contributed in an small measure to the decision of the purchasers.

MIDDLETOWN GAINS NEW STORE

MIDDLETOWN, Conn., August 9.—A new music store, one of the chain operated by United Phonograph Stores, Inc., will be opened here about September 1. The store, which will be located at 440 Main street, will be managed by Gilson M. Hall, of this city, who is well and favorably known.

PHONOGRAPH HOSPITAL OPENS

JOHNSON CITY, N. Y., August 9.—A talking machine repair shop, to be known as the "Phono- graph Hospital," has been opened by William F. Bennewitt in the rear of the Music Shop, 237 Main street, this city. A large stock of accessories and parts is carried.
Frank Crumit sings "Three O'Clock in the Morning," a novel waltz song with chimes effect, and "Moonlight," a love song. Both are bound to have a hypotic effect on the pocketbooks of your customers.  A-3431.

Columbia Graphophone Co.
NEW YORK

REOPENING OF FACTORIES HELPS SALES IN CINCINNATI

Business Outlook Improves—Opening of the Chubb-Steinberg Music Shop a Success—Morris Fante Optimistic—Shilling Expansion—Educational Campaign in Mansfield—News of Month

CINCINNATI, O., August 8.—With the closing of July, a month about which many will be said by local to the current music, other than that it had thirty-one days, the prospects for the month of August have taken on a much brighter acept. All indications point to an increase in demand, to a good.

Several large manufacturing concerns which closed down some time ago of the "hard times" reopened large business this week and dealers report that their large and medium business comes from the working and middle classes, are highly optimistic.

Under the direction of J. E. Chubb and assistant, R. L. Steinberg, the Chubb-Steinberg Music Shop, presenting a complete and unique line of Victor machines and records, opened its doors to the Cincinnati public, in the heart of the business district, a block sixth street, early last month. The opening of the store, one of the most elaborate in the West and which, without a doubt, the "last word in music shops," is a most attractive large crowds which extended out into the streets, blocking traffic. The Cincinnati orchestra, engaged for the day, played the new record selections and each visitor was presented with a floral souvenir.

The store fittings and decorations are a work of art, blue and ivory prevailing. The store's four hearing rooms, including a delightful little "room" with toys and juvenile furniture, a man's smoking room and two large drawing rooms, help give the store a distinctive air. In addition to the four hearing rooms there is a twenty-four-foot Sel-rxes counter, equipped with the Chubb & Steinberg record-o-phone. The record racks are closed and dust-proof. Ventilation is taken care of by thirty electric fans. The special lighting system includes many polychrome lamps, the shades of which harmonize with the color scheme. An electric fountain, four chairs and setteas finished in frosted blue help make the reception room attractive. Electric and window signs and two large show windows, the dressing of which is changed weekly to keep up with the best events, complete the effect and stamp the store as one of the finest of its kind in this part of the country. An expert repair department is also a feature of the store. Mr. Chubb was for more than three years with the phonograph department of one of Cincinnati's largest department stores. Mr. Chubb reports that the first three weeks of business have come up to expectations and he feels highly confident that he will meet with success. He plans to go over the after the trade.

Morris Fante, manager of the Widener Music Shop, is among those who would rather not discuss the business end of the month of July, states that he feels certain that the coming months will show a good "most of our trade in the past has been done with the working men, and with the decided activity in other business lately I cannot help but feel that there will be a decided improvement this month," Mr. Fante said. Reports from Robert C. Clark, selling agent for Indiana, Milwaukee and Kentucky for the newspaper, which the Wideaur people have added to the stock, have been very favorable, according to Mr. Fante. Mr. Clark is canvassing Southern Ohio at present and has closed a number of accounts during the last week.

E. D. Follin, general manager of Widener Inc., is making a tour of the Western stores and is expected in Cincinnati this week.

George H. Link, of Upper Vine street, and one of the oldest merchants in that part of the city, has recently let contracts for changes in his store. The contracts amount to approximately $4,000.

Several dance numbers composed by Justin Huber, director of the orchestra at Coney Island, a summer resort of Cincinnati, are to be re-produced by the Victor Co. this Fall. Mr. Huber has contracted to take his orchestra to Camden, N. J., as soon as this Summer's engagement is completed to play six pieces. Several of the numbers will be his own compositions.

In addition to its regular second floor Victrola department, which is one of the most complete sales rooms for the Victor in this section, the John Shilling Co. has installed on the main floor a thirty-foot Sel-rxes counter. This arrangement, explains Mr. Donovan, manager of the department, is to take care of the drop-in trade, who will not take the trouble to get on the elevator and visit the regular room. He reports that the idea is surpassing all expectations. Business with this house for July was fair.

The R. M. Abbott Co., which has three stores in the city, celebrated the anniversary last week of its Walnut street branch. Souvenirs were given to all visitors. Mr. Abbott states he is satisfied with business, considering the fact that so many of the people are unemployed.

Word comes from Mansfield, O., that musical training in an advanced degree, through the use of the Victor talking machine, has been introduced and is proving to be successful in the public schools of this city. Higher principles of the harmonic art are being taught by music instructors, the instruments being supplemented by lectures on musical history, fundamental harmonies and appreciation of opera scores. In the seven schools of the city there are thirty-seven machines, which were purchased by the pupils and members of the musical club, which is made up of 650 boys and girls, at a cost of between $5,000 and $6,000. In addition, each school has a complete record library and a system of exchange whereby a common benefit is provided.

At the head of the new method is Supervisor of Music R. O. Chubb, whose success has been attracting notice throughout the musical world. Guided by test, the work of Mrs. Frances E. Clark, the regular teacher in each room gives the pupils regular training work. Where Superintendence has not been from time to time and teachers and the results accomplished.

Hundreds of children have been made thoroughly acquainted with classical selections and new those are as familiar to the pupils as the popular songs of the day. In addition they are fully upon the history of the words and have an intelligent idea of the nature of the compositions from an artistic standpoint.

P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co. and head of the phonograph division, was a recent visitor to the New York office, conferring with the officials at this office on matters pertaining to Brunswick phonograph business in the East. Mr. Deutsch spent considerable time in New York and left for Chicago after accomplishing several matters of importance in connection with Fall business.

PROGRAM 'STUNT' INCREASES SALES

As the result of an intensive selling campaign, which included an ingenious "stunt," whereby every recipient of the July supplement of Olympic due records would read that supplement through from cover to cover, the sales of complete sets of records made an advance of nearly 100 per cent in July over the previous month. Olympic records are continuing to grow strongly in popularity, and many plans are being made for the Fall season which will augment their output materially.

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
TELEPHONE STERLING 1120
BROOKLYN, N. Y.
WORLD'S CLASSIFIED ADVERTISING

Any number 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 charged pro rata. Premiums are paid on all replies. For special rates of sending out at reduced rates, see list. Rates for all other classes of advertising on application.


POSITION WANTED IN NEW YORK BY EXPERIENCED RECORD AND INSTRUMENT SALESLADY. BEST REFERENCES. "BOX 999," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Man to take charge of Talking Machine Department in city of 45,000 inhabitants in Middle West. Will pay real money for a real man. Address "Box 999," care The Talking Machine World, 373 Fourth Ave., New York City, giving full particulars about yourself in first letter.

POSITION WANTED—A capable phonograph salesman, familiar with the Columbia line, is open for a road or manager's position. Can furnish references of proven ability in both. Address "Salesman," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Traveling or with store. Five years' experience, position, years experience, wholesale and retail, handling Columbia, Edison, Victor, Brunswick, etc. At present most successful crew manager in Pittie organization. Thoroughly capable, holding any position, no matter how responsible. Only concern of highest financial standing and handling standard lines considered. State fully your proposition, compensation and machines handled, etc. Prefer New York City, State or Eastern territory, but will consider anywhere in United States. Address "Box 999," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced with all formulæ and the grinding, rolling and mixing of all materials for records. Have had five years' experience as supervisor of record manufacturing. "Box 999," 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 try our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 948," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Sumptuoso-rooms and suites, record cabinets, at figures, and at a price of material. First-class condition. Delivery at once F. O. B. Baltimore. 3 sumptuous-room, suites and doors of P. P., Glass, measurements: 7'8 x 10'6 ft. 6 inches. Surplus record cabinets, 7 bottom section 4 ft. high by 6 ft., 4 sections, 7 top section 4 ft. high by 15 inches, 3 top sections 4 ft. long by 15 inches. Reply A. J. MAYEK, The Hub, Baltimore, Md.

STEEL NEEDLES

Fifteen million, Extra Loud Tone, Superior Quality, imported from Germany in original packages of 100 needles each. Will sell lots of one million and over at 24.99 per 1000 needles. Terms on A. B. New York net cash. RICHARD EULER 136 West 65th Street, New York City Telephone: Columbia 2592.

EXECUTIVE SALES MANAGER OPEN FOR PROPOSITION

Ten years' experience as sales manager for some of the foremost Victor establishments in this country. Is desirous of entering a field offering larger scope and opportunity, with demonstrated ability to organize and develop sales or general business along constructive and probable lines. Prefer to affiliate with some company operating several cities, preferably Villers. Present salary $15,000 plus; further particulars upon request.

FOR SALE

Talking Machine Cabinets—Beautiful Design

21 inches wide, 21 inches deep, 46 inches high. Three-ply mahogany veneering with solid mahogany top. Seven-cast built-up finish. Three-ply mahogany back. Has three shelves and four spaces 18 inches wide, 10 inches high, 4 inches high. Ready for installing motors. Write today for prices.

Montague Manufacturing Company Richmond, Va.

FOR SALE

Booths for Sale

Nine demonstration booths, 8x12, to be sold at a lot at a price that is an absolute bargain. Address Kay Talking Machine Co., 57 Chambers St., New York City.

FLORIDA

Florida all year sales agency oven. Definite opening for live business man to secure one of the finest and biggest nationally advertised accounts in America. Must be able to invest from $2000 up. Address P. O. Box 142, Tampa, Fla.

CABINETS

Samples below cost. Periodical and upright phonographs, with ornamental cabinets, also record filing cabinets. Write for prices and specifications.


OPPORTUNITY

We have about 2000 phonograph cabinets of prominent makers, which we wish to dispose of either in the WHITE or COMPILE. Splendid proposition for jobbers or operators. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

MUSIC BUSINESS FOR SALE

A splendid opportunity to purchase a prosperous phonograph business. Established 20 years. Exclusive New York agency and splendid line of stock. Located in a busy street and prosperous farming community in Ohio, 29,000 people to deal from. This business proved Minneapolis, Iowa, and became very successful through the introduction of The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Dealers and distributors in every state to sell the Special-tone line of talking machines. The machine with a personality. The J. K. Moller Co., Ephraim, Wis.

COLUMBIA GRAHAM SHOP

An unusual opportunity. One of the finest established Columbia dealers ever located. Built up from scratch of merchandise. For demonstrative proof, please locate at 1254 Blvd. West. E. T. NUNEZ. Address "Box 999," care The Talking Machine World, 373 Fourth Ave., New York City.

Sacrifice Sale of 25,000 Standard 10-Inch Phonograph Records

In 100 flats. Each box contains 100 records with the following make and description: Columbia, 10 inch, 78 r. p. m., 4.25 and 3.25 cents, 2000 boxes. Price $1.25, or 2 boxes to $2.00. Write for special offer. J. A. Camp, 115 W. 23rd St., Chicago, Ill.

SACRAMENTO PHONOGRAPH CO., 1525 Railroad St., Sacramento, Cal.

CABINETS


CABINETS

Beautiful, exclusive designs. Mahogany, Walnut or Oak, of highest quality, ready for installing motors. Write today.

COLUMBIA WAXTEL CO., 376 Pearl St., New York, N. Y.

BUSINESS OPPORTUNITY

WANTED—Salesman to sell a line of metal name plates, talking machine dealers and manufacturers, high profit. No likely samples. Commission paid on every order. Opportunity to enter a high-class business. Address W. G. McCraw, 10-12 E. 42nd St., New York City.

CABINET MANUFACTURERS

A good opportunity to enter the high-class line of 8x10 glass music boxes. Write for information.

FOR SALE

Mr. Puma Membach, 114 E. 26th St., New York. Looking for a new location: A music store in a town of 4,000, looks, equally modern, located at center of town, no competition, small goods pay, all overhead ex

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WASHINGTON, D. C., AUGUST 15, 1921.

THE TALKING MACHINE WORLD.

London, England, August 1.—As I read the industrial barometer it seems to me that at no time since the palmy days of 1919 has the outlook for the gramophone trade been brighter than at the present moment. It is certainly true in an adverse ratio that the British gramophone industry is comparatively quiet just now. Trade is at its lowest ebb. Sales are few and far between, and speaking from the viewpoint of business economy, not many firms, if any, are paying their way. Yet, never was a greater spirit of optimism apparent throughout every section of the industry, and with good cause. Let us examine the situation. Less than three months ago England was an armed camp. The forces by which law and order are maintained were mobilised in full strength and by their very presence overshadowed the strong revolutionary element in our midst. Very briefly, that was the position in which we were placed. It is not to be wondered at that the export trade of this country dropped approximately two-thirds. The figures for last June reached only £45,000,000, against £136,000,000 in June, 1920.

By firmness, coupled with tolerance, however, the British Government has managed to bring about a settlement of the coal strike (which lasted from April 29 to July 2) and this has influenced the calling off of the threatened great engineering strike and induced a more reasonable attitude in many other labor sections where restiveness was apparent. By the terms of this arrangement in each case there is solid ground for the belief that British industries are assured of a period of comparative calm for some years, at any rate. This will influence the rapid development of trade plans long held in abeyance. Already a decidedly optimistic atmosphere has been engendered. Past failures long held in check through lack of coal are gradually restarting and the returns of unemployment show a big decrease week by week.

Another aspect favorable to an early revival of trade is the prospect of a successful conclusion of the negotiations now proceeding between the British Government and the representatives of Sinn Fein. A peace satisfactory to the Irish people would go far to the restoration of normal trade in that country and, of course, between Ireland and Great Britain.

Neater houses we find that the piano workers have accepted a settlement of their troubles. A new agreement has been signed, the chief point of which provides for wage reductions to enable manufacturers the better to meet competition and, it is thought, make good progress in the development of British piano manufacture.

From the foregoing it will be appreciated that the very hopeful view of the gramophone trade in a brighter future is reasonably justified. It is my considered opinion that gramophone sales will improve gradually from now onward and that the coming season will certainly eclipse in both quality and quantity last season's trade.

Safeguarding of Industries Bill

Much is expected of the Safeguarding of Industries bill, which, at the moment of writing, is the subject of close parliamentary scrutiny in committee. Its anti-dumping clause should prove of special benefit in preventing foreign goods coming into this market at low rates by reason of depreciated exchange. One of our greatest handicaps is the value of the German mark at about 1 pony, against the normal 1 shilling. The bill will tend to remedy this by a tariff levelling-up method and so insure that German goods only come into the British market on fair competitive price terms.

The Federation Concerned About Revenue

In this month's Journal of the Federation of British Music Industries it is stated that "The prospect of permanent revenue has been engaging the attention of the Finance and Executive Committee... The problem is one which presses for speedy settlement." A list is given of the various contributions which to date total the respectable figure of £2,009 13s. The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers has, at £777 17s., contributed by far the largest amount of any other of the trade associations. Even at that, I believe the figure is short of expectations.

Anyway, it is now stated that this Association has opened a guarantee list in respect of which members subscribe to the amount of £2,000 per annum for an agreed period of five years. The Federation's total revenue, in the main, has been

(Continued on page 158).

From our European Headquarters

W. Lionel Sturvy, Manager

The Talking Machine World

2 Gresham Bldg., Basinghall St., E.C. London


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(Continued on page 158).

His Master's Voice

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandiafoer Grammofon-Aktiebolaget, Christiania, Copenhagen.
SPAIN: Compania del Gramfono, 56-58 Balmer, Barcelona.
SWEDEN: Skandinaviska Grammofon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.
RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd, and 54, Soljanka, 7th Floor, Moscow & Gomelganofy 2, 3rd Floor, New York 56, Warsaw; 14 Mikhailovskaya Utica, Riga.
INDIA: The Gramophone Co., Ltd., 130, Bolivia Road, Calcutta; 2, Bell Lane, Port, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

NEW ZEALAND: Gramophone, Ltd., 109-119 Victoria Street, Wellington.
SOUTH AFRICA: Dart & Bros., Post Box 174, Capetown; Mackay Bros., Post Box 352, Johannesburg; Mackay Bros. & McGhenn, Post Box 422, Durban; Ivan H. Hamburger, Post Box 159, Bloemfontein; Frank McTeir, Post Box 398, East London; R. J. Forbes & Co., Post Box 10, Queens Town; Haselde House, Kimberley; Laurence & Vogle, Post Box 137, Bulawayo; The Argus Co., Salisbury.
ITALY: A. Boit & Co., Via Grecell 3, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): E. Fr. Vogle, Post Box 444, Alexandria.

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.
subscribed by manufacturers and wholesalers. It is to the large army of dealers that a special appeal is made, and as a start it is announced that the Gramophone Dealers' Association will contribute 2d. per member till its membership reaches 250 and 5s. per member from 251 upwards. Without additional revenue it is feared that the Federation's rate of progress must be substantially retarded.

"His Master’s Voice" New London Headquarters The most up-to-date business house in Lon-
don, at least so far as applies to the phonograph trade, was opened by Sir Edward Elgar on July 29. The new building occupies a prominence-position in Oxford Street, one of the chief centers of the West End. It is the new head-quarters of the Gramophone Co., Ltd., and the British Zonophone Co., Ltd. In celebration of the occasion a band was given to a representa-
tive gathering of eminent musicians and the press.

The building has been planned on a scientific basis so as adequately to provide for the many sections of such a vast and intricate organization as the "His Master’s Voice." One of the many unique features is a school for shop as-
sistants. For this purpose a model shop has been
installed, a replica in miniature of the real sales floor, where the assistants will re-
hearse all the duties that will be theirs in the handling and selling of gramophones and records to the public. The "His Master's Voice" dealers will be sending their assistants to Oxford street, where entirely free tuition will be given them by experienced men in the handling of all kinds of customers, attractive window dressing, sales-
manship, etc. In other words, the business stu-
dents will receive a super-coaching that will equip them to grapple in a successful manner with all aspects of retail trading.

Really sound-proof audition rooms have been
installed. The main sales floor is divided into two departments, one for machines, the other for records, and each is subdivided into sepa-
rate sections and audition rooms. The build-
ing contains about a hundred feet of floor space. Throughout it is beautifully fitted up, most artis-
tically decorated, the cardinal colors being gold and ivory.

The most striking electrically illuminated sign yet seen in London, occupying some 1,500 square feet, will adorn the exterior of the building. The sign consists of a human figure, placing a rec-
ord in position on a gramophone with revolving
turntable and clever representation of music notes issuing from the sound chamber. The workroom and trade section, with "His Master’s Voice," are very much alive and the names of some of the principal H. M. V. artists, will form part of this arresting pictorial sign.

The selection of the opening was marked by
some interesting speeches, in which full credit was given to the wonderful development of the company and the entertaining and instructional value of the "His Master's Voice" instruments and records. Alfred Clarke, managing director, presided. Considerable interest and pleasure were caused by the presence of Francis Barraud, to whose brush is due the world-famed picture trade-mark of "His Master's Voice."

The Association Convention

The annual general meeting of the Association of Gramophone and Musical Instrument Manu-
facturers and Wholesale Dealers was held re-
cently at the offices of the Federation of Brit-
ish Music Industries, W. Manson (Gramophone Co., Ltd.), president, in the chair. The ac-
counts, presented by W. R. Bears, treasurer, showed a balance in hand of £155 10s. 2d.

The report of the secretary (C. E. Timms) recorded that: "Although no trade question of an epochal character has transpired during the third year of the Association's existence it has been a period of progress and of constant ac-
tivity in the interests of members. Nine addi-
tional houses have been elected to membership during the year. General committee meetings have been held as frequently as necessary and have been well attended by both London and provincial members. Among the more impor-
tant matters claiming attention were: Import
duty on musical instruments and parts, customs
drawback on re-exports, imports from Germany, trade conditions in Germany, railway rates and conditions, fraudulent advertising of gram-
phones and other musical instruments.

The publication of regular monthly statistics of imports, exports and re-exports, initiated by this Association for the benefit of its members, has been adopted by other branches of the music trade, and the whole of this work is now co-
ordinated under the auspices of the Federation of British Music Industries. This Association, however, continues to provide the official figures relative to the sections of special interest to its associates.

The fullest possible measure of support has been accorded to the Federation of British Mu-
sic Industries, with which the Association is affiliated, and the work of this most desirable and necessary central trade organization has been contributed to and closely followed in the interests of members by the delegates appointed and who constitute:


The following officers were elected for the com-
ming year: President, M. F. Cooksey (J. Thoburn-Lany and Co.); vice-president, Louis Sterling (Columbia Graphophone Co., Ltd.); honorary treasurer, W. B. Beare (Beare & Son).

The retiring members of the general commit-
tee comprised, in the Gramophone Section, H. J. Cullum, J. E. Hough and E. C. Paskell and in the Musical Instrument Section, Geoffrey Hawkes and A. G. Houghton. There being no other nominations, and these gentlemen being willing to serve again, they were unanimously re-
lected. The Council of the Association for next

CATALOGUE CONTAINS 4000 TITLES BY THE PREMIER ARTISANS, INSTRUMENTALISTS, ORCHESTRAS AND BANDS OF THE BRITISH EMPIRE.

FROM OUR LONDON HEADQUARTERS—(Continued from page 158)

THE JOLLY-WOBBLE GRAMOPHONE SEASON

A new race game which bids fair to be a serious rival to the more speculative game, "On the Turf," is creating quite a sensation among gramophonists and their friends. It has been christened "Jolly-Woggling." The race game is an ingenious device consisting of a metal disc with raised studs over which the "course" is placed. As it revolves on the turntable the race starts from four loaded celluloid figures whose caps are in various directions. The inventor, T. McClelland, 22 City Road, London, E. C., informs me that the English rights of the Jolly-Woggles are for sale. It's a good proposition judging by the enormous sales reached on this side.

Client of Boy Scout Makes Winner Record

A great achievement has been surpassed by the client of the Winner Record Co., in securing a record of General Sir Robert Baden Powell, founder and chief of the worldwide Boy Scout movement. A few appropriate remarks, which were first recorded by Sir Robert, who was followed by a pack of wolf cubs with yells and cries pertinent to the craft. When the boys had finished, the chief utilized the remainder of the record for explanations of the meaning of the boys' somewhat uncanny howls, and showed what proved to be a very fine record, and the company plans to issue a series of these records, and the same, I believe, are now ready. A world demand is anticipated and these discs open up a big field of sales for the Federation of British Music Industries.

The Federation reports that its campaign for newspaper propaganda is making steady progress as regards propaganda articles for the provincial press. The scheme came into operation last October. At the onset the articles were looked upon with some suspicion by editors of provincial journals, but after three months the Weekly Scoutman agreed to publish an article each week. Other papers followed suit at short intervals, and at the present moment, after six months, fifty-five articles are being published regularly or occasionally in about twenty provincial journals.

Don't wait for business to get better—make it better with advertising.

Horn, Horseless and Table-Grand Gramophones

FOR EXPORT

Please State Your Requirements

REX GRAMOPHONE CO., 2 Elizabeth Place
Rivington St., LONDON, E.C. 2, England.

Ca Debbie "London, England."

The principal object of this invention resides in the provision of a photographic reproducer which carries in its casing a needle magazine for storing a quantity of reproducer needles.

A further object consists in providing mechanical connection with the needle magazine whereby an ample supply of reproducer needles may be stored in the magazine at one location and whereby the needles are available for use, one at a time, as occasion demands.

Another object resides in the provision of a bracket to be used in connection with the improved reproducer whereby the operation of discharging used needles and affixing new needles is greatly facilitated.

Figure 1 is a top plan of a portion of the inside of a phonograph cabinet showing a turntable and a long arm in connection with which the improved reproducer and bracket of the invention is illustrated; Figs. 2 and 3 are side and front elevations, respectively, of the improved reproducer of the invention shown in its operating relations to the bracket; Fig. 4 is a side elevation of the reproducer illustrated in the position in which it is preferably disposed when reproducer needles are being loaded thereon; Fig. 5 is an enlarged vertical cross-section through the improved reproducer; Fig. 6 is a vertical section taken on line 6-6 of Fig. 5 looking in the direction indicated by the arrows; Fig. 7 is a fragmentary enlarged sectional detail of the reproducer casing and needle magazine, illustrating a means which is provided in the casing whereby the sharpened points of the reproducer needles are insulated against damage while they are stored in the magazine; Fig. 8 is an isolated side elevation of the magazine disc forming a part of the improved reproducer of the invention.


This invention relates to talking machines and the prismatic object thereof is to provide a multiple-record machine arranged to play records of substantially large diameter and to support a plurality of such records in position for successive use.

Another object is to provide a multiple-record talking machine arranged to support a plurality of large angular records in operative position without substantially increasing the size of the machine over the sizes of machines in general use with other types of records.

A further object of this invention is to provide a machine capable of playing a series of records selectively, one at a time, in successive order, and capable, further, of repeating a selected record at the option of the operator.

It will be seen that the present invention affords means for rendering lengthy musical compositions which cannot usually be rendered on other types of machines.

In talking machines of known construction it has been found impossible to completely record certain lengthy musical compositions owing to the fact that records of any size cannot be made with practicability. Such compositions have therefore been revised and changed to adapt them for reproduction on talking machines, and for this reason the value of the record, especially to students of music, has been greatly deprecated. To overcome this objection, the present invention has been designed and contemplated as preferably the provision of records of novel construction mounted upon a mandrel in such a manner as to permit of the reproduction of each record in succession, whereby any musical composition may be played in its entirety.

The invention further contemplates the utilization and saving of space by providing a mandrel of hollow construction to enable the mounting of the driving means, including a motor therein and means for removing the mandrel from the casing. This construction permits the use of a motor of relatively large capacity. By this construction the mandrels may be employed as files or holders for records while, not being used, due to the relatively great diameter and size of the mandrels, they also act as a flywheel for the motor.

Another object is the provision of a motor which may be used to operate any mandrel selected. To this end a motor housed in a suitable casing is arranged to be detachably secured within a mandrel.

A further object is to provide a means for identifying the record mounted upon the mandrel, and to this end a suitable index is carried by the machine cabinet and has associated therewith an index pointer extending from the sound-box carrying lever so that the latter may, with facility be adjusted to a position to play any desired record of the series mounted upon the mandrel.

A still further object is the provision of an adjustable automatic repeat device of novel construction carried by the cabinet and arranged in the path of movement of the sound-box carrying lever and actuated, by contact therewith, to lift the sound-box from engagement with the record while it is on the face of the record and then lower said sound-box into contact with said record.

Figure 1 is a side elevational view taken of the talking machine cabinet; Fig. 2 is a fragmentary detail section of the frame on the line 2-2 of Fig. 1; Fig. 2a is a detail view of the face of the plane of Fig. 2; Fig. 3 is a fragmentary longitudinal section of the mandrel with a plurality of records therein; Fig. 4 is a fragmentary sectional view on the line 4-4 of Fig. 1; Fig. 5 is a fragmentary top view showing the means for identifying the several records mounted upon the mandrel; Fig. 6 is a fragmentary side elevation of the automatic repeating device in connection with the invention; Fig. 7 is a view similar to Fig. 6, showing the repeating device in position after the sound box carrying lever has been returned to the beginning of a record; Fig. 8 is a section on the line 8-8 of Fig. 6, showing the repeating device in the position just previous to the contact of the sound box carrying lever therewith; Fig. 9 is a view similar to Fig. 8, but showing the position of the parts during the return movement of the sound box carrying lever; Fig. 10 is a detail perspective view of a contact mechanism which forms a portion of the repeating device; Fig. 11 is a longitudinal section through said contact member.


It is the object of this invention to provide a machine of a character in which the record reproducing mechanism is embodied in one simple structure positioned over the record— that is, in which the one structure embodies the sound reproducer, conveyor and distributor. A further object of the invention to provide a structure of the character indicated that can be readily adapted for use on any type of record, that will be economical to manufacture, durable, simple in structure and mode of operation, highly efficient in its practical application, and that will more equally distribute sound than those forms requiring two sets of brackets.

Figure 1 is a side elevation of a phonograph embodying the invention, part being broken away; Fig. 2 is a perspective view of the elemental structure embodying the shortest form of the invention; Fig. 3 is a perspective view of another elemental structure embodying a more advanced form of the invention; Fig. 4 is a perspective view of another elemental structure embodying a still more advanced form of the invention; Fig. 5 is a detail elevation of the catch used for holding the device in an operative position; Fig. 6 is a top plan view of the structure embodying an advanced form of the invention; Fig. 7 is a side elevation of the device shown in Fig. 6; Fig. 8 is a front elevation of the same; Fig. 9 is an enlarged detail showing the vertical member of the cabinet.


One object of this invention is to provide an improved collapsible talking machine, and more specifically an improved collapsible talking machine including a cabinet and sound-reproducing means enclosed therein in which the sound-reproducing means includes a rotary record support which is arranged to be moved from an operative position, in which it is entirely enclosed by the cabinet, to an operative position, in which it projects outwardly from and is only partly enclosed by the cabinet.

Another object of this invention is to provide an improved talking machine including a cabinet and sound-reproducing means enclosed thereby and in which the sound-reproducing means includes a record support movable from an operative position to an inoperative position, as the result of the movement of a closure forming a part of the cabinet.

Other objects of this invention are to provide an improved talking machine including a cabinet and sound-reproducing means, to provide an improved arrangement for a disc record support as well as other improvements.

In the accompanying drawings Figure 1 is a fragmentary front elevation of a talking machine constructed in accordance with this invention.
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10657 A Girl I Adored (Babs) "In War's Stalls.
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10657 Sweetheart of Yesteryear (Gladys) "In War's Stalls.
10657 Look at Your Heart (Carmen) "In War's Stalls.
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10657 The Man I Am (Myrna) "In War's Stalls.
10657 Just a Little Love (Nancy) "In War's Stalls.

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11115 Daddy, Your Mama Is Lost for You (Lena Horne).
11115 I'm Sorry, Mr. President (George Washington).
11115 My Man (Pennsylvania)

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10399 The Great Lakes Orchestra

10405 My Baby's (Pennsylvania)
10405 The Great Lakes Orchestra

10412 My Baby's (Pennsylvania)
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10415 My Baby's (Pennsylvania)
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10419 My Baby's (Pennsylvania)
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10421 My Baby's (Pennsylvania)
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10424 My Baby's (Pennsylvania)
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10427 My Baby's (Pennsylvania)
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10429 My Baby's (Pennsylvania)
10429 The Great Lakes Orchestra
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Let Us Prove to You that
OUR PHONOGRAPHS
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New Haven—Parker-Elmberger Co., Inc.

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INDIANA
Indianapolis—Kip Photophone Co.

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LOUISIANA
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NEW YORK
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NEW YORK—The Photographic Corp. of Manhattan

Ohio
Cincinnati—The Phonograph Co.

OREGON
Portland—Edison Phonograph Co.

PENNSYLVANIA
Philadelphia—General Photographic Co.

RHODE ISLAND
Providence—A. Foster Co. (Amberola only)

TEXAS
Dallas—Texas-Ohio-Benz Photo-

UTAH
Ogden—Promontory Sporting Goods Co.

VIRGINIA
Richmond—Charles S. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Photographic Co. of Milwaukee

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.

ST. JOHN—W. H. Thomas & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kenney Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.
Victrola

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

"HIS MASTER'S VOICE"

Victor Talking Machine Company, Camden, N.J.

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

The great and unquestioned popularity of the Sonora and the phenomenal growth of the organization are the best possible indications of the demand on the part of the public for this wonderful instrument.

It is the only high class talking machine in the world selling at PRESENT DAY prices.

This extraordinary achievement has been made possible through the recently decreased cost of labor and raw materials.

Sonora has always given and will continue to give the public the very best value together with the very highest quality.

32 Models ranging in prices from $50 to $1,200.
Why Not Talk with Your Banker?

Get in Touch With Him and Tell Him of Your Financial and Other Problems

Have you had a heart-to-heart talk with your banker lately? If not, go and see him. If you feel you are being charged a stiff rate for accommodation do not hesitate to tell him so. The whole monetary situation has undergone a drastic change during the past six months, and banks and savings houses have mounted up extraordinarily and reduced rates, at the Federal Reserve banks, have been reduced, at times, as much as 50 per cent. The "wheat credits" are no longer the bugaboo they were. Gold continues to pour into the country by millions of dollars every week. The banks are now in a position to resume lending on a liberal scale and at normal rates. Have a talk with your banker along these lines, says Forbes Magazine, New York, and the probability is that you will find him open to reason. If you have some constructive piece of business in mind, but which you haven't funds to undertake, don't hesitate to sound him out. Your banker is going to talk the time has come for bankers all over the country to put their shoulders to the wheel to start business moving along the right road.

New Blood in the Company

La Grotta, Ore., September 1.—The Eastern Oregon Music Co., exclusive Brunswick dealer at this point, has reorganized the company, taking in E. B. Bellamy and Milton E. Krenle, formerly of Newberg, Ore., as managers. The store is being remodeled, several record booths and machine rooms are under construction. Modern show windows are being installed and the interior decoration will make this one of the most beautiful Brunswick shops in Eastern Oregon. An active campaign for business will be inaugurated with the opening of the Fall season.

Making Sales of Portable Models Produce Results

In Most Cases a Cabinet Model May Be Sold to the Owner of the Smaller Type Providing Proper Effort Is Used—Using the Small Machine for Introductory Purposes

It's a poor rule that does not work both ways and that rather aged expression applies most aptly to the talking machine situation right now. Throughout the Spring and Summer manufacturers and dealers have been pushing small types of machines, particularly the portable models designed for vacation use in camp, boat or on the lawn. These campaigns on portable models have not been confined to new prospects and non-owners, but have been directed in a great many instances to those who already have cabinet machines in their homes, but who might be induced to purchase a smaller model for knobabout purposes. A surprising number of large machine owners have answered the appeal and purchased smaller models, either for practical or economical purposes or for the use of the children of the family.

If it is possible to persuade owners of large machines to also buy smaller models it should be possible through good advertising salesmanship to persuade the original buyers of smaller types to make a permanent investment in larger cabinets when the demand for Winter use is on hand. In fact, it has been proven on frequent occasions that the purchase of a small, cheap machine in a surprisingly large number of cases is the stimulus to the ultimate purchase of a larger model, and the placing of the larger talking machines after the Summer is over should prove easier than the sale of the smaller type in the latter half of the Summer itself. In the latter case the prospect already has a machine and records and is seeking to make an additional investment that is, in a manner, temporary.

Now Assistant Sales Manager

Chas. B. Mason, Promoted in New York T. M. Co.'s Organization—Qualified for New Post

Chas. B. Mason, connected with the sales division of the New York Talking Machine Co., New York, Victor wagon, and for the past two years, has been promoted to the post of assistant sales manager of the company. In his new post Mr. Mason will work in close cooperation with Hugh C. Hewitt, sales manager of the company, and his intimate familiarity with the sales problems of the Victor dealers in metropolitan territory well qualifies Mr. Mason for his new work.

In 1916 Mr. Mason joined the sales staff of the Columbia Talking Machine Co., Victor wholesaler, remaining with that company until the United States entered the world war. He saw active service abroad, returning in 1919 when he was elected a member of the sales staff of the New York Talking Machine Co. He has carefully studied every angle of the situation to the Victor dealers and his new position as post of assistant sales manager of the New York Talking Machine Co. will doubtless welcome news to Victor dealers in the metropolitan district.

To Add to Actuelle List

The Pathé Fréres Photophone Co., Brooklyn, N. Y., will shortly reproduce on the Actuelle needle-cut records one hundred of the standard selections which have proved so popular on the Pathé Sapphire Ball Record.

Appealing to the Motorist

Harley-Pearson Co., Walters, Okla., Erects Illuminated Pathé Sign at Crossroads

WALTERS, Okla., September 3.—The Harley-Pearson Furniture Co. of this city, which numbers about 4,000 inhabitants, has displayed considerable initiative in the erection of an illuminated sign at a crossroad on Lone Prairie, four miles from the store in the city. The main idea was to have the motorists run past the sign. Arrangements were made with a farmer who lives across the road to light up the sign every night and take care of the system. Night travelers are amazed to see this lighted sign way out on the bald prairie and every observer is impressed with this advertisement of the Pathé.

The dealer who realizes that the children of to-day are the customers of to-morrow, and that his merchandising policies accordingly, is sowing the seeds of future profits.
What the Wholesale Talking Machine Salesman Should Actually Know

By P. A. Ware

About everyone in the talking machine business seems to consider it his or her bounden duty to prescribe for the dealer. The dealer is instilled with the idea that he is supposed to know everything about the business and is expected to be able to answer the questions of customers. Every salesman is eager to learn how to increase his business and is in the aggregate a patient, if not somewhat a too patient, listener of the foibles of others. He is not, however, any different from a man who attempts to advise him. The salesman is quite within his rights to take on a "show me" attitude and to demand that his advisers put their own house in order. Take, as an example, the man who comes in most frequent contact with the dealers—the distributor's or manufacturer's salesman. What does he know? And what should he know? You often hear him considered the only traveling distributor of "talking machine gossip." He is full of the politics of the business, as well as news of the latest factory changes in personnel and enlargements in rival organizations. He discusses personalities, but he is usually more on the product and tested ways and proven means of selling and product. Now, what has the dealer on whom so many demands are made the right to expect from his salesman or manufacturer's salesmen? He has a right to demand and expect much that he does not always get, and particularly he is entitled to a sympathetic and helpful understanding of his individual problems from the man to whom he gives his business. It is well enough for a wholesale salesman to carry with him a tute of "suggestions" prepared for him by those in his home office, but it is not enough.

A wholesaler's or manufacturer's representative should know his product and why that product is the best that is offered. He should know more, he should know how that product should and could be profitably sold to the public and how the public should be "sold" to take it. He should know the needs of the community where the dealer is located, its peculiarities, its foreign population, its potential demand, its newspapers, local organizations and (if it is an isolated community, but the larger center) its buying population. Of course, he should know the selling value of record releases and new types of instruments, but it is more important that he should know how and when to sell older types and what appeal will sell them.

He Should Know the Needs of the Dealer, His Community, Its Peculiarities and Its Potential Demand

The salesman should know all about the kind of competition the dealer is facing and how to meet it. One salesman I know makes it a rule never to call on a dealer without first knowing that dealer's community, its newspaper or newspapers and its civic and art organizations. That rule is easily maintained by studying the city directories and newspaper files, with an occasional visit to the Chamber of Commerce.

But that is only a very preliminary step toward fitting a man to talk intelligently to a dealer. So many distributors' and manufacturers' representatives fit themselves only to talk and talk more.

Success to the Wholesale salesman should not only know retail merchandising—in fact, not in theory—but he should also know his dealer's methods and what might be added to them to the direct and practical advantage of the dealer. If an average dealer were a less patient man he would not so often answer the questions of the customer himself to sell him goods—questions something like this: Do you mail supplements? Do you go over your mailing list? Do you give the public concerts? Do you hold a weekly meeting of employees? And as King Lear would reply, "and for that?"

At this point it is in line for someone to ask a question of the writer along this line: "Since you are advising, do you know these things?" The answer is that I know them, but perhaps not as well as I should or might, or may later on. And here's an addenda: I know quite a lot about retail merchandising because I went to school where it could be learned. I listened to successful retailers. Yes, the retailers—the best ones—taught me what I know about retailing, and there is much more for me to learn from them.

The successful retail establishment—that is the place for the volunteer adviser to get his knowledge. One thing is certain: the man who is an ambitious wholesale representative has a big field to draw from if he is willing to learn.

TO DISPLAY AT MINNESOTA FAIR

G. Sommers & Co., Pathé Distributors of St. Paul, Planning Elaborate Exhibit

St. Paul, Minn., September 3—G. Sommers & Co., Pathé distributors, with headquarters in this city, will exhibit at the Minnesota State Fair to be held shortly. The fair is said to be one of the largest in the United States, and is exceeded only by the Toronto Fair.

Mr. Sommers states that at the opening day of the fair last year 14,000 people attended, and for the whole week the attendance ran close to the half-million mark. It is expected that this exhibit will have a vast sales influence and add greatly to Pathé prestige in that State.

HOW NAPOLEON SUMMARIZED

"Great events hang by a thread. The able man turns everything to profit, neglects nothing that will give him one more chance; the man of less ability, by overlooking just one thing, spoils the whole."—From Napoleon's Diary.

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

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

We make sets to equip every style of machine. Our special set, with complete set of phonographs for No. 4 Victrola, as illustrated, consists of more albums than any other album set in the market to-day and gives the dealer the opportunity to sell more records. Yet the price of this album set is no more than the price of ordinary old-style album sets.

The savings can be made from New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guarantee our NYACO albums as to quality, construction and expedient deliveries.

Don't wait for the rush season to place your orders! Order now for fall and winter delivery.

Jobbers and Distributors throughout the United States and Canada. Write for Quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

New York Album & Card Co., Inc.
23-25 Lippincott Street
415-417 S. Jefferson Street

Equipped with NYACO Albums

EXEMPLARY ALBUMS

IF YOU WANT IT, WE HAVE IT!
Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

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

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

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

Victor Wholesalers

Albany, N. Y.,.....Carlyle Music Co., Inc.
Atlantic, Ga.,.....Elfen Talking Machine Co.
Baltimore, Md.,.....Cohen & Hughes
Birmingham, Ala.,.....E. F. Funk & Sons Co.
Boston, Mass.,.....The Eastern Talking Machine Co.
Brooklyn, N. Y.,.....M. S. Singer & Sons Co.
Burlington, Vt.,.....American Phonograph Co.
Butte, Mont.,.....Guion Bros.
Chicago, III.,.....Scan & Whyte
Cincinnati, O.,.....Ohio Talking Machine Co.
Cleveland, O.,.....The Cleveland Talking Machine Co.
Cincinnati, O.,.....The Eaton Musical Co.
Dallas, Texas,.....The Ferris-Weimann Co.
Detroit, Mich.,.....D. C. Allen, Inc.
Hartford, Conn.,.....Grinnell Bros.
Huron, Ohio,.....The Pittsburgh Machine Co.
Indianapolis, Ind.,.....Grimes Bros.
Jacksonville, Fla.,.....Florida Talking Machine Co.
Kansas City, Mo.,.....J. W. Jenkins Sons Music Co.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
Why the Sales and Collection Departments of a Business Should Co-operate :: By Albert Parsons

Although held to be more or less separate and distinct departments of the business, the sales and collection divisions are, as a matter of fact, closely related in more ways than one and not merely in that collections naturally follow in the case of a great many sales. The activities of the two departments should interlock to the advantage of both.

In the average small store, with only one main showroom and a battery of booths, the customer is coming in to pay his instalments at regular intervals on most of necessity walk through a portion of the store proper to get to the cashier’s cage. It happens in the larger stores and departments, however, that the cashier’s cage is hid away in some corner out of the way. This is particularly the case in department stores, where, in the majority of cases, there is one central collection department in connection with the general offices, usually in the rear of one of the lower floors. Where entire buildings are devoted to the sale of musical instruments the collection department is frequently located on one of the upper floors away from the showrooms, usually for the sake of appearance, if for nothing else.

This practice of locating the collection or cashier’s cage away from the merchandise department of a business appears to grow out of the belief that having once made a purchase of a talking machine or piano, for instance, active interest in the customer ceases beyond, of course, seeing that payments are made promptly and regularly. As a matter of fact, in the case of the talking machine, particularly, the closing of the machine sale should be followed by further interest, the new owner being asked to come back and to buy records at the proper rates.

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

The golden voice has created for us and for posterity a great and definite class of music.

Just as folks have collected “hymns,” “violin selections” and other series, they will now seek complete folios of Caruso Records.

It is needless to enlarge upon the sales possibilities that exist in the suggestion to your patrons that they start their Caruso Collections at once—using Peerless Albums and the Peerless classification labels.

Write for a sample set of these labels and how to obtain a supply gratis or at a nominal cost.

Peerless Album Company
Phil Raus, Pres.
636-638 Broadway New York

Many Sales of Records and Machines Lost by Having the Collection Department Separated from the Sales Floor

The manager of a talking machine and piano department in a big department store in an Eastern city some time ago became aware of the fact that inasmuch as many of his customers had to go to the general offices to make payments downstairs he had frequently lost contact with them. They, of course, came into the store regularly, or were supposed to come in, to make their payments, but unless they were so disposed had no occasion to visit the musical instrument department. It was his belief that a great volume of record sales and, perhaps, a number of talking machine and piano sales were lost through this one fact alone, and a direct inquiry put to the purchaser of a high-class Victrola, when he happened to meet the lady outside the store, brought forth the information that rather than go to the upper floor of a department store to purchase her records she was buying them from another dealer down the street with a ground-floor store.

The result has been that this particular manager has prevailed upon the department store heads to provide him with a special cashier’s cage in his own department where all payments for talking machines and pianos are made. To reach the cashier’s cage from the elevator the customer must pass through the music department, observe the announcements of the new records and music rolls and hear them being played. The customer also is in a position where the salesmen have an opportunity to exhibit their skill and personal contact of the salesmen, inasmuch as they are being with the customer, and several machines were sold to people who, on shopping tours with install-ment customers, had come into the department with them while they were making payments. Machine purchasers, who, the salesman declared, had not been in the department for several months, showed up again to pay the regular install-ments and were immediately made welcome by members of the staff. In most cases record sales were actually made. Thus the value of personal contact was most interestingly demon-strated.

Inasmuch as a separate cashier and book-keeper were already required to look after the details of the manufacture account of the music department the change in the collection head-quarters of that department meant no added expense in salaries, but simply the cost of installing the new booth itself.

The idea is well worth considering by the manager of talking machine departments in the larger stores and others who have been letting their customers get away from them and out of contact after the first sale transaction was completed.
Victor
Supremacy
is overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.
Its universal recognition makes success easy for every Victor retailer.

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

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Camden, N. J., U. S. A.
The Talking Machine World

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TRADE CONTINUES TO SHOW IMPROVING TREND

THE talking machine jobs, as a rule, are in an excellent position to judge whether or not the retail trade has increased, is holding its own or suffering a slump. The retailer may talk all he wants to, but the fact remains that his demands upon the wholesaler reflect most naturally the volume of business he is transacting.

On this basis there is every reason to believe that the talking machine trade in practically every section of the country is distinctly on the mend, and the dealers feel that this improvement is going to be more or less permanent. There is hardly a jobber who has not reported a substantial movement of machines and records during the past few weeks, quite to contrast to conditions of a couple of months ago, and there are many wholesalers who declare that orders for present and future delivery at present on their books are sufficient to absorb all available stocks for the next two or three months.

It is to be assumed, of course, that this movement of goods in some measure reflects the optimism of the dealers and their willingness to gamble on future business, but it is also a fact that much of the wholesale demand is based on the business that the retailers are actually doing. Whatever the basic reason, this reported revival of business is most encouraging.

Another fact that serves to lend brightness to the future is that the demand for the better class of equipment for retail talking machine stores has also increased substantially, all of the manufacturers of such equipment reporting that their quota for the season of the year has been passed by margins that are surprising as well as gratifying. It means not only that retailers generally appreciate the fact that in going after more business they must have attractive establishments, but also that the business they are now doing is sufficient to warrant the expenditure for more equipment. Taking it all in all there is every indication that it is going to be far from a "blue" Fall and Winter for the talking machine trade.

WISE TO HELP MUSICAL ADVANCEMENT WORK

MEMBERS of the talking machine trade are probably more familiar with campaigns tending toward the advancement of music and musical appreciation than members of any other division of the music industry, for this trade of ours has been built up chiefly through such campaigns. Being possessed of such knowledge, therefore, it would seem the course of wisdom for members of the trade to take an active part in general movements calculated to develop a more general interest in music, and eventually the desire for the possession of a musical instrument of some sort.

There have been held and are being held in various sections of the country music week celebrations. Whole cities have practically been given over for a period of a week or more to an almost continuous series of musical affairs in schools, churches, clubs, and, even in the hands of many cities and towns music memory contests which afford the talking machine dealer a first-hand opportunity for realizing directly upon such music advancement work. These music memory contests depend for their success largely upon the interest of contestants in staging interesting musical compositions in order that they may be familiar with them when the time comes for the final test. The interests operating the contests quite frequently urge that talking machine records be used in the contest, and the compositions selected are almost invariably those readily obtainable both in talking machine record and music roll form. The average dealer may consider it quite a far cry from the community "sing" in a public park to the registering of a talking machine sale in his store, but it is a matter of fact that the five, ten or twenty-five thousand people who can be, and have been, induced to gather for the purpose of participating in a "sing" there should be a most substantial percentage who have their musical sensibilities aroused to the point where they feel that they must have music at home.

Talking machine companies have undoubtedly shown the way in most of the musical advancement work. Their educational departments have worked most successfully to introduce talking machines and records into the educational work throughout the country. Some teachers will be going from the day school without some sort of machine or library of records is distinctly the exception. Having accomplished all this, there is no reason in the world why the talking machine merchant should not take advantage of the work that others are doing along the same lines, perhaps giving their financial support to such movements in a fair measure, or at least giving their moral support.

MISSION OF THE TALKING MACHINE RECOGNIZED

EVER since the talking machine and talking machine record have reached a position of recognized standing in the world of music the point has been emphasized that the talking machine record was destined to fill its greatest mission in preserving the voices of contemporary artists for the enlightenment and entertainment of future generations. Although this point was generally appreciated, it remained for the death of Caruso to bring the importance of the matter home to many minds with force and suddenness.

The Republic of France recognized officially the historical importance of talking machine records, and some time ago began the formation of a library of recorded voices of the most famous men of that country and of the world at large. But for the most part these men were living when their records were filed away for the future.

When the news of Caruso's death was received, however, it was appreciated at once that, although he never would be heard again in the flesh, his great voice was preserved for all time in imperishable metal. The attitude of the public was clearly evidenced in the immediate rush on Caruso record stock, the demand being so heavy that it quickly exhausted reserve stocks in the hands of jobbers and dealers and forced quick appeal to the Victor factory. Although the newspapers carried the official announcement of C. C. Child, of the Victor Co., to the effect that Caruso records would be made and could be obtained for years to come, it seemed as though the majority of the public insisted upon having records of the great artist's voice as mementos. Caruso was dead, but they wanted to preserve his voice for themselves.

There is no question but that the passing of Caruso has emphasized most strongly the importance of the talking machine record in carrying on the memory of the great artists and the fine musical artists of bygone centuries, the voices of contemporary artists. The present generation has been able to learn of the quality of Jenny Lind's singing or Ole Bull's playing only from the printed words, but the next generation will be privileged to hear Caruso's voice faithfully recorded in all its strength and color, and to judge thereby the abilities of contemporary artists.

Although Caruso's death can be regarded as little less than a calamity, it accomplished more than any single factor in the history
of the trade to give to the public a proper understanding of the real importance of the talking machine record, both from the artistic and the historical viewpoint.

THE IMPORTANCE OF CONSTRUCTIVE IDEAS

Talking Machine dealers have for a number of months been advised by manufacturers, wholesalers and their representatives, as well as others, to go after business more strongly than ever, to display more "pup" in their sales efforts, and to dig in deep in their organizations generally. Most of this advice has been absorbed in good part, but now and then comes the dealer who answers back, "I am glad and willing to do these things, but how?" In other words, he feels that some instructions and constructive ideas should go with the advice to prove that the adviser knows whereof he speaks.

For the benefit of the dealer who asks "how?" The World is privileged to publish this month a most exhaustive illustrated article by C. H. Mansfield, of the Edison Shop, Dallas, Texas, on ways and means for checking up an salesman, what they do, how they do it, and what they accomplish. Properly used the system is calculated to give the manager accurate facts regarding his sales organization, the attitude of the prospects and the sort of product that sells best. It provides a key to the most important factor in the retail business—selling, and its adoption in full or in modified form will enable the retailer to secure an exceedingly accurate knowledge of his sales department.

GRATIFYING SIGNS IN THE RETAIL FIELD

In few industries is the value of modern merchandising methods becoming more widely recognized than in the talking machine trade. Every issue of The World contains accounts of retail merchants demonstrating their interest in efficiency by the installation of certain equipment or systems which will decrease overhead, increase service and minimize costs. Even in the smaller towns talking machine dealers are keeping in touch with every modern means for making their stores attractive and inviting in appearance. Soundproof rooms, furnishings, modern devices for use in store and window displays are being employed—indeed, everything is being utilized to make the path of the customer more pleasant and in this way win a larger share of business. This attitude on the part of the dealer is one of the most gratifying indications of the progressive tendencies now existing, and stamps a great number of talking machine dealers as believers in the highest type of merchandising. A great many dealers, it is true, let up in their activities during the Summer months, due not only to the unusually warm weather but to the slowness up in business. But this was only a temporary stoppage, and the Fall months which we are now entering will witness an increased evidence of equipment activity throughout the industry.

WHERE THERE IS NEED FOR CO-OPERATION

A number of talking machine dealers during the past couple of years evidently became so used to the scarcity of machines on the wareroom floors and records on the shelves that they now hesitate to take advantage of the newer conditions and keep their stocks up to what might be termed a normal basis or better. Having received goods on a hand-to-mouth basis when production was low, many dealers have fallen into the habit of ordering on a hand-to-mouth basis when goods are available.

Manufacturers, and particularly wholesalers, are not entirely selfish when they urge upon the dealer the wisdom of anticipating Fall or Winter requirements as far as possible, and advising his distributor of the minimum quantity of goods he expects to handle. There is unquestionably going to be good business during the coming months for the retailer who goes after it. It may not be abnormal, but it will be substantial enough to pay a mighty fine profit.

Wholesalers make it a part of their business to endeavor to keep sufficient stock on hand to meet the ordinary demands of the dealers promptly, but if those same dealers simply carry a minimum stock with no reserve, in the expectation that they can take care of their demands with rush orders on the wholesalers, they are likely to find themselves out of luck. Any business man cannot expect the wholesaler or manufacturer to do his guessing for him. If he is going to stay in business he must be prepared to make a suitable investment in stocks so he can carry on that business properly, and not depend upon the distributor to carry the entire burden and make the financial investment that really belongs to the dealer.

Although the jobbers may be particularly liberal in the matter of carrying a surplus stock of machines and records in warehouses, that stock is simply to meet the normal demands and perhaps an occasional but unforeseen emergency. It cannot be expected that it will be large enough to meet the sudden call from fifty or a hundred dealers who suddenly discover that the business has arrived, and that they are not prepared to take care of it.

To handle two lines at one time, and do both lines justice, is well nigh impossible. We believe that all any Victor dealer needs is Victor product, as specialization brings the best results.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK
This beautiful new Cheney Art Model

at a price sensationally low is tangible evidence of the wonderful capabilities and development of the Cheney factories.

This instrument is but one of a line which has earned for the name of Cheney a reputation for leadership in the manufacture of phonographs of quality.

Cheney Talking Machine Company, Chicago

The Cheney
The MASTER INSTRUMENT
A Constructive Plan of Increasing Record Sales Through Aid of Boy Scouts

By W. B. Stoddard

The Rubiniwitz Music Store recently evolved a capital plan for increasing the sale of Columbia records, inasmuch as the firm had failed to meet the proposition with enthusiasm, and worked out and put into practice a plan for making the records known to every citizen of Litchfield. As many of the boys as had leisure time in the early months of the Boy Scout headquarters, that they divided the city into districts, each boy agreeing to see every household in the district allotted to him. Fifty per cent of the commission received was to be paid the boy for his services and 50 per cent turned into the Boy Scout treasury for the purchase of needed equipment. The fact that the Boy Scouts would canvass for him was announced in the paper by Mr. Rubiniwitz, and citizens were asked to buy as liberally as possible, but to patronize no others who were not in uniform. The boys carried a few records with them as samples, but had a catalog of all the records carried and took orders for as many as desired. No money was received when the delivery of the records was promised and was made by the same lad that secured the order. In this way the patron was sure of getting his records and the boys of receiving their money, as collection was made on delivery of the records. The amount collected by each boy was turned in and a check for his commission was made out to the Scout Master, who, in turn, gave the lad his share of the profits. By means of this house-to-house canvass everybody was made aware of the fact that the Columbia records were handled by the Rubiniwitz Co., and successful were the boys in the canvassing of their home town that trips were afterwards made on Saturdays to many of the neighboring towns and a different squad was sent, under the direction of the Scout Master. The boys had pleasant outings, earned money for themselves and their company and spread the fame of this particular brand of records wherever they went. Another plan tried by the Rubiniwitz Co. was the featuring of dance records. In the early Fall, when the dancing school opened, they ran an ad showing a number of silhouettes of dancing figures, and said:

DANCE TWICE A DAY AND PROLONG LIFE

A recent physician recently said that a man or woman who dances twice a day will live longer than one who doesn’t.

The best dance music in the world is found on Columbia records, and this music is always heard at the Columbia Dance Hall.

Come in today and see and hear these famous life-prolonging records.

Catering to the Fall Bride

There is nothing that makes for greater enjoyment than music in the home, and now that the Fall bride and all the dealers in talking machines and records should emphasize their appropriateness as wedding gifts. The Boston Store, Milwaukee, Wis., did this in a very attractive manner. Their large corner window was fitted up as a drawing room, and here stood a bride, wearing the gown a handsome talking machine was the most prominent accessory among the gifts displayed. There was also a cabinet, full of records, with a card: “What more appropriate for the bride’s attendants to give her than a high-priced talking machine? Knowing her tastes, her intimate friends can each give her a record of some piece of music that she particularly enjoys, lending a personal feeling to the gift that can be otherwise be difficult to attain.” While in this instance the figures were supplied by other departments of the store, it would be an easy matter to borrow them from a dry goods and clothing store—for most merchants have only too glad of an opportunity to score extra publicity for their wearing apparel, and a small card down front would announce “Figures through the courtesy of Blank & Co.”

Building a Profitable List of Prospects

The Lawrence & Briggs talking machine shop, in Nashville, Tenn., has adopted a good plan for securing a live mailing list. Instead of sending matter broadcast it is now only placed where the family owns a talking machine. In order to increase its list this concern offers one record (Emerson) free with every list of twenty-five names of owners of talking machines. The list must give the initials, correct address and name of the talking machine owned. When the list is brought in it is checked over, to avoid duplication, and the patron is then allowed to select any record in stock. The offer is not confined to people of the town, but lists may be mailed in and they offer to send by parcel-post any records chosen by out-of-town people. Having this live list of owners of machines Lawrence & Briggs see to it that a list of the new records is sent them each month and also cordially invite the owners down to hear demonstrations of the records.

Pushing Sale of Caruso Records

Now that the golden voice of the great tenor is stilled forever the records that have been made of the wonderful voice will be in greater demand than ever before. People need only to be reminded that you carry these records in order to make a sale. The Music Shop, Kalamas- zoo, Mich., recently made a display that called this vividly to mind. In the center of the dis- play was a large framed picture of Caruso, radiant in all directions from the labeled picture were bright-foiled ribbons to smaller pictures of the tenor in the various roles in which he has left an imperishable mark. From each of these smaller pictures there extended toward the front of the window another ribbon ending in a record of some aria he sang in that particular role. By this arrangement all the records were set forth in a row, close to the glass, and on the level of a person’s eyes, so that one could easily pick out his especial favorite.

Landaus’ Music Stores Expanded

Well-known Pennsylvania Concern Buys Temple of Music in Nanticoke, Pa., Which Makes Third of Successful Chain of Warerooms

NANTICOKE, PA., August 31.—Landaus’s Music Stores recently purchased the Temple of Music, at 15-17 North Market street, this city. This will make the third store operated by this enter- prising Victor house, which already conducts particularly successful warerooms in Wilkes- Barre and Hazleton.

This firm, operated by Hyman Landau and Harry Mischelovey, has long contemplated the opening of a store in this city. The Temple of Music is well and favorably known in this city and has had years of excellent patronage. Its location in the business section of the city is an excellent one and but slight alterations are nec- essary for its occupancy by Landaus. It is ex- pected that the name will be changed from the Temple of Music to Landau’s Music Store.

Greeting the customer with a smile instead of a frown is a sure way of gaining customers.

SEND FOR YOUR SAMPLE TO-DAY

Mr. Victor Retailer—
Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?
Well, you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush.
YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.
138 West 124th St.
New York City
Do you realize that, twice a month, we offer you an opportunity to sell dances and popular hits while they are hot? Are you taking full advantage of both these regular monthly opportunities to cash in quick on Columbia Records.
Mid-month Record Release

Two Reasons Instead of One to Bring Customers Into Your Store Each Month

On the tenth of every month we put on sale half a dozen of the hottest popular hits and as many of the latest dances. We back up these regular mid-month record releases with the best of advertising material.

We prepare a Government postal card which costs you one cent for you to send to your mailing list. It carries a printed advertisement of all the mid-month record releases, with a space below for you to sign your name. We follow this up with free copy and cuts in our Monthly Advertising Service for Columbia dealers. One of these advertisements always repeats the copy on the Government postal card.

We also prepare a window streamer in colors, 9 inches high by 42 long, to attract the people passing your store. Furthermore, we feature these mid-month releases on a hearing room hanger carrying the same copy as the postal card.

Thus we give you four different ways to attract customers and sell them these mid-month record releases. Do it. Make special sales drives on both the tenth and twentieth release dates.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK

GRAFONOLA
STIMULATE Your FALL Sales
By carrying a complete line of LONG Console Cabinets

There is going to be an active demand this Fall for phonographs that embody quality and value. The buying public is becoming more critical day by day, and the dealer who aims to increase his profits must give the consumer maximum value for the money expended.

The LONG Console Cabinets, illustrated on this page, have met with phenomenal success. Intended for use with the Victrola VI and Grafonola 25, type B and A 2, these Consoles produce a combination outfit that looks like a $250 model. The retail price of the complete outfit can be placed at a figure substantially less than the cost of an ordinary upright model.

The LONG Console Cabinet enables you to give your customers exceptional value, and they will therefore serve to stimulate your machine sales materially. Order the complete line today and feature them in your advertising immediately.

Write us today for catalog and prices

The Geo. A. Long Cabinet Company
HANOVER, PA.
Arousing the Buying Interest of the Public by the Employment of Original Propaganda

A prominent sales manager in the talking machine trade recently declared that the retailer who desired to increase his volume of sales under existing conditions must realize that to get ahead of competitors and arouse the buying interest among his prospects he must present the various features of his line and his business ideas in a new way. In fact, he declared, the art of selling just now depended in no small measure upon originality, for it has been shown that a good proportion of the public is not responding to ordinary selling methods, but can be made to respond when an appeal is made to them along new lines. We all know of the success that has been made by Billy Sunday in his revival campaigns. The Bible has been sold to the public for 2,000 years, but Billy Sunday comes along with a brand-new selling idea and puts the thing across in a tremendous way.

The average dealer who analyzes the sales appeal as he has been making it for the past ten or twenty years and then endeavors to get out of the rut will find a large number of channels open for his activities. The close sticking to precedent and the presenting of the argument that it has never been done that way before has no place in modern selling. The fact that a selling plan is without precedent is in itself a factor sufficiently important to warrant the careful consideration of that plan. The trouble with a great many dealers seems to be that they are overconservative, not because they lack energy and ability, but because they fear that having maintained a certain standard in selling methods they cannot endanger that standard by adopting radically new ideas. There is a wide difference, however, between the unusual and the simply sensational. Widely advertised sales—general cutting of prices and extravagant statements in advertising—are not to be included among good business practices under any consideration. It has been found, however, that there are numerous new angles to the selling game that are in accordance with the highest ethics and are sufficiently strong to make a quick, effective appeal. Improved terms of advertising—extensive publicity upon a particular machine or record—working to get a little closer to the prospect by cultivating the personal touch at every opportunity—all these are calculated to help sales even under existing conditions.

A customer in a restaurant had considerable difficulty in getting action from the waiter—a long time between courses and the service was away below par. The customer tried to get the eye of the manager, but without success. He tried to secure the waiter's attention as he brushed by, but again and again registered failure. Having eaten half his meal he did not care to walk out and he wasted some more water. On a last chance he brushed off his water glass on the tile floor. The crash brought the waiter, the head waiter and the customer's own waiter on the run and, needless to say, he got his glass of water. It is not advisable for a merchant who wants to attract more attention from passers-by to smash his show window at regular intervals on the chance that the tinkling of the glass will attract customers, but he can arrange that show window and the advertising that backs it up in a way so far out of the ordinary that attention is commanded. The talking machine has progressed to a point where it has no particular appeal to the prospective purchaser as a novelty. It is recognized as a musical instrument and the dealer must base his arguments on the premise that he must show the customer just why he needs a musical instrument now. The old arguments are not working well. The prospect has heard them all. It will take a new line of thought to get his attention and hold it to the buying point.

Generalities must give way to individualism. The more of value and interest there is in the display, the more attractive it is. The job of each prospect must be studied for the purpose of framing arguments that will appeal especially to that prospect. The time is past when the dealer could feel that having but one sale get by him there would be another right along in a few minutes. It simply isn't being done this season and will not be done any other season by those dealers who believe in keeping out of the rut.

LIKE The Victrola, Pearsall Service has many imitators, but in both cases—There Is Only One.

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
Discriminating people endorse the Widdicomb idea

—a phonograph which combines perfection as a musical instrument with taste and beauty as a piece of furniture

In the early days of the phonograph industry buyers naturally laid great stress on the mechanical and reproduction features of the machine. Appearance was more or less a secondary element in making their decision.

Gradually, however, as phonographs became more common a desire arose among persons of taste and discrimination for beauty of design commensurate with the place of the instrument as an important and prominent piece of furniture. Today, without abating in the least their demand for mechanical perfection, buyers seek a phonograph able to take its proper place harmoniously and unobtrusively among the most expensive and tasteful furniture and appointments.

Perhaps the first manufacturer to realize this trend in taste was the Widdicomb Furniture Company, for 56 years designers of the finest period furniture. Experience in meeting the desires of the most careful class of furniture buyers early led to the decision to add to the Widdicomb line a phonograph which should not only be a perfect musical instrument but an article of furniture which would add refinement and beauty to any home.

The inclination of people of cultivated tastes toward period furniture had long been recognized by this company as furniture manufacturers. Naturally the development of the new idea in phonograph manufacture followed the same lines. Various models were designed by the best furniture designers in the country to become a quiet and harmonious part of the fittings of a room furnished in any period. Adam, Queen Anne, Sheraton, Chippendale and other popular models, finished in beautiful red or antique mahogany and walnut, are included in the line, in various upright and console styles, suitable for any decorative scheme.

At the same time that these beautiful models were being developed experts in phonograph manufacture were at work perfecting the reproducing mechanism in a corresponding degree. The result was the Widdicomb Amplifying Tone Chamber—a great forward step in the science of sound reproduction, and years ahead of its contemporaries in the development of acoustic properties. The sound waves as they pass through it are extended and expanded to produce full tonal value without "blasting," while every note, high or deep, is given its proper prominence.

To the high-class dealer, who prides himself in handling only the best, the sale of the Widdicomb phonograph is a real opportunity. He can offer it to his customers with the full assurance that it is incomparable as a musical instrument, that it is in a distinctive class by itself as a beautiful article of furniture, and that it is richer in special features than any other phonograph on the market. No other phonograph offers all these advantages in the same degree.

Complete catalog showing the entire line will be furnished upon request, together with details regarding the terms of the dealer franchise.

The Widdicomb Furniture Company
Grand Rapids, Michigan

Prices Reduced!
Effective September 15th, prices on all models of Widdicomb Phonographs will be reduced to the pre-war basis. The new retail prices for the various upright and console styles will range from $95.00 to $300.00.
Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Foreword Note: This is the eleventh of a series of articles by William Harold Wall, devoted to the countless interesting opportunities which present 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 dealing with the salesmanship of the musical possibilities of the talking machine.]

OLD TRICKS FOR NEW DOGS

Columns of near-science and queer-science are written, find ways to get printed and are, one supposes, read on the general and external subject of Salesmanship. Well, I don't know much about salesmanship, so my friends tell me, but I think I know a little bit about human nature. Wherefore, that which follows may be useful to dealers who can see beyond the end of their respective noses.

The American Stamp

Men and women are bundles of likes, dislikes, wants, desires and aspirations. In one country there is in the very atmosphere a sort of restlessness which annoys the foregone, and which probably makes most of us lead lives far too noisy, blatant, worried and jumpy. Still, such is the general condition, and only the exceptional rise above it. Now, one of the symptoms of this national jumbling is that every man and every woman in America is endlessly looking for some new possession, some new luxury, some new material evidence of his or her prosperity and social position. This rush for social position, in a country which has no legally recognized social distinctions, provides very interesting material to the social satirist. But from our point of view, bound as we are to the immediate interests of our industry, such fascinating speculations must be passed aside on matter with how much of regret. All we can take into consideration is the plain and simple, yet profound, fact that, just so long as American social ideals remain as they are, the man in the street will want new things all the time. He will be a sort of modern counterpart of the Athenians, to whom St. Paul spoke so sharply. Where We Come In

And just so long as he, and even more she—remains in this state of mind the talking machine business must continue to prosper. It must continue to prosper simply because the talking machine is one of these new things. It must continue to prosper because it satisfies a normal demand of the American mentality, the demand for pleasant music and lots of it. It must continue to prosper because it represents good value and pays back in pleasure many times over every penny put into it.

But the talking machine must be pushed. The human animal is a lazy beast who has to be stimulated. Even when he most wants a thing he will put off getting it till the last moment, unless one is there with the right word to shove him along.

Wherefore, of course, the talking machine, being a musical instrument, must first of all be exploited along musical lines. Only in so far as it is pushed as a musical instrument, and as this alone, upon the attention of the prospective buyers of the community can a dealer be sure that he is making fair use of the time and money which he puts into his advertising.

Exploiting the musical possibilities of the talking machine is therefore the best of all advertising. After which more or less preparatory argument, let me set forth some reflections on new ways of doing this simple but necessary featuring of the musical possibilities of the talking machine. The preliminary may have seemed a bit lengthy, but if it has led the reader to do a bit of hot-weather thinking it has performed its task.

Going Back to School

The musical side of the talking machine is being exploited in one way or another, of course, all the time. It is bought for its music and that aspect of it continually crops up. Recitals, demonstrations and all that sort of thing are going on pretty constantly, but the dealer finds himself often hard put to it to devise new and interesting stunts. Let us do a bit of thinking on that subject.

Well, for one thing, the Victor Co. has issued for some years past many wonderfully interesting and informing catalogs, instruction books and pamphlets of the highest authority and most attractive get-up, relating to the use of the Victrola in school-work and in the general teaching of music appreciation. In looking over some of these not long since I was struck, not for the first time, with the evident fact that most of this wonderful stuff intended for school children is more than good enough for adults and, in fact, is very much needed by most of the owners, and prospective owners, of talking machines. If every man or woman who owns a talking machine knew one-half of what there is to know about music, or everyone half as much as a school boy or girl can learn from a course of this Victor school work, there would be such a demand for fine machines and good music as would keep the factories busy all the year round.

Comparisons

Suppose, then, that a Victor dealer were to announce to the people of his community that on a certain day there would be a recital show.

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

Record Albums

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

SELECTING THEIR FAVORITES

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

OLD TRICKS FOR NEW DOGS

(Continued from page 17)

A series of comparisons between the Victrola and the violin, flute, French horn, etc. I say Victor dealer, because I have been thinking especially of the Victor appreciation of music literature, but exactly the same holds good in every case. (Orchestral music literature, but exactly the same holds good in every case where the records are available. Anyhow, our dealer announces a violinist who will play a violin solo following, and with the same rendered on the talking machines.

A flautist will do the same thing. So will a French horn player, a harpist and so on. Every big city has the harpist and every town has a flautist and a horn player, a clarinettist, a cellist and others who will be glad to turn in aid help.

If a dealer can use such educational records a wonderful opportunity exists for him to make a musical sensation in his town. For instance, there are records which show the actual tones of the different instruments of the orchestra, such as those I have mentioned above. It would be a splendid grand notion to hire a quartet of sextet of good musicians and have them play the very same test passages which are played on the records, so that the audiences might hear the comparison.

A Variant

There are all kinds of ways in which this idea can be worked out. Let me just describe a variant on this notion, one, indeed, I think well worth consideration. It will give the dealer another point of view.

A number of years ago, when the Audiotone and other loud-sounding talking machines were being pushed, it was the fad to introduce them at band and orchestra concerts. Orchestration of the accompaniments of vocal and instrumental solo records were then furnished by one company at least, so that band or orchestra leaders could, from these, arrange arrangements for their own organizations. Now the same idea could, and still can, without doubt, be applied in a smaller way. Those orchestrations still exist and, without a doubt, every large maker of records would gladly furnish piano parts for favorite solos. It is only a question of the demand. A good pianist can do wonderfully effective work by simply playing an accompaniment to a fine talking machine solo. The piano entirely takes the place of the accompaniment on the record and endows the performance with a power and a beauty which it cannot otherwise attain.

The Player-Piano, Too

Moreover, there are still a large number of accompaniment music rolls made for various records by the QRS Music Co., the Melodisc Music Co. and some others. The two first-mentioned have quite a large number of these rolls. I myself was, I think, the first in the country to give a public recital of talking machine and piano combined, and now that we have the Apollophone, which combines two instruments in one, the stunt has become much simpler. Accompaniments with the talking machine are very effective and can easily be mastered by the player-pianist after a little practice.

All these ideas are, of course, variations on the original theme of the musical possibilities of the talking machine. That instrument is a universal purveyor of music and the stunts it can do by itself or in company with others are simply unlimited.

Nothing save sheer lack of imagination can keep dealers from constantly thinking up new ways to attract the attention of the crowd, and only rank stupidity can encourage the notion that high-class artistic effort is useless, or not so good as noise and trash. Demonstration of dance music and so on is going on every day and all day. The sort of thing I refer to is of another nature. It is the kind of demonstration that makes people think, and when the people can be got to thinking seriously about talking machines and records they are sure to become, first, prospects, then owners, then enthusiastic friends for the rest of their lives.

BRUNSWICK SALES TO NOTABLES

Among the many recent sales of Brunswick phonographs in New York City was that of a Gotham period model to Ed. Wynn, the popular comedian and producer of musical comedies. Mr. Wynn was so pleased with the tone of this instrument that he purchased one for his home.

Another well-known purchaser of note of a Brunswick phonograph was George Walsh, the popular moving-picture star, who bought a Stradford model for his home from the Abduzutz Phonograph Co. New York.

NEW TYPE OF MACHINE

A new type of talking machine has been invented and patented by W. E. McLean, Sr., of New Orleans, La. In this instrument the walls are made of glass and the music comes from the bottom of the cabinet with the recordfile at the top. The owner says he will begin manufacturing when conditions are more favorable.

ARRANGING ARTISTIC STORE

G. E. Corson, exclusive Brunswick dealer at The Dulles, Ore., is remodeling his store, and when completed it will be one of the most attractive Brunswick shops in the State. The store will have two machine rooms, two demonstrating booths and the interior decorations will be done in white.

Guy Brooks Davis, of Kewanee, Ill., has accepted a position as head of the talking machine department of the Oberlin Furniture Co., Kau- kakee, III.
It is a plus profit!  Sell the OperATONE
the novel duplex-type of reproducer—
with its amplifier and wonderful wood fibre diaphragm—that dealers know as
the greatest present-day stimulant to business, bringing in new customers and pleasing old friends. A wonderful store demonstrator, adding to your profits and local prestige, providing a new and novel window display, attracting new customers by its novelty and value, appealing to every phonograph owner by its tone-quality. The basis for a profitable mail campaign, ideal as a personal canvass of your entire list of owners, renewing interest in many machines now idle, always increasing the sales of your records.

One live Dealer, in each territory
will reap this plus profit by being the local Distributor of the OperATONE. He will be backed by practical co-operation and a complete sales plan. Everything he needs—from local newspaper advertising, over his name, to folders. You may be this Dealer—will you?

Every Dealer knows many music lovers who will appreciate his suggestion that this will add to the enjoyment from their library of records—and who, at the same time, will buy more records.

The OperATONE is backed by some of the big men in the Trade. It is endorsed by most exacting critics, by many Artists and—best of all—by the Buying Public. To quote one of our representatives—a Victor Dealer:

"The OperATONE brings more out of the record and increases the volume. It sells more records and helps sell machines. It adds to my business a plus profit."

Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach your district—schedule those deliveries as a personal favor. This is being done by others. Retail price, $12.50—sold to dealers at $9.00 the dozen, with quantity credits.

Each dozen earns $60.00 or more, and sells two more dozen by personal recommendation—and many extra records. It pays!

Ask your Jobber—or write direct

The NATURELLE REPRODUCTIONS CORPORATION
5 WEST 39th STREET
NEW YORK
Made in Our
Watch Oil
DEPARTMENT
which for half a century has made 90% of all the
watch, clock and chronomo-
graph oil used in America.
The Best Oil For Any Talking Machine
In addition, NYOI is used in the same ratio as our
known watch oil excepts. All guns and imprin-
ted cars are removed by using it.
Colorless, Odorless and Stainless.
Homeowners say they would not be
without NYOI because it is free for phonographs and
minis and will not cause the base-
ment and will not stain. It is free
from mild and will not gum, or become small.
Homeowners say that it leaks for gases because it prevents
rust.
NYOI is put up in 100, 200, and 1,000 Bottles
For Sale by all Talking Machine Supply Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

ARTISTIC FLOAT BOOSTS PUBLICITY
Roscoe Benjamin Features Victor Products in
Parade—Dancing Girls Attract Attention
WINDSOR, CONN., September 4.—Prominent among
the many features in a recent parade here, co-
memorating the 150th anniversary of the city,
was that of Roscoe Benjamin, an exclusive Vic-
tor dealer. The float, which was instrumental in
attracting considerable attention to the Victor products and at the same time gaining publicity for Mr. Benjamin, consisted of six Victor dogs, one perched on the front of the truck, one on
top of each of four pillars on the truck and the other in the center of the float. Two dancing girls, who danced to the music of a Victrola whenever the machine came to a standstill, com-
pleted the ensemble.

"CONVERTO DE LUXE" IN DEMAND
New Console Type Talking Machine Cabinet Made by the C. J. Lundstrom Mfg. Co. Gain-
ing in Popularity—Plan Fall Campaign
LITTLE FALLS, N. Y., September I.—The continu-
ously growing popularity of the console type of
talking machine is being proved by the demand
for the "Conerto De Luxe" talking machine
cabinet made by the C. J. Lundstrom Mfg. Co.,
of this city. This company has made for many
years, an upright model of Conerto cabinet, but
the console type was just produced this year.
This new model has a mahogany top with one
half of the top forming the cover. When this
cover is raised a space is disclosed which is
made especially to hold the Victor VI. The
doors in front of the Conerto console cabinet
are so arranged that they allow the perfect use
of the doors of the talking machine. The cabi-
nent contains needle trays and a dust-proof rec-
ord compartiment.
The C. J. Lundstrom Mfg. Co. has received
many enthusiastic reports from dealers regard-
ing their exceptionally good success with the
new model and a strong campaign is being pre-
pared by this company for the Fall.

ADDS BIG RECORD DEPARTMENT
Six New Demonstration Booths and Department
With a Capacity of 25,000 Records Constructed
in Pennsylvania Furniture Store
NANTICOKE, PA., September 5.—Numerous im-
provements, including the addition of six sound-
proof record demonstration booths and a big
record department, which is designed to hold
20,000 records, have been made in the furniture
store owned by Philip Strauss, this city.
A unique and profitable advertising stunt was recently evoluted by Mr. Strauss. A number of
circulars were dropped from an airplane here
and in surrounding towns, and the result, from
an advertising standpoint, was wholly satisfac-
tory.

PATHE PLANT OVERHAULED
Big Brodsky Factory Shut Down for Fortnight
to Facilitate Overhauling of Equipment
The extensive plant of the Pathé Brothers
Film Corporation, of Brooklyn, N. Y., was closed
for a period of two weeks during the latter
part of last month. This was done in order
to give the machinery a thorough overhaul.
Mechanically the factories where the differ-
ent machiney had been produced were secured
and every piece of machinery, from the basement
to the top floor, in both buildings was put in
prime condition. Although the plant was offi-
cially closed it required both day and night
work during the two weeks to complete this
tremendous task. The plant was again opened
for production purposes on the twenty-ninth
of the month.

MANY NEW BRUNSWICK DEALERS
PORTLAND, ORE., September 1.—The local branch
of the Brunswick-Balke-Collender Co. reports
the following new Brunswick dealers: Krueger
Bro. Canby; Amity Drug Store, Amity; Pizza
Pharmacy, St. Helens; Dallas Pharmacy, Dal-
lus; H. H. Mack, Huntington; Walter Letter-
maier, Aurora; E. Fishir, Goble; Barister Bros.,
Sheridan; H. C. Clark, Willamina; Moore-Dunn
Co., Salem, all in Oregon; Pearl Jennings, White
Salmon, Wash.; J. J. Lorton, Cambridge, Idaho,
etc.
The "Coyse Music Shop" is the novel name of a
new talking machine record establishment
which opened recently at Eaglewood, Ill. The
proprietor is C. O. Olson.

COURTESY VS. THE SALESMAN
Tact and Courteous Salesmanship Will Win
Friends for Your Establishment
The most valuable attribute of an efficient
sales force is a proper appreciation of courtesy.
While the salesman may know his product so
well that the most silver-tongued oratory will
not make sales, if it is not backed up by tact and
consideration for the customer. Talking machine
dealers whose sales force is not up to his
mark in this respect will find it profitable
to put them through a short intensive training
course, imprinting ineradicably in their minds
that courtesy and salesmanship go hand in hand.
The principal buyers from the retail mer-
chants to-day are the women. And it is a fact
that women set great store on, courtesy and
will patronize the establishment where they are
extended the most consideration. It is not ne-
cessary for the clerks and salesmen to be servile.
In fact, servility does more harm than good and
is therefore to be avoided.
Women love neatness and an unkept sales-
man scours their disfavor. The salesman who
puts off that shave, appears before a customer
without a hat on or a cigarette in his mouth
and talks away at top speed without giving the
customer a chance to open her mouth is not
only injuring himself, but is costing the firm
by which he is employed money.
Little attentions, such as seeing to the comfort
of customers, asking their advice in small mat-
ters such as whether they prefer a loud or soft
needle and what record they prefer to hear if
a machine is being demonstrated, will make
them feel as if they were taking a direct part
in the transaction. Such things go a long way
toward making sales and the women to whom
has been accorded such courteous treatment
will become firm friends and steady customers
of the establishment.

B. R. FORSTER OFF ON LONG TRIP
B. R. Forster, president of the Brilliantone
Steel Needle Co., is on an extended trip in the
interest of Brilliantone needles. Mr. Forster left
the latter part of August and is expected to be
away about a month. He will visit Canada,
Chicago and the Middle West down to El Paso,
Texas, and will return through the South. Mr.
Forster reports that he has found business con-
titions in the various sections of the country
much improved and that every evidence points
toward good Fall business.

The Dealer Dominant
In the talking machine and record industry
today, as everywhere else, the dealer is the domi-
nant figure.
We help the manufacturer help the dealer sell
more through real dealer helps.

Call us in for Ideas on
lithographed displays.

EINSON LITHO INCORPORATED
Executive Offices, Art Studios and Manufacturing Plant
337 East 29th Street
New York City
Life Vibrant

The greater joy Gennett Records give to music lovers is the joy of hearing the buoyant, warm, colorful tones expressed by the artists at their best. The life that is in the artist is in the record. That's why Gennett Records are better for dancing—better for hearing.

FOR NEW RECORD DELIGHTS READ:

FIN THE SWEET RYE AND RYE (STRING WAG)
THE CHURCH IN THE WILDERNESS (RIN)
\cell{Ophelia Quatrefils, Vocal Quartet, Unaccompanied} 
LAUGHING PARIS (Water-Men)
\cell{State Normal School Glee Club, Piano Acc., Frank Smith}
\cell{State Normal School Glee Club, Piano Acc., Frank Smith}
\cell{GROWTH HEAD (Shenandoah)-Waltz
IN MY TIPSY CANE (Fisher)-Waltz
JULIENNE (Turk-Hunter)-A French-American Fes-
\cell{Sweetheart (Osie Johnson)-Fugue
Gennett better all phonographs. Hearing is believing

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI

CLEVELAND INDIANAPOLIS BOSTON JACKSONVILLE LONDON, CANADA
HOWARD RESIGNS FROM GRANBY CO.

E. C. Howard Severs His Connection With That Company on September 1—Plans for the Future Not Yet Announced

Norfolk, Va., September 1—E. C. Howard, director of sales of the Granby Phonograph Corp., of this city, resigned his position with that company, effective this date. Mr. Howard's future plans are indefinite.

In his many years' connection in the talking machine industry Mr. Howard has displayed many superlative talents as an organizer, sales director and designer, but it was not until his resignation that he disclosed to his many friends that he was a writer of blank verse of no small ability. In tendering his resignation to the Granby Phonograph Corp. Mr. Howard inscribed it in the style made famous by the editorials of K. C. B. Not to be outdone, E. F. Carson, assistant general manager, in the name of the Granby organization, replied in like manner, speaking with appreciation of the efforts and the results of Mr. Howard's endeavors. The closing lines of Mr. Carson's reply are as follows:

"You take with you The consciousness Of having left A job well done. Once more good-bye. We thank you Granby."

NEW ISSUE OF VICTOR SCHOOL BOOK

Revised Edition of "The Victrola in Rural Schools" Now Ready for Distribution

The educational department of the Victor Talking Machine Co. announces recently to the trade that a new revised edition of the educational booklet, "The Victrola in Rural Schools," is now ready for distribution. This book has proved of particular interest and value to teachers of school music in all sections of the country. It was first issued about six years ago and the demand for the work has made necessary the frequent printing of new editions.

ETHEL LEGINSKA IN LONDON

Ethel Leginska, whose piano records are included in the Pathé repertoire, made her first public appearance in more than two years in a concert with the London String Quartet at Aciham Hall, London, recently. Miss Leginska has paid a visit to Paris and has played at a number of private musicals. She is expected to return to New York late in September.

TO HANDLE EDISON EXCLUSIVELY

Reed, French Piano Co., Portland, Closes Out Other Lines of Machines and Records

Portland, Ore., September 9.—The Reed, French Piano Co. will hereafter be an exclusive Edison dealer, having disposed of its other lines of goods. M. C. Collins, in charge of the department, is an Edison enthusiast and says that one can sell easily what one believes in. The Edison "Broadway Flashes" are very popular.

COOL & SCHALLER INCORPORATE

Cool & Schaller, dealers in musical instruments in New York City, were recently granted a charter of incorporation under the laws of New York, with a capital of $50,000. H. L. Cool and W. G. and E. F. Schaller are the incorporators.

DANCING RECORDS PROVE POPULAR

Luda, celebrated dancer and Pathé star, recently returned from a successful tour to the Pacific Coast to her summer home, Strattonburg-on-the-Hudson. Her various dance numbers on Pathé records for the teaching of dancing are proving in popular demand.

The Superior Lid Support

Curved back on top, Pathé fifteen-cent, the lid, which was at one time desired, does not cover the deck.

Sample Prepared, $0.75 Nickel—$1.25 Gold

Quarter Pieces of Aluminum

VICTROLA USED IN CHURCH

G. C. Wille Co. Furnishes Victrola for Use at Service in Honor of Carson

Canton, O., September 7.—The George C. Wille Co., Victrola dealer here, co-operates with Rev. William Hayes Longworth, pastor of the First Congregational Church, Sunday night, in what the pastor termed "An Evening With Carson." Rev. Longworth spoke on the life of Carson. The Wille Co. sent a large phonograph to the church and many of Carson's most popular records were played, including songs in English and Italian and some of his big quartet and sextet numbers sung with other stars of the Metropolitan.

NEW SIGN ON GRANBY FACTORY

Norwalk, Va., September 3.—A large forty-foot electric sign has been erected on one of the factory buildings of the Granby Phonograph Corp., of this city, proclaiming it "The Home of the Granby Phonograph." This sign is illuminated at night and is visible from a great distance. As the Granby factory adjoins the main line of the Chesapeake & Ohio Railroad, this sign will be viewed by thousands of travelers on this trunk line.

BRUNS "ONE MAN" DELIVERY COVERS

Posess exclusive features which assure superior service

BRUNS MADERITE one-man delivery covers have proven successful beyond expectations. They fill a long-looked-for demand everywhere are purchasing them regularly.

BRUNS MADERITE delivery covers are made in two qualities—Grade A, of sturdy Brown Duck, Grade B of Khala Drill. If Dealers prefer the closed type instead of jacket type we furnish them as well.

BRUNS MADERITE phonograph delivery covers are made to protect the Console or Portable phonographs. All grades made up promptly to special measure or from stock to fit any standard machine. Price list and descriptive circular on request—Order direct or through your jobber.

A. BRUNS & SONS

Manufacturers of Everything Made of Canvas

A. BRUNS & SONS

One Man Delivery Cover

Say: "I have a BRUNS "ONE MAN" Delivery Cover for your Phonograph. It cost me only $2.50."

A. BRUNS & SONS

580 Ralph Ave., Brooklyn, N. Y.
A Practical System for Checking Up Sales Effort and Accomplishment

By Clarence H. Mansfield

Few retail phonograph and talking machine concerns have a definite, reliable means of obtaining sales information which is really vital to the success of their business. Few have any dependable method of weighing their salesmen and relishing just which salesmen work the hardest, and just which ones show the best results in proportion to the work they do. It is with this in mind that the writer evolved the daily sales reports reproduced herewith and which he will endeavor to explain.

We employ six exclusive phonograph salespeople, one regular floor man and five outside salespeople, and through the use of these daily reports we have an accurate account of each day’s operations in detail. We have the number of outside calls made by each salesman, we have the number of approvals obtained from these calls and the number of sales ultimately effected. We have the number of competitive deals handled, showing by what salesmen against what other make of instrument and from what concern and what salesmen with that concern and we know whether the sale is won or lost, and for what reason.

This information alone is highly valuable to the sales manager. It enables him to put his finger on weak salesmen and their weak points. It enables him to measure the ability of the opposing salesman.

Checking Up on the Loafer

One of the most perplexing problems the retail phonograph sales manager has to cope with is to know whether or not his salesmen are really working and on the job when they are supposed to be out calling on prospects. These daily reports end any such doubts, and I am sure that the salesman who has been a little prone to loafing on the job will find that he can no longer do so if his concern adopts the use of these daily reports.

You will note that quite a bit of space on this report is devoted to reasons why a salesman lost a sale. This space is headed “Obituary,” and in spite of the name or this jocular manner in which it is dubbed it is really one of the most important parts of the daily report. For while it is very interesting and also valuable to know why a customer did purchase it is far more important and of greater value to the sales manager to know why the customer did not purchase, for there is where the sales manager’s real corrective work must be done.

Just for instance, at certain times of the year salesmen will find practically the same objections to buying right then being brought up by most of their prospects, and when this happens the salesman knows just where and on what points to coach his salesmen most. All salesmen are familiar with these objections:

“Times are too hard now,” “Well, I am going away on a vacation soon, so I’ll wait till I get back,” “Everything is coming down in price, so I’ll just wait awhile,” and scores of other similar ones.

The sales manager will recognize at a glance the importance of knowing: The total number of customers who came into the store to look, the number of those who were sold outright, the number from whom approvals were secured, the number of these approvals sold, and the number of customers who walked out of the store without buying right then or without allowing an instrument to be sent to their home on approval.

He will also recognize the value of knowing the total number of outside interviews with prospects handled by his salesmen, the number of these prospects who bought outright, the number who allowed an instrument to be sent to their homes on approval, and the number of these who were ultimately sold.

All this information through these reports is given him at the end of each day, and at the end of each month, showing each salesman’s work and the grand total of the entire sales force.

It is not always the salesman who makes the most sales that wins in the most business. These reports will show that some salesmen make fewer calls than others yet sell a greater number of these calls. Of course, the salesman who makes the better percentage is really the better salesman and this is just the information that the wise-awake sales manager wants. The salesman who calls on a greater number of prospects yet effects fewer sales needs attention from the sales manager. There is something wrong with his selling somewhere. This cause can be found through the “Obituary” space in these reports and can then be corrected by the sales manager.

Then there is the man who makes fewer calls yet sells a greater percentage of these calls. Perhaps (the reports will show) he can be speeded up to make more calls, thus increasing his sales proportionately. The intelligent sales manager knows that the salesman who calls on, say, as many prospects in a given time as another salesman yet effects a much smaller percentage of these sales, even though his total volume is as great as that of the other salesman, is not at all the most successful worker. The other man who makes the smaller number of calls but larger percentage of sales is by far the best salesman. His work is more thorough and effective, while salesman No. 1, who is the opposite type, is no doubt losing a lot of business for the house by lack of ability or thoroughness.

The salesman’s daily report shows up these conditions and enables the sales manager to find out “who's who” and make corrections where they should be made, and give aid where it is needed.

Finding Out Who Is Doing the Work

These reports show positively, definitely and finally just "who's who" among your salespeople; it enables you to bolster up your weak places, and I’ll say this without fear of contradiction that if a concern can stop up the leaks whereby it is eating up its sales through inefficiency it can increase its volume anywhere from 50 per cent on up. Few concerns, though, really know just where their sales leaks are.

On the front at the right-hand bottom corner of the salesman’s daily report is a place to put the total number of prospects called on who were not at home. These "not-at-homes," how-
ever, are not considered as "calls," and this space is put there in order that the sales manager may know just what the salesman has done with his time. The salesman's daily report also will show just how long a salesman spends with a prospect. He must show the time of his call so the salesman must account for every hour of the day.

The general daily report of sales, collections, finances, etc., also shown coupled with the salesmen's daily reports, will enable any manager to keep in daily touch with every little detail of his business, and it only takes a few minutes' work each day on the part of each salesman and (Continued on page 24)

The Series of Sales Report Cards Used By the Edison Shop, Dallas, Tex.

FLOOR MANAGER'S DAILY REPORT OF FLOOR CUSTOMERS

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A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT.—(Continued from page 23)

the floor manager to get up this report, which is so invaluable to the sales manager or the head of the business.

Real Business Information

One can readily see what value the information contained in this general daily report has for the man in charge of collections and finances. He knows each day just how accounts stand; he knows whether collections are lagging and, if so, just where. He knows what should be collected during the month under each division of accounts and just what has been collected so far. He has before him constantly his month's obligations and knows definitely just how he is prepared to meet them.

These daily reports give the sales manager some very vital sales information, but the salesman's monthly commission report, as will be noted, also gives some vital information that the daily reports do not give: such as per cent on each sale, average per cent of down payments, average sale, average number of months for term sales, whether sale was to prospect or new customer, and, if prospect, how long the prospect had been a prospect.

Weeding Out Dead Prospects

This brings to light one particular question that has been discussed pro and con among phonograph concerns to a great extent and that is, does it pay to follow up prospects over a few months old or at what age does a prospect automatically become dead, or should a prospect be made up for 100 per cent commission? If it is not possible to close the deal within a certain time from the date of the sale, it is not advisable to follow up the prospect, as it will not pay the company to lose the money that is due on the contract. However, if the prospect can be made up within the time limit, the sale should be made.

LIVELY DEMAND FOR EQUIPMENT

Preparations Being Made by Dealers Pressage a Busy Fall and Winter

With the approach of the Fall season optimistic predictions made during the early Summer months are materializing. Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warerooms, reports that the Van Veen Co. during the month of August shipped twice as many installations of Van Veen equipment as in the same month of last year. This important news is not only indicative of the good business done by Van Veen & Co., Inc., but visualizes the energetic plans of the dealer for the Fall season. These very numerous installations are now in place and the dealers are thus excellently equipped to handle the Fall business.

A close investigation of the affairs of "the man who never had a chance" usually proves he lacked vision in recognizing opportunity when it was thrust upon him.

{Continued}
SETTING UP
for the
NEW MUSICAL SEASON
STOCK UP WITH
ODEON
and
FONOTIPIA
RECORDS
READY FOR THE FALL BUSINESS

Newest Splendid Popular Hits
EXTENSIVE REPERTOIRE
Operatic, Classical and Artistic
by
Celebrated Artists

SELECTED VARIETY OF OUR WELL KNOWN
FOREIGN LANGUAGE RECORDS
GERMAN ITALIAN POLISH BOHEMIAN DANISH
SWEDISH NORWEGIAN HUNGARIAN SERBIAN BULGARIAN
JEWISH GREEK TURKISH ARABIAN SYRIAN

Ask for our Catalogues of Foreign Language Records and Celebrated Artists' Selections

BIG PROPOSITION FOR DISTRIBUTORS

American Odeon Corporation
100 WEST 21ST STREET
NEW YORK
"Listening" and "Crooning" are the latest fox-trots by the Paul Biese Orchestra. They're business builders for dance-loving customers. Have you ordered a big supply? A-3439.

Columbia Graphophone Co.
NEW YORK

WINDSOR-POLING STORE IS POPULAR

Victrola Dealer Has Attractive Store and Believes in Service—Adds Repair Department

AUBURN, O., September 8.—Although less than six months in existence the Victrola parlors of the Windsor-Poling Co., Mill and Howard streets, are a feature of the eastern Ohio talking machine trade. Every detail of the furnishings and decorations is in harmony and the facilities afforded patrons for comfort and service are of the best.

The interior is finished in light gray, with all furnishings, draperies and furniture to match. The furniture is of wicker and gives the store a homelike atmosphere. Booths are arranged along one end of the shop. The first booth, facing Howard street, serves also as a show window and attractive displays are featured there.

Earl Poling, in charge of the store, says business has been highly satisfactory and that the depression which Akron has felt so keenly has had little effect on them.

Among the many effective business-getting ideas of the company is a series of Victrola concerts as soon as the new records for the month are received. These are proving very popular.

Combined Booth and Show Window

Increased Record Business Is Here

You Will Get It With

Okeh Records
The Record of Quality

KIEFER-STEWART CO.
Distributors of Okeh Records
Capitol Ave. and Georgia St.
Indianapolis, Ind.

RELIEF FOR TRAVELING MEN

Efforts Now Being Made Through Congress to Secure Interchangeable Mileage Book at Reduced Rates and Also to Have Present Pullman Surcharges Entirely eliminated

According to a letter sent out to the members of the National Piano Travelers’ Association by Albert Beiching, secretary, there are excellent prospects that something will be done shortly by Congress to reduce the present excessive cost of railway transportation, which is proving such a tremendous burden to commercial travelers.

At the instance of the National Council of Traveling Salesmen’s Associations, with which the National Piano Travelers’ Association is affiliated, an appeal has been made to Congress to authorize the issuance of a 5,000-cent book of script to be used on all railroads and giving the traveling man the advantage of a 25 per cent cut below ordinary passenger rates. It is urged that traveling men wire, or telegraph, to their respective Representatives or Senators urging the quick passage of the mileage book legislation and also of the bill now before Congress to eliminate the present Pullman surcharge of 50 per cent.

The National Council is also making a strong drive against excessive charges by hotels in practically every section of the country and is seeking to bring about reductions in the prices of both rooms and food.

COALE MUSIC CO. MOVES

Expansion Makes Move of California Business Necessary—Carries Complete Stock

SACRAMENTO, CAL., September 3.—The Coale Music Co., of this city, due to its rapidly growing business, has been forced to move from its modest quarters on South Sutter street to a new and larger store on the same block. The company, of which Jack Coale is the head, handles a full line of pianos, sheet music, talking machines and records. The sheet music department in the new establishment will be much larger than was formerly possible.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., 64 East Van Buren street, Chicago, has been granted a charter of incorporation under the laws of the State of Illinois, with 400 shares of stock having no par value. The firm will manufacture and deal in musical instruments and appliances. Incorporators are: John Eberson, James Topp and M. H. Frost.

THE COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of $2,000,000 at Albany for the purpose of manufacturing phonograph products. Those interested are Samuel B. Howard, Robert K. Thistle and Harry C. Hand, all of New York.
HITS

4402 I'm Looking for a Bluebird (to Chase My Blues Away). Contralto with Rega Orchestra - - - Vaughn De Leath

My Daddy. Contralto with Rega Orchestra - Vaughn De Leath

4403 Honolulu Honey. Hawaiian Instrumental. - Ferera-Franchini-Green
Sweet Hawaiian Girl of Mine. Hawaiian Instrumental. Ferera-Franchini-Green

4404 Oh Joy! Toddle Dance. - Harry Raderman’s Jazz Orchestra
Illo (A Voice From Mummyland). Fox-trot. Harry Raderman’s Jazz Orchestra

4405 Mule Blues (The Hee-Haw!) Fox-trot. - Tampa Blue Jazz Band
Bad Land Blues. Fox-trot. - - - Tampa Blue Jazz Band

4406 Broncho Trot. Fox-trot. - - - Hager’s Dance Orchestra
Old Blue. Waltz. - - - - Hager’s Dance Orchestra

4407 Why, Dear? Fox-trot. - - - Harry Raderman’s Jazz Orchestra
Hardingo. Persian Fox-trot. - - - Rega Dance Orchestra

Bring Back My Blushing Rose. (From “Ziegfeld Follies of 1921”) Tenor with Orchestra. - - - - - - Sam Ash

4408 Learn to Smile. (From the Musical Comedy, “The O’Brien Girl”) Tenor with Orchestra. - - - - - - Sam Ash

Okeh Records

General Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th Street, New York City
"TOURING PARTIES" HELP BUSINESS
Suggestion for an Aid to the Advertising Manager for the Creation of New Ideas

The talking machine dealer has unparalleled opportunities for producing advertising which makes a strong appeal. There comes a time to every ad man, however, when he becomes barren of ideas, his work takes on a stereotyped appearance and the pulling power of the ad is lost. The talking machine ad man can not only overcome this fault, but at the same time gain some free publicity by inviting guests on certain days to form "touring parties." As should be specified on the invitation, at a certain time the selected guests start on a tour of the establishment, conducted personally by the manager or proprietor of the store. Each guest is presented with a pad and pencil, on which she jots down criticisms and selling points of the machines and records, as well as the other supplies which the store carries. Criticism of the service can also be made a point of the tour. This plan is especially applicable to the small-town store. The women receiving the invitations should preferably be the best known in the community. In the small town the women who are invited will, in most cases, feel flattered at being selected and will be more than willing to respond. The invitation signed by the proprietor of the establishment is more likely to achieve results and if the proprietor acts as host to his guests and carries out the duty successfully he will at least have made some friends.

PLACES MACHINES IN FIRE HOUSES
Brenway Bros., Pathé Dealers in Lincoln, Neb., Try Out New Plan With Great Success

LINCOLN, Neb., September 3—Edwin N. Kane, manager of the outside sales staff of Brenway Bros., Pathé dealers of this city, has been devoting much attention to fire houses. Mr. Kane first obtained permission from the fire commission to place a Pathé phonograph in the fifteen fire houses, and the result resulted in a good proportion of sales not only to the fire houses, but to individual families for their homes.

HARPONOLA
the Phonograph with the "Golden Voice"

THE Harpomola proposition will show you why it is a better time—if you are a live storekeeper—to get into the phonograph business and make money, than ever before.

Write for the proposition

THE HARPONOLA COMPANY
101 MERCELINE PARK
CELINA, OHIO

Edmund Brandts, President
Harpomola Cabinets are built by the Messeran Brandts Brothers in a separate up-to-date factory.

Eugene Wilson to Assist Benjamin Schwartz in Covering the Brooklyn Territory

The Knickerbocker Talking Machine Co., Vic- tor wholesaler, New York City, has announced the appointment of Eugene Wilson to the sales staff of its organization. Mr. Wilson was formerly connected with S. B. Daveva & Co. and in his connection with the Knickerbocker Talking Machine Co. will assist Benjamin Schwartz in covering the Brooklyn territory.

A B R A M D a v e v a , vice-president of the company, and Joseph Schwartz, manager, have arranged, on alternate weeks, to spend their entire time calling upon the dealers. The object of these visits is to extend the maximum amount of co-operation and to place at the disposal of the dealers the experience and facilities of the Knickerbocker organization in making the Fall season exceptional from every standpoint.

P A T H E P H O N O G R A P H S I N S C H O O L S
Oklahoma Dealer Goes After Such Business in a Manner That Secures Results

C H I C K E R O E , Okla., September 2.—Pathé dealer Smith of this city, was strongly of the opinion that every schoolhouse was a Pathé prospect. He carefully studied a map showing the school districts of Alfalfa County and his convictions resulted in twenty-one sales, with the campaign still under way. Mr. Smith displayed a strong spirit of co-operation and where the school budget did not include an expenditure for phonographs he arranged for a series of socials to help pay for the instruments. In most cases the Pathé instrument which was to be purchased played an important part in the money-raising entertainment. Dealer Smith believes that the twenty-one sales already made will multiply through the fact that every one of the school children will become an enthusiastic salesman for the Pathé line in his or her own home.

B A R K E R B R O S . LEASE NEW STORE
—Barker Bros., dealers in talking machines and pianos, Fresno, Cal., have leased a new store at 1299 J street for a period of five years and the firm will spend about $5,000 in alterations, exclusive of furnishings.

The basement of the store consists of two rooms which will be converted into a large re-
tail hall. New sales and record rooms are being installed on the street level.

I R O Q U O I S
IROQUOIS SALES CORPORATION
BUFFALO, N. Y.
Wholesale Distributors

Okeh Records

I R O Q U O I S
Granby Phonograph

I R O Q U O I S
Granby Phonograph
Emerson Records

Emerson Wholesale Distributors
Alexander Drug Co.
226 W. First St.,
Oklahoma City, Okla.

Carpenter Paper Co.
Ninth & Harney Sts.,
Omaha, Nebr.

R. K. Currie & Co.
417 W. Fort St.,
Detroit, Mich.

City Department E. P. C.,
206 Fifth Ave.,
New York City

Emerson Philadelphia Co.
810 Arch St.,

Emerson Phonograph Co.
315 So. Wabash Ave.,
Chicago, Ill.

Emerson Ohio Co.
36 W. State St.,
Columbus, O.

Hesig-Ellis Drug Co.
Memphis, Tenn.

Jewel Phonograph Co.,
229 N. Pennsylvania St.,
Indianapolis, Ind.

Marshell Wells Co.
Duluth, Minn.

Laning Sales Co.
Eliot & Warrenton Sts.,
Boston, 11, Mass.

Munmann Phonograph Co.
1318 Olive St.,
St. Louis, Mo.

Rountree Corporation
111 W. Broad St.,
Richmond, Va.

Southern Drug Co.
Houston, Tex.

George W. Stolte Co.
601 Elm St.,
Dallas, Tex.

Southern Sonora Co.
310 Marietta St.,
Atlanta, Ga.

Streffel-Paterson Hardware Co.
Salt Lake City, Utah

Tri-State Sales Co.
1017 McGee St.,
Kansas City, Mo.

Every month the Emerson release includes certain numbers that not only invite but positively demand rendition on the Emerson Phonograph. Played on the Emerson they evoke with their full tone quality a music satisfaction that is complete.

However, it's always easy to identify them on any machine. Their verve and animation stamp them immediately as "EMERSONS."

Among the October numbers you will particularly like are:

10419 { JUST LIKE A RAINBOW. Fox-trot............. Lainin's Restaurant Orchestra A fox-trot of irresistible rhythm and melody.

10421 > OH JOY! Fox-trot Toddle............. Joseph Knecht's Waldorf-Astoria Dance Orchestra

10422 { FING SING. Fox-trot............. Plantation Dance Orchestra

10423 { TI-O-SAN. Fox-trot............. Green Brothers' Novelty Band

10423 { IN MY TIPPING CANOE. Waltz Joseph Samuels' Music Masters

10423 { YOU'RE THE SWEETEST GAL IN ALL THE WORLD Medley Fox-trot............. Bennie Krueger's Orchestra

10423 { I'VE LOST MY HEART TO THE MEANEST GIRL IN TOWN. Fox-trot............. Plantation Dance Orchestra

10426 1 WHY, DEAR? Fox-trot............. Merry Melody Men

10426 { SECOND-HAND ROSE. Fox-trot.............

The complete Emerson list for October:

DANCES

10419 { JUST LIKE A RAINBOW. Fox-trot............. Lainin's Restaurant Orchestra

10421 > OH JOY! Fox-trot Toddle............. Joseph Knecht's Waldorf-Astoria Dance Orchestra

10422 { FING SING. Fox-trot............. Plantation Dance Orchestra

10423 { TI-O-SAN. Fox-trot............. Green Brothers' Novelty Band

10423 { IN MY TIPPING CANOE. Waltz Joseph Samuels' Music Masters

10423 { YOU'RE THE SWEETEST GAL IN ALL THE WORLD Medley Fox-trot............. Bennie Krueger's Orchestra

10423 { I'VE LOST MY HEART TO THE MEANEST GIRL IN TOWN. Fox-trot............. Plantation Dance Orchestra

10426 1 WHY, DEAR? Fox-trot............. Merry Melody Men

10426 { SECOND-HAND ROSE. Fox-trot.............

SONGS

10425 { BRING BACK MY BLUSHING ROSE. Charles Harrison

10425 { THERE'S A CORNER UP IN HEAVEN............ Sam Ash

10426 { TUCK ME TO SLEEP....................... Eddie Nelson

10427 { I'VE GOT THE JOYS.......................

10427 { MY SUNNY TENNESSEE.............. Vernon Dalhart

10427 { DOWN AT THE OLD SWIMMING HOLE........ Hare and Jones

10428 { MA.............................. Fred Hillebrand

10428 { KILL 'EM WITH KINDNESS.............

STANDARD SELECTIONS

10429 { CELESTE AIDA (From "Aida")........ Martino Brefelli

10429 { UNA FURTIVA LAGRIMA (From "Elisir d'Amore")....

10430 { ANGEL'S SERENADE................... Longo Trio

10431 { THE HERD GIRL'S DREAM..............

10431 { LOCK LOMOND....................... Walter Vaughan

10431 { BELIEVE ME IF ALL THOSE ENDELING YOUNG CHARMS........ Walter Vaughan

10432 { LOVE'S OLD SWEET SONG............. Jules Levy, Jr.'s, Brass Quartet

10433 { BLUE BELLS OF SCOTLAND.............

10433 { OLD FOLKS AT HOME..................... Louise Terrell

10433 { IN THE GLOAMING..................... Helen Clark

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

THE TALKING MACHINE WORLD September 15, 1921
CONFERENCE OF VICTOR TRAVELERS

Annual Gathering of Traveling Representatives of Victor Talking Machine Co. Ended on August 20—Special Attention Given to Sales Promotion Work for Dealers' Benefit

The annual conference of the traveling representatives of the Victor Talking Machine Co., which lasted for two full weeks, came to an end Saturday, August 20, the travelers leaving for their respective territories full of valuable information acquired during the meetings and with increased confidence for the Victor line.

The travelers, of whom there were twenty-five in all, were quartered at Strat Haven Inn, Swarthmore, Pa., where they enjoyed the advantages of beautiful country and enjoyed various forms of outdoor sport between sessions. There were two special field days at the Riverdale Country Club, during which golf and tennis held sway.

During the conference special emphasis was laid on sales promotion work, particularly of the sort calculated to help dealers in increasing their business. The problems of present-day merchandising were discussed at length and the whole economic situation reviewed.

The first work was given over to an intensified study of record analysis and musical appeal to the public through the medium of records, while during the second week general business conditions in sales methods received attention.

The conference resulted in a very much better equipped force of traveling representatives than has heretofore gone out to represent the Victor Co. As the dealer evinces a genuine desire to welcome the representative coming into his store for the purpose of extending to him real and practical help in the handling of his sales problems, these appointments are important.


BIG DEMAND FOR RECORD ALBUMS

Output of “Nyceco” Albums in Both New York and Chicago Plants Is Increased

Max Willinger, president of the New York Album & Card Co., New York City, manufacturer of the “Nyceco” line of record albums, recently returned from an extensive trip through the Middle West and Canada. Mr. Willinger reports that his trip was satisfactory in every respect and expects rushing business this Fall. The output, in both the New York and Chicago factory, has been substantially increased. Mr. Willinger also reports that general manufacturing conditions have greatly improved over a year ago this time. The paper situation has almost returned to normal and the decreasing prices of other raw material have enabled the New York Album & Card Co. to accordingly reduce their album prices to pre-war figures. Besides selling to the dealers the New York Album & Card Co. do a substantial business in providing sets to manufacturers for albums-equipped machines at their factories. Mr. Willinger states that manufacturers are increasing their orders for these albums, which would indicate a decided betterment of conditions throughout the Fall.

On the VICTOR

SUPERIOR UNIVERSAL REPRODUCER

Columbia, More Musical Tone on All Make-up & Records

SPECIALS ON APPROVAL

Superior Reproducer with 24-V. Plug-In Transformer-Sample Prepared to Dealer, Nickel $4.45—Gold $5.55

Quality Reproducer with 24-V. Conversion for O. S. Path—Sample Prepared to Dealer, Nickel $7.00—Gold $8.50

Quantity Prices on Application

On the COLUMBIA

PATHE STARS IN MERIDEN CONCERTS

Several Pathé Record Artists to Appear in Concert to Be Given Under Auspices of Musicians’ Club in That City During Fall

MERIDEN, CONN., September 5—Through the aid of Mark Byron, Jr., manager and opera impresario of New York, the Meriden Musicians’ Club has arranged for an artists’ series of concerts for this city. It is expected that the high class of talent and the beauty and variety of the programs will prove a source of delight to every lover of the best class of music. The programs will embrace the names of a number of Pathé artists who are celebrated on the concert and operatic stage, and will who need no introduction to Meriden musical patrons, with whom they have become favorites through the medium of Pathé records.

The concerts will be given November 20, January 31 and March 28, and the first recital will include Charles Hart and Lewis James, tenors; Elliott Shaw, baritone; Willeid Glenn, baritone, and Vera Corry, pianist, whose ensemble and solo work is familiar to owners of Pathe records everywhere. The second concert will introduce such stars as Mme. Alice Godilof, the soprano; Hans Kronold, the cellist, and Francesco Longo, the pianist, and at the third concert Mr. Byron will present Miss Rosalie Baker, contralto; Alexander Dohrblus, violinst, and Herbert Roselle, pianist.

ADD FLOOR SPACE TO STORE

J. M. Stoddard & Sons, talking machine dealers of Shortsville, N. Y., have let out contracts for the construction of a two-story addition at the rear of their establishment on Main street. The rapid growth of the company’s business will necessitate the use of the first floor as an extension of the salesroom.

CLARION RECORD CO. GETS CHARTER

The Clarion Record Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of $5,000. The new firm will handle talking machines and records. H. and M. Edelman and R. Gynberg are the incorporators.

THE PHONOSTOP

5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD

NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

RETAIL AT

75 cents

Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.
EVERY Honest-Quaker main spring is packed in a separate rust and dust proof carton. By referring to our main spring chart you will see at a glance the exact spring required. *No More Guessing!* Every spring we sell is guaranteed to give absolute satisfaction.

*If you have not received our catalogue of main springs and repair parts, write for your copy*

---

**The Repairman's Friend**

Most of our customers are familiar with the tools illustrated. They are made of the finest grade of tool steel and are super-hardened for rough usage.

*These tools will more than pay for themselves in short order*

**Price per set $5.00**

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**FIVE IN ONE**

**VEST POCKET SOUND BOX TOOL**

A. Hardened Screw Driver  
B. Holds Spivot Screw Nut  
C. Holds Stylus Bar Nut  
D. Adjustable Screw Ring Remover  

**Price $1.00**

**FOUR IN ONE**

**VEST POCKET SOUND BOX TOOL**

A. Hardened Screw Driver  
B. Holds Spivot Screw Nut  
C. Holds Stylus Bar Nut  
D. Adjustable Screw Ring Remover  

**Price $1.00**

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**Everybody's Talking Machine Co.**

**Manufacturers**

**MOTORS TONE-ARMS**

**UHAN-TONE REPRODUCER**

**SOUND-BOXES AND ACCESSORIES**

**"HEARING IS BELIEVING"**

38 NORTH 8th STREET  
PHILADELPHIA, PA.
HANDSOME CARUSO WINDOW

Grinnell Bros. Feature Artistic Window Display—Also Use Timely Newspaper Advertising

DETROIT, Mich., September 6—Many of the local Victor stores have presented exceptional, timely and artistic window displays in keeping with the untimely death of Enrico Caruso, world-famous tenor. Several of these displays have been noteworthy for their distinctiveness and beauty, and Grinnell’s Strikingly Appropriate Caruso one of the most attractive windows in Detroit was prepared by Grinnell Bros., at their headquarters at 1515 Woodward avenue. This display, which is shown herewith, portrays Caruso in some of the operatic roles that have made him world-renowned. Hundreds of passers-by have stopped daily to admire the window in detail, and the display has served as a well-deserved tribute to one of the greatest artists in history.

In conjunction with this window, Grinnell Bros. used timely publicity in the local newspapers, giving a partial list of the Victor records made by Caruso, and paying a sincere compliment to Caruso’s art and fame. This publicity was a factor in the tremendous demand for these records, which has continued unabated for the past few weeks.

INTRODUCE NEW SALES PLAN

Bubble Book Division of Harper & Bros. Announces Unique Sales Idea—Dealers Using Plan to Stimulate Sales Throughout Country

The Bubble Book division of Harper & Bros., New York, recently inaugurated a novel campaign for the promotion of bubble books throughout the country. This plan is in the form of miniature cut-out dolls, representing the different characters portrayed on Bubble Book records. These miniature dolls, which are made from original drawings by Rhoda Chase, an artist who is well known for her work in depicting fairyland characters, are finished in four colors and embrace a series of sixteen well-known fairyland figures, such as Little Bo Peep, Jack and Jill, etc.

These little figures are made up in cardboard for children, to cut out and attach together, so that they will stand. A pedestal is furnished which fits over the spindle of the talking machine turntable reproduced in the shape of a record and painted in water colors to represent a bubble, on which these little figures are placed and rotate with the revolution of the turntable during the time that the record featuring each particular character is being played. The method of instruction the children how to cut out these figures is in the form of an appropriate poem, which gives added interest to the idea.

The Texas Talking Machine Co., of Dallas, Tex., has obtained a five-year lease on the ground floor of the building at 912 Main street. This will be used as headquarters for wholesale patrons and distributors.

OPEN NEW JEWETT ACCOUNTS

Sales Manager Fair Returns From Successful Trip—Extensive Publicity Plans for Coming Fall Will Increase the Jewett Output

DETROIT, Mich., September 8—A. A. Fair, sales manager of the Jewett Phonograph Co., returned recently from a trip through New York State. Mr. Fair closed several important deals and started negotiations with a number of well-known retail houses which will probably be consummated in the course of the next week or two. He is enthusiastic regarding the outlook for Jewett business in the East, and this enthusiasm is based on the receipt of substantial orders.

Among the recent accounts opened by the Jewett Phonograph Co. were successful retail houses in Detroit, Mich.; Oxford, Mich.; Eton Rapids, Mich.; Charlotte, Mich.; Rochester, N. Y.; Newark, N. J.; Gowanda, N. Y., and Canton, O.

The Jewett Phonograph Co. is preparing a handsome exhibit for the Michigan State Fair, and will also be represented by an exhibit at the annual convention of the Ohio Music Merchants’ Association to be held in Columbus next week.

Publicity plans completed by the company call for the use of extensive advertising in various ways. Particular attention will be paid to Detroit territory, and, according to present plans, billboards, newspaper advertising and painted signs will be used. Mr. Fair is devoting considerable time to this campaign, and will welcome the suggestions of Jewett dealers as to the best means of making this advertising productive of results.

MOVES TO NEW QUARTERS

Wax & Novelty Co. Located in New Home—Increased Business Made More Necessary

The Wax & Novelty Co. has recently moved from 37 Fair street, Newark, N. J., to larger quarters at 665 Blumberg avenue, Bloomingfield, N. J. The new factory is equipped with additional up-to-date machinery, to take care of the company’s increased business in wax business blanks and master wax used in the manufacture of talking machine records. F. W. Matthews, proprietor of this concern, has established a fast-growing business in the talking machine field, which has increased to such proportions that this latest move into a larger factory was imperative.

BUBBLE BOOK CHIEF RETURNS

H. B. Foster, general manager of the Bubble Book division of Harper & Bros., New York City, spent the last two weeks of August on a well-earned vacation in New England, visiting many Summer resorts. Mr. Foster spent the last few days of his vacation at his home in New Haven, Conn., returning to New York greatly refreshed and prepared to take up his active duties in anticipation of a healthy Fall business.

MAXINE PATHE GOES TO CHINA

It is expected before long that the Celestial will learn to jazz to the music of Pathe records. Maxine Pathe has gone to Shanghai, China, to take charge of the Pathe phonograph plant of the Far East. M. Pathé was at the Brooklyn factory for a number of months and later went to the London plant to begin the manufacture of Aesthetie Cut Needle Records.

PERIOD MODELS

Queen Anne and Louis XVI
A High Grade Phonograph, and Library Table Combined

Immediate Delivery in
Mahogany
Burl Walnut
Golden Oak

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK
Allied Coast Representatives—W. BOE, 1111 E. Harrison St., Seattle, Wash.
**CANADIAN IMPORTS MUST BEAR COUNTRY OF ORIGIN**

Amendment to Canadian Customs Act, Effective October 1, Requires That All Imported Goods Be Stamped or Branded to Indicate Country of Origin—Penalty Provided for Neglect

The music trade, as well as other industries, has occasion to be much interested in an amendment to the Canadian Customs Act which goes into effect on October 1, 1921, and which provides that all goods imported into Canada must be marked, stamped, branded or labelled, so as to indicate the country of origin. Failure to so mark goods makes them subject to an additional 10 per cent duty.

The bill will not only make it necessary to mark pianos, talking machines and other musical instruments, but will require that sheet music also be marked. The text of the amendment in full reads:

"That all goods imported into Canada which are capable of being marked, stamped, branded or labelled, without injury, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling shall be as nearly indelible and permanent as the nature of the goods will permit.

"Provided that all goods imported into Canada after the date of the coming into force of this section which do not comply with the foregoing requirements shall be subject to an additional duty of 10 per centum ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from Customs possession until they have been so marked, stamped, branded or labelled under Customs supervision at the expense of the importer.

"Provided further, that if any person shall violate any of the provisions relating to the marking, stamping, branding or labelling of any imported goods, or shall deface, destroy, remove, alter or obliterate any such marks, stamps, brands or labels, with intent to conceal the information given by or contained in such marks, stamps, brands or labels, he shall be liable, on summary conviction, to a penalty not exceeding one thousand dollars, or to imprisonment not exceeding one year, or to both fine and imprisonment. The Minister of Customs and Inland Revenue may make such regulations as are deemed necessary for carrying out the provisions of this section and for the enforcement thereof."

NEW EDITION OF MUSIC BOOK

Victor Co. Announces Issuance of Revised Edition of "What We Hear in Music"

The Victor Talking Machine Co. announces that a new revised edition of the book, “What We Hear in Music,” by Amy Shelv Faulkner, is now available for distribution throughout the industry. This work in its earlier form is quite familiar to the trade, for it has been accepted as an authoritative reference and textbook on the teaching of music history and appreciation by colleges, conservatories and schools and also in the home. The issuance of the revised edition is in response to a strong and persistent demand that has developed for the book.

J. TARLOW WITH HARTFORD FIRM

Jules Tarlow, formerly manager of the talking machine department of Gimbels in New York City and of the same department of Kaufman & Baer in Pittsburgh, is now manager of the new talking machine department of Sagen, Allen & Co., of Hartford, Conn.

SOME MUTUAL CORP. CHANGES

Herman Segal Resigns as President and A. P. Frangipane Is Appointed General Manager

The Mutual Phonograph Parts Corp., New York, manufacturer of Mutual tone arms and soundboxes, has announced the resignation of Herman Segal as president. Mr. Segal was associated with Nathan Garfinkel, who purchased the business a year ago. Mr. Garfinkel will continue the business as heretofore and the appointment of Andrew P. Frangipane as secretary and general manager of the company has been announced. Mr. Frangipane has been connected with the Mutual Phonograph Parts Corp. during its entire existence and was formerly connected with the Mutual Talking Machine Co.

WAR TAX ON F. O. B. SHIPMENTS

According to recent decisions, if the agreement calls for the delivery of goods F. O. B. destination, the seller must pay the war tax, which is part of the freight and carrying charge. A number of retailers in the music industry have been in doubt about this point and will be interested to know the way the courts look upon it.

**GARAGE MAN TO OPEN MUSIC SHOP**

Far Rockaway, N. Y., August 31—Seaman Bowers, who for some time has conducted a garage lot, is planning to enter the music business. In furtherance of this plan he is converting the garage into quarters suitable for housing his new stock. Musical instruments and talking machines will be handled.

The Electro Self-Winding Phonograph Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of $100,000.

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**THE NEEDLE OF THE CENTURY**

A Near Permanent Needle

ATTRACTION INDUCTMENTS MADE TO JOBVERS

For Samples and Particulars Write to
THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA
Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign, that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

GRANBY PHONOGRAPH CORPORATION

E N O R F O L K - V I R G I N I A

Factory · Newport News
ADVERTISING OF USED INSTRUMENTS

General Counsel of Music Industries Chamber of Commerce Offers Opinion That Dealer Cannot Be Restrained From Using Trade-marked Name of an Instrument in Advertising.

The practice of using well-known and respected trade names in the advertising of second-hand musical instruments and other goods by dealers has long been a subject of concern, and, although successful efforts have been made to put an end to, or at least curtail materially, any attempts to use such names in a fraudulent manner, there has been little done to prevent the dealer from using in his advertising the names of standard instruments, provided, of course, he had them to sell.

A well-known piano manufacturer some time ago set out to prevent dealers who were not authorized agents for his line from using the trade-marked name of his product in the advertising of such second-hand instruments of his make as should come into their possession. It is very probable that the warnings of possible legal actions sent out by this manufacturer to various dealers prompted the following inquiry being sent to the Legal Bureau of the Music Industries Chamber of Commerce, which was answered by George W. Pound, general counsel, to the effect that in his opinion a merchant cannot be restrained from using a trade-marked name in the regular course of business. He is strongly of the opinion that such merchant is entirely within his rights, and cannot be restrained from so doing by the maker.

In fact, it may well be that the privilege of advertising and selling such instrument under its well-known and quality trade name is the essence of value in the transaction to the dealer. The transaction is without prejudice to the manufacturer where it is conducted in the due and regular course of business, without any unfair business methods, in good faith, and as above indicated.

VISITS C. BRUNO & SON

Among recent visitors at the headquarters of C. Bruno & Son, Victor wholesalers, New York City, was William F. Bronson, accompanied by Mrs. Bronson. Mr. Bronson is connected with Landau’s Music Store in Hazleton, Pa., and was in New York on his honeymoon. Jerome Harris, secretary of C. Bruno & Son, was a recent visitor at the Victor plant at Camden.

ANNOUNCING ENLARGED QUARTERS—

More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends. A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonograph. Write...

D. R. DOCTOROW — VANDERBILT AVENUE BUILDING

Tel. Vanderbilt 5462

opp. Grand Central Terminal

51 E. 42nd STREET, NEW YORK CITY

CHILDREN’S RECORD WEEK

Columbia Dealers to Feature Educational Records During Week of October 3

The Columbia Graphophone Co. has advised its dealers that the week of October 3-8 has been set aside as children’s record week, and advertising literature, window display material, newspaper advertising, posters, etc., will be furnished to the dealers in order that they may take full advantage of the sales possibilities of this week.

In announcing the children’s record week the educational department of the Columbia Graphophone Co. suggested to the dealers that they carry in stock one or more type D-2 Grafolio and Pushmobiles, with a sufficient quantity and variety of educational records. It was also suggested that the dealer endeavor to get the local school superintendent and music supervisor into the store, play records for them, make arrangements for placing a Grafolio and records in the schools on trial and establish a permanent and cordial basis of cooperation with the schools.

There are two kinds of employers—those who command a large amount of special knowledge and general education, and those who have got common sense. It is rare to find both qualities combined in the same man.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:

8" and 9"

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

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

The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

Manufacturers of High Grade Tone Arms and Reproducers.

W. J. McNAMARA, President.
3 New Brunswick Models

Model 200
Brunswick
Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak
Height 43\frac{1}{2} inches, width 19 inches, depth 21 inches
Trimmings Nickel Plated
Equipped with all-wood Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.

Model 207
Brunswick
Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak
Height 45\frac{1}{2} inches, width 19 inches, depth 21 inches
Trimmings Nickel Plated
Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.

Model 210
Brunswick
Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak
Height 47 inches, width 20 inches, depth 21 inches
Trimmings Nickel Plated
Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; seven albums for filing records.

For Every Home—Every Purpose
There's a Brunswick—16 Models in the Line

No matter what the circumstances or requirements of your trade, there is a Brunswick to meet each one. From the portable style to the Beaux Arts, there are Cabinet models and Period designs in a wide variety of finishes.

That is but one advantage the Brunswick dealer has. Fair profit, fair treatment, extensive advertising and the prestige of being a Brunswick dealer are others. Write for complete list.
COLUMBIA ACTIVITY IN DALLAS

Will A. Watkin Co.'s Columbia Department Closing Healthy Business-Sales Expanding

DALLAS, TEX., September 6.—The Columbia department of the Will A. Watkin Co. of this city, is meeting with exceptional success, notwithstanding the temporary depression in business circles, and a considerable measure of this success may be attributed to the efforts of the sales staff. Robert N. Watkin, secretary and treasurer of the company, who has long been an enthusiastic admirer of Columbia products, is in personal touch with the activities of the Columbia department.

In the accompanying photograph W. R. Long, manager of the Columbia Grafonda department, may be seen at his desk, and the other members of the staff in the photograph include Miss Aileen Daniel and Miss Christine Ewing, of the record sales staff, together with two members of the Watkin sales organization. For the past ten years the record business closed by the Will A. Watkin Co. has shown an increase year by year, and, judging from all indications, 1921 sales totals will be the largest in the history of the company.

While judging men do not ask so much for the effects of their mistakes as for their causes, the Columbia "Pushers" at Watkin's

To Enter Talking Machine Business for Himself—Spend Vacation at Lake George

Benjamin Landay, for the past twelve years associated with Landay Bros., Inc., recently resigned from the talking-machine business for himself. His experience has been particularly successful in the metropolitan district and out-of-town stores.

He has been spending his vacation at the Arcady Country Club, The Hague, Lake George, N. Y., where he has been mastering the game of golf and getting into condition for his next venture, which will take place some time in September.

VICTOR DEALER ENTERTAINS STAFF

The employees of the establishment of G. M. Millard, 1880 Myrtle avenue, Brooklyn, were the guests of Mr. and Mrs. Millard on an automobile trip to Rye Beach recently. Although the weather was inclement, the members of the party spent a most enjoyable day, thanks to the ample lunch provided by Mrs. Millard and the entertainment program prepared by Mr. Millard, which was enjoyed by all.

The evening's activities included a picnic supper and theatre party, and during the afternoon the dancing devotees had plenty of time to show the latest steps. The entire staff was in attendance, including Mr. Millard, Miss Good- man and Mr. Fuller, together with Mr. and Mrs. Millard and their family.

J. N. HALLINAN ENJOYS VACATION

J. N. Hallinan, manager of the New York office of the Unit Construction Co., departed on August 26 for a well-earned vacation of from ten days to two weeks. Mr. Hallinan went to the home of his father in Sunnys, N. Y., and from that point motored to the many points of interest in New York and New Jersey.

SIAM SOO FOR GENERAL TRADE

Well-known Dancing Doll Will Be Aggressively Marketed—New Campaign Announced by Manufacturers—Specialty Very Popular

The Morton E. Converse & Sons Co., manufacturer of the now famous Siam Soo dancing doll, are making extensive plans to distribute this well-known talking machine novelty throughout this country and Canada. Due to the amount of interest shown in Siam Soo by talking machine dealers everywhere, the manufacturers decided to enlarge their scope of activities so that all dealers will be able to handle this well-known dancing figure and meet the demand created for it. R. E. Brunn, sales manager of the Morton E. Converse & Sons Co., is keenly enthusiastic over the results obtained by dealers in the sale of Siam Soo and feels certain that in the next few months sales totals will reach the high-water mark.

Siam Soo is an exact reproduction of one of the royal dancers in the harem of a king of the Orient. To distinguish these royal dancers, the face is covered with a thick paste to conceal any facial expression, making it necessary for the dancers to depend exclusively on the motions of the dance for the effectiveness of their performances, and Siam Soo is true to all these details. The mechanism of this dancing figure has been carefully worked out and the result is that every motion is distinctly lifelike.

The plans of the company include an intensive advertising campaign which promises to make Siam Soo even more popular than it is to-day. As one of the first dancing dolls in the field, Siam Soo is well established in all sections of the country.

NEW INCORPORATION

The Rivola Mfg. Corp., New York City, manufacturer of musical instruments, has been granted a charter of incorporation, with a capital of $20,000. Incorporators are G. and M. Mannello and J. Schwartz.

More Winners of sales

4355 ALL BY MYSELF ..................... Vaughan De Leath
4402 WHO'LL BE THE NEXT ONE ........ Vaughan De Leath
4404 I'M LOOKING FOR A BLUEBIRD ...... Vaughan De Leath
4407 MY DADDY .......................... Vaughan De Leath
4408 ILO—Fox-trot ........................ Harry Raderman's Jazz Orchestra
4409 OH JOY!—Toddle Dance ...... Harry Raderman's Jazz Orchestra
4407 WHY, DEAR—Fox-trot ... Harry Raderman's Jazz Orchestra
4408 HARDINGO—Persian Fox-trot .. Rega Dance Orchestra

We Make Immediate Shipments

STERLING ROLL and RECORD CO.

Big Distributors of

OKeh Records

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.
Available Now to All Dealers

SIAM SOO

THE ORIGINAL ORIENTAL DANCER
AN ORNAMENT—NOT A TOY
A Live Proposition for Live Dealers
ANIMATED—COLORFUL—ARTISTIC—ATTRACTIVE

SIAM SOO
Will Dance Herself Into Your Customers' Homes
Retail Price $2.50

Liberal Discount to the Trade

A Splendid Proposition to Distributors
Write for Particulars

SIAM SOO
Creates Record Sales
***
SIAM SOO
In Your Window Attracts Crowds to Your Store

Siam Soo
Best Known Best Selling
Best Advertised Novelty in Years

Place Your Order Now

MORTON E. CONVERSE & SON CO.
MANUFACTURERS
221 FOURTH AVENUE, NEW YORK
Factory: WINCHENDON, MASS.

Clip this Coupon and Mail Today

MORTON E. CONVERSE & SON CO.
221 Fourth Avenue, New York City
Send me parcel post prepaid one-quarter dozen SIAM SOOS, for which I enclose $5.00.

Name: ..........................................
Address: ......................................
Florence Macbeth sings the beautiful "Bell Song" from Lakme in a manner few other sopranos can equal. She sings "Caro Nome" from Rigoletto in a way in which lovers will delight. A-6189.

Columbia Graphophone Co.
NEW YORK

APPOINTS NEW OKEH JOBBERS

J. K. Folk Furniture Co., Atlanta, and Junior Hart Piano House, New Orleans, Are New Okeh Jobbers—Well Equipped to Develop Record Business in Their Territories

The general sales department of the Okeh division of the General Phonograph Corp., New York, announced recently that arrangements had been completed whereby the J. K. Folk Furniture Co., Atlanta, Ga., and the Junior Hart Piano House, of New Orleans, had been appointed Okeh jobbers. Both of these concerns are well known in their respective territories, and plans are being made whereby the dealers in these localities will receive maximum service and cooperation in handling Okeh records.

W. C. Fuhri, general sales manager of the Okeh division of the General Phonograph Corp., who closed all of these deals on his recent summer trip, is enthusiastic regarding these jobbers' facilities for the development of Okeh business. Both of these companies have well-trained sales organizations which are making a careful study of the record field before introducing records to the Southern trade.

LONG CABINETS REDUCED

Special Price List for Month of September—Announcement Attracts Attention of Trade

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of long disc records and player-roll cabinets, has sent out a special letter to the trade announcing a set of reduced prices on all long cabinets during the month of September. This special sale is the second one that the company has inaugurated this year, and, judging from the success of the announcement last February, talking machine dealers throughout the country will welcome the September reduction.

According to the letter sent to the dealers the prices of Long cabinets during the month of September will be 25 per cent lower than the prices in effect since April 1. This includes every disc record and player-roll cabinet in the company's line, and the popularity of these cabinets with the dealers will undoubtedly be reflected in the reception given the new price list. This special sale of Long cabinets will close September 30, and orders have already been received from dealers in all parts of the country requesting immediate shipments of the various Long disc records and player-roll cabinets.

CONGRATULATIONS

Robert Daniel Everhart, head of the firm of Everhart & Brown, Richmond, Va., Okeh jobbers, was married on September 5 to Miss Miriam Isabel Dean, of Waverly, Pa., the marriage taking place at the home of the bride in Waverly.

Hilman Gaskill, of Cream Ridge, N. J., is planning to open an exclusive Victor shop on Main street, Allentown, N. J.

SINGLE ARTIST CONCERTS

Recordings of One Well-known Artist Have Often Greater Power to Attract Certain Customers Than the Usual Mixed Concerts

A departure from the usual talking machine concert has been adopted by the Victorola department of the Oranwood, Richmond & Glock Co., Meriden, Conn., which is stimulating interest in the department among the music lovers of the community. Instead of the usual arrangement of selections, the entire concert is devoted to the recordings of one artist.

For example, the concert which is staged in the afternoon at this establishment is widely announced through newspaper advertising and publicity, and personal notices are sent to customers stating the fact that a Gluck concert is to be given on a certain afternoon. At this concert only the records of Alma Gluck will be played unless there is a special request from a member of the audience for a particular selection by another artist.

The plan outlined above can be followed with advantage by other talking machine dealers. Of the large percentage of music lovers in any community, a number favor particularly a certain artist, and consequently when the announcement of a concert by their favorite artist, whether it be Caruso, Galli-Curci, Kreisler, Gigli, Toscanini, or numerous others, comes to their attention they will be sure to attend, and in many cases it will be found worth while to have a good stock of records similar to those played on hand to meet the sudden demand. A series of concerts, one staged each week, will give the dealer an opportunity to reach a great number of people in his community and possibly many in surrounding towns.

E. J. HYAMS TO VISIT AMERICA

E. J. Hyams, head of E. J. Hyams, Ltd., Wellington, N. Z., representative for the Gramophone Co., Ltd., and the Zonophone Co., of London, as well as agents for a number of American products of various kinds, left Auckland, N. Z., on August 15 for an extended visit to the United States, Canada and Great Britain.

C. C. FLETCHER MOVES TO IOWA

Kansas City, Kans., September 4—C. C. Fletcher, who formerly operated a talking machine repair shop here, has sold out his establishment and moved to 804 Eighth avenue, Shenandoah, Ia., where he will operate a similar business.

The theory of holding up the advertising campaign until the storehouse is crammed full of merchandise to be sold reminds us, says the Voice of the Victor, of the story of the man with a leaky roof; when it rained he couldn't fix it, and when it didn't rain it didn't leak.

"CO OPERATION"

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

COHEN & HUGHES

Baltimore

Wholesale Exclusively

WASHINGTON
Fall is the opening date for the beginning of keen competition in the selling of records.
The Hits the publishers have been holding back are now being put on the market.
The Dealers first to put these hits on sale will reap the harvest of profits.

**OKeh Can Help You to Be First**

OKeh is rushing, as usual, early releases of these hits—in large quantities.
OKeh is safeguarding your fall trade.

If you aren't an OKeh Record Agency don't wait until it is too late to become one.
The company nearest you may become one first! Then it will be too late for you. Let us sign you up now. Write us today for details.

**Consolidated Talking Machine Co.**

Progressive Distributors of **OKeh Records**

227 W. Washington St. Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.
TALKING MACHINE PROTECTS FRUIT
Barking Dog Record Scatters Away Tourists Who Plan to Piffle Orchard and Vineyard

SULLIVAN, Wash., September 4.—Edward Dells, owner of an orchard and vineyard here, has adopted a novel method of protecting his crops from marauding tourists. Mr. Dells served an old-fashioned talking machine, which he rigged up in a deserted beehive. The record is operated by an electric attachment and when a machine is heard to play there is nothing that the orchard is turned loose and the barking of two dogs reverberates through the orchard. This has never failed to discourage prospective plunderers of fruit.

Since installing his barking apparatus Mr. Dells has had no losses, and in addition has had more than a circus might give him by watching the frightened folks climb back into their cars and speed away.

A TIMELY QUESTIONNAIRE

The August bulletin issued by the Putnam-Foxe Co., Victor wholesaler, of Peoria, Ill., asks the following pertinent questions of the dealers:

Are you using every avenue to increase sales?

How often do you go through your file of customers' record orders?

Have you 'phoned or written that their order is not forgotten and suggested other records?

Every possible opportunity to talk with your customer is a means of keeping your shop before them—your service—your personal interest—why you look for opportunities of this kind?

NEW PATHE BANNER FOR AWNINGS

The Pathé Fréres Photograph Co., Brooklyn, N. Y., has produced a large three-colored muslin banner that can be used effectively on the store awning. It is entirely decorative, weather-proof and made of durable material and adds excellent advertising value.

AMERICAN ODEON CO. IN NEW HOME

Manufacturer of Odeon Records Established in New Quarters—Office and Sales Facilities Greatly Increased to Meet Demands

The American Odeon Co., of this city, is now installed in larger and more attractive quarters at 100 West Twenty-first street, New York, in the same building where it has been located for the past year. The office quarters are twice as large as the former offices, and the floor space available for stocking and shipping Odeon records has been more than tripled.

The executives of the company are greatly pleased with these new quarters, as they are far more comfortable than the old home, with ample facilities for handling rapidly increasing business in Odeon records. This move was necessitated by the continued expansion and rapid growth of Odeon distribution throughout the country.

DISCUSS MICA RATES IN NEW BILL

BROOKPORT, Ind., September 4.—James I. Beret- to and Marion Durian, of this city, representing the Columbus Graphophone Co., appeared before the Senate Finance Committee last week to urge reduction on the proposed duties on mica in the Fordney Tariff Bill, now before the Senate. They declared that the Underwood rates are satisfactory to their industry, but the rates proposed in the Fordney bill are too high. They assert that the mica industry is amply protected by the Underwood rates and to raise them would unnecessarily increase the cost of production.

NEW "VICTOR SHOP" OPENS

BUSHNELL, Ill., September 1.—The "VICTOR Shop" is the name of a new talking machine establishment recently opened here by Messrs. Barnes and Sowers. The store is located over the Barnes Drug Store and is managed by Miss Blanche Brewbaker. The shop has been renovated and attractively decorated.
The buying power of the discriminating public is very apparent in the tremendous demand for the highest quality motor cars, furs, clothing, jewels, etc. The **discriminating purchaser** is a **profitable purchaser**.

The Sonora is a **Quality Instrument** designed and built to appeal to the most critical and discerning judgment.

It is the only high-class talking machine in the world selling at present-day prices. The recent decreased cost of labor and raw materials has made it possible to offer the Sonora at new revised prices without affecting Sonora quality. New prices range from $50 to $1,200.

Sonora will bring valuable prestige and substantial profits to you and will establish your business on a firm and profitable foundation.
SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well, and these include those of great artists who have never appeared in the United States.

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

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

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

Heising-Elia Drug Co.,
Kemph, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

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

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

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

Sonora Phonograph Co. of Pittsburgh,
820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

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

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

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

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.
Utah, western Wyoming and southern Idaho.

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

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

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

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

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

Long Island Phonograph Co.
4615 Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.
“Cherie,” sung by Nora Bayes, is an American song with a Parisian twist, and her “When You’re In, You’re In, In Indiana” is a “booster” song for the Hoosier State. Both these selections are bound to boost sales. Order big. A-3443.

Columbia Graphophone Co.
NEW YORK

MISS YOUNG VISITS COLUMBIA SHOP

Los Angeles, Cal., September 3—Chra Kimball Young, celebrated screen artist, was a recent visitor at the Liberty Grafonola Shoppe, in

Chra Kimball Young and the Grafonola this city. While visiting this attractive establishment Miss Young autographed an H-2 Grafonola and consented to pose for the accompanying photograph.

When business is dull don’t sit back and wait for it to pick up. Think of ways and means of surmounting the difficulty.

GALVESTON PIANO CO. EXPANDS

GALVESTON, Tex., September 5—Expansion of the Galveston Piano Co., by the formation of a partnership between A. M. Cain and Oscar Springer and the establishment of a retail store in the near future at 510 Twenty-first street, was announced here recently.

The piano company has been in operation for several years under Mr. Springer’s management, but, due to increased business, it was determined to expand its activities. In addition to the present agencies of the company several large lines of pianos will be handled, including the Steinway agency. The company has also obtained an agency for the Victrola and its accompanying records.

The store will be thoroughly modern and will include everything in the category of music, sheet music, instruments and teaching materials.

CORRIGAN WITH KIEFER-STEWART CO

G. J. Corrigan, formerly sales engineer for the Magnavox Co. in San Francisco, Cal., has joined the staff of the Kiefer-Stewart Co., Sonora jobber in Indianapolis, Ind. Mr. Corrigan will cover the State of Indiana, acting on the talking machine trade in the interests of the Sonora product, replacing H. S. Caperton, who recently resigned as sales manager for the Kiefer-Stewart Co.

A REAL FOUNTAIN OF KNOWLEDGE

C. T. Westmoreland, Factory Superintendent of the Granby Phonograph Corp., has had wide experience in the woodworking field.

The faculty of knowing everything connected with his many and varied executive duties has earned for C. T. Westmoreland, factory superintendent of the Granby Phonograph Corp., the name of "Dad" because of the well-known saying, "Ask Dad, he knows." Mr. Westmoreland

The General Phonograph Mfg. Co.

Model “E” Table Phonograph
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records Superior Tone Quality
Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

G. T. Westmoreland is the designer of a number of graceful period models of the Granby phonograph and also patente of numerous labor-saving devices. Prior to his association with the Granby Phonograph Corp., he was factory superintendent of one of the largest furniture factories in the South. He has been in the woodworking field for the past twenty-seven years and has in the capacity of factory superintendent for twenty-five years. He is another individual of the group of executives who have effectively co-operated in advancing the Granby to its present advantageous position.

MECHANICS’ SERVICES FOR DEALERS

The Knickerbocker Talking Machine Co., Victor wholesaler, New York, is placing at the disposal of its many dealers the services of a talking machine mechanic. This highly trained man will be available to the dealer at his own warehouse on short notice. Similar service is also planned in the polishing of Victrolas.

MAKES AN ASSIGNMENT

The Model Music Co., Inc., New York, dealing in phonographs at 309 Eighth Avenue, has assigned to Simon Marx. This company was incorporated in 1919.
QUALITY
Counts More Than Ever

Motor No. 77
The Famous Motor of Quality
Noiseless, powerful, steady
and continuous

In these times of keenest competition,
Machines equipped with

HEINEMAN
QUALITY MOTORS
will invariably be the winners.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th Street  New York
Sorting Out the Dead Wood From the Prospect List to Save the Time of Salesmen

One of the problems of the dealer who is building up a new sales campaign for the Fall and Winter is that of cleaning up his prospect list so that the efforts of the sales staff can be concentrated on the element of population likely to be in the best position to spend money and buy his goods. It does not require an extensive survey of the field to find that many people who were mighty fine prospects for talking machine sales a year ago are very much in the doubtful class to-day, and that some of those who were overlooked intentionally in making up last year's list are worth considering now.

In every industrial center the question of unemployment is a vital one. Some of the trouble is due to strikes for higher wages or against wage reductions, or there has been a lack of demand for the manufacturer's product and he had to close down his plant. In either case it means that hundreds of thousands of workmen are out of employment for weeks or even months.

The dealer in making up his prospect list, if he knows his business, has seen to it that the occupation of the head of the house is carefully listed, for the information will save money in many ways. If the leading industry of the town is shut down for months it means that the average workman who has been laid off will probably not recover his financial status to a satisfactory degree in a period of four or five months at least. It would be well under such circumstances for the dealer to put such prospect cards in the deferred file, so that his sales staff will not waste effort on such employees at a time when there is likely to be such little chance of results, and when effort can be expended more profitably in other directions.

The business authorities have called attention several times recently to the fact that the "white collar" man, who was below par as a prospect during and immediately after the war, is once more worthy of consideration. His income, it is true, is not enjoyed by the war worker, although he has not really recovered increases in his income commensurate with the rising cost of living, but with living costs adjusting themselves the salaried man is getting back into his own slowly but surely.

The advantage of this type of prospect is that his income is more or less permanent. He is employed on a monthly or yearly basis and is seldom affected by labor discussions, shutting down of factories or the other troubles that beset the ordinary factory worker. This steadiness of income, if other conditions are up to standard, means that the salaried man is an excellent credit risk. He may not be able to buy the most expensive period models nor is he likely to buy a machine for the parlors and another for the kitchen, as some suddenly wealthy mechanics are reported to have done in the past, but his money is there and is likely to be there for a year from date. It means that the installment payments are likely to be met.

In selling goods, just as in hunting game, the idea is to go where the game is. The hunter who plots around at random on the chance of a stray shot generally wastes a lot of strength and time and gets little results. The merchant who covers his prospect list at random without system or understanding, is in the same boat. In short, the business news of the day is the most important literature for the local merchant to read. If the plants to the East of the town are shut down it's up to him to shift his efforts to the West, where they are still working. It is not, however, building up trade for the store to have salesmen waste their heavy selling talk on the head of a family of several children who has not been working for several weeks and has little chance of working for several weeks more. Such a prospect is not in any mood to enjoy the humor of the situation, and in his depressed frame of mind is most likely to take serious offense at the efforts of the salesman to get him to spend a substantial sum of money when there is nothing coming in. Then, too, the credit risk in the case is dangerous, and with many dealers that is a really important consideration.

Certainly it is no offense to the unemployed man to let him alone until he gets on his feet again, and the time saved can be used profitably in going after many prospects who are left on the files and who are still in a position to do business.

CANADA FIRST IN JUNE IMPORTS

Mexico and Japan Follow in Imports of Talking Machines, Records and Accessories

WASHINGTON, D. C., September 1—Canada leads in imports of talking machines and records and accessories from the United States during June, according to statistics just made public by the Department of Commerce. The value of talking machine imports by Canada during June totaled $51,329, and records and accessories exported to this country were valued at $45,096. Mexico was second in talking machine imports, which were valued at $20,488, and Japan, third, with imports valued at $8,945. Mexico also ranks second in imports of records and accessories and Japan is third.

The talking machine dealer who studies his customers is like the commander of an army who knows the plans of his enemy. He knows just how to deploy his forces. The merchant's army consists of advertising and service.
MR. PHONOGRAPH DEALER

Solve the Music Problem for Your Local MOoving Picture Theatre

With a Magnavox Telemegafone Using Two Tone Arms

Continuous Music, Appropriate to the Scenes

How much better music from a phonograph than from an automatic piano or roll organ. Many theatres are using phonograph music, and the only complaint is that the music is not loud enough. This feature can be entirely overcome by the use of Magnavox music and voice Telemegafones type MV-1. Dealers should take advantage of the immense opportunity indicated here for the sale of the Magnavox, as well as the boost in record and phonograph sales.

Two turntables supplied with Magnavox tone arms will give the operator opportunity to have the music continuous, and appropriate to the scenes of the picture. A small stock of records, carefully selected, will give a number of standard records to fit the feature picture. The Magnavox horn should preferably be set back of the screen, and the music regulated to suit the size of the theatre.

This is only one small suggestion; there are thousands of other uses for the MAGNAVOX

DEALERS Are Now Cashing In.

There are many opportunities overlooked by the live talking machine dealer—if you have not yet inquired about a Magnavox agency do not fail to get in touch with the distributor nearest you, or to communicate directly with us if there is no distributor in your near vicinity.

DISTRIBUTORS

Will be glad to hear from you

1. MONTAGNES & CO.
   Toronto, Canada

J. W. SANDS CO.
123 East 5th St, Dayton, Ohio

KIEFER-STEWART CO.
Indianapolis, Indiana

SOUTHWESTERN DRUG CO.
Wichita, Kansas

TELEPHONE MAINTENANCE CO.
37 No. La Salle St, Chicago, Illinois

SONORA DISTRIBUTING CO.
Dallas, Texas

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.

The Magnavox Co.

FACTORY
Oakland, Calif.

GENERAL SALES OFFICE:
Penn. Terminal Bldg.
370 7th Avenue,
New York City

Telephone Longacre 3716
CHAMBER OFFERS THANKS TO CO-WORKERS IN TAX FIGHT

Members of Music Industry:
Finding it impossible to answer in person without seriously delaying the transac-
tion of other important business the many letters received from members of the in-
dustry who are co-operating in the cam-
paign to eliminate exice taxes on musical
instruments, the Chamber thanks publicly,
through the courtesy of the press, their
acknowledges their receipt and expresses
their appreciation to their writers.
Many of the letters are a acknowledg-
mement of suggestions from the Chamber as
to the best way to handle the fight locally
and assurances that effective work is being
done along the suggested lines.

NEW BRANCH IN TORONTO

Columbia Co. Opens Wholesale Headquarters in Toronto, Under Supervision of A. E. Landon

As announced recently, the Columbia Grapho-
phone Co. has completed plans whereby it will
open its own wholesale branch at Toronto.
Arrangements to this effect were completed a few weeks ago and the branch is now serving Colum-
bia dealers in Toronto territory. A. E. Landon,
manager of Columbia interests in Canada, is ac-
tively in charge of the Toronto branch.
H. L. Pratt, branch service manager of the
company, spent the past week in Canada, visiting the Toronto and Montreal branches. R. F. Bol-
ton, sales manager of the International record
department, also spent the week in Canada, con-
ferring with Mr. Landon regarding plans for
developing foreign language record business.

KIESS STUDYING RETAIL TRADE

General Field Supervisor for Pathé Co. Spending Several Months at Pathé Shop in Indianapolis for the Purposes of Studying Conditions

O. M. Kieass, general field supervisor for the
Pathé Frères Phonograph Co., is spending sev-
eral months in Indianapolis, making a direct study of retailing conditions through the med-
ium of the Pathé Shop of that city. This direct
contact with retail trade will enable Mr. Kieass
to back up his promotion work among Pathé dis-
tributors and dealers throughout the country
with first-hand experience in their problems of
to-day.

DELEGATES VISIT GRANBY FACTORY

Insurance Men at Annual Convention in Virginia See How Granby Phonographs Are Made—Souvenirs Distributed at End of Tour

Newport News, Va., September 2—The insur-
ance men of Virginia held their annual conven-
tion during the early part of last month in this
city. The program included a visit to the Ameri-
can Cabinet Milg. Co.'s factory, where the
Granby phonograph is manufactured. More than
thirty insurance men were shown how Granby
phonographs are made, being escorted through the
factory by Irving Becckhardt, who gave a talk at
each stage of the process of manufacture.
When the personally conducted tour was
ended Mr. Beckhardt distributed special sou-
venirs and on the following day was the guest of
the insurance men at their annual banquet at
the Hotel Warwick.

O. F. Bent, record sales manager of the Co-
Columbia Graphophone Co., is now making an
tensive trip through Southern and Western ter-
itory. Mr. Bent has already visited the At-
tlanta, Dallas and New Orleans branches and will
probably call on Chicago and Minneapolis
branches before returning home.

OPEN NEW BRUNSWICK ACCOUNTS

Promounced Activity in Brunswick Line in East—August Sales Ahead of 1920—Manager Strauss Returns From Summer Vacation

The phonograph division of the New York
branch of the Brunswick-Balke-Collender Co.
reports August sales as showing a decided in-
crease over last August, with every indication
that the coming Fall will be an active and
healthy season for Brunswick dealers through-
out the year.

One of the new Brunswick accounts opened
in this territory was the Brunswick Shop at 1373
Main street, New Rochelle, N. Y., which will
handle the Brunswick line exclusively. Chester
I. Abelowitz, Brunswick metropolitan represen-
tative, closed this deal with I. Solomon, well-
known talking machine man, who also conducts
a retail establishment in New York City.

The Brunswick Shop at Astoria, L. I., is an-
other new account recently established by Mr.
Abelowitz. This store will handle the Brun-
swick line exclusively, and is owned and man-
aged by Francis Zimmrich, a well-known talking
machine salesman in Long Island.

Edward Strauss, sales manager of the Brunswick phonograph division in New York, re-
curred recently from his Summer vacation, which
he spent at his former home in Ashland, O.
Mr. Strauss motored from New York to Ash-
land, and on his return trip visited the Brun-
swick headquarters at Chicago. He also called
upon Brunswick dealers in Buffalo, Pittsburgh
and other important points.

Frank Elliott, New York State representative
for the Brunswick phonograph division, states
that the dealers in his territory closed an active
Summer trade and that prospects for Fall busi-
ness are very encouraging, in spite of the
prevalence of unemployment in some of the cities
up-State, the Brunswick dealers, through the use
of efficient sales methods, have kept their sales
at a satisfactory figure. Quite a number of
Brunswick retailers in New York City spent the
Summer in decorating and improving their
warerooms in order to be thoroughly equipped
to handle the Fall trade.

It Pays to Fight a Good Idea Through—

PRINTERS' INK MONTHLY for June tells about Bubble Books
"that sing" from the day they were invented to the present.
It's mighty interesting reading. We will be glad to send you a
reprint. Here is an extract:
"So remarkably have the Bubble Books fitted into the life of the
children of America that Bubble Book parties have now become quite
the fashion in the tiny tots' social world!"

"Phonograph dealers in all parts of the country report that they
sell phonographs to many people who explain that they don't care
for talking machines' themselves, but that they must have one to play
the Bubble Book records for their children. Naturally, having taken
the machines into their homes they overcome their first prejudice and buy
other records as well, so that the Bubble Books have actually been a
means of stimulating phonograph and phonograph record sales.
"Many dealers report also that people who have phonographs in
their living-rooms come in and buy a smaller machine for their nurseries,
so that their children may play the Bubble Book records themselves.

Bubble Books
"that sing"
now sell at the old price—$1.25
Dealers are making steady, profitable sales by taking advantage of
our 1921 dealer service plan. Write for it today.

HARPER & BROTHERS
Bubble Book Division
130 WEST 42nd STREET
NEW YORK
No other single feature equals DALION'S "AUTO-FILE"

Most phonograph advertising, past and present, lays stress on "exclusive features"—the majority of which must fall far behind the "Auto-file" found on Dalion instruments.

Tone fidelity is first with us; next comes super-finish of the best designed, best constructed machines we know how to make. But the Dalion has features.

What greater feature of convenience than a cabinet which automatically keeps each record in its rightful place?—That positively prevents its return to any but the right place?


Milwaukee, Wis.
A PROFITABLE VACATION TRIP

Jack Auerbach and Jack Lee, of the Auerbach Music Co., Dispose of Two Trackloads of Grafomolas in the Mountains in Two Days

Diezex, Co., September 2—A pleasant and profitable vacation was enjoyed by Jack Auerbach and Jack Lee, of the Auerbach Music Co., Rock Springs, Wyo. This aggressive pair traveled 250 miles, crossing Rabbit Ear Pass, an elevation of 9,600 feet, with a truck loaded to capacity with ten Grafomolas and two hundred records, in addition to a complete camping outfit. They sold the ten machines on a one-day stopover and decided that they could save time by going to Denver for another load instead of returning to Rock Springs. They crossed the Berthoud Pass, which has an elevation of 11,000 feet, and again loaded their track with Grafomolas, leaving for the mountains to conclude their vacation. The second load was dispatched as rapidly as the first in spite of the fact that the miners in this section are only operating two days per week.

MACOUN JOINS MAGNAXOV STAFF

A. P. Macoun, a well-known talking machine and Magnavox salesmen, has resigned his position with the J. O. Morris Co., formerly Eastern distributors for the Magnavox, and is now connected with the New York branch of the Magnavox Co. Mr. Macoun will concentrate his activities on the development of Magnavox business in the territory East of the Mississippi.

CARUSO RECORD ENVELOPE

Halstead Williams Corp. Announces New Record Envelope Bearing Picture of Great Tenor

The Halstead Williams Corp, distributor of talking machine accessories and dealers in specialities of Brooklyn, N. Y., is announcing to the trade that it is now ready to deliver a new Caruso record envelope. O. H. Williams, general manager of the company, stated that these envelopes are now being delivered to the trade and that the demand for them has been very heavy. They can be used not only for stimulating sales of Caruso records, but can also be used in the delivery of any records to the customer.

The envelope has been produced in a very attractive manner. The figure of Caruso appearing as "Robadame" dominates the front of the envelope with a reproduction of a Red Seal Victor record adjoining it. The inner seal of the record is a bright red like the Victor Red Seal record, while the costume of Caruso is reproduced in black and Ben-Day blue, all of which give the envelope a very striking and handsome appearance, and render it more than usually valuable as a producer of sales.

Harrison Piedras, of Topeka, Ks., recently opened a talking machine repair shop in that city.

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

Regularly booked for season 1921-1922

Sample program and particulars upon request

P. W. SIMON, Manager

Winter Broadway

New York City

Screen Ensembles Including

Campbell & Burr—Sterling Trio—Peerless Quartet
FOLLOWING UP SCHOOL SALES

Columbia Dealer Prepares Interesting Educational Campaign—Plan Proving a Success

Wilson's, Inc., a Columbia dealer in East Radford, Va., has a novel way of securing business. His plan as outlined in the Columbia Record is as follows:

With every dollar's worth of records purchased he gives to the customers asking for it a coupon worth 10 cents. This coupon is to be gathered by the school children and turned in to the school principal. These will be redeemed at their face value in cash by the dealer, the money to be used by the schools for the purchase of a Grafomina. In other words, the dealer is willing to give a Grafomina to the school, provided the children are willing to work for it.

This plan has only just been put into operation and the heads of all the local schools have given assurance that they will be glad to take hold of and push it. Following it up, this dealer is giving a children's concert in his store every week. The concerts are being conducted by the head of the school music department in East Radford, and as a special treat for the little ones ice cream is served at each entertainment.

As an additional drive, from time to time, twenty-five educational records are sent out on approval to schools, and each time records are sold. The first time that was worked a sale of thirteen resulted, and at another time a sale of seventeen.

HELEN YORKE AT MAINE FESTIVAL

Helen Yorke, coloratura soprano and exclusive Patric artist, will appear as a star at the Maine Music Festival in October. This festival, which is one of the conspicuous musical events of New England, opens in Bangor on October 5 and will include a recital in Portland on October 12. A number of brilliant stars have been engaged, including the celebrated Fonselle and Charles Marshall.

DEVICES PARCEL POST GUIDE

Chart Drafted by E. B. Hyatt, of Hyatt Talking Machine Co., Portland, of Great Value and Is Used by Local Post Office

Portland, Oreg., August 31.—The Portland business men and all others who have occasion to use the parcel post system from Portland to the zones in Oregon, Washington and Idaho have been at thank E. B. Hyatt, of the Hyatt Talking Machine Co., for simplifying their efforts in ascertaining the postal rates on packages. Mr. Hyatt has prepared a chart showing the class and the rate of postage due, which can be seen at a glance.

Mr. Hyatt has had the chart copyrighted and it is now used at all of the windows in the main post office of Portland and at all of the branch offices in the city. If one should go to the post office in Portland and ask for a postal guide that would give him the above information he is immediately referred to the Hyatt Talking Machine Co.

An Artistic Window Display Used by the William Gunhard Dry Goods Co., Decatur, Ill., Brunswick Dealers in That City

IT PAYS TO DEAL WITH KENNEDY-GREEN CO.
IT PAYS TO SELL Okeh Records
BIG PROFITS FOR YOU

Our Specialty—Latest Hits—QUICK DELIVERY

KENNEDY-GREEN COMPANY

1865 Prospect Avenue CLEVELAND, OHIO
HERE IT IS!

The

FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLIES $8.00 Specify 8¼" or 9½" arm

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

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

HAVE A WORKING ORGANIZATION

No Time for Dissention in the Selling Forces
Just Now—What Is Needed Is Team Work

Is your organization, Mr. Manager, working as a unit—or is there dissension? Like the link in the chain, one weak person or element spells failure. Every department must co-operate, pull together with one common interest, or we undo our best efforts.

You who come in daily contact with your sales and office force are best fitted to give constructive criticism. There must be a real leader, one who stimulates interest, inspires confidence—a salesman and one who has a vision of the Victor business, at the head, or lag results are lacking, says a writer in the Putnam-Page Co. Bulletin.

We forget that real people mean real sales. Keep your organization alive to your interests. We who work want to know—we like the person who helps us give our best. Study your organization—it can be made 100 per cent.

Shops, like people, have personality and it is well for us to consider just what the personality of our shop is. Is it alive or dead? Has it the vital something that brings people to you and brings them back? If not, why not? All things are possible and those who know must lead.

Do you, Mr. Manager, encourage your sales organization to be constantly on the alert for better and improved methods—their ideas are often very valuable.

Why not a "creative department" of new ideas—there is always a "best way." Are we looking for it? The least amount of time, the least effort and accomplishing greatest results.

NEW MUSIC COMPANY IN TOPEKA

TOPEKA, KAN., August 31—The Theo. Morse Music Co. and the Frager-Cramer Song Shop formally opened their business at 705 Kansas avenue, this city, last week. The firms are affiliated and occupy joint quarters.

They will handle all the latest song hits and a variety of sheet music. The stock will be complete with musical specialties and adaptations. Mr. Morse has the agency for the Masterphone phonograph. He will also handle other musical instruments and operate a saxophone repair shop.

Half the problems of any business man are equally the problems of his competitors. He cannot solve them alone; nor can a single competitor solve them alone. But by all working together these problems can be solved.

BECKHARDT UNDERGOES OPERATION

Credit Manager of Granby Phonograph Corp.
Under Surgeon's Knife Second Time in Month

NORFOLK, VA., September 4—J. Beckhardt, credit manager of the Granby Phonograph Corp., this city, underwent another operation on August 15 for the removal of an abscess which had developed as the result of an old injury. It is expected that this last operation will put an end to the trouble.

C. T. Westmorland, superintendent of the Granby phonograph factory, has returned from his vacation spent in the eastern part of Tennessee.

H. H. Schumaker, general manager of the Granby Phonograph Corporation, is spending a month's vacation in Wisconsin.

M. Fadde, manager of the Granby Phonograph Corporation's office in Cincinnati, Ohio, has returned from a most enjoyable vacation, which he spent first in the Seychelles and then in Tuscan.

The Granby Phonograph Corporation's general sales office has just moved into its new quarters in the Levy Building, Main and Church streets, Norfolk, Va.

Rozalie Miller, Pathe soprano, is appearing in recital work in England.

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"

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

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

FLETCHER-WICKES COMPANY

6 EAST LAKE ST., CHICAGO
Turning Record Stocks Into Ready Cash

By P. J. Burns, Sales Promotion Manager, The Phonograph Corporation of Manhattan

Present conditions call for straight thinking and real work. Merchants in most every line of business, and in every community, realize they must forget war-time methods and adopt a new order of things.

One of the biggest problems of retailers, in reaching a new basis, is to move their present stocks. Vast amounts of money and energy are being spent to accomplish this. Some lines and many merchants have to depend on their advertising to bring buyers into their stores. The goods they sell do not permit of "Go Out and Get It" methods. Not so with an Amberola dealer.

We recently had it demonstrated to us that an Amberola dealer is admirably equipped to penetrate the lack of buying on the part of the public. Our dealer up in Peekskill took notice his clients were not buying records as regularly as he thought they should and, as a consequence, his stock of records began to increase in inventory value. This dealer did some straight thinking and followed it up with real work. He made a list of his non-buying owners. He then turned to his overstocked shelves and made up several packages of a dozen records.

The next move was to divide his list of owners into two, each the same as your Uncle Sam does for his letter carriers. Thus, with his plan systematized, the dealer delivered a package of records to each non-buying owner, with the comment, he was passing their way and thought he would leave with them for a day or two a few selections which he believed they would enjoy. At this point I want to say the dealer was careful to put in each package the kind of selections he thought would appeal to each owner.

The owners were re-visited two days after the delivery of the records. Sales were made in every case, averaging four records per owner. In addition to the primary idea of turning his record stock into ready cash the dealer obtained from the owners the names of several persons who were in the market for talking machines. In fact, the dealer takes the attitude he has gained at least four distinct advantages, as follows:

1. Reduced record stock.
2. Immediate profits therefrom.
3. Interest of owners renewed.

Peekskill, we are assured by the dealer, will not have many dormant Edison owners, as the plan has been found practicable and profitable. It is being recommended to every Edison dealer in the Metroploitan District, and we have enough faith in the plan to believe it will work as well in any other part of the country.

OUT-OF-TOWN TRADE VISITORS

W. C. Griffith Visits New York T. M. Co.'s Offices—Al. Edelstein Brings Optimistic Reports Regarding General Business Conditions

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co., Victor wholesaler, was a recent New York visitor, calling at the offices of the New York Talking Machine Co. Mr. Griffith also visited the Victor factories at Camden, N. J., and his comments regarding general business conditions at Chicago were noteworthy for their optimism and confidence in the future.

Another recent visitor at the offices of the New York Talking Machine Co. was Geo. Deacon, of the sales staff of the Cleveland Talking Machine Co., Cleveland, Victor wholesaler, who, several years ago, was a member of the sales staff of the New York Talking Machine Co.

"Al" Edelstein, owner of the Strand Temple of Music, Albany, N. Y., exclusive Victor retailer, was a caller at the offices of the New York Talking Machine Co., renewing acquaintances with many of his old friends. Mr. Edelstein attended the convention of the Talking Machine Men, at Terra Marine Inn, and was given a royal welcome by the local trade.

FOREIGN RECORD TRADE GROWS

Pathé Foreign Record Catalog Increasing Rapidly in Size and Interest

The foreign record business of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has extended to large proportions. The Pathé foreign catalog is showing a greatly increased number of foreign numbers which are being produced in the Actuelle needle-cut record as well. This department is under the excellent leadership of Dr. Joseph Kalman. Pathé foreign recordings are made in more than fifteen languages. A recent issue of Pathé News devotes considerable space to the subject of foreign records and a campaign is under way showing the dealers the profits to be derived from building up an efficient foreign record department of his business.

COTTON FLOCKS

Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.
ANNOUNCEMENT

This company, through efficiency of service and excellence of product, is rapidly gaining the patronage of the greatest stage favorites of America, among these being MR. LEO CARRILLO, America's favorite dialect comedian, who for the first time, has made records of his famous stories of Italian and Chinese characters. Mr. Carrillo has written us as follows: "I am highly pleased with the records you have made of my recitations. Of their quality, I am satisfied they are of the highest, and this adds to my satisfaction. The voice is clear and distinct and free from all the twang usually noted with phonograph reproductions. In brief, they are the very best I have ever heard."

Distributors and dealers should stock well up with these records, as well as with those of equally famous artists that we will soon release.

Latest hits of Broadway shows manufactured in any quantity for you under your own label or ours. Address

UNITED STATES RECORD MANUFACTURING CORPORATION, Hits Department
249 West 34th Street
New York City
UNUSUAL PUBLICITY CAMPAIGN

Oehle Record Features Compositions Written by Tom Mix, Motion Picture Star—Effective Publicity Plans Now Under Way

The advertising department of the General Phonograph Corp., in conjunction with the publicity division of the Fox Film Corp., has inaugurated a special campaign featuring Oehle record No. 4405. This record comprises two selections entitled "Brouckho Trot," a fox-trot,

Tom Mix Mounted on "Old Blue," and "Old Blue," a wallay, both of which were written by Tom Mix, the famous moving-picture star.

These two selections were written by Mr. Mix as a tribute to "Old Blue," a horse which he rode for many years, and which until its death was closely identified with some of Mr. Mix's most pronounced film successes. The two compositions have already attained considerable popularity, and although they will be listed in the November Oehle releases, they probably will be announced as specials in order that Oehle dealers may take full advantage of the publicity campaign inaugurated in behalf of this record.

JACOBSEN WILL REMAIN ABROAD

The Columbia Graphophone Co. was advised recently that Sascha Jacobsen, exclusive Columbia violinist, will probably not return to America for several months, as the demand for his services on the concert stage is growing every day. He recently received a flattering offer to appear in Vienna during the September music exposition, and Serge Koussevitski, the great Russian conductor, has asked Mr. Jacobsen to appear at one of his concerts to be given at the Paris Opera during the coming Fall.

DOEHLER CO. TO ERECT GAS PLANT

The Doepler Die Casting Co., Brooklyn, N. Y., has decided to install its own gas-making plant, according to H. H. Doepler, president of the company. Mr. Doepler stated that the gas bill of the company last year amounted to more than one hundred thousand dollars. It is expected that the new plant will produce gas for about forty-two cents. The rate for city gas is 81.25. This concern is well known as a maker of die castings for the talking machine trade.

The Record Service Shop was recently opened at Stevens Point, Wis., by Floyd Angers, of Madison, Wis.

H. J. Smith Laboratories
Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St.
Newark, N. J.

Sapphire Ball Jewels, Pathé, Oehle, Bruns-
wick, Edison Diamond Points, Edison New
Playing Wonder, Recording Sapphires,
Lateral Stylus, Hill Dale Styluses,
Recording Machines, Shaving Machines,
Recording Diaphragms, Experimental Work,
Recording Wax.

WIDDICOMB REDUCES PRICES

Well-known Phonograph Manufacturer An-
ounces New Price List—Will Go Into Effect
September 15—Will Stimulate Buying

The Widdicomb Furniture Co., Grand Rapids,
Mich., has announced that, effective September 15,
the prices on the complete line of Widdicomb phonographs, both upright and console models in various period styles, will be reduced to a pre-war basis. The company states that it is able to make this reduction owing to the lower cost of labor and material and increased pro-
duction. Another factor is the desire of the company to stimulate the renewed buying activity now taking place in business generally and which will help to promote the prosperity of the country.

It is expected by the Widdicomb organization that the new price list will be an important item in increasing Fall sales, which have already be-

Another improvement in National Cash Registers.
Low-priced receipt printer.

To all merchants:
When you press a key on this register—

1. It shows the price of the article.

2. It prints a record for the merchant.

3. It prints this receipt for the customer. →

4. It opens the cash drawer.

5. It adds up the money received for the day.

Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged. Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL
CASH REGISTER
CO.
DAYTON, OHIO.
When a Man—

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

Hall Fibre Needle

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

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

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.
JAMES SPILLANE A BENEDICT

Popular Young Talking Machine Man of Brooklyn Receives Heartiest Congratulations

The many friends of James Spillane, of the Park Slope Talking Machine Shop, 310 Flatbush avenue, Brooklyn, N. Y.—and they are legion in the wholesale and retail talking machine fields—have been showering him with congratulations on his marriage recently to one of Long Island's very charming and attractive daughters. Mr. Spillane has many of these fine qualities of the heart and mind which make him a favorite with those who know him. It may be said with truth that he is a real "chip of the old block," for his father, J. L. Spillane, of Collings & Co., Victor distributors, Newark, N. J., is one of the old-timers in the industry who is deservedly held in high esteem.

The new Victor warerooms of Herbert Thiele, Sheephead Bay, New York, were recently opened and will provide this community with excellent Victor service.

THE TALKING MACHINE WORLD

W. F. Mullen's Clever Stunt

in which he placed a D-2 Grafonola and a Magnavox. He then proceeded to give a concert for the club and also along Sandy Point Beach and many Beach throughout the afternoon and evening.

In the latter part of the evening he brought the Magnavox and Grafonola to the boat dock and played popular pieces for the members of the Carter Lake Club. Between 350 and 400 people listened to the music and the members of the club were so delighted with the entertainment that they requested Mr. Mullen to make arrangements for the use of the Grafonolas and Magnavox at a club dance.

CLEAN-UP WEEK A SALES FACTOR

Montana Company Redecorates and Cleans Up Store—Plano Other Improvements

BILLINGS, MONT., August 31.—The Webster-Allen Co., of this city, engaged in a regular clean-up campaign about a week ago and the appearance of the establishment has been greatly improved. The store was redecorated and the stock rearranged. The company is planning additional improvements, which include the enlargement of the sheet music department and the installation of a modern recording system, which makes possible the handling of a larger number of records. A complete stock of musical instruments and supplies is carried.

OPEN VICTROLA PARLORS

GRAND, O., August 30.—Ray E. Purdon announced the opening of an exclusive Victrola Parlor in the waiting room of the B. & O. Building in this city. He has an exceedingly up-to-date music shop, and besides the Victrolas and records will handle musical merchandise and sheet music.

SALESMEN, TAKE NOTICE!

"The art of war does not require complicated maneuvers; the simplest are the best, and common sense is fundamental." This quotation is taken from Napoleon's diary, and if for the word "war" is substituted the word "salesmanship," a very excellent principle for times of peace is available.

BIG RECEPTION FOR NOTED ARTIST

ROCK HILL, S. C., September 1.—William Simmons, baritone singer and Pathé artist, received a great reception at a recent recital in this city. Mr. Simmons holds positions in two of New York's most prominent churches and his concert bookings for the coming Fall are numerous.

GIVES CLUB CONCERTS

Energetic Columbia Service Supervisor Uses Effective Sales Plan—Grafonola and Magnavox Featured to Advantage

OMAHA, Neb., September 7.—W. F. Mullen, dealer service supervisor of the Omaha branch of the Columbia Graphophone Co., believes that salesmen can be used to advantage in enhancing the popularity of Columbia product. Through the courtesy of one of the members of the Carter Lake Club, Mr. Mullen recently secured a boat ride

BUSINESS SITUATION REVIEWED

Pleasing Reports Made Regarding Fall and Winter Prospects in Response to Canvas Made by Unit Construction Co.—1,000 Dealers Interviewed in a Widely Extended Territory

PHILADELPHIA, Pa., September 6.—In a recent canvas made by the Unit Construction Co. of this city, manufacturer of Unico equipment for the talking machine warerooms, the results were very encouraging. The Unit Construction Co. reports, as a result of this campaign, firstly, that a business revival has started with the retail talking machine trade; secondly, that in a number of districts sales are ahead of 1920 and thirdly, that a very active Fall and holiday trade is predicted. This canvas was wide in scope and covered from coast to coast, which included a personal visit to all of the principal trade centers and interviewing approximately 2,000 dealers. The Unit Construction Co. reports that this upward tendency has also been reflected in a greatly increased demand for Unico service from all sections of the country.

AT LAST! One Phonograph Needle for All Tones

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 Tonophone Window Display.

R. C. WADE CO.
110 South Wabash Avenue CHICAGO Inventors and Sales Makers

September 15, 1921
THE TALKING MACHINE WORLD

Gives Club Concerts

W. F. Mullen's Clever Stunt

Open Victrola Parlors

Salesmen, Take Notice!

Big Reception for Noted Artist
PROGRESSIVE MERCHANDISING

Merchandise to sell and real Merchandising to sell it! That is what Pathé spells to the far-sighted dealer, up against conditions which call forth his full reserves of Salesmanship, for Pathé gives him not only goods to market but practical and business-producing selling helps, many of which he has exclusively.

THE PATHÉ ELECTRIC MOTOR

A marvelous new electric motor whose simplicity and efficiency are apparent at a glance. Only two movable parts! No brushes to “stick” and wear. Wireless armature which cannot burn out. Runs evenly because it does not depend upon voltage to the same extent as other motors. Placed in any Pathé Phonograph or Actuelle without additional cost to your customer.

THE PATHÉ PHONOGRAPH

The Pathé Phonograph line is complete, consisting of eight different standard and period models, handsome and authentic in design, of substantial construction, and with a tone quality supreme! Attractively priced, yet carrying a profit so generous that he can divert part of it to local advertising over his own name, and still have left an excellent and satisfying margin.

RECORDS OF DISTINCTION

Both needle and sapphire played. A product appealing to the hypercritical. Different from the average mechanically recorded article with which the market is flooded. The Pathé Record Library not only represents the art of famous operatic, concert and vaudeville favorites of this country, but of European celebrities who have not yet been heard here and whose records are listed by Pathé exclusively.

THE PATHÉ ACTUELLE

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

The "Cream" of the Current Big Selling Hits. Also an Exceptional Group of Old Favorites and Classical Selections.

NOTE: Actuelle records (needle played) are identified by prefix "O" to record number.

NEW POPULAR FOXTROT HITS

20611 Remember the Rose (Intro. "Always") ..... Merry Melody Men
020515 (5c)
20615 Once in a Blue Moon (Intro. "Not Long Ago") ..... Nicholas Orlando's Orchestra
020516 Ilo ..... Raderman's Orchestra
20617 I Call You Sunshine, Piedmont Dance Orchestra
020517 Rosy Cheeks ..... Raderman's Orchestra
20618 When the Sun Goes Down ..... Casino Dance Orchestra
020518 Ma ..... Raderman's Orchestra
20619 Canadian Cafers ..... Casino Dance Orchestra
020519 South Sea Isles (From George White's "Scandals") ..... Raderman's Orchestra
20620 I Love You, Wonder Girl, Joseph Samuels' Music Masters
020620 Near Me (Intro. "Bundle of Joy") ..... Merry Melody Men
NEW POPULAR SONG HITS

20612 Bring Back My Blushing Rose (From "Ziegfeld Follies of 1921") ..... Baby Jones
020612 Sodium ..... Ernest Hare
020614 Tuck Me to Sleep (In My Old Kentucky Home) ..... William Shaw
20613 You ..... Elliott Shaw
020613 Mother, I Didn't Understand ..... William Rees

MUSICAL ANTHOLOGIES

20621 I'm Nobody's Gal. ..... Aileen Stanley
060521 Anna in Indiana (Comedienne)
5c
20614 There's Only One Pal After All, Crescent Trio
020614 Who'll Be the Next One (To Cry Over You) ..... Lewis James
5c
20608 Standard, Operatic & Classical Vocal
54078 Ave Maria (Schubert) in English ..... Yvonne Gall
5c 12"—1.50
20608 Passunder's Farewell, Lewis James and Elliott Shaw
5c
20608 The Vacant Chair, Shannon Four, Unaccompanied
5c
20608 Forsaken (Verlassene) ..... Shannon Shaw, Four, Unaccompanied
5c
20608 Dreaming Alone in the Twilight, William Lowe
5c

STANDARD & CLASSICAL INSTRUMENTAL

20611 Melody in F (Rubinstein) ..... Rae Eleanor Hall (Violinist)
020611 Spring Song (Mendelssohn) ..... Ralph Ganzi (Pianist)
5c
20620 Source in B Minor (Bach-Saint-Saëns) ..... Rudolph Ganzi (Pianist)
5c
20620 False in E Minor (Chopin) ..... Ferera and Franchini
5c

HAWAIIAN

20609 HAWAIIAN CHIMES, Waltz
020609 HAWAIIAN SHELL, Waltz
5c

IMPORTANT

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

The Forward Looking Dealer

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

PATHÉ FRÈRES PHONOGRAPH COMPANY
BROOKLYN, N. Y.
WHEN we are glad to announce to the trade the cheerful and interesting fact that the Van Veen organization has shipped during the month of August twice as many installations of Van Veen equipment as the same month last year.

This proves that those dealers with judgment and foresight are buying the best the market affords, so they may profit most from the renaissance of good business which has already begun.

_Built to maintain a reputation—sold to meet competition._

**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

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**SOME “CORN-FED” PHILOSOPHY**

An Interesting and Inspiring Talk on Selling Offered by Clifford A. Sloan in His Little Magazine, _The Wanderer_—Too Much Reading and Too Little Real Work

Clifford A. Sloan, one of the nationally known figures in the advertising field, issues each month a little magazine, called _The Wanderer,_ filled with human interest and what is described as “corn-fed” philosophy. Mr. Sloan has the knack of putting real human interest into his writings and gets away from the usual type of “pop” stuff, which is now so plentiful in the magazines but which really means so little. We reproduce below an extract from the September issue of The Wanderer, under the caption “Put Down the Book!”

_“It was in a Cleveland hotel. He was tall, clean-cut, well built. When he entered the lobby and swung up to the desk I took him to be a salesman, for his manner reflected familiarity with hotels and clerks and bell boys. He checked his bags and then sat down to read a book. It was just two o’clock. Half past two he was reading. At three o’clock he was reading. At three-thirty I strapped up an acquaintance with him._

_“He was a salesman for a hardware house. He told me that he covered Ohio and a part of Indiana and that it was a good territory. He said that Cleveland was a splendid city for him, that he had many good accounts there. He told me that he had been with his house for a year and that he was ambitious to make a good showing._

_“I am going to make this territory the best of all,” he said, “inside of a year I’ll have it at the top of the list._

_“When I left him, at four o’clock, he picked up his book and went on with his reading._

_“That is the whole business trouble to-day; we’re all busy reading, figuratively speaking, of course. We’re busy reading—waiting for somebody to start something. Busy reading when we ought to be starting something ourselves by getting out and hustling harder than ever. A leading business man of Cleveland hits the ball when he says, ‘I believe that it is your job and mine to work ten times as hard to put our business across now as we would in former times.’ And not purely from the selfish reason that it will make a little additional profit for ourselves, but because it will add impetus to the great wheel of business. Many in business and out are waiting for a mythical, all-powerful and yet hopelessly impossible someone to step in and start the wheels turning._

_“There is business. Orders are being placed in every line. Not so many orders as in previous years, no, but some. Just so long as we sit around waiting, however, there is going to be a business depression._

_“Long enough, now, have we been sitting in the lobby reading._

_“Let’s put down the book now!_”

And get back to the territory—get back to business!”

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**PREPARES EFFECTIVE DISPLAY**

_Detroit, Mich., September 7.—Owen & Co., exclusive Columbia dealers in this city, recently arranged an attractive window display which was designed to appeal to practically all classes of buyers. Various Graafona models were arranged in a semi-circle in the fore part of the window and two cards on either side featured recent national advertisements. In the background two racks elaborately arranged carried many of the recent selections by exclusive Columbia artists._

Lee S. Roberts, the versatile composer, says: _“What has made the talking machine business is the fact that it is fool-proof and reproduces as the artist intended to present his or her art.”_ And he added, _“Also it is instructive and educational.”_
More Abundant Harvest Than Predicted Causes Optimism—What Leading Jobbers Report Regarding General Trade Outlook—Despite Unemployment in Mining Section Good Feeling Prevails

Mr. Dealer:
Are you making enough profit on your phonograph needles? Let us show you how to get the best results and increase your needle sales.

We Help You
Sell NUPOINTS
This Stand FREE

Some Jobbing Territories Still Open—Write for Proposition

NUPOINT MFG. CO.
1208 W. 59th Street CHICAGO, ILL.
New Records

The Cardinal Records

We announce the advent of the new Cardinal Records—new quality—new recording arrangements—new pressing plant and our policy of new hits first

LATEST VOCAL HITS

OWN AT THE OLD SWIMMING HOLE—Ovnt.
Orch. Accomp. Sung by Ernest Hare and Billy Jones

SUNNYSIDE SAL—Baritone Solo. Orch. Accomp.
Sung by Arthur Fields

STAND UP AND SING FOR YOUR FATHER AN OLE TIME TUNE—Baritone Solo. Orch.
Sung by Arthur Fields

AIN'T YOU COMING OUT, MALINDA—Tenor Solo. Orch. Accomp.
Sung by Vernon O'Halbert

SLEEPIN' PRETTY-PRETTY—Tenor Solo. Orch.
Sung by Vernon O'Halbert

MY SUNNY TENNESSEE—Tenor Solo. Orch.
Sung by Antonio Urito

THEY NEEDED A SONG BIRD IN HEAVEN, SO GOD TOOK CARUSO AWAY—Tenor Solo.
Orch. Accomp. Sung by Antonio Urito

THERE IS NO OATH—Tenor Solo. Orch.
Sung by Antonio Urito

CARDINAL DANCE HITS

WHY, DEAR?—Fox Trot.
The Merry Melody Men

MY BLUSHING ROSE—Fox Trot (Introducing "Silly, Won't You Come Back?"") from Ziegfeld Follies of 1921.
The Merry Melody Men

SECOND HAND ROSE—Fox Trot
Van Eps Quartet

JUST BECAUSE—Fox Trot
Van Eps Quartet

OIXIE—Fox Trot
Van Eps Quartet

FANCIESS—Fox Trot
Jos. Knecht's Walsford-Astoria Orchestra

ONE KISS—Fox Trot
Jos. Knecht's Walsford-Astoria Orchestra

REMEMBER THE ROSE—Fox Trot (Introducing "Always")
The Merry Melody Men

TIO-SAN—Fox Trot
Green Bros. Novelty Orchestra

EL RELICARIO (My Spanish Rose)—One Step
Jos. Knecht's Walsford-Astoria Orchestra

MISSISSIPPI CRADLE—Waltz
Green Bros. Novelty Orchestra

CANADIAN CAPERS—Fox Trot
Green Bros. Novelty Orchestra

AIN'T WE GOT FUN—Fox Trot
Latim's Roseland Orchestra

MARIAMBA—Fox Trot
Jos. Knecht's Walsford-Astoria Orchestra

CHERRY BLOSSOMS—Fox Trot
Latim's Roseland Orchestra

IN A BOAT—Fox Trot
Latim's Roseland Orchestra

WANG-WANG BLUES—Cardinal Jazz Band

WEARY BLUES—Cardinal Jazz Band

DEALERS AND JOBBERS: Write to-day for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

An exceptional catalogue of Jewish and Italian records ready next month.

CARDINAL PHONOGRAPH CO.

106 EAST 19th STREET, NEW YORK CITY

FACTORIES:—NEWARK, OHIO—ZANESVILLE, OHIO—BRIDGEPORT, CONN.
CONVENTION PLANS OF IOWA VICTOR DEALERS' ASS'N

Elaborate Program Formulated for Annual Meeting of Victor Retailers to Be Held in Des Moines on September 19-20—Interesting Addresses to Be Made by Prominent Speakers

Des Moines, Ia., September 3—Elaborate plans have been completed for the 5th annual convention of the Iowa Victor Dealers' Association, which will be held in this city on September 19-20, the convention headquarters being at 411 Fourth Avenue.

The visiting dealers will be welcomed by Mayor H. H. Bartow, of Des Moines, and then attend an educational demonstration by Miss M. A. Jardin, of the Nickels Bros. Co. On the afternoon of the first day there will be several open discussions in the form of debates. The first subject will be "Records on Approval," the affirmative side being taken by C. West and the negative by J. Vance. The next subject will be "Interest on Contracts," affirmative, L. A. Murray, and negative, R. B. Townsend; third subject, "Outside Salesmen," affirmative, J. Donahue, and negative, J. C. Britt; fourth subject, "Trade-ins," affirmative, M. Sanford, and negative, C. B. McGregor. One of the principal addresses will be that of John Gregg Paine, of the Victor Talking Machine Co., whose subject will be "Victor Supremacy." In the evening the delegates will be entertained at a vaudeville show at the Orpheum Theatre.

On the second day E. H. Haglund, of the Nickels Bros. Co, will talk on "Governor Adjustments," Jack Cameron will follow with a talk on "The Art of Selling Through the Show Window," H. A. Beach, vice-president of the Unit Construction Co., will give a talk on "Retail Store Equipment," with the aid of stereopticon views; E. Lynn Bill, of The Talking Machine World, will talk on "Setting Up Your Sales Problem"; Roy E. Wait will talk on "The Value of Trade Presents," and J. J. Rockwell, of the Reincke-Ellis Co., will talk on "Militant Merchandising."

At the afternoon session new officers will be elected and the question box opened and the queries answered. The only address at the last session will be that of Prof. O. E. Kingman, of the Iowa State University, who will talk on "The Victor Survey of Iowa."

The convention will end with an elaborate banquet at the Hotel Fort Des Moines, at which the principal speaker will be Governor N. E. Kendall, of Iowa. The banquet will be followed by a dance.

The present officers of the Iowa Association are: President, L. R. Spencer, Iowa City; vice-president, L. A. Murray, Davenport; secretary, B. H. Sixsmith, of Des Moines, and treasurer, R. B. Townsend, of Missouri. The visiting delegates will be welcomed by a committee consisting of L. A. Murray, C. Dake, M. W. Dunham, M. J. Sockop, F. H. Walter, and H. L. Woodward.

INAGURATES FALL CAMPAIGN

Norfolk, Va., September 1—Harry Coughlin, field sales manager of the Granby Photophone Corp., this city, has already inaugurated an intensive Fall campaign. After an extended trip covering territories from Atlanta to New York Mr. Coplan left for Boston, where he expects to spend a week with Mr. Widner, of Widner's Co., Granby distributors. Mr. Coplan also covered New York State and spent some time with the Iroquois Sales Co., Granby distributors of that territory.

Rene Jaccard, final inspector at the Granby factory, and E. F. Carson, assistant general manager, recently made a flying visit to New York. Mr. Jaccard, upon his return, left for Western Ohio, where, it is rumored, he will romance his state of single blessedness.

J. Beckhardt, credit manager, who is again at the helm, is on a motor trip to Boston and calling upon Granby dealers en route.

NEW CHENEY JOBBER IN DALLAS

Riddle Phonograph Co. to Distribute Well-known Chicago Product in That Section of the Great Texas State—Important Connection

Dallas, Tex., September 5—The Riddle Photophone Co. of this city, has just made the announcement that it has been appointed a jobber for the Cheney Talking Machine Co., of Chicago. The new jobber will look after the territories of southern Texas and southwestern Oklahoma. The Riddle Co. is now in process of organizing a special sales force that will look after its business in the location above referred to.

The deal was consummated between George W. Riddle, president of the company, and W. B. Burt, sales manager of the Cheney Talking Machine Co., who came from Chicago for that purpose. Mr. Riddle, besides being connected with the phonograph company bearing his name, is one of the best-known of the well-to-do merchants in this city. For years he has been engaged in commercial activities here and at present is also vice-president of the Security National Bank of Dallas. When Mr. Burt, of the Cheney Co., was here he spent much time with Sales Manager Richardson, of the Riddle Co., in laying out sales plans and organizing the new sales force.

SONORA ON DIRIGIBLE ZR-2

A Sonora portable talking machine was included in the appointments of the great dirigible ZR-2, which was destroyed in a trial flight in Sagamore last week. The Sonora machine was in place in the forward cabin when the explosion occurred. A Sonora portable was also part of the equipment of the R-3 when she made the first trans-Atlantic flight.

Window displays indicate the character of the merchant, therefore great care should be exercised to make them attract, not repel.

VICTROLA DISPLAY STANDS

Show up the machine so it sells. Occupy small space—Light and convenient. A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match Victrolas—Enameled to match Booths and Interiors. A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp. Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your Jobber. Knock Down Display Stands Are Patented

<table>
<thead>
<tr>
<th>Material</th>
<th>Net</th>
<th>Retail $5.00</th>
<th>Retail $6.00</th>
<th>Retail $7.00</th>
<th>Retail $8.00</th>
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<td>$3.60</td>
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<tr>
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Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.
Ries’ “Perpetuum Mobile,” played by Duci de Kerekjarto as a violin solo, means sales for years and years to come. Columbia 79721.

Columbia Graphophone Co.
NEW YORK

INTRODUCE NEW CARDINAL RECORD

Extensive Campaign Planned—New York Staff Increased—New Catalog of Italian and Jewish Records—Business Shows Betterment

The Cardinal Phonograph Co., of New York City and Newark, N. J., is bringing out a new Cardinal record this month. New recording arrangements have been made and new phrasing and pressing plants have been secured.

Robert Clifford, sales manager of the company, is planning an extensive campaign on the Cardinal record and announces that a new catalog of Italian and Jewish numbers will be issued next month. Mr. Clifford plans to offer the Cardinal dealer a wide selection of artists on the Cardinal lists and states that the Cardinal policy will be to feature recordings from every prominent artist on an exclusive contract.

The Cardinal Phonograph Co. reports a decided increase in business this increase gives every indication of continuing straight through the Full season. In order to handle this increased business two extra men have been added to the New York staff of the organization, one of which, Jerome Collins, is well known throughout the trade through his former connection with the Emerson Phonograph Co.

NEW SILENT MOTOR CATALOGS

The trade will shortly receive the first catalog issued by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y. While it will contain much material covering a minute description of the silent motor, its plant and organization, much space will also be devoted to interesting and comprehensive information upon talking machine motor problems.

Before sending out your next letter, price list or pamphlet take it out of the envelope and see if it comes out right side up and face to the front. If it does not instruct your office boy in the proper method of doing this task.

FIRST VICTOR RECORDS BY MORINI

The Young Viennese Violinist Who Scored Triumph in America During Past Concert Season Makes Her First Records for the Victor—Heralded as Violin Genius

The latest addition to the notable list of Victor recording artists is Miss Erika Morini, whose first recordings have already been offered to the public. Miss Morini is heralded as a genius of the violin. She came to the United States in January of this year, unheralded as it were, and quickly won for herself a position among violinists to-day. Her first concert at Carnegie Hall, New York, was a triumph, and the triumph has continued since.

Not only has the young violinist given proof of her genius on the concert stage, but that genius is clearly reflected in the first of her Victor records. Doubtless her records will prove a prominent factor in the future that is before her.

The Mutual TONE ARMS & SOUND BOXES

“TRY THEM AND BE CONVINCED”

REDUCED PRICES

The Mutual Phono Parts Mfg. Co.
149-151 Lafayette Street
New York

Ask for New Price List and Samples

We Manufacture Tone Arms and Reproducers for High-grade, Medium and Low Priced Phonographs
PACIFIC COAST BUSINESS IS RAPIDLY FORGING AHEAD

Development of Musical Interest in San Francisco Due to the Talking Machine—Dealers and Jobbers Optimistic Regarding Fall and Winter Trade—Pathé Shop in Reno—Other News

SAN FRANCISCO, Calif., September 3.—With the end of labor troubles in the building field in sight, the trade looks for a decided turning-up of the general business situation during September. Talking machine dealers have had a hard summer for the most part; still, in spite of the business depression, there have been practically no important failures and there have been a number of new enterprises launched. The field is attractive to capital, large and small, and the talking machine business on the Pacific Coast is going to forge ahead faster than ever as the present-day problems are solved. The development of musical interest on the Coast is nothing short of marvelous in the last few years.

No longer can it be truthfully asserted that San Francisco is without a real music center. Now every city is a music center. This development is due principally to the availability of good music in talking machine records and the high-class musical programs provided by the motion picture theaters. To-day San Francisco alone is paying more for music, in one form or another, than the whole State paid not very many years ago.

It is being commented upon frequently these days that the manufacturers of talking machines and records are certainly producing satisfactory merchandise and that the products of the leading producers conform to a general high quality standard. The market for "junk" seems to have been greatly reduced.

Sherman, Clay & Co. are having a better demand for talking machines of the larger types this month and the call for Caruso records has increased steadily since the death of the great singer. Billy Morton, manager of the retail talking machine department of this company, is down the San Joaquin Valley on a business trip at the present time.

E. P. Corcoran, manager of the talking machine department of the Wiley B. Allen Co., of this city, returns this week from his three weeks' vacation in northern California.

J. J. Black, treasurer, and Harold Proct, sales manager, of the Wiley B. Allen Co., will leave September 5 to attend the annual "Flight" of the Family Club, which will be held at Family Club Farm, near Woodland, Cal. Upon their return Mr. Black will go to New York with Frank Ansps, vice-president and general manager of the company.

The San Francisco music homes this month paid tribute to the genius of Caruso in various ways, but most of the stores had window displays with the singer's portrait prominently displayed. The Wiley B. Allen Co. had a beautiful show window decorated in deep purple. Several of the leading motion picture theaters featured the Vitrola playing Caruso records, in company with the orchestra, in their music programs.

C. H. Fyfe, formerly one of the proprietors of the Artaritl Music Co., of Reno, Nev, has opened the "Pathé Phonograph Shop" in the store of the Baldwin Piano Co., on better street, this city. He has the full Pathé line and is featuring the new Actuelle machines and records. The Baldwin Co. has discontinued its talking machine department. Mr. Fyfe is a progressive business man of high ideals and he reports opening business most satisfactorily. The period days of Pathé machines make a very attractive display in the show rooms, and the new Actuelle is attracting special attention.

A number of civil suits have been filed against George A. Parker, sales agent for the defunct Mercantile Finance Co., of San Francisco, which is the concern promoted by Frederick Stere, of the Stern Talking Machine Co., also bankrupt, as the result of recent exposures. The complaints allege that the defendant falsely and fraudulently represented that the company was a solvent going concern, doing a profitable business and paying large dividends. Frederick Stere, the late president of the defunct concern, has been indicted by the Grand Jury on two counts, one charging that money was obtained under false pretenses in selling stock in the company and the other that he rendered a false financial statement of accounts.

Irving C. Franklin, Pacific Coast manager for the phonograph department of the Brunswick-Balke-Collender Co., has resigned his position to accept the post of general sales manager for the Burnham Phonograph Corp., with headquarters in Los Angeles. Mr. Franklin is a "go-getter" of the progressive type and his many friends in the talking machine fraternity with him succeed in his new work.

E. E. Graham, phonograph salesman in the wholesale Brunswick department in San Francisco, who is calling on the trade as usual, reports good success with the Stratford model and also with the new table model Brunswick. The sale of Brunswick records shows a steady increase in this territory. The records of the recently acquired artists, Giuseppe Damile and Florence Eaton, are moving well and the demand for the records by Mario Camille is bigger than ever. Camille will sing in San Francisco the latter part of September with the Scotti Grand Opera Co.

H. D. Leopold, California representative of the Victor Talking Machine Co., is back on the Coast, after a six weeks' stay in the East, where he attended Victor conferences and spent his annual vacation. He is at present in Los Angeles. E. E. Kane, formerly of the traveling sales force of the wholesale Victor department of Sherman, Clay & Co., has accepted the position of assistant manager of the wholesale department in San Francisco in the place of Otto Rublin, who has resigned. Mr. Rublin is preparing to engage in the retail music business on his own hook at Richmond, Cal. He will carry pianos, players and talking machines.

(Continued on page 62)
PACIFIC COAST BUSINESS EXPANDS

(CONTINUED FROM PAGE 61)

It has just been announced that the Sonora phonograph shops on the Pacific Coast will carry the new Sonora piano. Samples of the new line are expected to arrive in the late Fall. J. D. Sell, manager of the Columbia store in Denver, attended the conference of local dealers in San Francisco this month.

C. A. Ackley, manager of the local office of the Columbia Graphophone Co., is making a trip in the North, calling on the dealers. He is accompanied by his family and C. M. Kinsel, of the sales force. The Columbia idea of "selling by track" in the various towns and cities is bearing good fruit in the form of many initial sales of Columbia merchandise.

Charles Hall & Ricardi, Seattle's local Columbia artists, will sing with the Scotti Grand Opera Co. in San Francisco in September.

E. H. Moore, president of the Moore Stationery Co., at Hilo, Hawaii, has just been in San Francisco on a business and pleasure trip. He carries a full line of musical merchandise, including talking machines and records. He says the Japanese and native Hawaiians love the talking machine, but that the records made in Japan are more suited to the demand at present.

Miss Mabel Fournier, formerly in the talking machine business in Sacramento, is now with the City of Paris phonograph department in San Francisco.

KEEN COMPETITION IS HELPING TRADE IN CINCINNATI

Cincinnati, O., September 6—Talking machine dealers in Cincinnati are highly pleased with business for August. The month, while not a record-breaker, far surpassed the preceding one and has strengthened the predictions of local dealers that business will continue on the increase each month until the first of the year, when it will then be normal. Keen competition is accountable for the steady bestway in this city. A great many dealers are staging contests and special sales offers. They are also importing "pep" into their sales forces by offering prizes to salesmen having the largest number of sales to their credit at the end of each month. Those who have had the latter plan in operation say it is doing wonders in developing business. With vacations practically over the dealers have started in to do things." They are optimistic and they have their business nose to the grindstone.

Columbia Week a Success

The Columbia dealers of this city have just closed one of the biggest publicity campaigns that has ever been staged in or near Cincinnati by any talking machine company. Chester Park, one of the largest amusement places in the city, was taken over for the long weekend ending September 3 for which was termed "Columbia Week." Nine dealers tied up on this proposition, each setting up a separate display booth of exclusive Columbia products. The dealers who had booths were: The A. & N. Music Co., the May Stern Co., Resio & Bobu Co., South Piano Co., E. M. Abbott Piano Co., R. Freiherg's Pharmacy, Casino Co., Norkart's and the Hoffman Music Shop. The gross sales for the week exceeded expectations.

Places G. A. Nennstiel in Charge

Alfred Willey, of the Alfred Willey Piano House, at Huntington, W. Va., related the local Columbia branch during the month. He anticipates a considerable increase in business for the Fall and Winter and has engaged G. A. Nennstiel, who was formerly with the Herman Strauss Co., to help in the Grandfords department.

E. M. Abbott Is a "Live" Wire

E. M. Abbott, proprietor of three stores in the city, predicts a large Fall business. All his departments are making good monthly reports. Both the outside and the drop-in trade improved very much during the last month. Mr. Abbott has two service trucks, seven outside men and two five-passenger touring cars, all working to bring customers into his stores.

Twenty thousand tags were distributed by Mr. Abbott during "Columbia Week" at Chester Park. The tags were in connection with a "duplicating tag contest," which he is staging this week, the winners of which will be given a talking machine.

P. H. Oelman Tells of Business Progress

"A good sign that the trend of business is upward is the optimistic view recently taken by farmers who have been predicting a good Fall," said P. H. Oelman, manager of the New Edison Co. "The sales reports for the last three weeks, each showing an increase over the preceding one, prove that the turning point has been passed in the phonograph business," he concluded. "The month of August was the best month we have had since the first of the year."

The sales contest being held by the Edison Co. has helped considerably to stimulate sales and inject "pep" into the sales force. The prizes, which are to be trips to the School of Salesmanship, to be opened up some time after January 1 by the Edison Co., are worth while working for. Points in the contest are given for the number and kind of machines sold by each individual. Edith McDonald will be in this territory on a six weeks' "Tone Test" tour beginning September 5 and followed by a four weeks' tour by Elizabeth Spencer.

Granny Line Going Well

Miss H. L. Fannell, manager of Widmer's Columbia Shop, returned last week from her vacation at Cedar Point, O. Reports for the month have been highly satisfactory, he says. August surpassed any month since the first of the year.

(Continued on page 64)
Attractive, Salable, Serviceable

In building a permanent Phonograph Business the Modernola forms a genuine asset. Here is a Phonograph built on entirely different lines from the rest, and with several added features that have instant appeal. A little careful study of the above illustration shows the points of the Modernola's uniqueness and its supremacy in sales possibilities.

To this is added the serviceability of the machine—its lasting qualities, due to trustworthy construction and conscientious mechanical finish in which you can place the utmost confidence. In other words, it is a guaranteed machine.

With the Modernola on display in your store you can rest assured that it will not take long to "put it over."

*Put Your Order in Now*

THE MODERNOLA COMPANY
Johnstown, Pa.
A LITTLE BIRDIE
WHISPERED IT TO ME

A New One Step Novelty Song

WRITTEN AND PUBLISHED

JACK SNYDER
1059 BROADWAY, N.

PUBLISHED FOR
BAND & ORCHESTRA

A PHONOGRAPH CABINET

of American Walnut scores twice—it charms the eye and ear alike—thus giving double emphasis to the selling arguments of both manufacturer and dealer.

Write for data for Makers, or data for Dealers, and the "Brochure de luxe" for your Salesmen. Address the responsible producers of American Walnut Lumber and veneers, the

American Walnut Manufacturers' Association, Room 1022, 616 South Michigan Boulevard, Chicago, U. S. A.

COMPETITION HELPS IN CINCINNATI

(Continued from page 62)

Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the Grandy line, which the Widener Shop added to its stock, still is piling up sales in this territory. Manager Emile states the Grandy line is the most successful proposition ever taken over by the firm.

Takes on Talking Machine Line

O. C. Riefler & Co. opened a complete Grafomola shop in connection with his drug store at Mill and Dana streets, Lockland, O. The new dealer will cover a good territory that has heretofore been overlooked by other dealers.

Tributes Paid to Caruso

Tribute to Enrico Caruso was paid at the Capitol Theatre here, when movies showing his funeral cortège were being exhibited. The theatre was darkened when the procession was shown on the screen, the organist played a few introductory bars and then a Victor record of the golden voice of the famous tenor was heard, reproduced on a talking machine.

How Chubb-Steinberg Shop Attracts Notice

Mr. Chubb, of the Chubb-Steinberg Music Shop, which opened its doors to the public last month, returned from a vacation trip last week. He motored by way of Indianapolis to Chicago Business for the month was good, he says. Mr. Ritzenthaler, machinist and electrician, has been added to the company and placed in charge of the repair and service department as an expert mechanic. Along with his ability, Mr. Ritzenthaler appreciates music and Mr. Chubb believes he will prove highly satisfactory.

Much attention is being attracted by a sales-developing plan under which the Chubb-Steinberg Co. is featuring this month. A painting by a well-known artist, valued at $2,500, has been placed in the window with a large placard inviting all to come in and guess the name of the artist's title to the picture. A prize, consisting of $10 in records, is to be given to the winner.

One of the questions asked of all those who guess is, "Do you own a phonograph?" In this manner the company expects to get a line on a large number of prospects. Mr. Chubb stated the display is attracting the better class of trade, to whom he desires to cater.

Upward Trend of Sales

"While the sales of machines have fallen off during the month our record sales are still on the upward trend," remarked F. X. Donovan, manager of the Shilfto talking machine department, and added, "However, everything points to a good Fall business beginning September 1." Mr. Donovan was passing cigars this week in honor of the arrival of a new son at his home. His friends think he will probably teach him the phonograph business, so that he can fill his father's shoes when the old boy gets ready to retire.
OUTING OF TALKING MACHINE MEN

Association of Local Talking Machine Dealers Holds Annual Picnic on August 17—Paul Whitman's Orchestra an Attractive Feature—Dinner and Dancing on the Program

Over 300 members of the Talking Machine Men, Inc., the talking machine dealers' organization for New York, New Jersey and Connecticut, together with their friends and invited guests, attended the Association's annual outing.

Ready to Start From New York

held August 17 at the Terra Marine Hotel, Bugnur Park, S. L. An interesting program had been prepared by the Association's arrangement committee, but the athletic events were cancelled, owing to the downpour of rain which started at two o'clock and continued uninter-

E. G. Brown in Service

ruptedly throughout the afternoon and evening.

The party left the Battery Pier at 10 a.m., and after a delightful sail arrived at Midland Pier about 11:30. Automobiles were waiting for the party and a tender ride through some of Staten Island's most beautiful suburbs was locally enjoyed. Arriving at the Terra Marine Hotel the talking machine dealers and their guests were welcomed by George L. McFarlane, owner of the hotel, and Judge Tiernan, one of the leading citizens of the borough of Richmond.

Lunchmen was served and a feature of the

Solving the Great Mystery

luncheon was the appearance of Paul Whitman and his famous orchestra, exclusive Victor artists. This popular dance organization played

a number of selections, which were enthusiastically received, and if the diners were given their choice this orchestra would have been obliged to play for hours without interruption.

At two o'clock the athletic events were scheduled to commence, but the rain started when the ball game had only proceeded for one inning, and it was necessary to cancel practically all the events, with the exception of one or two minor affairs.

Dancing and other forms of amusement adaptable to a rainy afternoon kept the crowd in good humor until six o'clock, when dinner was served. One of the pleasing events at the dinner

Why Break Records? Just File Them!

Then in a post have the wonderful Record-Filing Eeform which is a feature of

The Marvelous MAGNOLIA

MAGNOLIA TALKING MACHINE COMPANY

61 BARCLAY ST. NEW YORK, N. Y.
Aladar Sio's Gypsy Orchestra plays the Columbia Novelty Record this month. "Evening Tales" and "Sari" are sentimental selections full of weird, sensuous Gypsy rhythm. E-7247.

Columbia Graphophone Co.,
NEW YORK

DEMONSTRATING ROOM ESPECIALLY FOR CHILDREN'S USE

Talking machine dealers who are making a special appeal to children through the arrangement of records and record rooms are reaping a very generous reward. To secure results there must be a definite policy in mind, and that and record lists covering musical or educational records should be prepared especially for the children. A very attractive demonstrating room especially designed to meet the requirements of the little ones, and which has done much to

FREE OFFER

This attractive metal and glass counter case given free with 3 cartons at $2.30, total $9.90.

MAGNEDO
THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price $3.30 carton of 60 boxes

MANUFACTURED BY
SUPERTONE NEEDLE WORKS 18 WEST 20th STREET NEW YORK

INTRODUCES NEW DIAPHRAGM

W. D. De Gans is President of New Manufacturing Concern—Chicago Territory Allotted

CLEVELAND, O., September 6—W. D. De Gans, president of the De Gans Phonograph & Diaphragm Co., reports considerable progress in the affairs of the company which was recently incorporated for $100,000. The company's principal activities are in connection to the manufacture of wooden diaphragms, which are made from spruce and undergo a heat treatment in connection with wax and shellac. They are concave, the average diaphragm ranging from forty-eight one-thousandths of an inch at the outer edge to eighteen one-thousandths of an inch at the center.

The officers of the company are: W. D. De Gans, president; Charles Melkonian, vice-president, and M. D. De Gans, secretary and treasurer. On a recent trip to Chicago Mr. De Gans allotted the Chicago territory to W. F. McClellan, who is secretary of the National Association of Piano Tuners.

If your copy is placed in medium read by people who can buy your product your advertising plan is sound.
Many dealers have renovated and enlarged their warehouses, added improvements to their equipment in anticipation of increased sales, selling staffs have been reorganized and this fall and winter should place Brooklyn and Long Island dealers well in the lead in the metropolitan district in achieving totals in machines and records.

Firmly establish equipment to give practical service

The American Talking Machine Co., Victor wholesaler, is prepared to give Brooklyn and Long Island dealers practical service. R. H. Morris, general manager, states that no effort has been spared to prepare his organization to meet and acquaint the dealer with up-to-date selling methods in keeping with the times. C. F. Offerman, Long Island representative for this company, is visiting the trade after an enjoyable two weeks' vacation spent in motoring through New York State and the Thousand Islands.

Manor Music Co. Reorganized

The Manor Music Co., at 1774 Eighty-sixth street, Columbia and Victor dealer, has recently reorganized and is now ready for full business. E. Stange, for several years a partner of this concern, sold out his entire interest to his partner, Mr. Eskild, who will carry on the business as heretofore under the same name. The store has been entirely renovated and a modern equipment has been installed. Mr. Eskild, who caters to a large foreign population, especially in Scandinavian records, will continue making this department a special feature of his business.

Sales Campaign a Success

Stapian Bros., well-known Pathé dealers on Third avenue, report that Pathé sales have more than held their own during the past two months. Mr. Kraus, manager of this department, has been successful in selling many Pathé machines through an aggressive outside selling campaign, especially in the Bath Beach section.

Installs Selrex Equipment

The Selrex Philaco Co., at 518 Fulton street, has equipped its talking machine war room with the new Selrex equipment, which is creating considerable interest among the talking machine trade in Brooklyn. E. A. Cuthbert, manager of the Victor department, is very enthusiastic about this new equipment, as it is proving an efficient and quick method of selling records and is meeting with favorable comment by customers who purchasing records.

Believes Tide Has Turned

G. T. Williams, head of the G. T. Williams Co., Victor distributor, is firmly convinced that Victor retailers will enjoy a healthy Fall trade. Mr. Williams believes that the turning point has now reached the depression in the retail trade during the past few months, and feels that this condition also applies to general business as well as to the Victor industry.

Develop Foreign Record Sales

The possibilities of developing a foreign record trade are well exemplified in the unusual success obtained in this field by the Atlantic Talking Machine Co., at 144 Hamilton street. A. Menden, proprietor of this store, has established for himself's business in this field that is exceptional. Mr. Menden's activities have spread out all over Brooklyn and by direct circulation, newspaper advertising and continuous effort he has built up his foreign record sales to unusual proportions.

Doubles Sales Facilities

James B. Russo, Columbia dealer, 187 Harrison street, is making extensive alterations and improvements in his already attractive quarters. Mr. Russo is doubling the capacity of his store by leasing an adjoining store and combining the two into one large and commodious showroom. Sound-proof hearing rooms are being installed and Mr. Russo expects to be able to announce the formal opening some time during the present month.

Establishes Enviable Record

To be known as one of the oldest exclusive Victor dealers in metropolitan New York is the distinction accorded A. Settanni, at 1932 Fulton street. Mr. Settanni, years ago, opened up a small musical instrument store near his present location and was one of the first Victor dealers established by the Victor Co. Today Mr. Settanni's Victor business overshadows his musical instrument business. His present store is arranged with every modern convenience, including eight private record hearing booths and an attractive display room for his machines.

Great Demand for Caruso Records

The talking machine department of Frederick Loesser & Co. has experienced a decided stimulus in the sales of records and machines during the past two weeks, states W. H. Bishop, manager. "The death of Caruso not only stimulated the buying of Caruso records, but also had an astonishing effect on the sale of all Red Seal records," added Mr. Bishop. "Our sales of the classics now exceed the sale of popular and dance records for the first time and there is a sudden demand for machines which can only be attributed to the passing away of the great tenor."

The above is merely an illustration of what other stores are experiencing to a greater or lesser extent and it proves conclusively that people will buy machines and records despite the so-called hard times if proper methods are taken by the dealers to arouse the desire for the possession of talking machines.

The Brooklyn dealers, without exception, are all alive to the great opportunities which the industry is facing the coming Fall and Winter.
The Windsor is the original Period Design PHONOGRAPH. It is a Musical Instrument as perfect as human skill can make it. It is a beautiful, well made Piece of Furniture, made by a firm which for 36 years has produced the best Furniture in America. All its productions are made of Solid Wood. All Carving and Finishing done by hand.

made by
The Windsor Furniture Company, Chicago, U.S.A.
Sold only through Dealers.
Los Angeles, Cal., September 3: One of the outstanding events of the month of August—very sad ones—was the news of the death of Enrico Caruso. In every music house the deepest regret was felt and expected at the loss of one whom everybody had learned to regard as a man of desirable personality and sterling qualities in addition to his artistic genius and marvelous God-given voice. There was an intense desire on the part of practically all the Los Angeles Victor dealers to refrain from any form of advertising or publicity which might suggest an attempt to capitalize, to the least degree, the announcement of the bereavement in Naples. The public, which notices these things, was quick to recognize this exhibition of good taste on the part of merchants, and there were many expressions of commolation and appreciation from leading people in the city. However, there was immediately as almost overwhemling demand for Caruso’s records; sales of fifty or hundred dollars’ worth of Caruso records have been frequent occurrences all through the month, while in the early days of the deaths news, people stood in line waiting to buy. Dealers’ stocks have been very greatly reduced, while the wholesale house is practically depleted.

Caruso Memorial Recital Given
A free concert and recital was given at the great moving-picture house—Granum’s Million-dollar Theatre—on Friday, August 5, at 9 a.m. The concert, which was attended by thousands, was arranged by the Los Angeles Evening Express and Sid Grauman, and was given as a memorial only, and without ticket or reservations of any sort. A beautiful recital rendition of “Nearer, My God, To Thee” was played on the pipe organ by Harry Murtagh and was followed by Victor records, which Caruso’s played on a large period Victrola. Each Los Angeles Victor dealer was requested to send one record, with a representative to operate. The wonderful acoustics of the theatre were revealed by the remarkable clarity and fullness of each record and the audience showed its appreciation by clapping for encore.

Exposition Held
A very successful industrial exposition was held August 15-20, inclusive, in the great Terminal Building on West Seventh street. Buyers from the Western States attended and had the exhibit to themselves each morning from 9 a.m. until 2 p.m., after which time the general public was admitted. In the furniture section of the exposition exhibits were given of the Blue Bird, Burnham, Sequoia and Siskin phonographs, all manufactured in Los Angeles.

The Blue Bird exhibit by the Blue Bird Talking Machine Company attracted a great deal of attention, owing to the fact that several new and unique models were shown. These new models represented beautiful pieces of furniture, with covered Blue Bird phonographs built in, in fact, an attractive deal which would in itself form an elegant piece of furniture for drawing or living room, had a Blue Bird phonograph—waterproof—wire—no batteries—no power—no extra cost—none of its beauty of reproduction.

The same thing applied to a mahogany tea wagon and several other kinds of distinctive furniture. M. F. Ebybus, general manager of the Blue Bird Co., also showed a new record filing device, invented by Arthur Nineman, which, in an ingenious fashion, raised the record files from the cabinet, thus obviating all stooping and bending. Blue Bird records were also demonstrated.

The Burnham Phonograph Corp. had a very attractive display, featuring a number of its moderately-priced period models. Okeh records, for which the Burnham Phonograph Corp. is the

PACIFIC COAST agent, were used to demonstrate the merits of several of the instruments.

C. A. Einstein, general manager of the Sequoia Co., was in charge of the exhibit of Sequoia phonographs and Sequoia automatic record files, as well as a new sound box, which drew many favorable comments from dealers and the general public.

The Siskin phonograph is manufactured by the Angeles Furniture & Manufacturing Co., and the models consist of period living-room and davenport tables, with concealed sliding drawer phonograph attachments. The models exhibited were very highly admired.

Records Demonstrated by Wireless
A novel arrangement has been made by Richard-son’s, Inc., with the Western Radio Electric Co., by which a Victrola has been placed at the open transmitter of a wireless telephone and enables hundreds of operators at a thousand-mile radius to “listen in” and hear the latest jazz or grand opera records. Many celebrations have been received from all over the country, particularly from lonely stations, and Richard-son’s, Inc., are receiving orders from all directions.

Several Visitors Here
Walter S. Gray, president of the Walter S. Co., of San Francisco, spent two or three weeks in the Southland recently. Mr. Gray is known as the Needle King of the Pacific Coast.


George T. Hively, manager of Hale’s Victorco department, San Francisco, was in Los Angeles for his vacation. He states that the weather North has been unusually cool this year. Business with Hale’s has attracted him.

L. J. Unger, assistant secretary of the Brilliantone Steel Needle Co., arrived in Los Angeles and spent several days here recently.

C. H. Yates Returns to Wholesale
C. H. Yates, who until recently was engaged in the retail phonograph business in Hollywood as an Edison dealer, has sold out to the Holly-wood Music Co. and will devote his time to the wholesaling of the Motrola and phonograph accessories.

Daynes Opens in South Pasadena
R. E. Daynes, who for a number of years has been employed in one of the large music stores in Los Angeles, has just opened a store of his own in South Pasadena and is carrying the Brunswick line of phonographs and records, together with pianos and player-pianos. Mr. Daynes contemplates opening one or two stores in the near future.

Nobody can convince another man if he does not want to be convinced. Do not insist on re-jected arguments, but find new suggestions.

PRICES REDUCED

We wish to announce a decrease in price on our "FULTON" $30.00 MODEL TABLE MACHINE

Samples now $13.50, Three or more $12.50

PHOTOGRAPHS

There is a large demand for a good, serviceable table machine. Here is your opportunity to acquire an instrument that will sell at any time and yet not a large profit.

There are 25 steel needles of American manufacture at 30 cents each. Purchased. Distributors of the Arts Records and Arts Record Rolls. (Write for prices.)

FULTON TALKING MACHINE CO.
233 Third Avenue, New York
When Frank Bacon and his Company left for their “Lightnin’” engagement in Chicago, an escort of 100,000 people gave him enthusiastic tribute at the train.

Frank Bacon
Noted Star and Co-Author of
“LIGHTNIN’”

MAKES
VOCALION RECORDS
EXCLUSIVELY

Amid the greatest demonstration of public approval shown any stage favorite in recent years, Frank Bacon has concluded his three years’ New York run in “Lightnin’.”

The Aeolian Company has the honor of announcing that the expressive voice of America’s great actor will be reproduced exclusively on Vocalion Records.

Mr. Bacon’s initial records from “Lightnin’” now on sale are the most remarkable speaking records ever recorded. Ask to hear “The Bee Story” and “In the Reno Divorce Court.”

Vocalion Records Just Released
If We Get Them Out Special They’re Good!
The Bee Story—“Lightnin’” ...............Frank Bacon ............... No. 14224 $.85
In the Reno Divorce Court ..................Ernest Hare ............... No. 14230 .85
There’s Only One Pal After All ..........Aileen Stanley
Stand Up and Sing for Your Father an Old-Time Tune ..........................Al Jocker’s Dance Orchestra
Bring Back My Blushing Rose (Sally, Won’t You Come Back?)—Ziegfeld’s Follies 1921 .........Selvin’s Dance Orchestra
Second Hand Rose (I Know)—Ziegfeld’s Follies 1921 ..........................No. 14219 .85
Remember the Rose—Snapshots of 1921 .................................................No. 14233 .85
Leave Me With a Smile

THE AEOLIAN COMPANY
NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO
Some Sales Pointers That Will Help to Make a Phonograph Store Profitable

By L. C. Lincoln

In the very interesting series of articles that he is writing for the Sonora lied (Sonora house organ) L. C. Lincoln, advertising manager of the Sonora Phonograph Co., has provided the trade with practical information on important topics. In his latest article, entitled "Selling a Phonograph in the Store," Mr. Lincoln comments, in part, as follows regarding a vital subject:

"The floor salesman or inside man has always been looked upon by the music trade as the enlisted, super-salesman of the establishment, supposed to know all about the merchandise, about selling and all about human nature. He seldom calls at the home of prospective buyers, this work being delegated to outside salesmen who follow up names of people who have looked at a phonograph in the store but failed to buy, or names received from various sources of people who may be induced to buy a phonograph.

"The inside man most usually calls on such people several times before he secures a sale and invariably becomes fairly well acquainted with them. But it is infrequent that the floor salesman will fail to know anything about a customer before he calls at the store, nevertheless must work on the theory that every person asking for a demonstration may be sold at once. There are many reasons why the floor salesman will not always succeed, but the experienced man proceeds to work on his customer with this one idea in view and never lets up until something is said which convinces him otherwise.

"Dealers selling phonographs as a side line should realize that they cannot expect to make the sale of a phonograph with the same slight effort as in selling small articles. Selling a phonograph requires the salesman's or small dealer's undivided attention. When you realize that the large, experienced phonograph dealers employ only the most trained, expert salesman for inside work, it will be seen that the small dealer cannot hope for success unless he, too, learns the selling points and how to demonstrate them in the best way.

"The dealers must learn to be patient. People spending one, two or three hundred dollars for a phonograph cannot be hurried into a sale, or given the same consideration as those buying records, music rolls, sheet music, needles, sundries, etc.

"Not being able to learn the buyer's disposition and attitude until the demonstration has progressed to some extent the salesman cannot make a mistake by playing one record before starting a conversation.

"By this time they have settled down and the salesman should say a few words in praise, with warmth and sincerity, so as to convince the customer that he believes what he is saying. The supply of demonstrating records should be sufficiently large to choose the kind that appeals to each purchaser. A simple song by a well-known artist should start the demonstration. "Do not keep up a continuous flow of talk while a record is being played, because your customer cannot then concentrate either on your remarks or the music. Learn something about the desires and ideas of the purchasers before explaining all the features, so that you can lay stress on those that are especially considered by the buyer.

"Some salesmen will play part of a record when, lifting the sound box, they call attention to a certain note which is very clear. This practice can be overdone, however, and should not be tried in the middle of a sale.

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The Small Dealer Cannot Have Hope for Success Unless He learns the Selling Points So Necessary to Win Trade

When You Have Seen Our Cabinets, You Will Do Our Advertising

We want you to see our cabinets.
Because it will be a better advertisement than we can print.
It will make you want to use our cabinets.
As you will quickly realize why our cabinets are the leader in the field.
Now more than ever people are looking for quality and price.
That is the reason why Celina Cabinets are so popular.

The Celina Specialty Co.
Celina, Ohio
DO YOU REALIZE that you can in a few days transform your Talking Machine department into the Musical Headquarters of your Community?

BETTER STILL—you need make but a very small immediate cash investment to accomplish this change.

THE UNICO Deferred Payment Plan enables you to finance your improvements out of profits from increased sales.

The Unico System Is a Sales Stimulator
and Quickly Pays for Itself

COMPLETE UNICO DEPARTMENTS, including Demonstrating Room, Counter and Rack Equipment, may be obtained at a cost as low as $500.00. Whether your requirement amounts to $500 or $50,000 and irrespective of location, the UNICO SYSTEM is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

The most active machine and record demand of the year is just approaching. Now is the time to improve your selling facilities!

Phone, Wire or Write Our Nearest Office TODAY.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
68th Street and Greys Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard
The new Columbia Counter Literature Display Officer has four small and four large literature pockets, and a space at the top for six complete catalogues. It revolves, attracts customers, keeps your literature clean.

Columbia Graphophone Co.
NEW YORK

BROCHURE ON MOOD MUSIC

Extremely Interesting Volume Just Issued by Thos. A. Edison, Inc., Acent Experiments Conducted by Dr. Bingham on the Effect Which Music Produces Upon the Listener

OAKLAND, N. J., September 1.—Thos. A. Edison, Inc., has just issued a very interesting thirty-two page brochure, entitled Mood Music. It is one of the most unique works ever published regarding the phonograph in relation to the effect which its music produces upon the listener.

The book is a compilation of 112 Edison Record Creations, according to "What They Will Do For You," and is based upon psychological experiments conducted under the direction of Dr. W. D. Bingham, director of the Department of Applied Psychology, Carnegie Institute of Technology, who has for some time been associated with the Edison Co.

The following extract from the "Foreword" gives an idea of the unique character of this booklet:

"On the following pages you will find 135 musical selections, arranged in twelve lists, but do not think, therefore, that this booklet is merely a compilation. You will look in vain for "Operatic Gems" or 'Band Music,' or any other of the familiar classifications. Instead you will find such helpful, suggestive headings as 'To Bring You Peace of Mind,' 'To Make You Joyous,' 'To Stimulate and Enrich Your Imagination.'"

Following the "Foreword" is a discourse on mood music which is developed from an historical viewpoint down to modern philosophers, such as Emerson. It then treats upon Mr. Edison and his vision in the field of re-creating music and concludes with the more recent development by the Edison organization of the mood music idea.

Throughout the book are illustrations picturing the contrast between the business man under tense strain versus the business man enjoying music's pleasant relief; the nervous and exhausted man versus the woman soothed and refreshed by music; the stockbroker jarred by the market versus the stockbroker steadied by music; the man of toil too tired to eat versus the man of toil refreshed by music; the lone woman versus the woman comforted by music; the housewife too tired to get dinner versus the housewife whose "grip" has been restored by music. There is also a reproduction of the mood change chart filled in by W. J. Burns, the famous detective.

The complete classifications under which, in each case, about a dozen selections are listed are made up as follows: To Bring You Peace of Mind, To Make You Joyous, In Mood of Westfulness, Jolly Moods and Good Fellowship, For More Energy, Love and Its Mood, Moods of Dignity and Grandeur. The Mood of Tender Memory, Devotion is also Mood Stirring for the Children. In conclusion there is an article by Mr. Bingham on "Research of Moods in Music." The whole conception of this work on mood music is most interesting and is likely to have a far-reaching effect similar as providing a new type of sales ammunition for the salesman in the retail establishment.

OPENS NEW STORE IN TUCSON


R. H. Neilson, for the past fourteen years affiliated with the Fisher Music Co., Tucson, Ariz., has organized the R. H. Neilson Music Co., in that city, and recently held the formal opening of his new store in the Congress Hotel Building. The interior of the store is beautifully finished in French gray and ivory, and the same color scheme is carried out in the furnishings. Mr. Neilson is handling the Brunswick phonographs and records, together with Jesse French & Sons pianos, band instruments and sheet music.

TO MAKE AUTOMATIC LID SUPPORT

BLOOMFIELD, N. J., September 1.—The Star Machine & Novelty Co. was recently incorporated for $100,000 under the laws of this State, to enter into the manufacturing of automatic cover supports. It has opened a factory at 81 Mill street, this city, and production has already commenced. This new company is now placing on the market a new channel type of lid support.

HELPS IN OLYMPIC EXPANSION

E. M. Dailey, assistant sales manager of the Olympic Record Corp., has had great success in the Middle West in bringing Olympic distributors in closer touch with the home office. Mr. Dailey also reports the establishing of additional dealers.

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA
FORWARD MOVEMENT OBSERVABLE IN BALTIMORE TRADE

Business This Month Shows Distinct Revival

Everyone Optimistically Inclined Regarding Fall

Scores—Cohen & Hughes Resume Meetings

Baltimore, Md., September 10—The talking machine business is improving in this city and summer sales of both machines and records last month went ahead of those for July, according to reports from both the wholesale and retail trade of this vicinity. The business that has been done so far this month shows that it is a "rush in the pan," but a genuine revival of business and an indication of a return to near normal, if not normal, business this fall and winter.

Of course, the death of the lamented Carson, which created a big gap on his records here, as well as elsewhere, helped materially in swelling the average for the month, but the sale of other records was also brisk and August records generally sold better than for any previous month for some time.

With the summer now practically over and the vacationists all home again the outlook is very encouraging and the best posted men in the business are confidently looking forward to a business this fall and winter that will be practically on a pre-war basis or as near around as it is possible to get under existing circumstances.

Both the Columbia and Victor agencies will resume their regular monthly dealers' meetings the latter part of the month, which were suspended during the summer, and this is expected to add considerably to the trade impulse that has been noticeable the past month.

The records of the Southern Negro Quartet, "Sweet Mama," "Ain't Givin' Nothing Away," "I'm Wild About Moonshine," and "Ain't Gonna' Bring Nothin' Else," are going big in the South and especially in Norfolk, the home town of the quartet.

This quartet was picked quite accidentally by a Columbia salesman in Norfolk, who heard them singing in an alley and immediately put in touch with Manager Parks, of the local branch, who went down to Norfolk and, after hearing them harmonize, wired the New York office of his "find." The house office got busy at once and inside of a week the "Southern Negro Quartet" was signed up and singing for the company. This required considerable effort, however, as only one of the four could read, and very little at that, it was discovered. So each piece has to be taught them before they can sing it, but when once they get the words they never forget them. The above pieces are the first numbers put out and, judging by the demand for them in the South, Southern Negro Quartet productions are due for a big run in this section of the country, anyway.

Lexington Shop, Inc., of this city, has been incorporated, to deal in talking machines, musical instruments, etc. The firm is located at 108 West Lexington street and the incorporators are A. H. Fisher, M. P. Fisher and S. J. Fisher.

Tread's Music Store, 331 South Third street, Highlandtown, was the only music store represented at the recent Prospect Park Fair in Baltimore County and it had an electric Magnavox playing that sounded like a brass band. Quite a number of prospectos were obtained through its display at the fair.

Columbia agency reports it is getting good results from the practice of thoroughly inspecting all machines from the factory before shipping to the dealers, so that a machine can be delivered direct to the customer with the full knowledge and guarantee that it is ready for use when received. The dealers are said to appreciate this service and it is considered a good move by the trade generally.

Manager W. S. Parks, of the Columbia, has just returned from a trip through Virginia and North Carolina and reports a good business in both States, and especially in Norfolk, Va., where he found the trade doing a fine business and placing orders for the fall and winter in such quantities as reminded him of the "old days."

Cohen & Hughes, Victor distributors, are preparing to resume their regular monthly dealers' first-shown record meetings the latter part of the month and expect a record attendance, following their excursion last month to the trade, which was one of the most enjoyable affairs of its kind held this summer.

ATTRACTION WINDOW DISPLAY

Columbia October Display Features Violin Music and Popular and Novelty Numbers

The October window display prepared by the Columbia Graphophone Co. for the use of Columbia dealers is exceptionally attractive, and

The Columbia Co.'s October Window is thoroughly suggestive of the best in violin music. The centerpiece of the display is an illustration typical of violin music with no particular artist featured.

Supporting the centerpiece is a card featuring Kerkka, exclusive Columbia violinist, a list of several of the best-known violin selections played by this artist and others, and balancing this violin card is an original Symphony card, featuring Rosa Ponelle and several others of the Symphony vocalists. The three remaining units feature popular and novelty records, and in addition to the regular display units there is an artist's poster of Eddie Brown with a window streetman of the same artist.

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Optic Electric Signs up to their present perfection—ten years of constant striving. The result is a sign which gives day and night service—raised, white glass letters on a dark background—greater reading distance, lower upkeep cost, more artistic decoration and signs which embody real advertising thought.

You need a Flexlume Optic Sign. Let us send you a sketch showing how to meet your particular business.

FLEXLUME SIGN COMPANY
36 KAIL STREET BUFFALO, N. Y.
"LIFT THE LID"

That's the valuable slogan for every Victor dealer. Say it—write it—advertise it—so that every man woman and child will "LIFT THE LID" to make sure it's a Victrola.

"TEACHING THE PUBLIC" is the business and duty of every progressive Victor dealer... it's a pleasant job too, that brings returns of a most substantial and profitable character.

C. Bruno & Son Inc.
351-353 Fourth Ave.,
New York

Victor
Wholesalers
To the Dealer Only
INDIANAPOLIS TRADE MOST OPTIMISTIC OVER OUTLOOK

Leading Dealers Look for Increasing Volume of Business—Stimulating Edison Trade—Change of Business Management—Sonora Dealers to Convene September 15—Kimball Activities—Other News

INDIANAPOLIS, Ind., September 8—Is the talking machine business in this city better now than it has been during the two-thirds of a year just passed? That is the one question of greatest interest to all the dealers at the present time. Before a correspondent can gather any news he must first answer the query, "What are you finding among the other dealers?" What the correspondent knows for sure is that all the dealers are optimistic and confident of better days for the Fall and Winter.

C. P. Herdman, of the phonograph department of the Baldwin Piano Co., said his sales in August were decidedly better than in July, but that he doesn't know whether that was due to better business generally or to the fact that he and his salesmen worked harder. C. A. Grossett, of the Brunswick Shop, said the last two weeks of August showed much improvement in both machine and record business. People, he says, are indicating a tendency to give phonographs some consideration and prospects for later sales are unusually good. He designates the present time as the period of "advance agents," who are the young people of the homes. Later, according to his designation, will come the "purchasing agents" in the persons of the mothers, and following them will come the "buying agents" who are the fathers, with the family pocketbook.

Stirring Up Edison Dealers

The Kipp Phonograph Co., Edison distributor, started a price contest August 15 among its dealers that Walter E. Kipp, president, announces has already produced noteworthy results.

One thousand one hundred and seventy-five dollars in cash prizes are to be distributed between August 15 and November 1, as follows: $800, first prize; $300, second prize; $150, third prize; $100, fourth prize, $50, fifth prize; $25, sixth prize, and five prizes of $10 each. The company offers also for a second contest, to run concurrently with the first and to continue until December 31, prizes of ten free trips, with all expenses paid, to the Edison School for Salesmen, in this city, next January, and also ten trips to the school with only the railroad fare paid.

The award of prizes will be governed by means of 100-hole punch boards, and as each sale is made of an Edison disc machine the salesman will be allowed one punch if the sale is a Chalet or a Modern model; two punches if it is a Hipplewhite, a Sheraton or a Chippendale, and three punches if it is a William and Mary, a Jacobean or an Art model. Each sale will count for as many points as shown on the numbers revealed by each punch. The contest is governed by rules necessitating strict accounting of stock by each dealer and careful attention to sales letters and talks.

Get Control of Indianapolis T. M. Co.

Interest in the control of the Indianapolis Talking Machine Co., passed entirely from the hands of A. M. Stewart, president of the Stewart Talking Machine Co., Victor distributor, last month, when H. L. Richards and William G. Hoag purchased about one-third of the stock of the retail concern from Mr. Stewart. The transaction gave Mr. Richards and Mr. Hoag a controlling interest. There are several other stockholders, chief among whom are Dr. J. F. Gilly, of Greencastle, Ind., and Walter T. White and Samuel Brown, of this city. Purchase of a 350-acre farm near Greencastle by Mr. Stewart was involved in the transfer of the stock held by him.

Mr. Richards is president of the reorganized Indianapolis Talking Machine Co. and Mr. Hoag is vice-president. Mr. Richards succeeds E. F. Donnell, F. E. Dickie, remains as secretary and treasurer of the concern. A. C. Hawkins, of St. Paul, Minn., has been employed as general manager, to succeed William S. Cooke. Mr. Hawkins formerly lived in Indianapolis. During the last five years he has been sales manager for Olson & Boyett, electrical jobbers of St. Paul.

Sonora Dealers to Convene

O. C. Maurer, manager of the Sonora department of the Keifer-Stewart Drug Co., has invited the 125 Sonora dealers of the State to attend a sales convention, to be held at the Seventh Hotel, in this city, September 15. The convention will be followed by a banquet. Mr. Maurer says a similar convention last year was very successful, and, judging by the attendance then, he anticipates an attendance of at least 100 this year.

Mr. Maurer has joined with Chas. Mayer & Co., retail Sonora dealers of Indianapolis, in the equipment of a Sonora booth at the State Fair. The booth will contain eight white columns and the decorations will be in colors, with the background of the booth comprising a sign setting forth the merits of the Sonora. On panels between each column will be the names of the Indiana dealers.

Pathé at Indiana State Fair

O. M. Kiess, of New York, general field supervisor of the Pathé Frères Phonograph Co. and president of the H. N. Ness Co., owner of the Pathé Shop of this city, has assumed active management of the Pathé Shop until the first of the year. Edgar Eskow, former manager, Mr. Kiess announces, is on a vacation during that period. Mr. Kiess says he is studying present-day retail conditions for the benefit of the Pathé Co. and its jobbers. His first merchandising effort is being made in connection with the Indiana State Fair being held the week of September 5. He has prepared for distribution 50,000 tags.

The Secoy Stop—The Recognized Standard

Read the following Telegram and Letter

AUGUST 9, 1921.

SECOY COMPANY, Piqua, O.

EXPRESS IMMEDIATELY TWO HUNDRED MODEL X STOPS AS PER SAMPLE SUBMITTED.

The Secoy Company, Piqua, Ohio.

Referring to your Model X automatic start and stop we wish to say that we have been using this device for the past three months and must say that we have found it very satisfactory. In fact, we consider this the best and most serviceable device of this kind in the market. We have adopted it as standard equipment on our machines, and will mail you order for our requirements in the next few days.

Yours very truly.

O. F. Kless

THE SECOY COMPANY, Piqua, Ohio
THE TALKING MACHINE WORLD

Numbered in duplicate. The face of the tag bears the same "Pathe" and the number of the tag, with instructions to validate the number of the tag at the Pathe booth and then to find the person with the duplicate number tag.

Each day of the fair two visitors will receive tags bearing the same number. If those two together do not purchase a Pathe booth, they will each receive a Model No. 7 Pathe phonograph free.

Mr. Kress said he proposed to dominate the phonograph advertising at the State Fair. He has obtained the exclusive concession to furnish music with the Actinelle for the official dinning-room of the Womans' Building. As an added attraction he will have the Pathe red rooster in a cage in the Rhode Island Red portion of the poultry exhibition. The rooster will bear the sign, "Pathe always takes the blue ribbon among phonographs."

Big Increase in Victor Wholesale

George Stewart, general manager of the Stewart Talking Machine Co., says that the business in the State for Victor was nearly 50 per cent better in August than in July and that all signs point to a "bustling" business for the Fall and Winter. He anticipates a shortage in Victor goods. All Victor dealers in Indianapolis say that their business in August showed an improvement that speaks well for the remainder of the year.

Kimball Manager on Trip

E. H. Jarrard, manager of the Kimball phonograph department of the Capital Paper Co., has returned after spending nearly the entire Summer among dealers in West Virginia, Michigan, and Illinois. He says he found the only dealers doing worth-while business were those whose salesmen were making a house-to-house campaign. He has employed N. W. and B. G. Greer to take up that work for the Kimball in Indianapolis, and generally, he says, are about the same in the three States he visited.

Mr. Jarrard is sending the following circular letter to his dealers:

"How about Kimball's for this Fall?"

"There is no question but that there will be a solid, substantial business for those dealers who are handling phonographs that have merit. Any number in your locality will buy good phonographs. Are you going to sell them? We have not pushed you for business this Summer, but with the coming of Fall and Winter we want every live dealer who expects to hold his agency to be aggressive.

"What would you say if we were to tell you that some Kimball dealers are selling fifteen to forty machines a month right now? It is being done and you can get your share if you will only replenish your stocks and make sales. We are enclosing folder showing different styles. Check the ones you want and return folder to us."

A. H. Zercher, Victor dealer of Terre Haute, has issued a four-page pamphlet listing dance records, popular songs, sacred music, instrumental numbers and Red Seal records. Mr. Zercher says the pamphlet has resulted in increased record sales.

W. S. Barringer, victor dealer of Kokomo, is using a small printed card as an impulse for all packages leaving his store, to announce that he has a complete Victor repair department that is under the direct charge of an expert. This form of publicity has increased the word of his repair department, Mr. Barringer says, and has done much toward bringing new business to his store.

Tell of Business Activity

C. H. Becherer, manager of the Sonora department at Chas. Mayer & Co., says business is a bit better. Mr. Heron, of the Duro Piano Co., says the number of prospective phonograph buyers is so large that if they all come across he will be wearing diamonds by Christmas. T. W. Heron, manager of the phonograph department of the Pearson Piano Co., says business in all machines is gradually getting better. W. Driscoll, of Wideners' Grand Stand Shops, says the sales on the Graphy machine, recently taken on by Wideners', are encouraging and steadily increasing. Columbus machines and records have been moving much better in the last two weeks, he says. Reports of increased sales in Emerson phonographs are also made by the Jewel Phonograph Co. As a part of its display at the State Fair that company will use a factory exhibit, showing the process through which Emerson records pass in the course of manufacture. This is bound to attract considerable attention.

SCHIRMER MUSIC STORES MOVE

LOS ANGELES, CALIF., SEP. 3.—The Schirmer Music Stores announce that they will move their business from the George J. Birkel Music Stores to the location of the Star Piano Co., 630 South Hill street, September 1. H. G. Neville, manager of the local branch of the Schirmer Co., states that the move is due to the necessity for more floor space. In the new quarters special departments will be installed for piano music, vocal music, orchestral music and foreign publications. The new quarters cover an area of about 5,000 square feet and are splendidly equipped.

STAMPING LAW POSTPONED

OTTAWA, ONT., AUGUST 29.—It is intimated officially that the provisions in the Budget of last session, calling for the country of origin to be marked on all imported goods, will not come into effect until the first of the year, instead of October 1, as provided in the act. Importers have pointed out the difficulty of giving effect to the law in regard to goods ordered before the Act was passed and there are other difficulties. The operation of the statute is certain to be deferred.

MICKEL BROS. TO INCREASE STAFF

OMAHA, NEB., SEPTEMBER 6.—Mikel Bros. Co., wholesale Victor dealer of this city, is planning to increase its sales force this month. Hugo Hoyt, sales manager of the company and secretary of the Nebraska Victor Dealers' Association, is busy working on the program for the Association's convention in Omaha October 17 and 18.
The Last Word
in Electric
Phonograph Motors

The Electromophone
Absolutely Silent

Adjustable to any voltage. Tone arm equipped
with electrical stopping device, which operates
in conjunction with the Electromophone
—Record stops automatically on last note—
Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of
THE STERNO MANUFACTURING CO.
19 CITY ROAD · · · · · LONDON, E. C., ENGLAND
BUFFALO BUSINESS ON THE UPGRADE

More Optimistic Feeling Prevails Following Dull Summer—Leading Establishments Plan Active Fall Campaigns—News of the Month

BUFFALO, N. Y., September 9.—Talking machine men are looking more hopeful these days. With the summer over they are looking forward to an increased business this Fall. The Summer was dull—usually dull. At Taber's, of a record-breaking heat wave there was also an abnormal business depression. But business seems now to be on the up-grade. Many of the big plants here are beginning to open and this is reducing the ranks of the unemployed. Stores are preparing to get the new machines. Those who have been closing Saturday afternoons of the last two months are now keeping open.

Many of the local branches of the national talking machine companies are planning brisk sales campaigns this Fall, and the managers of these branches are now busy on arrangements for these campaigns.

The various dealers' organizations which have been taking a recess during the Summer will renew their sessions this month. The music group of the Buffalo Chamber of Commerce plans to meet sometime during September. A definite date had not been set at the first of the month.

A long sales campaign for this vicinity will be carried on by N. A. Taber, of the Buffalo Wholesale Hardware Co., local distributor of Pathe. Mr. Taber announces that he is now working out plans for this drive.

The local Brunswick branch also announces that a brisk campaign will be carried on here this Fall, for which arrangements are now being made. Mr. Taber is good, according to reports from the branch. A large number of orders for September delivery have just been booked.

The Columbia branch here reports that sales are showing a steady improvement. Miss Florence Thron, of the Columbia branch, is enjoying a vacation in the Adirondacks. Miss Evelyn McQuade, another of the charming young ladies in the office, goes to New York next week for a fortnight's vacation. R. J. Mulholland, Syracuse salesman for Columbia, is on the job, although he is taking a vacation. He is spending his vacation at Newburgh, N. Y., and reports that he has been calling on Columbia dealers there.

A. W. Wallace, Rochester salesman, has just returned from a most enjoyable visit spent at his home at Akron, O.

OPEN STORE IN UTICA

The S. & S. Music Co. has opened a store at 309 Columbia street, Utica, N. Y., with a complete line of talking machines, records and supplies.

Exports, Including Records for Seven Months Ending July 31, 1921, Total $2,161,579

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 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 desirable imports of talking machines and parts during July, 1921, amounted in value to $35,192, as compared with $95,257 worth which were imported during the same month of 1920. The seven months' total ending July, 1921, showed importations valued at $362,071, as compared with $547,322 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,133, valued at $100,579, were exported in July, 1921, as compared with 2,496 talking machines, valued at $255,169, sent abroad in the same period of 1920. The seven months' total showed that we exported 22,757 talking machines, valued at $1,106,195, as against 45,724 talking machines, valued at $2,207,609 in 1920, and 31,311 talking machines, valued at $1,017,218 in 1919.

The total exports of records and supplies for July, 1921, were valued at $128,761, as compared with $316,105 in July 1920. For the seven months ending July, 1921, records and accessories were exported valued at $2,397,304; in 1919, $2,365,664, and in 1918, $1,379,833.

COLUMBIA NEWS ITEMS

Many Visitors to Executive Offices—Department Heads on Vacations—Sales Executives Return

I. D. Ginsberg, of the Ginsberg Furniture Co., Des Moines, Ia., Columbia dealer, accompanied by Mrs. Ginsberg, visited the executive offices of the Columbia Graphophone Co. recently. They had just completed a three-weeks' trip by automobile from Des Moines through New England, New York and Pennsylvania. Other recent callers at the Columbia executive offices were S. S. Larrion, sales representative of the Detroit branch, and Miss Stella Hastings, head bookkeeper of the Detroit branch.

H. L. Pratt, manager of the Columbia Co.'s branch service division, accompanied by Mrs. Pratt, left New York recently for a vacation trip through England. E. E. Clecky, of the Columbia branch service department, spent his vacation at Summer, N. Y., in the heart of the Ramapo Mountains.

R. W. Porter, field sales manager of the Columbia Co., returned last week from an extended trip through the Middle West, in enthusiastic regard to business conditions, stating that there is a steady improvement noticeable everywhere.

O. F. Beers, record sales manager of the company, also returned a few days ago after making a tour of the branches in the South and Southwest.

ANNOUNCING

The CLARION RECORD

A NEW POPULAR-PRICED QUALITY PRODUCT

Up-to-the-Minute Releases—Song, Dance, Etc., Etc. Immediate Releases.

WRITE FOR OUR PROPOSITION—AT ONCE

CLARION RECORD CO., 56 Bleecker Street, New York City

H. N. McMenimen
Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:
Scotch Plains, N. J.
Tel. Farnsworth 1868

Office:
2 Rector Street, New York
Tel. Rector 1811

FINE COLLECTION OF OLD VIOLINS

Particularly Interesting Shipments From Europe

Received by Buigeleisen & Jacobson

Buigeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, recently received an exceptionally fine collection of old violins from Europe. They report a steadily growing demand in this country for the better grade violins and the violinist in this shipment have been found in much favor among the increasing number of talking machine dealers who have musical merchandise departments.

Samuel Buigeleisen, head of the organization, recently returned from a three weeks' motor trip through New York State and Canada. Although the trip was entirely one of pleasure, Mr. Buigeleisen found time to drop in for a chat with a number of dealers and reports that he found conditions satisfactory wherever he went.
PITTSBURGH DEALERS LAUNCH BIG CAMPAIGN FOR TRADE


PITTSBURGH, PA., September 7—With the passing of Labor Day the talking machine dealers of the Steel City have launched an intensive campaign for the revival of business, the majority of the trade here feeling that the time has come for marked activity in the sales of talking machines and records after the past Summer, which has been a most backward one as far as actual sales have been concerned.

An optimistic tone is given to the conditions in the talking machine market here, due to the general activity that has been apparent since the closing week of August. This is reflected in trade reports at the Chamber of Commerce, which show that the "turn" has finally come in the business world and the prospects are for a very busy Fall season. While this is contingent on the continued operation of the iron and steel mills of the Pittsburgh district it is now assured that from September 10 on there will be a steady and continuous resumption of mills that have been idle for many weeks. Orders are now being placed by large consumers of fabricated iron and steel and this all tends to better business.

Pleased With World Editorial

Talking machine dealers here were much pleased with the tone of the leading editorial in the August Talking Machine World, under the caption "Planning the Successful Fall Campaign," as one downtown dealer stated: "The editorial had the right ring and it showed the way to educate the buying public and to bring about a movement that will result in increased sales."

Better Tone to Business

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., who is back at his desk after a vacation outing spent with his family at Connemara Lake, Pa., in response to a query by The Talking Machine World repre}

sentative said: "We have observed a better tone in the volume of business handled in our department the past week and it appears to me that we will enjoy a very satisfactory Fall trade."

Mr. Meyer is also secretary of the Talking Machine Dealers' Association of Pittsburgh and is thus kept in close touch with the activities of the dealers who are affiliated with the Association, which is one of the best and most influential of its kind in the country.

Local Association Plans

John H. Phillips, the well-known president of the Talking Machine Dealers' Association, who conducts an exclusive Victor shop on the North Side, is also looking forward to a brisk business in his Victor parlor, which are among the most attractive on the North Side. Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association. The first meeting will be held by the North Side dealer, Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association. The first meeting will be held by the North Side dealer, Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association.

Caruso's Memory Honored

A handsome window display of Caruso records and Caruso photos and placards was made the past week by the S. Hamilton Co., the enterprising Victor dealer. The design was outlined by T. E. Shortell, the well-known manager of the Victor department, and his associates. In connection with the display an arrangement was made with the Olympic Theatre, a prominent downtown motion picture house, for a display of the well-known film, "My Cousin," in which Caruso figured as the star. The coupling of the Hamilton Co. and the "movie" house was well arranged and the mutual benefit for both was very flattering.

The Standard's Calendar for 1922

The Standard Talking Machine Co., Victor distributor, is sending out to the trade a very attractive holder, in colors, calling attention to the specially designed calendars for 1922. "Endearing Carms" is the title of the copyrighted painting on the calendars, in which the Victrolas are given a prominent part. Dealers are advised to order early for this holiday greeting, which "gives you 365 days of advertising." Shipment will be made during October. At the offices of the company it was stated that the responses to date have been numerous and that dealers acclaim this new calendar offer the best in beauty and desirability that has been offered as yet.

To Represent the Granby

A. B. Smith has been appointed sales manager for western Pennsylvania of the Granby Phonograph Corp. and has opened temporary offices with dealers and salesmen at 21 East Main street, Carnegie, Pa., one of the suburban towns of the Steel City. Mr. Smith has sent out a circular letter to the trade calling attention to the grand line, which now comprises seven consoles and six upright models. Mr. Smith also is distributing the Okeh records. He is well known in the Pittsburgh district particularly in talking machine circles.

Miss H. H. Taude, of the C. C. Meller Co.'s retail Victor department, spent her vacation at Marion, Ind.

With the Meller Co. Forces

Copies of the educational booklet, "The Victrola in Rural Schools," are being distributed by the C. C. Meller Co.'s wholesale department, which is under the management of Thomas T. (Continued on page 82)
Capitol!

A Phonograph of Beauty

The Choice of Every Woman

This beautiful combination lamp and phonograph is made from the best grade of material. Electrically lighted, and electrically operated by a "Tru-time" Efficiency Electric Motor.

The Lamp is a beautiful creation, on the inside of which is concealed a phonograph that has been declared by the musical profession as having the sweetest and most natural tone of any phonograph on the market.

Every living room has its lamp; every family wants a phonograph; the CAPITOL combines a perfect phonograph and handsome table lamp in one compact piece of furniture. There is no indication of the phonograph being concealed within the lamp.

The CAPITOL is made in three models:

Model E (24-carat Gold Plated) retails at $350.00
Model L (Silver Plated) retails at $250.00
Model O (Statuary Bronze) retails at $175.00

The CAPITOL is sold through exclusive dealers only.

Manufactured and distributed by

Indiana Harbor, Indiana

Located within Chicago's great Manufacturing District
Display your attractive Columbia literature neatly in the new revolving Counter Literature Displayers. Do not spread this expensive literature over your counters to be scattered and soiled.

Columbia Graphophone Co.
NEW YORK

LAUNCH BIG CAMPAIGN FOR TRADE
(Continued from page 99)

Evans, Miss Lillian A. Wood, who is the educational supervisor, is back at her desk, after spending the summer at her home in Bradford, Pa. Miss Wood is planning an extensive Fall and Winter campaign in the schools and other educational institutions in western Pennsylvania, eastern Ohio and West Virginia.

Edison Shop Reports Progress

L. A. O'Neill, manager of the Edison Shop of the Burton Photograph Co., reports an increased demand for the Edison phonographs and also states that Edison records are having a brisk sale. He ascribes the business movement to judicious advertising and the use of an excellent mailing list.

Optimistic Anent the Future

S. H. Nicholas, manager of the Pittsburgh offices of the Columbia Co., is most optimistic concerning the future of the Columbia line in the Steel City and adjacent territory. He said: "We believe that we are on the eve of a magnificent business revival. All things point in that direction and the Columbia dealer who is ready to meet the requirements of his patrons will score most handsomely."

Doing Well With the Kimball

The Howson Music Co., at 641 Smithfield street, is handling a full line of Kimball phonographs. Demonstrations and rentals are given every business day and a very fine business is being built up.

Sells the Widdicombe

The Widdicombe phonograph is being sold in the downtown section of Pittsburgh by the Foreign Music Co., which has very attractive offices and showrooms in the Jenkins Arcade. It reports an increasing demand.

Vocalion Jobbers Open Offices

The Clark Musical Sales Co., which in the future will be the distributor of the Vocalion and Vocation records, as well as the Modernola and Corks, has opened offices and showrooms at 505 Liberty avenue, with J. A. Dentz in charge as sales director and Chris A. Strand as sales manager. The two roadsmen are J. H. Russell and J. Bond, N. Hicks, who is well known in talking-machine circles, is the new manager of the retail Vocalion Shop in the Jenkins Arcade, which is operated by the Philadelphia Show Case Co.

Eddie Johns Taylor is now connected with the Victorola department of Kaufmann's (The Big Store). Mrs. C. H. Waldrath, manager of the department, is back at her post, after spending her vacation around Cleveland and vicinity.

Fred J. Drake, the well-known manager of the retail Victor department of the C. C. McIllor Co., spent his vacation at his former home, Elsintra, N. Y.

Incorporated

A charter of incorporation was granted by the Governor of Pennsylvania to the Liberty Phonograph Co., to buy, sell, export and import phonographs, talking machines and musical instruments and accessories. The incorporators are S. H. Hirsbergen, J. H. Hirsbergen, G. H. McNutt and L. C. Clark.

ENTHUSED OVER FALL PROSPECTS

Leon Tobias Closed a Good Business for Van Veen & Co.—Some Recent Installations

Leon Tobias, who recently canvassed a considerable portion of the country, has returned to the offices of Van Veen & Co., Inc., New York City, of which firm he is secretary, much enthused over Fall prospects. Mr. Tobias stated that he believes good conditions are rapidly reviving in the talking-machine trade and in confirmation of this statement reported a number of extensive installations that have been closed and installed at a goodly list of excellent prospects ready for installations.

Among recent installations closed by Mr. Tobias for Van Veen & Co., Inc., was one in the Columbia warehouses of Philip Prada, on Main street, New Rochelle, N. Y., which is an exact duplicate of the model installation in the Columbia Co. It is said that this installation represents the last word in wareroom equipment. Six hearing rooms are provided, each one of double construction. Equipment is also provided for music rolls, musical instruments and records. The windows have also been especially treated in wainscoting effect and the entire installation is in ivory finish.

Van Veen & Co., Inc., have also been awarded the contract for the equipment of the new Victor warerooms of N. E. Estrin, to be opened on Main street, Poughkeepsie. These warerooms, fifteen feet wide by one hundred and forty feet deep, will consist of six hearing rooms, a complete record department accommodating 8,000 records, two counters, showcases, wall cases for musical instruments and cases for music rolls and sheet music. They have supplied an installation for the new Victor department of William H. Rider, located at Kingston, N. Y.

B. G. Paradise, of 694 Main avenue, Passaic, N. J., has sold his fourth recorder for Van Veen equipment. Six rooms and additional record racks have been added to the existing equipment. The entire installation has been finished attractively in silver gray.

Harry Cohen, of 689 Ninth avenue, has given up his stationery department and is confining his activities entirely to the merchandising of Grafonolas. A complete new department of four hearing rooms, record racks, wall cases, etc., in ivory and blue, has been installed.

Talking machine dealers at Evansville, Ind., are planning to participate in the style show which will be given in connection with the Evansville Exposition, from September 20 to October 1.
Boson, Mass., September 7. There appears to be a decided change for the better in the local talking machine business, and by local perhaps one should include the New England field. What is true of the jobbing trade is also true of the retail business, for there have been inquiries for goods such as have not been so conspicuously manifest for a long time. While July was a fairly good month as compared to some that had preceded, August was a much better one. By that is not meant that the shops made a great deal of money, some of them did not really make anything, but they did not run behind as has been the case in some of the last months of the past year or so.

Trade Conference in the Fall? In October the trade may be called upon to lend its moral support—there probably won't be much asked of them financially—to the idea of holding some kind of a conference of all the music representatives hereabouts, which might include a business session and a dinner. The idea is to get the trade together, especially those who are members of the New England Music Trade Association. At informal conferences of a specially appointed committee held some weeks ago there was a general unanimity of opinion that the idea was a good one; it would have advantages, but the committee could not agree as to just what form this get-together idea should take. There had been some thought of a Music Week, but that was discouraged for obvious reasons. There are a great many trade or business organizations which hold dinners monthly or bi-monthly during the Fall and Winter seasons, but the music trade, whose organization was formerly known by the name of the Boston Music Trade Association, was content to hold one dinner, and possibly two, with the annual meeting which usually was held at the luncheon hour, to constitute the year's activities. To have any organization that really means something in the community it should meet often. Is there anyone who disputes that statement?

Constructive Columbia Activities The month of August wound up splendidly in the Columbia territory under the jurisdiction of Manager Fred E. Mann, who is very hopeful over the future of the talking machine business, and the Columbia line especially. His optimism has been particularly marked since his return from New York, where he was the latter part of August. He said that he came in touch with a number of the company's officials and did not find one that was not in fine spirits as regards the future of the business. Mr. Mann says, too, that the dealers are sharing the same sentiments and they are all looking for good business this Fall.

E. H. McCarthy, one of Manager Mann's crew managers, has just completed a very successful machine and record drive in Salem, and in a few days the team will start to canvass Med- den and Everett, where it is likely that similar good results will be obtained. Manager Mann says this crew work is proving of the highest worth. The house-to-house drive invites an interest on the part of householders who might otherwise have given no thought to the talking machine proposition. Similarly, the truck system in rural communities, says Mr. Mann, has shown its worth and many persons in isolated localities have to thank this method for getting them interested in the final possession of a machine.

Mr. Mann is anxious to resume the dealers' meetings which proved such a potent factor in trade enthusiasm. It is some time since these were held, for the difficulty has been to get the Columbia artists in the Summer time, who always have been a great drawing card. It is not likely, however, that arrangements can be made for a resumption of these meetings much before the new year.

Assisting the Victor Dealer in Developing 1921 Fall Business

We have made a careful survey of the business outlook for the coming Fall, and have no hesitancy in predicting that the progressive Victor Retailer will find this season profitable and active.

Cressey & Allen are equipped to provide Victor Retailers in New England with efficient, up-to-the-minute service, and any Victor Retailer who is confronted with sales or merchandising problems is offered the co-operation of our service and sales organization.

CRESSEY & ALLEN
PORTLAND, MAINE

DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer's order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of

DITSON VICTOR SERVICE

With TWO Points of Contact

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Assistant Manager George F. Dunnelly, of the Columbia office, has finished his vacation at Northport, Me., and is back again at work, after enjoying the first real vacation that he has had in seventeen years. Indeed, it was with difficulty that Manager Martin was able to get him away from business, for Mr. Dunnelly is one of those energetic individuals who are weeded to work and the hardest hit, too.

Vocalion Business Continues Good

Manager Wheatley, of the Vocalion Co., got back from his vacation just in time to encounter some very hot weather, which was quite in contrast to what he had been experiencing at Brookfield, Vt., where he had been with his family. He says this little village is a beautiful spot, in which he has found extremely restful for several Summers past. Manager Wheatley says the August business was very good and he is quite hopeful for September. There has been a large call for the red records, numbers which are particularly popular being "Learn to Smile" and "All by Myself," both fox-trots.

A. C. Berg, of the wholesale end of the Vocalion business, got back to the Boylston street headquarters right after Labor Day, having been motoring around New England for a fort-night. Charles Fosse also arrived back at the same time, having spent his vacation in Conway, N. H.

Harvey Store an Artistic Location

It would be difficult to find a more artistic interior than that of the C. C. Harvey Co. in Boylston street, now that all the contemplated changes have been effected. All the ground floor is now given over to the talking-machine department, wherein are exhibited the Edison, Victor and Brunswick machines. On the floor of the main lobby is laid a new composition in imitation of marble, which is extremely effective; on opposite sides are long French plate mirrors of exquisite design, while the chairs are of the crystal pendant type, the main one being large and very expensive. It was imported from England and reconstructed for the purposes of this store by one of the biggest lighting fixture houses in the city. The sales-room proper is reached by a short flight of steps in which some ornate grill work has been effective use, and over this will be hung, from time to time, some rich decorative fabric. The entrance way is done in black and gold.

Francis White, manager of the talking-machine department, spent his vacation at Cambridge, N. Y., where he visited some relatives going on to Massachusetts.

Large Territory for C. B. Estabrook

C. B. Estabrook, travelling representative for the Victor Co. in the Eastern Massachusetts territory, has come back to town, following a vacation taken with relatives in the Middle West. In the meantime Mr. Estabrook, who makes his headquarters in Boston, has been given an extended territory and henceforth his field will include New Hampshire and the larger cities in Maine. At the present time he is invading the Maine territory for the first time, and getting pleasantly acquainted with the Victor dealers in the Pine Tree State.

Sees Great Improvement in Conditions

There is little news but good news to report from the Eastern Talking Machine Co. at this time. Manager Shoemaker is on the job from noon till dawnt ime, and he says he sees a decided improvement in the general conditions. He speaks especially of the success of the Caruso records, of which the home fortunately had a large stock on hand at the time of the death of the great singer, and these have gone fast.

Working on New Sound-amplifying Device

Ralph Silverman, of the Court Square firm of the Phonograph Supply Co. of New England, is home from a vacation at Alton Bay, N. Y., where he had a pleasant rest, following his arduous duties in connection with his new electronic amplifier, a new sound-amplifying device which he and his brother, Bernard Silverman, have been working on for some time and which promises to be a revelation when it is put out. When this new device, for which patents have been applied for at Washington, has been given

(Continued on page 85)
a large practical demonstration shortly (it already has come out of several most successfully) further attention will be given in this department of The World. George Rosen, the other partner in the Phonograph Supply Co. has been in the White Mountains, making his headquarters at Bethlehem, N. H.

Lloyd Spencer Trims His Skill in Boston

Lloyd Spencer, sales manager of the Stiles & Pearsall Co., of New York, was in Boston over Labor Day and was the guest of Kenneth E. Reed, manager of the Victor department of M. Steinert & Sons. Kenneth and his guest went out on the golf links, but it isn’t for us to give away the secret which of the two was vanquished.

Combines Business With Pleasure

Arthur J. Cullen, president of the Lansing Sales Co., took a very enjoyable trip last week to Minneapolis, the home of the store, and then continued on to Chicago, where he had a very favorable meeting with the officials of the store.

Splendid Quarters for Sonora Display

A new arrangement which went into effect at a special meeting of the concern Joseph Burke now becomes vice-president and general manager of the Musical Supply & Equipment Co., this to take effect immediately and to continue until the next annual meeting. The arrangement, of course, is only formal in keeping the concerns in mind. Through this arrangement it is likely that Mr. Burke will have no such frequent trips over to New York as formerly, and he will be able accordingly to give more immediate attention to the Sonora business at this end.

Manager Burke has joined the new quarters on the second floor of the Columbus avenue building splendidly adapted to the business and the new showroom is especially of advantage, for it is large enough to hold twenty-six-stall models. a number which few individual dealers could carry. Consequently, it works out this way: Whenever a dealer has a prospective customer he can bring him into the Boston Sonora headquarters where he can make a selection of the particular model he wishes under the best possible conditions.

Amos Russell "on the Job"

Amos Russell, associated with the F. C. Henderson Co., is back on the job after a rapid convalescence following an operation at the McLeod Hospital. Prior to joining the force of the F. C. Henderson Co. Mr. Russell was connected with the Aolian and Chubb companies. Mr. Russell’s many friends are glad to see him again in harness.

Miss Mann and Gregory Hall Married

Fred E. Mann, head of the local wholesale department of the Columbia, played the role of the first father of the bride, the latter part of August, when his daughter, Miss Emily J. Mann, and Stuart Gregory Hall were united in marriage. The bride’s parents live in Newtonville and it was in the Newton Club that the ceremony was performed by Rev. William E. Strong. There were a maid of honor and best man, but no ushers, as the ceremony and reception were limited to a few friends and relatives.

Following a honeymoon in the White Mountains the young couple will make their home in Brookline.

Dixton Co. Closes Good Summer Trade

The Oliver Dixton Co.’s Victor headquarters during all this warm summer was one of the coolest places in the city, being somewhat in the neighborhood of the talking machine establishments, and those favoring Henry Winkelmann’s call remarked upon the pleasant atmosphere in which he and his staff worked. Business with this house has been good all Summer and Manager Winkelmann is quite hopeful of the immediate future. Otto Pierskowd found the greatest pleasure during his vacation in just staying at home, John Canavan went to Ocean Point, Me., for his vacation. John started off a few days ago on his first Fall trip and had planned to visit some of the cities north of Boston, such as Lowell, Mass.; Nashua, Manchester, Keene and Concord, N. H.

Doing Well With the Granby

Fred L. MacNeil, local manager of Widener’s, Inc., at 23 West street, reports a very good demand for the Granby machines and he says there are indications that business has already begun to pick up. MacNeil sent his va...
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The "Record" Is Broken

in sales of "Long Quality" cabinets and "Peerless" albums in New England.
See both advertisements illustrated in this issue.
Send your orders for their lines to

L. W. HOUGH
Factory Representatives
20 Sudbury Street Boston, Mass.

examination at some of the resorts around New York City and at Saratoga Beach, Mr. E. N. Moore, of the shipping department of Wideners, is just now vacationing at Tuxedo, this State.

Copley Square Shop Reopened

The Copley Square Movie Shop, located in the Hotel Oxford Building in Huntington avenue, within a stone's throw of the square for which the shop was named, suffered consider-
ably from fire early in the month, the blaze having started late at night in the basement at the rear. Following the adjustment of the damage the store was not reopened, which is a loss to the neighborhood, for it was considered a very good location for some enterprise man. The shop carried the Columbia line exclusively.

A few days later the fire department was called about noon to the Rosen Talking Machine Co.'s store, at 11 School street, but while there was some smoke in the rear of the basement no fire could be located by the firemen.

Chelsea Shop Handles the Victor

The Eastern Co. has lately opened up a new account in Chelsea, to be known as the Chelsea Shop, with Morris Kirschen in charge. It will carry the Victor line exclusively. The John A. Collier shop, located in Arlington, because of growing business has moved into larger quarters right in the center of the town.

G. E. Sheppard a Visitor

G. E. Sheppard, sales representative for the Columbia Co. at Philadelphia, was a caller on the local trade the latter part of August. Mr. Sheppard formerly was with Manager Fred K.

Main at the Boston headquarters of the Colum-
bia. When the influence was rampant a few years ago Mr. Sheppard lost his young wife and her mother, on almost changing the dance. As Mr. Sheppard originally had come from Phila-
pelphia, where his mother resides, he asked to be transferred there. While in Boston his was very popular in the trade.

Herbert T. Baker, of the A. M. Humor Music Co., spent the last week of August at Lake Suna-
poo, N. H., where his father has a large estate.

Stocker in Charge at Gilchrist's

Norman F. Stocker, who formerly had been with the F. C. Henderson Co.'s Utica, N. Y.; store, has come to Boston, where he is now in charge of the talking machine department of the Gilchrist Co., which handles the Victor and Brunswick lines. This is one of the Henderson Co.'s many stores. Mr. Stocker is a young man of progressive ideas and should make good in his new undertaking.

BOOK BIG ORDERS FOR "SHIMANDY"

New Dancing Talking Machine Toy Finds Favor With Trade, Judging From the Demand From Widely Separated Sections

Boston, Mass., September 3—"Shimandy," the new dancing talking machine toy, produced by the National Co. of this city, has met with instantaneous success. Ross L. Douglass, president of the company, in a recent interview with The World, remarked:

"Within a few days after our initial announce-
ment of 'Shimandy' in the August issue of The Talking Machine World orders were received for this luscious shiny dancer from various parts of the United States and within fifteen days after the date of publication we received orders from Canada and Cuba. We find that the trade and the public alike are very well pleased with 'Shimandy' because of the different steps and shoulder motions which she does and which are so true to the extreme modern dances. We find that a number of dealers are making use of 'Shimandy' as a window attraction and that this toy is also doing excellent work in record sales. We are also making a drive, as usual, for the Fall and holiday season on Ruggine Rastus, Boxing Darkies and the combination of Rastus and Boxers. Although these last-named toys have been on the market several years they are continuing in strong popularity and good Fall business is expected."

THE TRUCK SALES PLAN

Columbia Dealers in New Haven Use New Selling Plan to Splendid Advantage

New Haven, Conn., September 6—Amendolos Bros., of this city, progressive Columbia dealers, took advantage of the recent suggestion offered by the Columbia Graphophone Co. and instituted a campaign featuring the truck sales plan. This

No Surprise

That the Trade is Extremely Delighted and Satisfied with

ODEON

RECORDS

Try Them Yourself. They are Make-Good Quality

Bay State Music Corp.

N. E. Distributor
221 Columbus Ave., BOSTON (17)
BACK BAY 627
BUNGALOW SHOP PROVES A SUCCESS

New Retail Establishment in Lowell, Mass.—Accorded Enthusiastic Reception—Furnishings Are Unique and Attractive—Fred H. Walter is President of This Enterpriseing Company

Lowell, Mass., September 9.—The recent opening of the Prince-Walter Bungalow Shop in Prince’s Arcade, on Merrimack street, as an exclusive Brunswick dealer has attracted the general attention of music lovers in this section. As a feature of the opening Carl Fenton’s Orchestra was present, and this well-known dance organization, which records exclusively for the Brunswick Library, was given an enthusiastic reception by the hundreds of visitors to the Bungalow Shop.

Fred H. Walter, formerly New England district manager for Kraft-Bates & Spencer, Brunswick distributors, is president and general manager of the Prince-Walter Co., and is an individual of wide experience in the phonograph business.

The Prince-Walter Brunswick Shop is unique to a degree, for instead of using ordinary demonstrating rooms Mr. Walter decided to use two houses, built in the form of bungalows, which accounts for the name of the establishment. Each bungalow contains three rooms and these rooms are artistically decorated throughout. Colonial chairs, mirrors, tables and photographs of exclusive Brunswick artists are included in the furnishings.

Two rooms in one of the bungalows can be converted into one large display room for Brunswick phonographs whenever the occasion requires. The tables are specially constructed with three compartments, giving ample room for record catalogs, monthly supplements, etc. For the special convenience of the store’s patrons a Time-tables, the Bungalow Shop will soon be recognized as one of Lowell’s most successful retail establishments.

CLEVER FLOAT ATTRAITS NOTICE

United Talking Machine Co. Boosts Victor Products in President’s Day Parade

Plymouth, Mass., September 1.—A float which attracted considerable attention in the parade held here last month on President’s Day was that of the United Talking Machine Co., exclusive Victor dealer. The float consisted of a Ford automobile entirely covered with red, white and blue bunting. On the hood directly over the engine was a large Victor dog and on the sides a sign, which was the length of the truck body, bore the following legend: “What the Pilgrims Did For Liberty the Victrola Has Done For Music.”

This concern handles a complete line of Victrolas, Victor records and musical instruments and has branch stores in Brockton, Mass.; Webster, Mass., and Willimantic, Conn.

Thomas Young, of the Economy Drug Co., Pendleton, Ore., Brunswick dealer, has just returned from an auto trip through Washington, Idaho and Utah. He called upon a number of dealers en route and they all expressed confidence in Fall business.

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.
A New Fox-Trot-Melody

"ONE KISS"

Will fill your heart with bliss

ASK TO HEAR IT.

You can’t go wrong with any feel song

CLEVELAND TO HAVE VICTOR EDUCATIONAL CONVENTION

Jobbers in Ohio and Adjacent Territory Arrange for Big Conference—Artistic Cheney Waterrooms—Exhibits at County Fairs—Sales Campaigns for Fall—Tributes to Caruso—Other Items

CLEVELAND, O., September 9—Victor jobbers are completing arrangements for an educational convention in the Ohio and adjacent territory, which will take the form of a sales-building campaign, in which experts will outline business-building features. The meetings will be held in Cleveland, this being the most central point in the territory. One of the big hotels will be the scene of the gathering. About four hundred dealers are expected to attend. The series will be conducted by Mrs. Frances E. Clark, educational director of the Victor organization, and a staff of capable assistants. Initiative in the move is being taken by C. K. Bennett, general manager, the Eclipse Musical Co., and Howard J. Shortle, general manager of the Cleveland Talking Machine Co. Co-operating are the C. C. Muller Co., the W. O. Frederick Piano Co., the Standard Talking Machine Co., of Pittsburgh; the C. N. Andrews Co. and the Buffalo Talking Machine Co., Buffalo; the Endolph Wiretizer Co. and the Ohio Music Co., Cincinnati; and the Perry B. Whittell Co., Columbus. It is planned to hold the convention early in October, in time for dealers to shape their holiday arrangements.

Exhibits at Music Merchants Convention

Two important talking machine jobbing factors were to be well represented among exhibitors at the Music Merchants’ Association of Ohio Convention at Columbus, September 12-14. The Cheney Phonograph Sales Co. planned to have a complete exhibit of all the models produced by the Cheney Co., as well as a display showing the different processes of manufacture. The Cheney Co.’s entire official staff, including George R. Madison, president, were to be present. The fifteen or more models of the Granby Phonograph Corp. were to be displayed by the Kennedy-Schultz Co., Cleveland branch of the

General Offices of the Company

new salesrooms and stock headquarters at 1865 East Sixty-sixth street, just off Euclid avenue. Here is an ideal location and a building for a wholesale talking-machine industry. The

Service Department of Cheney Sales Co.

storage space for machines will accommodate 4,000 instruments, and the record stock department will be sufficiently large to accommodate what is expected to be the largest record supply in the city. A repair and parts department will be complete in every detail to facilitate service. Shipping facilities have been improved to the maximum by the use of a large elevator, which will raise a loaded truck, thus permitting the lifting or unloading of machines or supplies right in the warerooms of the company. The showroom contains one of every model made by the Cheney Co.

Record Sales Co. Organized

Officers of the Cheney Phonograph Sales Co. have organized the Record Sales Co., to handle the distribution of Decca records in Ohio, Pennsylvania and West Virginia. It is believed this is the first time to be awarded distribution rights in this country. It will feature at the beginning the popular numbers. The officers are: President, George R. Madison; vice-president, J. L. Stens; secretary-treasurer, T. R. Buel.

The Grafonola in Playground Work

Use of the Columbia Grafonola in outdoor playground work probably will be extended here next season as a result of successful experiments with the instrument in the East Thirteenth street playground this summer. The instrument has been in operation for several weeks and has proved beneficial in folk song and dance work, according to Miss Liebstein, playground director. The first instrument was supplied by the Columbia branch here, and has been carried on since by the Payne Music Shoppe, in whose district the playground is situated.

Co-operating With Dealers at County Fairs

County fair work in Ohio is being ably aided in the interest of dealers by Cleveland jobbing firms. Among those lending assistance to this work is the local branch of the Columbia Co. All materials needed by dealers exhibiting at the fairs is being prepared by Assistant Branch Manager H. C. Cookey and Service Manager E. P. Hughes, and shipped direct to the different fair grounds. The Fischer Co. Pathé distribute

“WE SERVE THE SOUTH"

WITH

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF J. K. POLK FURN. CO., Inc.

Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.
The Southern Negro Quartette sings "Anticipatin' Blues" and "I'm Wild About Moonshine" in a manner to make you anticipate sales that will simply set you wild. A-3444.

Columbia Graphophone Co. NEW YORK

Protecting Cover for the Victrola No. 50

The VICTROLA No. 50 Portable is an instantaneous success—and on account of its splendid appearance and finish, it is worth while protecting.

Our new protector does this—first firm yet texture acts as a silenced pad against brushes—scratches on the polished case—and this feature alone will sell to anyone buying a Portable VICTROLA.

"It has a pocket that will hold 6 to 8 12-in. records?"

List price $5.00 (not binding upon trade).

Dealers price, 40% discount.

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th Street NEW YORK CITY

NEEDLES WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathé

in stock ready for delivery

VERMORE & CO., 274 Bowery, N. Y.
THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

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

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

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

Desirable territory open. Write for the Steger proposition today!

**Phonograph Division**

**STEGER & SONS**

Piano Manufacturing Company

Steger Building, - - CHICAGO, ILL.

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

"If it's a Steger—it's the most valuable Piano in the world!"
NOTICEABLE BUSINESS IMPROVEMENT IN NORTHERN OHIO

August Sees the Turning of the Tide in Canton District—Getting Ready for Annual Fall Exhibition—Collectors Rather Slow—Recent Business Changes of Importance

CANTON, O., September 6—Although considered a dull month, August proved one of the best of the year for Canton music dealers, it was learned following a survey this week of downtown music shops. There is a decided improvement in the talking machine trade and some merchants reported that during August their business in this particular line topped sales of the corresponding month last year. The hot weather of the last week of August retarded sales somewhat and was felt generally by the retailers, it is said. There is very little doing from a rural standpoint, for salesmen have made the country districts claim farmers are not interested now in music, but that the undivided attention is being given to the harvesting of the crops. Some dealers earlier in the season landed a nice volume of business from the farming districts and are making established routes every two weeks. The modern farmer in sixty cases out of one hundred has a talking machine in his home and watches with interest the issuance of the monthly record lists and in many cases is just as educated as the city folks as to what are and what are not the popular records.

Although many dealers report talking machine sales on the increase, they admit collections are slow, but believe an improvement will be noted with the lapse of another month. Steel mills in the Canton district are increasing operations and few are now idle, which improvement is expected to be reflected soon in the retail music business.

Many Canton music dealers, as well as salesmen and department heads, plan to attend the annual meeting of the Music Merchants’ Association of Ohio, to be held September 12 to 14 in Columbus. C. M. Alford, president of the Canton Music Dealers’ Association, expects to attend the meeting and be present at least two days of the sessions.

Music dealers will lend every assistance possible in the staging of the annual Fall exposition, an event fostered by the retail merchants of Canton. On this occasion three days and nights are given over to the display of new Fall merchandise, with special window displays, prizes are given the best-decorated windows and judges are selected from out-of-town merchants. Band concerts, special features of all kinds and special advertising sections of local newspapers will help make the event a success.

Canton music dealers will again be represented in the displays at the annual Stark County Fair, which will hold sway here the last week in September for five days. The merchants’ exhibit hall is beneath the grandstand at the Stark County Fair Grounds. Among those who will participate are: The Alford & Fryar Piano Co., George C. Wille Co., Klein & Heffelman Co., and the J. W. Brown Piano Co.

"Prospects for the local music trade this month, in my opinion, are very encouraging, judging from the excellent volume of business done by dealers here in the month of August," said C. M. Alford, head of the Alford & Fryar Piano Co. "While I have not compiled my August business I am certain that it was better in point of volume of sales than a year ago. August usually is dull, but there seems to have been a general improvement in business during the month just ended." Record sales and rolls, compared to last year at this time, are about 50 per cent according to Mr. Alford. Inquiries for talking machines are more frequent and prospects are now beginning to talk with the salesmen, where three months ago it was impossible to even get an interview with the majority of those who were listed, due to the fact that hundreds were out of work.

One of the biggest deals in downtown mercantile circles in some time was consummated this week, when the old-established firm of David R. Zollars & Son combined with the new Klein & Heffelman department store and moved its entire stock into the new Klein & Heffelman build-

Loyalty to Victor

The Victor dealer remains true to Victor products because he realizes that the Victrola and Victor records are superior to all other products of a similar nature.

Also the policies which govern the Victor T. M. Co. are of the highest type conceivable.

The Victor dealers served by Curtis N. Andrews have continued their dealings with this company because they have secured the highest type of co-operation and service.

CURTIS N. ANDREWS
Victor Wholesaler
BUFFALO, NEW YORK
SPECIAL SEPTEMBER PRICES FOR LONG CABINETS—(Illustrated)

There is also a special September price list for LONG Player Roll Cabinets—Write for Details.

The Geo. A. Long Cabinet Company
HANOVER, PA.
Philadelphia, Pa., September 7.—The talking machine business in the month of August was more satisfactory than was the business during either July or June. Weather conditions were a little more favorable, but that was not the only reason a healthy condition developed, which seemed to be due to general trade betterment.

During the month there have been little or no changes, and it would appear that the dealers are awaiting to get a little farther into the fall to see what their business is going to require of them. H. A. Weymann & Sons, however, have entirely rearranged their talking machine wholesale department and have added very much to its completeness and its effectiveness. They have built an office front for Mr. Bahs adjoining the one occupied by Harry W. Weymann, the head of the firm. Back of Mr. Bahs' office they have a large reception room for the use of the dealers as they come in, something they have never before had, and there are a number of individual desks, with writing material, etc., so that each dealer will have the required privacy, and they have also placed there machines for his inspection and advertising novelties for his consideration, including a complete set of the Patent Victor operating figures. Back of this reception room begin the long rows of talking machine record shelves, so that the entire department is quite convenient. Most of this space now occupied by talking machines was formerly used for the shelving and office work in connection with the Q & S music rolls.

Walter E. Eckhardt's Resignation

The resignation of Walter E. Eckhardt as president and general manager of the Interstate Phonograph Co., which was referred to in last month's World, did not come as much of a surprise to those who know Walter Eckhardt intimately, but it created considerable excitement among those who did not. The music business here has been taken over by the Pathe Co. and it will be conducted by them, at least that being the present arrangement.

Mr. Eckhardt is still holding down his former office and is setting up his affairs gradually, as to correspondence and other details, and very shortly we may expect to hear an important announcement from him, of which there are several large propositions, either one of which would be most inviting.

Regarding his resignation Mr. Eckhardt said: "This is not entirely unexpected, as I have given my friends to understand for the past several months that negotiations were pending that would enable me to gain a free footing from business cares, at least temporarily. I was now, for the first time in my business career of twenty-seven years, breathing perfectly free, with nothing ahead of me. It does seem that after all these years given to the phonograph industry, in which time I have managed factories, general distribution and sales and established and operated many wholesale and retail branches, my experience should not be lost entirely to an art which is so important and so prominent in the world's enterprise of the day. It was my first impression that at this time it would be profitable to hesitate and survey the entire commercial field before deciding upon plans for the future, and although my arrangements for retiring were consummated but a few days ago I find myself at the present moment reviewing them with much deliberation, for the time being, and will put on brakes and see how things are from the outside in. As soon as I am able to sail

The greatest singer of all time has gone. In his place stand the Victrola and Victor Records.

Put special efforts on Caruso Records—mail work, window display and selling plans—for the public is anxious to purchase them. Buehn Service will aid you in securing the proper sales volume this Fall.

The Louis Buehn Company
Victor Wholesalers
PHILADELPHIA
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Mr. J. T. Helfer, of the Metropolitan Phonograph Co., has been removed to A. E. Stauter, Harrisburg; Mr. H. I. Blakeman, Pine Grove, Pa.; E. F. Bloom, of the Easter Piano Co., of Trenton N.J., etc.

Dealers Who Have Taken on the Granby
Percy Trinitie, Norbelt, Va., representing the Granby phonograph, which is finished in this section from the Wildner Shop, spent considerable time in Philadelphia in August, and made a number of important connections. Some of the firms up the State who have taken on the Granby are: J. E. and W. H. Nace, of Hazen, Pat., J. Phillips, South Bethlehem, Pat.; W. M. Tier and Wildwood, N. J.; George S. Staines, 5127 Delaware street, and Leon Scheppe, of 1521 Sayer Avenue, this city.

Heath has Big Olheg Business
A. J. Heath & Co. report that their business in August was quite satisfactory. They distributed almost double the number of their records that they put out in July; they also have also a number of machines, and have been making exclusive arrangements in this territory for the Double Throat and Tone Arm, and have been doing very well with it. Mr. Heath spent his vacation of two weeks on Long Island, N.Y., and at Atlantic City.

C. A. Malliet, his partner, spent two weeks during the month at Rehoboth Beach, Del., fishing. Among the Heath visitors during the month was A. Thallmayer, manager of the foreign department of the General Phonograph Co.

T. W. Barnhill Returns
T. W. Barnhill, the head of the Penn Phonograph Co., returned from his trip to September, 93, where he was accompanied by Mrs. and Miss Barnhill. He reports having had a delightful trip. During the month the Penn business has been good, and the death of Caruso stimulated sales of his records to a remarkable degree. Victor Moore spent his two weeks' vacation at Atlantic City; August Street went on a fishing trip to Townsend's Inlet, N. J., and every man at home received some fine fish.

Big Demand for Penn Victor Dogs
The Penn Victor Dog business was good during the month, some of the largest orders being received from C. J. Schmidt, of Titus, Ohio, who ordered 3000, the Morris Music Shop, of Portland, Va., 1000 dogs, and 500 each were ordered by the following firms: A. H. Goodman & Brother, Portsmouth, Va.; the White Music Co., Williamsburg, Ky.; the Welston Talking Machine Co., of Welston, and the Eberhardt-Hays Music Co., of Wichita, Kan.

Mr. Ball, representing the Beckwith & O'Neill Co., of Minneapolis, Wis., was a visitor here during the month, showing the trade the firm's new style of counter, the Seltec, which is very useful to help facilitate sales.

New Columbia Dealers
Among the new dealers established by the Columbia during the month were: Smith & Neveck, of Forest City, Pa.; the Furniture Co., of Pittston, Pa., and the Emery Music Store, of Columbia, Pa., the successor of John Wirth.

A Busy Emerson Month
The Emerson Co. had a very busy month of it. It made a supreme effort to introduce the Emerson phonograph and with very excellent success. In the campaign, the intensive effort in this city was made by Manager Harry Fox, who had the assistance of W. J. Stevens and A. T. Emerson, of New York. In speaking of this success Mr. Fox says: "The popularity of the Emerson phonograph is increasing. Coupled with the merits of the machine and the local advertising we are getting, it is creating a demand for all our products. We have been able to secure more exclusive Emerson dealers than ever before, for we are now in a position to offer a complete phonograph proposition—phonographs and records. We have also been successful in our Gilt Edge Nellie drive. Since our appointment as 'exclusive distributors in Philadelphia and vicinity for this product, we have been receiving some very nice orders.'"

Mr. and Mrs. Fox spent the Summer at Atlantic City, the former commuting each day, but on the last day in August returned home and opened their city place for the Winter. Mr. Fox reports that collections, both for machines and records, are coming in in very much better form.

Harvey E. Frost, of New York, made Mr. Fox a visit recently.

Lower Prices for Certain Cheney Styles
The Cheney Co. here has notified its dealers of the price reduction of its Nos. 2 and 3 models, which are to be replaced by new models which will become effective on October 15.

Herbert Blake has recently returned from a delightful vacation spent among his former "old home folks" on Lake Owatonna, I. M. Eaton, of the sales force, spent his vacation during the month at his old home in Palmyra, N.Y. Mrs. Metzler, the head bookkeeper of the house, spent her two weeks at Ocean City.

P. J. Hawley Takes Charge
P. J. Hawley, of Albany, N.Y., has replaced Mr. Coupe as head of the Girard Phonograph Co., the Philadelphia representative of the Edison phonograph. Mr. Hawley has had wide experience as a talking machine man.

Snellenburg Department in Large Quarters
The Snellenburg talking machine department has been removed to the fifth floor of the new building adjoining the piano department, the two departments occupying the entire floor. It has a very good position, and this move should have been made long ago.

Increased Activity With Beuchon Co.
Louis Beuchon, head of the Louis Beuchon Co. and president of the Victor-Johns Hopkins Association, who has been touring the Far West, visiting the leading points of interest, with his family since
the Colorado Springs convention, returned to Philadelphia on Tuesday of this week. At the home it has been reported that business was good—quite good. Caruso records have been going very big. It is reported that the Victor Co. has a number of recordings by the great artist that have never been listed, and it is quite likely that they will have new Caruso announcements for a long time to come. Among the most recent of the Buehni visitors were: Joseph J. Steil, of Mt. Carmel, Pa.; Frank Tallen, of Chestertown, Pa., and Mr. Werner, Sr., of the Werner Co., of Easton, Pa.

Opens New Store

The People's Talking Machine Co., of 502 South Fifth street, which specializes on foreign records, has opened a new store at Seventeenth and Wolf streets. It is doing the largest Hebrew record business of any firm in the city. It has a very fine place at its new branch, which was formally opened on September 1.

Everybody's T. M. Co.'s Expansion

J. A. Fisher, head of the Everybody's Talking Machine Co., has brought his family up and opened his city home after spending the Summer at Atlantic City. The firm reports that it had been enjoying a very excellent business. Recently it had a visit from J. S. Christophe, of the Christophe Co., San Francisco, Cal., and I. Meyers, of Birmingham, Ala.

Everybody's Co. has started the establishing of a number of jobbers to handle its line exclusively from one end of the country to the other, and within a short time it expects to announce a list of these jobbers. It is adding a few new types of springs to its already long list. Everybody's will feature among its needles one it is having especially manufactured for this company and which is under its exclusive control, entitled the Uman Tone needle, a three-needle type. It has already had great success with this product. Philip Grabowsky, the Southern salesman of the firm, spent his two weeks' vacation at Betterton, Md.

Many Cirola Improvements

The Cirola Distributing Co., of this city, distributor of the portable machines of that name, reports a continuation of generally good business throughout the month of August. A new tone arm with a pivoting pin on the side, rather than center, is now being used on the Cirola phonograph. This new tone arm is more strongly built and allows for better amplification of sound. A new leather-covered handle and a sliding door with felt cover to protect the nickel parts are other improvements which are reported to be much appreciated by the dealer.

Langford Joins Cheney Staff

G. D. Shewell, president of the Cheney Sales Corp., of this city and New York, reports the appointment to his staff of Douglas Langford, formerly connected with the Anselao Co. Mr. Langford will be connected with the New York office of the company and cover New York and Connecticut. Mr. Shewell reports that a large number of advance orders have been received for the two new models of the Cheney talking machine and that every indication points toward big Fall business.

Placing Big Orders for Victrolas

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that the new No. 50 Victrolas portable and No. 100 Victrola art model have been received very favorably by the buying public. Dealers have placed very substantial orders and recorders for further shipments of these numbers. The month of August has shown a decided improvement over June and July on all types Victrolas. Weymann reports to a representative of The World, "I believe there is every reason to be optimistic regarding Fall trade and all indications point to a shortage of Victrolas if the demand is anywhere near what the indication shows."

National Publishing Co. Optimistic

H. C. Pry, of the National Publishing Co., manufacturer of albums, this city, reports that he finds that dealers are making energetic plans for the Fall season. The National Publishing Co. has closely kept in touch with the many dealers which it serves and predicts a revival of generally good business during the Fall months.

Reports Decided Improvement

Harry Fox, head of the Emerson Phonograph Co., reports a decided improvement in conditions. August business totaled more than June and July combined. Every indication points toward the continuation of this good business throughout the Fall season.

New Franklin Style Popular

The Franklin Phonograph Co., of this city, reports a noticeable improvement in the demand from the dealer beginning during the last two weeks of August. The revolving-door model of the Franklin phonograph, which this company is featuring, is growing popular and good Fall business is expected in this and the other models comprising the Franklin line.

Extensive Fall Campaign Planned

C. S. Tay, of the Chicago office of the Interstate Phonograph Co., was a recent visitor to the Philadelphia headquarters. All employees of the company are back from their vacation and an extensive Fall campaign has already been inaugurated. C. W. Blood, of the Interstate organization, is now in Florida, where he made a special trip for the factory.

Keen Talking Machine Supply Co. Opens

Jacob H. Keen, formerly connected with the Keen Talking Machine Supply Co., has opened business under the former name of the Guarantee Talking Machine Supply Co., at 113 North Ninth street, this city. He will conduct a wholesale and retail business in talking machine supplies and parts.

The salesman who possesses a deep knowledge of human nature invariably produces the biggest results.
NEW MOTROLA IN DEMAND

H. A. Weymann & Son, Inc., New Wholesale Agents for Motrola, Find Good Market

PHILADELPHIA, PA., September 6—H. A. Weymann & Son, Inc., of this city, Victor wholesalers, who were recently appointed exclusive wholesale representatives for Jones-Motrola, Inc., for eastern Pennsylvania, New Jersey and Delaware, report an active demand for the new Motrolas with the Universal motor. This device was recently reduced materially in price, and now retails at $19.50 as compared with the former price of $20.

The Motrola, which has attained country-wide success, may be attached to any type Victrola or any other make of talking machine, and accomplishes what the self-starter, does for the automobile. By pressing a button, the new Motrola winds the spring to the proper tension and then automatically starts winding. An extensive publicity and sales campaign has already been inaugurated for the benefit of dealers, and window display signs, together with other material, are now ready for distribution.

GRANBY AT CHILDREN'S PICNIC

Annual Children's Picnic Given by Harry Cohen Enlivened by Granby Phonograph

PHILADELPHIA, PA., September 3—At a children's picnic held recently at Fairmount Park, this city, the Granby phonograph furnished music for the dancing. The picnic was given by Harry Cohen, who makes it an annual event. It was a huge success and the Granby was the center of attraction for the kiddies, who used it for singing as well as dancing purposes.

R. L. Perrett, manager for the Widener's, this city, recently sold a Lewis XVI model of the Granby phonograph to a customer. Mr. Perrett was much surprised a couple of days later when he found that he was not alone in his purchase, which Mr. Perrett was not at all pleased with the machine that his son gave him a present of it. The father took the Granby back to Italy with a generous supply of American records.

FIGHTING TAX ON HOME GROUNDS

Congressional Recess Affords Members of Music Industry an Excellent Opportunity for Presenting Arguments to Senators and Representatives While at Their Homes

Whatever may be thought of the wisdom of the members of Congress in voting to recess at this time, the Music Industries Chamber of Commerce declares that by closing up shop at Washington and going home the Senators and Representatives will afford the members of the music industry an excellent opportunity to tell them in their faces what they think of the excise tax on music.

The Chamber urges all members of the trade to establish personal contact with both of their Senators and their Representatives during the Congressional recess. Write to them at Washington at once, the Chamber suggests. Tell them you would like to have the opportunity to talk with them about the burdensome excise tax on your industry. This in itself will constitute an argument which they will not forget even if they do not go home for the recess.

Have a heart-to-heart talk with your Congressman who come home. Tell them of your acquaintance, wholly regardless of your direct interest in the matter, are becoming alarmed lest the added cost of instruments due to excise taxes will force music teachers into other lines; thus depriving the youths of the land of the foundation for that future love of music which is beginning to brighten the lives of Americans of all ages. If your Congressman don't come home, write them to this effect. The women are watching tax evasion, and the men who fail to take the burden off music are going to lose the woman vote. Tell them so in no uncertain manner.

During a previous recess of Congress a certain industry in an Eastern State was affected adversely by proposed legislation appointed a committee to tour the State to hold conferences with the Congressmen in their homes. The result justified the experiment. The Chamber suggests that our people in all parts of the country adopt some such scheme in the tax fight.

The House tax bill, the Chamber declares, does not solve the problem. It will not bring in the necessary revenue. It is suggested, therefore, that the members of the industry couple their demand for the repeal of the excise tax with the suggestion for the adoption of a sales tax.

DEMONSTRATES ACTUELLE AT RACES

Aggressive Pathé Merchant Creates Sensation and Incidentally Boosts Actuelle Sales

PHILADELPHIA, PA., September 1—George Ross, proprietor of the Pathé shop at 4546 Frankford avenue, this city, believes in the energetic presentation of the line he sells. He not only believes in it, as a number of recent events have proven, but has actually put into practice a number of exceptionally impressive methods of featuring Pathé merchandise. Recently, at the Frankford race course, Mr. Ross demonstrated the great volume of the Actuelle. This demonstration created a sensation and largely resulted in a number of Actuelle sales. Mr. Ross also has extended his progressive merchandising methods to his windows, which are a decided attraction in his section of the city.

STREIFF HAD NARROW ESCAPE

John Streiff, Remington dealer and distributor, of 73 Flatbush avenue, Brooklyn, N. Y., recently narrowly escaped injury in an accident which damaged his main show window. Due to the breaking of the front wheel of a passing auto the machine jumped the curb and went through his window before it stopped, ruining two Remington phonographs displayed therein beyond repair. Mr. Streiff was standing in the doorway at the time and only through quickly jumping did he escape being crushed.

FOWLER STORE DESTROYED BY FIRE

Murwill, S. D., September 5—The talking machine department of Fowler's Drug Store, this city, was entirely destroyed by an early morning fire recently which was caused by defective wiring. The loss is estimated to be about $4,000.

It is a mighty good thing to seek ideas for interesting business, but the time spent in looking for ideas is lost if they are not carried through to the finish.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH!—Dealers everywhere are stocking it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STANDUP TONE PORTABLE PHONOGRAPH.

We are now sole distributors in this territory for a crackerjack record, "THE PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc. Distributors of the CIROLA PHONOGRAPH

204 Colonial Trust Bldg; Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.
THE TALKING MACHINE WORLD

THE EDISON WAS THE PHONOGRAPH

Installed in Minneapolis Post Office Which Has Aroused National Comment.

MINNEAPOLIS, MINN., September 7. The Minneapolis Sunday Tribune of August 21 published a very interesting article headed "Want a Free Concert in Your Home? Call Up the Man Who Installed the Phonograph in the Post Office.

The article is based upon the news of the Edison Moat Field Change, and the results arrived at after phonographs were installed for night clerks in the Minneapolis post office. The article covers the best portion of an entire page, and presents many interesting facts. The use of phonographs in the post office of such a large city indicates the possibilities which lie ahead as regards the use of music along lines calculated to stimulate men and women engaged in their daily toil.

The experiment conducted in the Minneapolis post office was brought about by B. D. Smith, an assistant in collecting scientific data for the Music Research Department of the Thos. A. Edison laboratories.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street

Philadelphia.

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer.

This Company has decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.

The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

SOME TWENTY EDISON SALESMANSHIP SCHOOLS

These Will Be Located in Various Cities and 150 Sales Representatives Will Be Accommodated in Each—To Be Conducted in Twelve Central Points of the Country.

OAKLAND, N. J., September 8—According to present indications, and the response already received, there will be about twenty schools of salesmanship established by Thos. A. Edison, Inc. These will be located in various cities and not over 150 sales representatives will be accommodated in each school.

The salesmanship school is an aftermath of the 1921 Edison Caravan Convention, during the program of which a play, by William Maxwell, was enacted, entitled "School for Salesmen." The reaction from this play, and, in fact, from the whole convention, was a demand by the Edison jobbers and Edison dealers for a practical salesmanship school. The Edison Co. therefore, issued a bulletin to its dealers breach-
SALES AHEAD OF LAST YEAR

Wm. Maxwell Announces Some Facts Which Lead to Optimism Regarding Business Generally—A. H. Curry Tells of Conditions in Texas

ORANGE, N. J., September 1.—In an interview with William Maxwell, first vice-president of Thomas A. Edison, Inc. The World was advised that the business of Edison dealers in nearly every section of the country made a decided leap forward during the month of August. In some localities the sales are now running ahead of last year and the underlying tone indicates that business this fall will be of a very fair volume for the retail merchants who are going after business in an aggressive, scientific manner.

A. H. Curry, second vice president of Thos. A. Edison, Inc., confirmed the report given by Mr. Maxwell, especially as far as Texas is concerned. Mr. Curry controls substantial wholesale and retail Edison interests in that State.

WADE CUTTER ACTIVITIES

Fibre Needle Cutter Factory Now Located in Indianapolis—Jobbing Organization Announced

INDIANAPOLIS, Ind., September 8.—E. O. Willing, president of the Ready-File Co., of this city, has announced the completion of the work of removing the Wade & Wade factory from Chicago to its new factory in Indianapolis. The Wade fibre needle cutters, which have been standard accessories in the trade for years, will henceforth be produced at the new factory on North Liberty street which has been built adjacent to the old Ready-File plant.

"We will continue to maintain the Wade name and standard and to improve our distributing methods," said Mr. Willing. "The Hartnell Sales Co., of Huntington, W. Va., will represent us in the South and in Pittsburgh, and F. A. Eds will cover the West, traveling out of Kansas City. In the East we will be ably represented by Louis A. Schwarz, 1255 Broadway, New York."

VICTOR RECORDS IN JAPAN

Messrs. Sale & Fransen, Ltd., of Tokyo, Distributors, Find an Increasing Demand, Following Recent Visits of Noted Artists to Japan

The increasing popularity in Japan of so many of our famous artists, such as Mme. Schumann-Heink, Mischei Elman, Mme. Golli-Carei and others who are featured in the Victor record lists, was the subject of a suggestion in last month's World that there were great possibilities in the way of record trade in that country, and in connection the question was asked, in a semi-humorous vein: "What enterprising jobber would annex that territory?"

As a matter of fact, for some time past, Messrs. Sale & Fransen, Ltd., No. I Wasse-Chu, Tokyo, have been the accredited distributors of Victor products in Japan. As a consequence Victor goods have been and are being distributed to all sections of the Japanese Empire, and natively and foreigners alike are able to secure service of Victor records. Naturally the demand for these products has grown considerably as the result of the recent visits of so many artists, who are well and favorably known in this country as well as throughout Europe.

For every salesman looking for an order there is a customer looking for an intelligent man to fill his order.
Milwaukee, Wis., September 10.—So much improvement in the general situation of Milwaukee industries has been shown since the middle of the year that the retailing machine trade, from manufacturer down to the smallest retailer, is more convinced than ever that fall and holiday trade this year will measure up with the best year-end seasons on record. While the volume of trade so far in the present year is generally not up to last year and two years ago, it is believed that transactions in the remainder of 1921 will be sufficient to bring the mark to an equality. The Summer season is virtually at an end, although officially, by the calendar, Autumn does not begin until the close of next week. It has been a fairly good season, considering the fact that June, July, August and most of September are usually slow months, with people continually shifting about in an effort to keep cool and getting as far away from home as possible. This was especially true this Summer, with its humidity that was more excessive than anything on the Weather Bureau's records. Heat came in protracted spells, making this an almost unbearable Summer in Milwaukee and throughout Wisconsin.

Such conditions are not calculated to make talk for music in trade or business, nor does any class of retail trade profit thereby, save perhaps those who deal in Summery attire for women, children and men. The sale of talking machines other than the small, inexpensive portable types, was pretty much discouraged. On the other hand, the humid conditions which dwarfed instrument business made for a rather brisk trade in records. There is hardly a house in Milwaukee which is not able to report a generous percentage of increase in sales of records this Summer, compared with any previous season.

Jobbers Are Most Optimistic

Milwaukee jobbers, whose territory as a rule covers all of Wisconsin and the Upper Peninsula of Michigan, are more optimistic today concerning the future outlook than they have been all this year. They look forward to a relatively excellent holiday trade and their views are substantiated by the early orders now being placed by dealers for instrument and record stocks for prompt and nearby shipment in anticipation of brisk demand in November and December. As a rule, dealers are not ordering more than moderately, although they are not less disposed to buy only on a hand-to-month basis than for the past six to eight months. Many dealers are placing conservative orders with the expectation of putting in frequent rush orders as the holiday demand opens and proceeds. They are thus taking a chance on being left in the cold, if the coming season proves to be anything less than a few seasons. The business of the Milwaukee Co. so far in 1921 has been growing steadily and yields nothing to any previous year, even the wonderful "boom" year of 1920. Mr. Smith does not look forward to any decided inflation, but he feels sure that the coming force and a half months will develop some good retail business. Other members of the Badger company concur in his view and they have been making preparations accordingly.

Occupying New Quarters

The Edison wireless representative in this territory, the Phonograph Co. of Wisconsin, has moved its offices and warehouse from 49-51 Oneida street to new and larger quarters at 340-42 Jefferson street to keep pace with the steadily increasing volume of business.

Inaugurate Lively Fall Campaign

The Yah & Lange Drug Co., exclusive wholesale representative of the Sonora in Wisconsin and northern Michigan, has started an active Fall campaign, which will strike every spot in its extensive territory and is planned to make 1921 the very best year it has ever had in its Sonora division. Fred E. Yahr, president of the company, is personally in charge of Sonora promotion. He has recently added another assistant to handle the increasing volume.

Takes Over the Victor Franchise

In the retail field in Milwaukee one of the most important changes of the month was the purchase by the American House Furnishing Co. of the Victor franchise, stock and business of the

STEADY IMPROVEMENT EVIDENT IN MILWAUKEE MACHINE TRADE

Jobbers and Dealers View Outlook Optimistically—Victor Franchise Changes Hands—Lyric Co. Has Kimball Line—Badger Shop Takes on Pianos—Bradford's Big Vocalion Trade—Other Items

ASSOCIATED NO. 70

UNIVERSAL TONE ARM

Quality Construction

Unusually Good Tone

No Blasting

For use in Phonographs retailing up to $100.

Price for sample—$2.00.

Quantity price on application.

Associated Phonograph Supply Co.

Dept. 71

Cincinnati, Ohio

R. H. Zinke Music Co. The Zinke Co. was established in May, 1920, by Richard H. Zinke, who believed and was justified in his success, as a Victor dealer while manager for several years of the Badger Talking Machine Co., at 425 Grand avenue. The American Co., one of the largest general housefurnishing establishments on the northwest side of the city, has long been desirous of getting a Victor franchise and made the Zinke Co. such an attractive offer that it was accepted. The Zinke Co. has been making brisk sales from September 15 forward made it advisable to dispose of the business. The recent death of Mrs. Zinke's father has placed the responsibility of handling several large business projects in Mr. Zinke's hands and will occupy all of his time.

Doing Well With the Aeolian-Vocalion

The J. B. Bradford Piano Co. reports an excellent business in the Aeolian-Vocalion throughout the city and county. Since taking over the Aeolian line the Bradford house has made a remarkable record with the backing of its high prestige and its reputation as "the oldest, largest and longest-established" music store in Milwaukee.

The history dates back to 1872. In the last few weeks the patronage of the main store on Broadway has been greatly enhanced by the fact that it has been designated as the headquarters of the Marion Andrews Concert Bureau for ticket sales. Miss Anderson is now the principal improviser of Milwaukee and has consolidated all of the downtown ticket-selling places at Bradford's.

Takes on Line of Pianos

The Badger Talking Machine Shop, heretofore an exclusive Victor house, is now engaged in the piano business as well, having taken over the local agency for the Ivers & Pond piano. This line has featured by the Bradford Music Shop at Food's hall, Win., owned by the same interests as the Milwaukee Badger Shop, since its establishment. Leslie C. Parker, president of both companies, is a pioneer in the piano business, although for the last eleven years he has been a Victor dealer only. Before taking over the Badger Shop he was manager of the Victor department of Kimball Bros.

Kimball Line With Lyric Music Co.

The recent death of John McKane, a pioneer Kimball dealer at Kenosha, Wis., has resulted in the entire stock of Kimball pianos and phonographs being placed with the Lyric Music Co., of this city. The Kenosha branch will be discontinued and the territory handled out of the Milwaukee representation, assisted by the Chicago offices.

Some Trade Briefs

The Eugene Mfg. Co., Marshfield, Wis., which for the past year has been manufacturing the Eugene tone arm, is being dissolved.

F. W. Hildreth, head of the Racine Phonograph (Continued on page 18)
THE Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture — therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with Domes of Silence.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

HENRY W. PEABODY & COMPANY
Domes of Silence Division
17 STATE STREET  NEW YORK

SPECIFY DOMES of SILENCE
Riccardo Stracciari sings "La Spagnola" with all the fervor and zest for which he is famous. Lovers of popular as well as operatic music will buy this record. How many have you ordered? Columbia 79719.

CREATING A SENSATION!

The Tour to Pacific Coast of Julius and Nestor Rous With the Gilt Edge Needle Scores Big

Progress is reported by Julius and Nestor Rous, who are conducting a tour from New York to Chicago in the interest of the Gilt Edge needle made by the Ruffco Products Co., of New York. The report shows that not alone refers to their near approach to Chicago, the

Gilt Edge Needle Interests Pittsburgh

good, but the popularity that the Gilt Edge needles are meeting with en route. Immense crowds continue to surround the Gilt Edge auto whenever and wherever it happens to stop. The accompanying photograph taken in Pittsburgh shows a representative audience surrounding the car. The trip has proved, thus far, so successful that the rooms brothers will probably make a return trip of the same kind through different territory.

G. M. SOULE WITH DUAL-TONE

Well-known Piano Man Will Travel Through New York and New England, Commencing September 15 in Interests of This House

Announcement was made this week of the appointment of G. M. Soule as traveling representative for the Dual-Tone Phonograph Co., of Manor, Pa., of which C. W. Bowers, whose head- quarters are in New York, N. J., is sales manager. Mr. Soule will start on the 15th of this month on a trip through New York State and New England. He is well known in the piano industry, for in times past he has visited practically every State in the Union. It is the interest of various piano manufacturers with whom he has been connected and he has a wide acquaintance in the talking machine trade.

OFFER MESSAGE OF CONFIDENCE

"The Ball Is Rolling" and Business Is on the Mend, Declare Collings & Co.

In their monthly house organ, The Record, Collings & Co., Victor distributors of Newark, N. J., present the following optimistic message under the caption, "The Ball Is Rolling!"

"Business is on the mend. New confidence has been inspired by the public's response to the aggressive merchants' appeal to buy. Stimulated retail sales have encouraged the dealer to purchase not only present requirements, but to anticipate future needs."

"The trend of trade is reflected by the wholesalers' increase or decrease in volume. This barometer indicates a revival in Victor retail business."

"Since July we have encouraged the trade to start buying for Fall. We have not adopted a shortage as our slogan. Just the reverse. Our advice was buy early and prevent a shortage. That very appeal is the gist of our advice today."

"Confidence in the Fall business is not lacking by our dealers, especially those who are making a study of the steady improvement in industrial affairs."

"So much for conditions. Now how are you prepared to meet them? How far will your machine stock carry you? This is September, you know—the standard month which registers the opening of big business."

FARNESWORTH'S RESEARCH WORK

Prof. Charles H. Farnsworth, of the Department of Music, Teachers' College, Columbia University, who is allied with the Edison Co. in the field of school research, is conducting very special work along this line of the summer of 1921 at his school for young ladies, Hunnewell Camp, Thetford, Vt. The principal purpose of this research is to determine what particular selection of high-grade music appeal most to young women.

Sensational Fox Trot

Where "Service" is more than an advertising catch-word

Badger Talking Machine Co.

Badger Talking Machine Co.

Exclusive Victor Distributors for Wisconsin and Upper Michigan

135—2nd Street

Milwaukee, Wis.
KIMBALL PHONOGRAPH

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

Write for Agency proposition

W. W. KIMBALL CO.
Established 1857
Kimball Bldg., 306 S. Wash Ave.
CHICAGO

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

NEW CONCERN IN WASHINGTON

Louis & Co. Take Over the Retail Victor Business of Rogers & Fischer in That City—New Home for Latter House as Exclusive Wholesale—Other Recent Developments in Trade

WASHINGTON, D. C., September 6. The opening of an exclusive Victor retail house and conversion of one of the leading Victor retail houses to an exclusive wholesale concern marked one of the biggest events in the history of the local trade.

The new concern, Louis & Co., has taken over the retail trade of Rogers & Fischer, Victor wholesalers, at 1313 F street N. W., and opened one of the largest stores for an exclusive retail talking machine trade in the city, at the corner of Seventh and G streets N. W.

Louis & Co. are headed by Geo Louis, who is the active head, and Joseph Goldenberg, Mr. Louis has been a Victor representative in Washington for the past nine years. He established the Victor department in the department store of Woodward & Lothrop, with whom he has been connected for thirty-four years. He left their employ January 1 to take active charge of the formation of the new company. The informal opening of the new store was held September 1 and the formal opening will take place October 1. The store is 20 by 70 feet in size, with show windows across the front and one entire side. Ten large booths are provided, three of them against the display window. The interior is finished in old ivory and blue, with white ceiling and tile floor. In each booth is a marble wall shelf and record holder.

The sales force includes Miss M. Drury, who has been in the local Victor trade for the past four years, and Mrs. Selma Kline, well-known local singer and former secretary to Mrs. Wilson-Greene, prominent as a concert singer.

The firm of Rogers & Fischer and its predecessor, the Robert C. Rogers Co., had been in the Victor business exclusively since 1899 at 1313 F street N. W.

The new wholesale store, under the same firm name, will be conducted in a modern three-story fireproof concrete building, now under course of construction at 1219 I street N. W. The building covers a ground space of 20% by 142 feet. Though the building will be entirely completed until the middle of October or the first of November, the two lower floors will be opened for business October 1. The moving of goods from the old to the new building has already begun.

Starting September 1, Russell, Bishop & Turner, 1221 F street N. W., who are handling the Victor line, added an extra four hours to the business day, remaining open until 10 p.m., thus making them the only talking machine establishment in the city open after 6 p.m.

During the past nine months the talking machine record business has shown a slow but steady increase in Washington. In the majority of cases sales are considerably above the normal for this season.

Enlargement of the talking machine department is under way at the store of J. Edgar Robinson, at 1050 G street N. W. In addition to the installation of a number of new shelves two new booths are being built, bringing the number to six. The firm handles the Columbia and Framwick lines and reports the sale of records "very good."

Acadian-Vocalion sales are reported steady by O. J. DeMoli & Co. and unusually high sales for August are reported in Victor, Senora and Silver-Tone lines, handled by the Arthur Jordan Piano Co.

SEITZ JOINS PUTNAM-PAGE CO.

PENNA, I., September 7.—The Putnam-Page Co., Inc., Victor distributor, has acquired the services of H. W. Seitz of the educational department of the Victor Talking Machine Co., Camden, N. J., as special representative in educational work. The broad experience in the use of Victor products gained by Mr. Seitz through years of work with the Victor Co. will be at the command of Putnam-Page dealers.

PLANS EDUCATIONAL CAMPAIGN

The Remington Phonograph Corp., New York City, is sending out to members of the music industry a twelve-page booklet describing the musical qualities of its product as part of an educational campaign which will be national in scope. National advertising, which will be placed in the near future and is designed to reach the consumer as well as the dealer and the wholesaler, is a feature of the project.

CAPITAL INCREASED

The rapid growth of the Robert Blair Co., of Pocatello, Idaho, wholesale and retail music house, has necessitated an increase in the capital stock of the company from $15,000 to $25,000.
THE TALKING MACHINE WORLD

GEORGE W. HOPKINS ADVOCATES NEW SELLING METHODS

In an interesting Article in Collier's Weekly Vice-president of Columbia Phonograph Co. Offers Some Pertinent Selling Suggestions—Putting Over "Music by the Ton"

George W. Hopkins, vice-president of the Columbia Phonograph Co., has contributed a most interesting article on salesmanship to the current issue of Collier's Weekly, dated September 10, under the caption: "And Then He Started Something." Mr. Hopkins, in his writing, presents his arguments and makes his point as clearly and forcefully as he is known to do in his direct addresses.

In the article Mr. Hopkins emphasizes the point that real success will be attained right now by those who present their selling arguments along new lines and get away from old methods. He illustrates by telling how in helping dealers dispose of records in Georgia there was coined the slogan: "Music by the Ton." The fact that a certain dealer was going to get a ton of records was widely advertised and presentation of the idea from a new angle resulted in the quick sale of the entire shipment.

I'm summing up the situation Mr. Hopkins says, in part: "My more recent experiences in salesmanship have been with music—with the selling of phonographs and records. The sale of them does not differ from the sale of anything else except that they are semi-luxuries and therefore in a period that is supposed to be depressed they are somewhat harder to sell than other things. I have been told many thousands of times by retailers, and by bankers, and by men who come from the retailers and bankers, that one had to accept conditions as they were supposed to be. I have listened, and I have observed, and I have discovered these two facts:

(1) That during the past year no retailer who put himself squarely to the task of selling failed to sell more in units than in any previous year.

(2) That the man who thought in dollars instead of in quantities, and who waited for people to come in and buy, meanly got the kind of business that he deserved—that is, no business at all.

The members of the second class are numerous. They are the men who, when the buying boom ceased, sat back and told the salesmen: 'I have made some money and now I think I will wait until things get right again.'

"For none of them really has things 'popped right.' They have either gone out of business or are holding on by a thread. But the men who did not take the attitude, or quickly got out of it, have sold and have made money. One man had not done any business for weeks. He had been sitting waiting for it to come in because that was the habit of business during the war years. It did not come in. Then he went out to get it by a house-to-house canvass. He sold fifty-eight machines in one week, which was well above his highest boom record.

"Now look at some elementary facts. There is a difference between paper profits and profits out of turnover of stock. Put it that way and everyone agrees, but how many men have ceased comparing the dollars of business that they are doing now with the dollars that they did under inflation? The banks—which are supposed to know something about inflation—were the first to advertise their increments of deposits, without bothering to mention that, unless a bank more than doubled its deposits during the war years, it had actually gone back. I find a distinct disposition to regard the dollars instead of the units sold, and to be unhappy because these dollars are fewer in number than for a time they were. The thing that counts to-day, and that always less counted, is not the number of dollars' worth that are sold or sometimes even the number of units sold, but the percentage of the possible business that you are getting. Finding out what business is available and then getting a proper percentage of it is a job of the sales manager.

Continuing he says: "We are back to normal and have been back to normal a long time. Normal is a period when only a few people make nearly as much money as they would like to make and when the thoughts of all are turned back to some period when they made more money with less work, or ahead to some period when they hope to make more money with less work. That, unfortunately, is normal. Of course, we do not like to think it is normal, for a little easy money spoils all of us, and especially it spoils salesmen, whether they be on the road or whether they be the proprietors or employees of retail stores."

The article by Mr. Hopkins is one of a series of practical articles on selling that are being run in Collier's Weekly, articles of a type that should have a strong appeal to everyone in the selling game.

C. E. BOMBERGER PASSES AWAY

DALLAS, TEXAS, September 7—The recent death of C. E. Bomberger, of this city, witnessed the passing of one of the oldest Victor dealers in the State. Mr. Bomberger had been in the music business for many years and was a Victor booster since the industry's early days.

Though and knowledge, without action, the will to do, are merely sign-posts—they do not go or get anywhere—they just point the way.

J. Q. Lewis, of the Lewis Music House, Victor dealer in Manchester, Iowa, is reaping the profits of a campaign directed at the rural schools in that vicinity. As a result of his aggressiveness thirty-two machines have been sold to schools in seven weeks.

A business organization must resemble a cobweb, a straight and direct connection must lead from each point to the center.

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Black Swan Records Have Another Smashing Hit

"How Long, Sweet Daddy, Blues"

No. 2008

Sung by Alberta Hunter, of the Dreamland, Chicago

"Bring Back the Joys"
on the other side

You can stimulate your trade and reach a demand we have created by selling

Black Swan Records

Send for complete list

Lateral Cut

Regular Discount

Pace Phonograph Corporation

257 W. 138th Street

New York, N. Y.
ing enterprises of Kansas City. It is about three
and a half years old and has enjoyed a con-
stantly increasing business from the beginning.
The firm is a distributing company, buying its
machines from a Kansas City factory. Starting
in an office in the Victor Building, in which it
had "desk room," it has continued to grow until
it now has the entire sixth floor at 1330-1322
Main street. The success of the company has
largely hinged on the financial backing the com-
pany has been ready to give to its dealers. This
has been of the most liberal kind and it has been
unlimited. After the dealer invests his first $300
and paid his annual fee the system practically
carries itself and the merchant can handle an
unlimited amount of business on the installment
plan and not invest any more money in the busi-
ness. The plan has been popular with the mer-
chants and their number has been increased.

**Brunswick Activities**

Among the new Brunswick dealers is Ror-
baugh-Brown Dry Goods Co., Oklahoma City.
Betty Bros., of Independence, Mo., will soon
open another store on Thirty-ninth street, this
city. The new Brunswick Shop, at 1100 Walnut
street, will be opened about October 1. Large
orders for Brunswick records have come dur-
ing August and the orders for both records and
machines for future deliveries are among the
encouraging features of the Brunswick business.

A Live Wire

The Porter Drug Store, of Hugoton, Kan., is
a new Victor dealer. Mr. Porter is one of the
drive wires of the town. He handles pianos, is
the agent for the Banck and gets all over the
country pushing his business.

**Great Music Appreciation Program**

Miss Ruth M. Phillips, supervisor of music of
Joplin, Mo., is preparing to put on an exten-
sive music appreciation program in the seven-
teen public schools of that city during the com-
ing Winter. There will be a circulating library
of Victor records which will be sent from room to
room and the teachers will explain, in accordance
with the program, the significance of each rec-
cord. The supervisor will visit the schools from
time to time and supplement the work of the
teachers and hold conferences with the teachers
to make sure that they are properly instructed
as to the work they are to do in presenting the
appreciation lessons. Miss Phillips reports that
music created by the Memory Contest during the
Spring of 1921 is showing itself in inquiries as
to music and music courses, and the Schmeltzer
Co., wholesaler of the Victor products, states that
this increase in interest has been reflected in the
increase of sales of machines and records.

**Good Wishes for D. R. Walsh**

D. R. Walsh, who has been the supervisor of
the educational work for the Schmeltzer Co.'s
Victor department and the leader in their deal-
ers' conferences, has tendered his resignation and
will return East in a short time. His family in-
terests are all near New York, and, as he has had
a number of opportunities to work with the Vic-
tor in that territory, he has decided to accept
one of them and combine the business of dis-
bributing Victor products with living near his
"folks." He will carry with him the best wishes
of a large circle of friends, among them the
Victor dealers he has helped to better ways of
business and bigger profits.

J. W. Jenkins, president of the J. W. Jenkins
Son's Music Co., has returned from his vacation
trip among the Northern lakes.

**A Progressive Victor Dealer**

Nor noe, for years in business at Hill City,
Kan., is now the Victor dealer at Wamego, Kan.
He has a jewelry store and handles pianos, and
reports business good. He has taken up a cam-
paign among the rural schools of his country
and is going to fight to make it unanimous—a
Victor in every school in Pottawatomie County.

**Columbia Co.'s Educational Campaign**

Dealers, teachers and music supervisors took
advantage of the opportunity offered by the Co-
mbia Co. on September 1, 2 and 3 to learn more
of the educational work that is being pushed by
the talking machine manufacturers. The Columbia
branch bad with it the manager of the educa-
tional department, W. A. Wilson, of Columbia,
City, and Professor M. H. Mohler and Miss Florence
Hastlett, of the department. Professor Mohler
during the past Summer gave a six weeks' course of
instruction in the Summer

**Show Me" Coupon**

JEWETT PHONOGRAPH COMPANY
958 Penobscot Building
Detroit, Mich.

You say the Jewett will sell faster, make me more profit and give my cus-
tomers more for their money than any other phonograph on the market.

That's a pretty broad statement, but it's worth investigating.

Frankly, you've got to "show me." I know phonographs and I'm open to
correction. I can tell you in a very few minutes if the Jewett really has excep-
tional tone quality, whether it is a fine piece of cabinet work and how it compares
in value with other instruments.

Let me have a demonstration and I'll tell you pretty quickly whether or not
we can do business.

Your Name ........................................
Street Address ...................................
City and State .................................

Queen Anne
Console, $825
NEW COLUMBIA FIXTURE

Dealer Service Department Announces Literature Displayers—Has Practical Sales Value

The Dealer Service department of the Columbia Graphophone Co. has just announced a new display fixture which will be known as Columbia No. 10 counter literature display. This fixture is lithographed in imitation malogany with three colors for decoration and display copy.

The No. 10 fixture has four small and four large literature pockets and a space at the top for six complete catalogs. Referring to the sales value of this new display, a recent bulletin issued by the Columbia Dealer Service department reads: 

"The No. 10 counter literature display will immediately attract attention and the fact that it contains just enough of the literature so that the customers' curiosity is excited will prompt them to at once pick up one or more of the booklets which it contains and in most cases they will keep it for future reference.

"The fact that the fixture resolves itself into another point of appeal, for it is a well-known human trait that everybody likes to see how it works."

"Furthermore, the No. 10 counter literature display provides a much neater and a more satisfactory method of keeping advertising material than to spread it about preciously on counters and tables, which actually defeats the main function of the literature itself because of the fact that it becomes scattered and lost and its attractiveness is greatly reduced.

"It saves time because once a quantity of material is put in the fixture it is never necessary to spend time rearranging and tidying up after customers as in the case of literature displayed loosely on tables and counters.

"This fixture calls attention to classifications of music that customers in a great many cases never knew were obtainable. Many of your 'A' industry to work effectively with the Committee and the Senate for the repeal of the unjust excise tax and the adoption of a sales tax.

CONNNORIZED PHONOGRAPH RECORDS

Music Roll Co. Announces Ten-Inch Lateral-cut Discs With Hit on Each Side

The Connorized Music Co., 717 East 144th street, New York, has announced the Connnorized phonograph record. The company has produced ten-inch, double-disc, lateral-cut records. Each record will contain two hits and besides the number of the record appearing on the label the number of the Connnorized music roll of the same selection is also printed thereon. The Connnorized Music Co. has been manufacturing music rolls for many years which are well known throughout the music industry.

SPECIAL MEETING FOR CLERKS

Chas. D. Isaacson to Talk on "How to Sell Good Music" at Meeting of Talking Machine Men, Inc. to Be Held on September 28

A special meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, will be held on Wednesday afternoon, September 28, at the Warlhed Concert Hall, Forty-second street. On occasion all clerks will be invited to attend and listen to a talk delivered by Chas. D. Isaacson, editor of "Our Family Music Page" in the New York Globe, whose subject will be "How to Sell Good Music." There will also be a concert for the benefit of the clerks. Strong efforts are being made to have a representative attendance of retail sales people at the meeting.

NEW LOCKPORT STORE OPENS

Lockport, N. Y., September 1. A new music establishment has been opened here by George Haney at 52 Pine street. A complete line of the best-known makes of pianos, including the Gulbransen, Bechstein, Apollo, W. P. Harder and Lingle, are carried in stock. Mr. Haney also has the exclusive agency for the Brooks automatic repeating phonograph in this city.

The business man who does not hesitate to praise his salesmen gets the best results.
THE Fall season is coming on and while we shut the doors of our own homes we push open much used frequently the doors of the shops about town. Be sure that you are prepared for the entry of the Fall customer—clean up the shop, polish up the brass work, dress the windows, and, in general, make a Fall store cleaning like the woman makes a Spring house cleaning.

* * *

THERE will be many shoppers in your store in the early weeks of the Fall. As Irvin S. Cobb says: "Shopping implies business for clerks, buying implies business for the house." Be sure to make these shoppers remember your store. An easy way to do it is to give away some practical souvenirs which will keep the name of your institution always before them. At this season of the year a pencil with your name and address upon it is about the most sensible type of gift. Not only does a pencil always come in handy to any man, but also, at this time when there is so much shopping going on, and when the women wish to get comparative prices, you will find the womanly recipients of the gift as the men. These pencils can be easily obtained from several sources.

* * *

PERHAPS the word Service has been played to death during the last few years. However, it is still the watchword of success for any concern. Here is a new wrinkle in service which will create sales. Two or three weeks after the sale of a machine has been made have a representative of your company call at the residence. Instruct this individual to present himself to the owner of the machine and state that he is from the service department of your concern. Have him look over the machine and find out whether it is running properly. Instruct him to ask questions of the owner to find out whether there is anything that can be done to improve it. This should be equipped with a case for carrying records and a few tools to make necessary adjustments. When playing the instrument to test it out, he should use records which he is carrying, which should be taken home. Any woman who will always take time off to watch anyone doing repairing in or about her home. The chances are that when she listens to the new records she will inquire as to what they are. The service man should not sell the records; he should only take orders for them.

If the customer is not home the service man should leave a card which reads as follows:

"Dear Mr. (fill in the name).

"My call today was for the purpose of having a personal interview with you in order to obtain your opinion (and to receive any suggestions which you may have to offer) of the service rendered by your talking machine (insert name of the machine you handle). I will appreciate your advice when it will be convenient for you to see me. Respectfully yours.

JOHN Doe
SERVICE DEPARTMENT.

These cards should be printed in a neat, conservative manner and bear the name and address of your store across the top.

* * *

A SUCCESSFUL dealer recently worked up a campaign through the American Legion of his city. He went to the secretary of the Legion Post, and inquired as to whether or not the members were interested in raising larger funds for their post. Practically every post is anxious to increase its bank account. He sold it a floor model machine. In turn chances were sold on this machine, letting it be known that the money received, less the cost of the machine, was to go toward financing the American Legion Post of that city. The idea met with enthusiasm and the post raised considerable money. The dealer then went one further and offered to take part payment for the machine in advertising which appeared on the back of each chance sold. In return he received the list of those who took chances. Practically every such name obtained in this manner is a live prospect. During the time that the Legionnaires were selling the chances he tied up with it again in the form of an American Legion window.

* * *

EVERYONE realizes that first impressions count for a good deal.

A man recently went into a talking machine store to buy some novelties. Work waited on him as he was well satisfied. Pleased with the attention, he paused at the door, reflected a moment, and returned to purchase some records. The service the second time was by a different clerk and was so poor that he left the store without buying. Perhaps he showed his disgust when he heard the clerk was to another clerk. "Well, I guess the boys can go along with his 75 cents." Perhaps the boss can. You can't buy many theatre tickets on the profit from a single record, but that isn't the point. An impression was created, an impression that may not only keep this individual but possibly other customers out of this particular store.

It is not only up to the manager, but it is also up to each and every employee to see that the other clerks by their attitude toward customers do not handicap the efficiency of any more efficient salespeople.

* * *

HAVE you heard the story of the little boy who was asked by the teacher to give a sentence with the word "notwithstanding"? He replied, "Willye wore out the set of his trousers, but not with standing.

The talking machines you have placed in the many homes around your city can net you many a sale of records, but "notwithstanding" is not a very easy neighbor to live with. Be sure that you thoroughly circulate with regard to selecting the list of homes where you supply phonographs. Also write them letters recommending this or that particular record. By featuring those records which are "stickers" on your shelves you are then creating considerable sale. Be assured that people are coming back to their homes at this season of the year, and that they are particularly susceptible to any type of literature which promises to make their home more cheery and attractive.

* * *

WITH school commencing this is a splendid time to begin propaganda on the value of talking machines and records for children's entertainment and education. A very clever window with a child appeal can be gotten up very simply in the following manner:

Divide your show window in two equal parts by running a partition of cardboard from the pane of glass to the rear. In one side of the window place a large reproduction of the cover of a book, bearing the title "A Child's Garden of Verses." Place this book on a mount which should be covered with sheets of dark velvet or other cloth. A neatly printed card should be in the front of this half of the window, bearing the following inscription:

"Robert Louis Stevenson gave "A Child's Garden of Verses," which is one of our sweetest and bestest books of child lore."

In the other half of the window place a mount covered with a throw of material similar to the first half place a small model talking machine. Group about it three or four records, the titles of which appeal to children. In the front of the window place a card similar to the card in the first half of the window, bearing the following inscription:

"The (insert name of your machine) brings to us "A Child's Garden of Music." The happiness, the contentment, as well as the education which can be brought to a child through music cannot be realized unless you have a machine and records in your home for their use."

Such a window as this will attract considerable attention and at the same time will carry a good selling argument.

* * *

CERTAIN States in the Union recognize the anniversary of the date when some four hundred years ago Christopher Columbus first put foot on this great land of ours. Whether or not this particular day is celebrated in your city or State, you should by all means run a window display of Italian nature on the 12th of October, when this anniversary is celebrated. Your window for this occasion should be draped in red, white and green, which are the national colors of Italy. Place in a semi-circular design a number of records on a rack. Use only those records the music of which has been composed, sung or played by Italians. A long narrow strip bearing the following inscription should be placed along the very front of the window.

"More than 400 years ago Christopher Columbus brought the glad tidings of the discovery of America to the Queen of Spain. To-day the music of great Italian masters brings happiness into the home of His Royal Highness, the American Citizen."

And, then, and then, and then, will create a very deep feeling of good will with the Italians of your city. And "lest we forget," the Italians are very good patrons and purchasers of high-class music.
TONE ARMS for Portable Machines
TONE ARMS for Medium Priced Machines
TONE ARMS for High Grade Machines

Quantity prices from $2 up, including sound box

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

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.
145 West Forty-Fifth Street
New York City
YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.
For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.
In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.
Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.
It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.
Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.
If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin—good times or bad times," this is your opportunity.
You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.
Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."
Opportunity is now knocking on your door, Mr. Victor Dealer.

Blackman
Talking Machine Co.
28-30 W. 23rd St. New York N.Y.
Victor Wholesale Distributors
A FIELD WORTH DEVELOPING

The sale of Talking Machines and Records to Churches and Church Organizations and Clubs should prove profitable to dealers.

A talking machine as a substitute for the church choir is the plan adopted by the First Methodist Church of Norwalk, O. At the records are put on the machine the minister announces the name of the singer, the music is turned on and the voices of the finest artists in the world fill the church. The plan has proved an undoubted success and will be continued.

The above news item is worthy of serious consideration by talking machine dealers everywhere. In every community, both large and small, there are two or more churches, many of which entirely lack an adequate choir. Others possess choirs of inferior ability and no solo singers. Of course, the larger churches are well fixed in this respect, therefore it is a waste of time to approach them with the idea of selling a talking machine as a substitute for a choir, but there are possibilities of sales even here, due to the fact that the modern church parties and choirs are given from time to time.

The small church affords the dealer the best opportunity. It is an easy matter for the merchant to get a list of the churches in his community which lack entirely or have very poor choirs. If no other way is possible, the dealer can attend the services of these churches and gain first-hand information. With the necessary information at hand the next step is to visit the minister or pastor and impress upon him the fact that his services can be made very much more effective and church attendance increased by the purchase of a talking machine. In many cases ministers are antagonistic to radical innovations, but every effort must be made to change this viewpoint, inasmuch as the minister, as a rule, can influence the business heads of the church in anything pertaining purely to the services.

In many churches, especially the larger ones, there are clubs of young people and societies and organizations composed of the older members of the congregation. Many of these societies and clubs have their own meeting rooms in the church, and, besides dancing, various social affairs are given. Here is indeed a splendid opportunity for dealers to make sales, due to the fact that only in rare instances have the members thought of purchasing as such. In many cases where a dance is given one of the members of the congregation loans the talking machine and various other objects simply the records. A personal letter from the proprietor of the establishment to the president of a club or society in many cases will result in a sale.

QUARTET PROVES POPULAR

Columbia Records by Southern Negro Quartet Well Received—Artists Well Known in South

The Columbia records produced by the Southern Negro Quartet, a new recording organization, are meeting with considerable success, and dealers are ordering these records in good-sized quantities. This quartet makes a specialty of topical songs and negro jazz numbers and the popularity of their records is steadily increasing.

The members of the Southern Negro Quartet are Johnnie Johnson, Albert Johnson, George Perry and Walter Harris. They were all born and raised in Norfolk, and until the Columbia Graphophone Co. secured their services, their popularity had not passed over the Mason and Dixon line. Their Columbia records, however, have given them a country-wide reputation that is steadily growing.

The sale of a talking machine to a church also results in a number of record sales, not only for exclusive church use but also to those members of the church who hear the records played. The record dealer should be appealed to them and which they have neglected to include in their library often stimulates the listener to the point of purchasing a similar selection for his own private use. Thus the advertising value of one sale of this character to such an institution is well worth the effort.

PLACE ORDERS NOW!

Optimistic Special Bulletin Issued by International Mica Co. States Timely Facts

An entirely encouraging and optimistic special bulletin recently issued by the International Mica Co., Philadelphia, Pa., calls attention to the fact that good times are ahead of the talking machine industry during the coming four months. It is stated that stockists are practically at a minimum due to the past liquidation throughout the industry, and should Fall business be only normal there will be the usual scrambling for supplies such as was experienced in the Fall seasons prior to 1920. It is urged that orders be placed now in order to allow the manufacturer to give maximum service.

The International Mica Co. conducts a service department which is being used by increasing numbers of members of the talking machine industry. This department is open to answer any request relative to the phonograph industry and also maintains the services of a specialized reproduction expert.

PATHE OFFERED AS A PRIZE

Phonograph to Be One of Awards in Fort Dodge Newspaper Contest

Fort Dodge, Ia., September 3—The Times, of this city, has announced a seven weeks' subscription campaign for this newspaper. Among the awards offered is a Pathé model No. 12. The Pathé instrument, which is being featured in this extensive advertising, is on exhibition at the Gloutzer Music House, Pathé dealer of this city. This exhibit is attracting a great many visitors to the warerooms, where demonstrations are being given to a large list of prospects and purchasers. William Gloutzer, head of the organization, is enthusiastic over the campaign and speaks in the following manner relative to future conditions: "We are greatly enthused about the Pathé and we sincerely believe that we will do a large volume of business during the coming Fall and Winter."

TAKES OVER JOBING BUSINESS

The Northwest Phonograph Supply Co., of St. Paul, Minn., has taken over the jobbing agency in this territory for Olympic records.
FACILITIES

PHOTOGRAPHIC illustrations showing the very complete facilities of the New York Talking Machine Company in its new quarters.

Light, airy, well arranged Offices.

Record Department with a capacity of 890,000 records in working stock and reserve. Steel equipment throughout.

Ample floor space in the Shipping Department for efficient handling of goods.

Privately operated Lunch Club for the convenience of the Company's workers.

Everything in keeping with the Company's policy to present to the Victor Retail Trade capable co-operation and quick service.

NEW YORK TALKING MACHINE CO.
521 West 57th Street.

CHICAGO TALKING MACHINE CO.
12 North Michigan Ave
Mid-West Point of View

Western Division of The World, Chicago, IlL, Sept. 16, 1921.

The World man whose duties it is to maintain contact with the Chicago talking machine trade has recently witnessed two rather unusually interesting occurrences. Both took place in the wholesale offices of large manufacturers and consisted in the entrance thereto of parties who wanted to buy a machine at retail. On inquiry being made it turned out in each case that the machine wanted was well known, but that the prospective purchasers in neither case knew where to go to buy. Now, this is interesting in two senses. In the first place, it shows that the manufacturers and distributors are certainly on the job; while on the other hand it tends to show that some retailers at any rate are distinctly not on the job. For when members of the general public know the name of a talking machine and feel that they want it and no other we have immediate proof that the national advertising is being maintained. But when also those members of the general public do not know where to go to buy the machine of their desire at retail, then the retail advertising in that particular community is certainly not up to the mark. There is something very wrong here. During the last two months especially there appears to have been a very decided let-down in retail advertising. This view is supported by the opinion of many trade observers with whom we have talked. And the result of the marked let-down is very clear, as incidents like those quoted clearly show. Now, of all times, the retailers ought to be up and doing. One does not advertise for fun or to oblige the advertising medium, but to get business, and to keep it once it has been secured. Advertising is the only key which will open the locked door of business in times of public caution, and it is the only chain which will hold that door open when the public is spending freely. Incidentally, it might as well be added, to put a finish to the story which has furnishes the text for this paragraph, that in each of the cases mentioned a sale was made at retail price to the inquiring prospect and a credit memorandum for the commission thereon was sent to the dealer in whose sphere of influence the prospect's residence lay.

Speaking of dealers, a well-known wholesaler has been remarking to the Western Division of The World that the country retailers are showing up just now much better than the city men. Why this should be so does not at first appear; but on second thought there is a probable explanation. The country dealer usually serves a widespread community, where territory is more plentiful than folks are, and where the services of Elizabeth de la Forde, pride of the highway, are in constant requisition, for the dual purpose of covering the country and keeping up with the inhabitants thereof. The country dealer, in fact, never has what can be called an easy time, and usually has it fairly hard all round in comparison with his city brother. The latter sits in his store a great deal, if not too much, and business walks in to him. The natural consequence is that the pressure in the one case hustling is no new thing and so does not abate or surprise, the other case any demagnetism of the accustomed routine provokes yield of agony and shrieks of pain. Which is a paradox. For obviously the man who always has to hustle anyway is always, as it were, in training; and while the lean years come he simply tightens the business belt, spits on his hands and bends to the task a little more earnestly than usual. Accustomed to fight for all he gets, anyhow, he never has time to become fat and soft in his business body. Fatigue degeneration of the selling faculties never breaks him. He is always ready for the next step, whereas those who have suffered, and are again in办公, from that distressing disease know well that it is both insidious and fascinating. It is easily caught and hardly shaken off. Yet shaken off it must be. The remedy is very simple and one well worthy of trade consideration. It lies in the one phrase: Hard Work and Smiles!

Last month we made some observations in the Chicago department of The Talking Machine World for the purpose of comparing the talking machine business with the trade in those useful little animals known as Lizzlies, Henrys, Fords, etc. The remarks were prompted by the fact that a few weeks ago Ford No. 5,000,000 left the big plant at Detroit, where a complete machine is turned out every sixteen seconds. We said that it is nonsense to talk about our field being overworked when the demand for automobiles cannot be filled even by Ford and all the other makers put together, allowing even that these others are not at the moment working at full capacity. To which it has been objected by a critical reader that the comparison is not good. We have been told: "No doubt five million Fords have been built already and a new one is being turned out every sixteen seconds. But then automobiles of any make do not last like talking machines. They get wrecked or worn out in a comparatively short time. Talking machines wear much longer and already there are four million talking machines, or three millions, in existence." Well, the answer to this is fairly simple. In the first place, the average automobile lasts ten years. In the second place, the average talking machine lasts no longer. For even if the thing continues to work all right mechanically, which it ought to, for more than ten years, the American family has a rooted dislike to put up with old, or what it considers to be "out-of-date," goods. Therefore, as styles change and prosperity increases, new machines are bought. And this is true of every line of articles that can be mentioned. And even so, suppose there are four million talking machines in the country already. Suppose there are five million, for that matter, as many as there are Fords. What of it? There are twenty millions of families in the country and their number increases steadily as the marriage figures show. Well, when every family in the land has a talking machine, and each newly married couple considers one as necessary as a roof to the house, then it will be all very well to talk about the field being exhausted. Meanwhile, such talk is perfect nonsense and can only be made in seriousness by those who either have no faith in their business or have never done any thinking about it. The first ought to be in some other business. The others ought to learn to think.

We learn that Chicago's Pageant of Progress brought into the exhibits on the Municipal Pier returns fully recompensing them for their expense and trouble, not to mention prospects for the future of the most encouraging nature. The talking machine firms which had booths on the pier are all glad now that they took the chance. Many visitors talked business at the time and have been coming around to the stores ever since, examining machines, trying records and buying. The fact that the Pageant had a local significance and exhibited the greatness of Chicago was not without its effect upon the patriotism of our citizens of both sexes who flocked in their thousands. It is now expected that the Pageant will become an annual affair, a sort of Chicago Commercial Fair, to which visitors from all over the country may be expected and which will be a veritable exhibition of Chicago-made wares. Considering Chicago's position at present as a center for the production of musical instruments, and for the cultivation of musical art, it seems clear that it would be the part of wisdom for the music industries of our city to boost the Pageant idea for all they are worth.

An excellent point was made by a prominent advertising man recently when he classified window displays as a direct factor in the advertising campaign, and not a thing apart. As the character of newspaper advertising is improved and kept up to standard, so should the window display be equally improved, for automobiles cannot be sold by them alone. There is nothing more incongruous than to see elaborate and high-class advertising and upon visiting the store of the advertiser find window displays that are in every sense most ordinary.
Chicago, Ill., September 8.—We have been hearing expressions likening the business of the country to the ocean, with its waves of prosperity and troughs of depression. The last few years have been looked upon as the crest of a wave. This was followed by a slide into the trough. If business does simulate waves there is every indication that we are again on the ascending side of another wave. Perhaps it will not be as great as the one just passed. Again we have been hearing that business was very depressed and not what it should be. But for the past month or so the industry at large has been acknowledging that the tendency of trade is to pick up. All indications are pointing to this, and at present we believe we can truthfully say that this month's activities are quite in excess of June, July and August.

This is especially true as regards the business of these having to do with the talking machine trades. All manufacturers, jobbers and wholesalers on whom we called in the past few weeks are unanimous in their assertion that the country dealer is doing business far in excess of his city brother. They account for this increase by pointing out the fact that the position of the country dealer is such that he must get out and cover lots of ground in order to do business, whereas the city dealer is content to handle the trade in his immediate neighborhood. If one cares to analyze the situation he will readily find that there is in this statement more truth than poetry. We, ourselves, know from experience that the city dealers who are not content to handle the local trade but who plug around in the territories all over the city are doing an excellent business. But this type of dealer is scarce, especially in Chicago. Very few of them are even taking the trouble to get out and canvass their respective neighborhoods. Therefore, they are doing very little good business, but a great deal of hollering about bad business. The country dealer has learned the lesson that if he attempts to edit or on the turnover in a small town above all he will be out of luck. Therefore, he loads his little diver, or whatever other conveyance he may have, and scours the country-side for miles and miles around. When he gets back after a trip, as a rule, his machine is empty. So after looking over the business situation on both sides of the fence we can only see one thing left for our city brethren to do, and that is to walk across to the sunny side of the street.

At Quincy, Illinois

A new talking machine known as "The Wolf" has just made its appearance on the Chicago market. This instrument is being manufactured by the Wolf Manufacturing Industries, of Quincy, Ill. This concern has for many months been affiliated with the Kaittel Co., of that city, in the production of talking machine cabinets. The product of the Wolf Industries is now going directly to the trade under the supervision of Carl Kaittel, who has the reputation of being one of the best talking machine builders in the country.

The Wolf Industries occupy a modern factory at Quincy, which has a capacity of approximately 150 machines per day. It is equipped with the latest machinery and this enables them to produce in volume an instrument of excellent quality and with low production cost. The entire thought of the Wolf Industries, according to Mr. Kaittel, is toward a line of instruments that are satisfactory in workmanship and finish, and yet something that will appeal to the public in design as well as price. These things, coupled with their immediate service plan, they believe, will make them a very desirable source of supply for both dealers and jobbers.

Captures First Prize

Out in Ravenswood, a suburb of Chicago, the business men have an organization known as the North End Business Men's Association. It has been in existence now for nine years. Once a year the members get together and have a carnival with a parade and everything. When they pulled off the parade they offer a prize to that member of the association who has the most attractive float. This year the prize went to Wm. J. Fregin, who is the proprietor of the Ravenswood Music Parlors at 4037 Lincoln avenue. This store is exclusively Victor and a client of the Chicago Talking Machine Co. They were in all sixty-five other floats in competition with Mr. Fregin's, but his proved the most attractive. The entire body of the float

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Write or Wire for the NEW PRICES

TONES, ARMS

and REPRODUCERS

Sterling Devices Co.
Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop, and the Sterling Reproducer fitted with Victor Edison or Columbo attachments

354 Lake Shore Drive Chicago

The Sterling No. 41 ball bearing tone arm is the newest Sterling achievement in phonograph construction. This arm swivels accurately on a double row of ball bearings, practically eliminating friction. If there is any beauty or character in the record, the Sterling Reproducer with Sterling No. 41 Ball Bearing Tone Arm will bring it out.
HELP!

You need help in sales promotion. We can furnish it to you. A Victor dealer frequently hasn't the time to lay out advertisements, write mailing literature and create sales helps. Besides, the cost to any one dealer, working alone, would be prohibitive.

Lyon & Healy do it for you—devise real Sales Helps. By selling these Sales Helps to hundreds of dealers the cost is divided until it is very small. And because we sell our services (excepting the window cards) to only one dealer in each town the service is as individual as if it were all your own.

For Windows

A set of four large cards issued each month. Handsome illustrations in many colors featuring the four record hits of the month. Use them in the window, on the counter and about the store. Price per month $2.00

Write for free samples.

Dress up your Supplements

The Victor supplement that you mail is just the same as the one your competitor in the next block mails, so if you wish yours to attract more attention than his, put it in a fancy dress. That's why we print the Victor Art Cover, a six-page container that takes the place of an envelope and can be mailed for one cent. Printed in the most striking colors, featuring the best records each month. Your name is imprinted.

Write for prices and free samples.

Bill Board Posters

They give you city-wide publicity. But you, as an individual dealer, possibly couldn't afford to have a poster drawn and then lithographed. We'll sell you this 24-sheet poster, 10 by 25 feet, lithographed in four colors, at the remarkably low price of $2.95.

Write for a miniature sample in color.

LYON & HEALY
Victrola Distributors
CHICAGO
was covered with a canary festooning, interspersed with amethyst chrysanthemums. This in turn was surmounted by a harp, the symbol of music. On the front of the float was a huge Victor dog which appeared to be dancing across the float. A decidedly realistic touch was carried out in that the harp was composed of Victor machines taken over from gold paper and held together by Victor needles.

New Ambassador Headquarters

The Ambassador Phonograph Co., one of the leading manufacturers in Chicago's trade, has opened its new headquarters in Room 300, 19 West Jackson Boulevard. The affairs of the new organization are being looked after by Fred K. Westom, who has been made its manager. The Ambassador Co. has on display at its headquarters its entire line of talking machines, consisting of nine models, which embrace consoles, uprights and a portable. During the Pageant of Progress the Ambassador Co., through the efforts of Mr. Weston, gained a great deal of valuable publicity by reason of the many novel stunts he pulled, such as boxing exhibits between Ben Tunpin, movie star, and Miss Frances Westom, aged three. Other publicity stunts that were worked for the benefit of Ambassador by Mr. Weston was the sending aloft of an Ambassador machine equipped with a Magnavox on board the giant airship Santa Maria. When at the height of several hundred feet the talking machine began to play, and the music was wire-leased to the listening crowds below.

Two New Victor Stores

Chicago's happy family of Victor dealers welcomed the opening of two new stores this month. That is to say, one is absolutely new, whereas the other one moved into a new location which is said to be one of the most handsomely fitted up of any in the west side section of Chicago.

The new store was opened by George Glick, at 3011 South Ashland Avenue. The change of business location of the other store was made by Mr. Glick's father, who conducts Glick's Music Store at 2100 West Division Street. Both of these concerns are taken care of by Lyon & Healy, and the grand opening on Labor Day was attended by L. C. Winwell, manager of Lyon & Healy's Victor department, and other Victor officials, who happened to be in the city.

The Division street store occupies a ground floor of a double store building, and the work of equipment, such as the installation of booths, record racks, counters, etc., was done by the George Peterson Mfg. Co., of Chicago, newcomers in the talking machine store equipment business. Architect in the employ of the Peterson Co. did some exceptionally clever work in laying out the new headquarters and are to be congratulated on the clever and efficient manner they handled the situation.

New Manager A. J. Ferrin

A. J. Ferrin, of Grand Rapids, Mich., was recently a visitor to the Chicago offices of the Columbia Co. Mr. Ferrin has been connected with the talking machine industry in various capacities for quite a number of years, and he was recently made manager of the talking machine section of the Kilgour Sample Furniture Building at Grand Rapids.

Outwoks Twenty Men

There was recently installed at the Chicago plant of the Boston Book Co. a machine which is about the most unique we have ever seen in our travels throughout the trade. This automatic wonder is known as a case maker and was especially built for the Boston Book Co. It was two years and two months under construction and is said to be the only one of its kind in the country.

Formerly it was necessary for the Boston Book Co. to employ sixteen men, who, when working at top speed, turned out 800 albums in one day. With the new machine the company is enabled to produce over 800 booklets per hour. The machine is twenty-five feet long and glass, cuts, covers, and fits the lining and tums, the four sides of the album before it drops out complete at the other end. It is only necessary for one man to operate this automatic machine, and he is enabled to turn out the same amount of albums per day as it formerly took sixteen men a week to do.

The business of this concern is being looked after by Mrs. L. Geltzus, who, by the way, is not only manager of the concern, but proprietor as well.

Take Additional Space

The firm of Fletcher-Wickes, manufacturers of the well-known tone arms and reproducers bearing their name, have just taken on some additional space in the building wherein they have been located since their entrance into the talking machine field.

The additional space is on the third floor of the building and measures thirty feet wide by twenty-five feet long. The new space has been turned over to the exclusive assembling of tone arms and Edison attachments. The space on the fifth floor is given over to the executive offices and reproducer assembling.

The treasurer of the concern, R. L. Wickes, is still convalescing in the North Shore Health Resort, where he has been for the past six months, and word comes from thence through his physician that he is getting along very nicely and may be able to return to his desk in a few weeks.

Good Roads Count

Dealers throughout the State of Michigan are doing an exceptionally good business, according to a recent report given out by E. A. Fenn, of the Consolidated Talking Machine Co., upon his arrival in Chicago after a recent tour of that

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FROM OUR CHICAGO HEADQUARTERS
(Continued from page 115)

State. Mr. Fearn left Chicago about three weeks ago, via auto. In all, he covered some 1,500 miles, and during the whole trip he only encountered thirty-four miles of bad roads.

"The excellent roads of Michigan are prime factors in the success of the Michigan dealers," commented Mr. Fearn. "The dealers make use of them by loading their trucks with goods and going from town to town, calling on prospects. Whether the dealer in Michigan is located in a big city like Detroit or a small hamlet, he is running his trucks over the roads and cleaning up."

While in Detroit Mr. Fearn spent some time at the Consolidated Co.'s branch office there, assisting his brother, J. F. Fearn, who on September 1 was made manager. Mr. Fearn's brother was formerly connected with the automobile business and made quite a success as an auto salesman. Mr. Fearn stated that his brother had things well in hand when he left Detroit and already had plans well under way for an extensive Fall campaign.

Congratulations!

A very happy young man is J. Kapp, by virtue of his having been accepted as the named of Miss Frieda Lutz. Miss Lutz is very well known to a great many members of the Chicago trade, and during the Columbia picnic at Glenwood Park recently she won the first prize in the shooting contest.

Up at the Columbia Chicago headquarters, Miss Frieda Lutz

where Mr. Kapp holds forth as chief d'afaires of the record department, are many congratulatory letters which he has received from Columbia dealers around town. Just when the wedding will take place has not been announced as yet.

Artistic Needlework

One of the most marvelous needlepoint pictures ever seen in Chicago has just come into the possession of Frederick D. Hall, of the Hall Mic. Co. The picture in size is about eighteen by thirty inches. It is a moonlight scene in a bamboo forest. Running through the center of the picture is a little rivulet, and on one of the banks is seen a number of little Japanese thatched houses. This picture is done in natural colors and is entirely of hand needle work. Every bit of the trees, houses and everything else is made of closely stitched silk thread. It is the handiwork of the wives of the bamboo cutters who are employed by the Japanese concern from whom Mr. Hall has been buying bamboo ever since the founding of his company. The picture is framed with genuine black bamboo. It just arrived in Chicago via express from Japan and was presented to Mr. Hall by his friend, the owner of the bamboo forest.

Alas, Too True!

As one wanders around through the main office of the Brunswick-Balke-Collender Co. he sees many little signs sticking up pertaining to business hints, etc., that are well worth while considering. One in particular that has been given a conspicuous hanging place bears the following wording: "All that some people have accumulated in the past few prosperous years is a silk shirt and a supreme contempt for honest work."

New Vocalion Store Opened

A new retail store, known as the J. & M. Phonograph & Supply Co., has been opened in the forty-six hundred block on Sheridan road. The new company is incorporated by J. Jonas, president; J. J. Jonas, vice-president, and A. S. McCormick, secretary and treasurer. The new place of business retails exclusively Vocalion talking machines and records. The store is ideally located and exceptionally well equipped.

The demonstration booths are handsomely upholstered and the color scheme carried out throughout the entire establishment is of the French cafe au lait. The directions for the laying out of the demonstration booths, record racks, color schemes, etc., were dictated by J. Jonas, the president. Mr. Jonas, by the way, has seen long service in the talking machine business, in both wholesale and retail lines, and for many years was traveling representative of the Vitaphone Co.

Kimball Credit Man Retires

Louis A. Crittendon, wholesale credit manager of the W. W. Kimball Co., has resigned, effective September 1, to devote his entire time to practical religious and philanthropic work, in which he has for years been interested. Mr. Crittendon has been made general superintendent of the famous Pacific Garden Mission, which for forty-four years has done a wonderful regenerative and restorative work among the semi-criminals, dope fiends and booze artists of the great city. He started with the Kimball Co. thirty years ago as shipping clerk and fifteen years ago was made wholesale credit manager. His associates in the Kimball Co. and the hundreds of dealers throughout the country with

(Continued on page 118)
The NEW Scotford Tonearm and Superior Reproducer

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

The OLD

The NEW

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

NEW CONSTRUCTION

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

STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan

STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan

STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

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

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO, ILLINOIS

 Samples Prepaid at the Above Prices

Write for Our Specification Sheet and Quantity Price List
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

whom he was personally acquainted will greatly regret his departure from the trade with which he has so long been connected. Mr. Crittenden will establish headquarters at 19 West Jackson boulevard, where he will greet his many friends.

Cole & Danns Expansion

Cole & Danns have been for quite a while supplying the talking machine trade with small goods, such as attributed instruments, harmonicas, etc. They have recently increased this branch of their business and have taken on a complete line of jare equipment. This line caters to-nurses, physicians, nephews, deman, managers, etc. In order to give the trade at large a better idea of what their musical supply department contains they have had printed for them a twenty-four page catalog, which is being mailed to the trade.

Joins the Order of Benefics

We don't know what's happening to our young men in the trade these days. It seems as though they all must have been bitten by the love bug during the Summer, as they are now inevitably taking unto themselves spouses. The latest entrant into the domestic field is none other than our friend Stanley R. Fritz, sales manager of the Lakeside Supply Co. Here's the way it all came about:

All Summer long Stanley had been purchasing ice cream soda for a young lady by the name of Evelyn Tracy. One Sunday recently they decided to go out for a nice long ride on the inter urban. Well, they kept on riding and finally the guard in the train yelled out, "As far as we go." When they came to a stop they found they were in Illinois. Then Evelyn said to Stanley, "Isn't this romantic, to go dreaming away on a train? It's just like an elopement." That put an idea in Stanley's head, so he escorted Miss Evelyn down the street to the city hall and up to the Justice of the Peace. It being Sunday, the Justice of the Peace was busy lining speeding motorists, but he stopped long enough to send a motorcycle cop after the County Clerk. The County Clerk came and the Justice was about to make Evelyn and Stanley man and wife when the disapproving ring. So the Justice and the Clerk took Stanley and Evelyn across the street to a jeweler and had him open his ring. When they were in and Stanley purchased the ring the Justice of the Peace stood them up in the show window and pronounced them man and wife. May they live happily ever after.

On Business Trip to Canada

Charles E. Cohen, vice-president and treasurer of the Naplate Mfg. Co., is making preparations for an extensive trip throughout the Northwestern States and western Canada. "This trip is warranted," stated Mr. Cohen, "because of the numerous inquiries received through advertising in The Talking Machine World." In fact, these inquiries have been so great that Mr. Cohen believes it his duty to establish a personal relationship between his company and the inquirers; hence the trip. "We have been doing some very nice business," Mr. Cohen stated, "and things are beginning to pick up faster than we expected."

M. M. Cole Elected President

M. M. Cole, a well-known member of the trade, has affiliated himself with the Illinois Musical Supply Co., and has made his presence. The new company was recently formed and is devoting its activities to the supplying of retail stores with talking machine accessories and small musical instruments, such as ukuleles, baugis, fiddles and accessories adaptable for these instruments. Since Mr. Cole's installation as president he has made a trip through Illinois, Indiana and Michigan, and upon his return to Chicago made the statement that the retail business in these sections is picking up very rapidly and that indications point toward a steady increase in business for the balance of the year.

Taking Long Vacation in Canada

W. E. Burr, sales manager of the Cheney Talking Machine Co., has left with Mrs. Burr for Toronto, Canada, where he expects to take up a protracted vacation. Before leaving Chicago he stated that he was going to do a lot of golfing upon the links and around Montreal, and when he returns to Chicago he expects to be in the championship class. He also intimated that if his anticipations bear out, a great many of his friends in the trade who are golf enthusiasts are going to lose their laurels.

Mr. Burr recently returned from a long trip through the Southwestern territory, where he successfully established jobbing relations between the Cheney Co. and the Riddle Phonograph Co. of Dallas, Tex. The new jobbers will look after Cheney business throughout northern Texas and southern Oklahoma. The president of the Riddle concern is George W. Riddle, a well-known business man of Dallas, and vice-president of the Security National Bank of that city.

Upward Trend Now in Evidence

That business is now on the upward trend is an established fact, according to the views of C. E. Swanson, general manager of the Cheney Talking Machine Co. He is of the opinion that the trade has seen its worst depression during the months of May, June and a part of July. "From the reports and evidence of better business that we are receiving from our travelers, the retailers, as a whole, are steadily reviving themselves and are looking forward to large increases during the coming Fall and Winter months. From present indications it looks as though the holiday trade would be greater in the larger centers, but at present it is just the reverse. The country dealer is working harder than the dealer in the city and his business is, therefore, greater."

Help! Suspect Police!

The pursuing gentry of Chicago have recently inaugurated a campaign, so it seems, that is directed toward the talking machine trade. Apparently, these gentlemen of the talking ways have a predilection for Columbia dealers. The police of Chicago this week received complaints on two occasions from local dealers.
Repair Parts
For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—In the United States—on hand for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repaying on all makes of phonographs and motors.

Price Reductions on Enclosed Motors

We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material, and a larger output. This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose prices have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER
You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

Columbia Shop Opens

The Masonic Temple Song Shop is the name of the new Columbia store that was recently opened at 101 North State street. This shop is now the second ground-floor music establishment on State street within Chicago's Loop. It is conducted by Messrs. Skubinski and Abe Glatt. Papers of incorporation were recently issued for this concern by the Secretary of the State of Illinois.

Mr. Skubinski has for eleven years been connected with the firm of Westman, Berlin & Snyder in their professional department, and more recently he was manager of the music department of the Chicago Kreges stores. Mr. Glatt is a piano player and has gained some prominence as a song writer. Several of his compositions have been published and some of them are recorded on Columbia records. Mr. Glatt was also connected at one time with Waterson, Berlin & Snyder.

A Slogan That Gets Results

Walter Fulghum, Victor dealer, located at Richmond, Ind., last May conceived the slogan of "A machine a day during the month of May." Starting in with the first of May he commenced putting his slogan into operation, and at the end of the month found his business so good as a result of said slogan that he decided that even though the slogan "A machine a day during the month of June" lasted another month, he would go ahead with the good work, and "A machine a day" slogan has been in effect right along ever since the first of May, May, June, July and August have all brought Mr. Fulghum their quota of business, and over at the Chicago Talking Machine Co. they are marveling at his dealer's energetic efforts and phenomenal success.

Two New Victor Travelers

C. E. Johnson, who has been added to the traveling forces of the Chicago Talking Machine Co., and will have as his territory the States of Michigan and northern Indiana. Mr. Johnson comes to the talking machine industry from the automobile field, where he has had considerable experience. He started out the first of September on the above-mentioned territory.

H. E. Fricke in the other traveler added to the staff of the Chicago Talking Machine Co., who takes as his territory the State of Wisconsin.

Edison Diamond
Amberolas—Plus Service

You know the quality of Edi-
son phonographs. Until you have placed a trial order with us, you are unfamiliar with

A TRIAL CONVINCES

William H. Lyons
Formerly Jan. J. Lyons
17 W. Lake St. Chicago

Consolidated Talking Machine Co.

High Grade T. & M. Machines, Discs, Records, Talking Machine Supply, Etc.

TRADE MARK "CONSOLA"

222-228 W. Washington St., Chicago, Ill.
Branch: 3523 Cottage Ave., Detroit, Mich.

We have reduced their prices to the consumer, the dealer and the manufacturer, and the results have been such that America wide the business is looking up. At present the number of dealers and manufacturers who are using Edison Diamond Phonographs is larger than ever before, and we expect an even larger increase in the near future.

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THE TALKING MACHINE WORLD—(Continued from page 118)

We offer a large variety of Edison Diamond Amberolas—Plus Service—Amberolas plus parts of your own choice. If you have a problem that you wish to be solved, please write us and we will do our best to help you. We guarantee satisfaction or your money back.

Our Service Covers the Country

Edison Diamond
Amberolas—Plus Service

You know the quality of Edi-
son phonographs. Until you have placed a trial order with us, you are unfamiliar with

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jan. J. Lyons
17 W. Lake St. Chicago

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO
THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

retail furniture stores located in the southwest section of Chicago, has just taken on the American line of talking machines and Vocalion records. This company has given over a great deal of space on its main floor to its new talking machine department and the work of remodeling has already been completed. The store is now equipped with several handsomely fitted-up demonstration booths and record bins and counters.

The new department is being looked after by Isadore Goldstein.

Among the Travelers

Mr. and Mrs. S. F. Pilcher, of Milwaukee, were visitors to Chicago last week. The couple had been touring Indiana via auto and were on their way back to Milwaukee when they stopped off for a visit to the Aeolian headquarters here. Mr. Pilcher is manager of the talking machine department of the J. B. Bradford Piano Co., of Milwaukee.

W. A. Avery, of the wholesale traveling force of the Aeolian company, who is now making a trip through Michigan, reports that the trade there has a very encouraging outlook.

CABINETS

WITH OR WITHOUT EQUIPMENT

These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

For Descriptive Matter Address

FUEHR & STEMMER PIANO CO.
2701 S. Wells St., Chicago

One of the Striking Columbia Billboards launching an impressive advertising campaign in Chicago with billboards as the principal feature. Columbia dealers in Chicago are to reaps the benefits of approximately three hundred large-size billboards posted about the most prominent parts of the city. The message of Columbia Grafonolas and records will be carried to millions and to those who ride on street cars and elevators, reaching probably a quarter of a million people daily. "Columbia dealers in Chicago are to be brought to the front in a most impressive way," said John McKenna, manager of the Chicago office. "This is a cooperative proposition and one which offers the dealer the best sort of advertising at the lowest possible outlay. It is a proposition the value of which Chicago dealers have immediately grasped, and to our original plan of two hundred billboards we have been forced to add almost a hundred more. Chicago is to be told 'Columbia' in impressive tories. The posters will be of the large size, twenty-four sheet type attractively made up with human-interest pictures, illustrating the Columbia message. At the bottom of each advertisement will appear the name of the dealer working in cooperation with the parent house. Not only are we going after the business with billboards, but we shall carry out, in addition, an effective newspaper campaign to supplement the regular national advertising appearing in national weeklies. When it is known that the billboard campaign alone will cost us $5,000 it can independently be seen that our present advertising plus is quite some scope."

Speaking of business during the month of August Mr. McKenna reported that there has been a slow pickup ever since June. July was ahead of the latter month and August was ahead of July. The last week in August showed a most satisfactory business and augurs well for the future Fall trade.

Hermann Goes With Cusack

G. T. Hermann, for several years past advertising manager of the phonograph division of the Brunswick-Balke-Coilender Co., has resigned and will become associated with the Thomas Cusack Co., the large outdoor advertising concern. Mr. Hermann has been in the advertising game for twenty years, has always been a firm believer in outdoor publicity and is well equipped by virtue of experience and ability for the new position he assumes.

Improvement in Melody Portable

The Melody National Sales Co., through its general manager, C. C. Slack, made an announcement this month that several changes have been made in its Melody portable machine. The changes in particular are in the single door which had been held in place by pegs. When the machine was being played it was necessary to remove the door completely. Now, however, the pegs have been done away with and hinges are being supplied in their place. They are also equipping their instrument with a new combination needle cup and reproducer rest. This is a welcome little idea that was recently put on the market. The needle cup and reproducer rest are made in one piece of stamped metal. When the needle is in the reproducer and resting in its proper position, instead of coming down flat on the hard metal, it comes to rest on a little disc of green felt. Plans have been recently completed at the factory that will offer a better finish throughout the Melody portable in its entirety.

Popular Talking Machine Man Weds

H. Roy Smith, formerly Illinois traveler for the talking machine department of Lyon & Healy, and now in the retail talking machine business for himself in Chicago, took to himself a wife on Tuesday of this week in the person of Miss Eleanor Miner, at Oak Park, Ill. A number of his old friends in the trade were present, including L. C. Winnell, his old boss at Lyon & Healy; E. F. Bliss, formerly Michigan traveler for Lyon & Healy and now with Louis Buchin, of Philadelphia, officiated as best man.

Vaccination Homeward Bound

Louis Buchin, of the Louis Buchin Co., of Philadelphia; J. N. Blackman, of the Blackman Talk-Me-Motion Picture Co., and other prominent talking machine men, are making a start for the South and will be back in Chicago in August. They will make a tour through all the territory of the South西部, to get a more accurate count of the population in that area and to get an idea of the market there.
Model No. 200 comes in finishes of Adam brown or red mahogany and fumed or golden oak. The cabinet in itself is forty-three and a half inches high, nineteen inches in width and twenty-one inches in depth, and the trimmings are all nickel-plated.

Model No. 207, as well as No. 210, may also be had in the same finishes as mentioned above. The dimensions of No. 207 are forty-five and a half inches high, nineteen inches in width and twenty-one inches in depth, while Model No. 210

The Brunswick sales force anticipates that as a result of their announcement of these three new popular-priced models there will be a strong demand, and in this connection they recommend that their dealers anticipate their Fall requirements as early as possible.

In commenting upon present Brunswick business A. J. Kendrick, sales manager, made the statement that back orders at the factory have increased from August 8 to August 28 approximately 60 per cent. Mr. Kendrick also stated that it is estimated by the Brunswick Co. that for the balance of the year from August to December, inclusive, they will produce a quantity of goods over 20 per cent in excess of the corresponding period of last year.

Benson at Marigold Gardens

The Benson Orchestra, which has become popular the country over through Victor records, will be the attraction at the Marigold Gardens, Chicago's popular North Side resort, this Winter.

Sterling Devices Co. Reports Expansion

W. C. Meissner, vice-president of the Sterling Devices Co., Chicago, reports increased business this month. This company has, during the past year, brought out a number of new tone arms which have met with favor and which have helped to stimulate business during the extremely dull period through which we have just passed. The latest Sterling production is the No. 41 tone arm, which introduces the ball-bearing element into tone-arm construction, resulting in a practically frictionless swivel which, the company states, makes it possible to get the most out of the record.

Another Sterling item which has attracted considerable attention is the new No. 31 tone arm equipped with a non-set automatic stop. The inquiries and orders received thus far would indicate that there is much business in store for the Sterling company on this item. This company has also announced a new schedule of prices.

(Continued on page 122)

THE WOLF IS A MEDIUM TO INCREASE YOUR SALES MADE WELL TO SELL—NOT TO BUY CHEAP—AND KEEP

The Wolf Manufacturing Industries

QUINCY ILLINOIS
which are proving interesting to the trade. Sub-
stantial reductions have been made in line with
the universal effort to bring prices down to a
point where they "talk" and induce buying.

Returns to Old Love

John D. O'Malley, who for a year and a half
has been manager of the Victor department of
the Lock & Tool Co., of Peoria, has returned to
the management of the Root Dry Goods Co.,
at Terre Haute, Ind., with whom he was for-
merly connected.

Advertising the Town of Steger

In the Chicago Journal of August 12 there ap-
ppears a full-page advertisement of Steger & Sons
Piano Mfg. Co., in which the city of Steger, Ill.,
is prominently featured. "This model town, sit-
uated twenty-nine miles south of Chicago, is
made up of a permanent, contented, prosperous
population, and is a striking testimonial to the
broad-gauge, liberal policy pursued by the
founder of the Steger Institution. Good wages,
combined with good treatment, have produced a
unity of purpose that finds no parallel anywhere
in the piano industry. The employees of Steger
& Sons are remarkable alike for their length of
service, their loyalty to the house and their pride
in producing a pianoforte of musical and artistic
excellence."

The above is quoted from the advertisement.
It is good publicity, and along with a photograph
of the Steger factories and illustrations of four
Steger instruments it makes a forceful and slight-
ly different appeal from the general run of ads.

Change Company Name

The Talking Machine Shop, one of the oldest
and most exclusive Victor representatives in Chi-
icago's Loop district, has changed its corporate
name to that of Davidson's Talking Machine
Shop, Inc. The personnel, which consisted of C.
L. Davidson, president; G. W. Davidson, secre-
tary and treasurer; and F. M. Yesley, auditor and
credit manager, remains the same. The change,
according to G. W. Davidson, was merely made
as a matter of better identification.

FILING CABINETS

of the Art Model Console Type especially adaptable
for Victor IX's.

Our line of Talking Machines
covers your trade from

PARLOR to PICNIC

whether you are in the market
for Console Art Models, Up-
right Cabinets (all sizes), Table
Machines, or the

Illinois Portable

(of which we are the sole manufacturers).

Write us today, if quality
and price interest you

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.
SOLAR \\X2026

This company was formed in 1908 at No. 160
South Michigan avenue, a small store, which
measured sixteen by twenty-five feet, and con-
sisted of two small hearing rooms and record
counters. The first three weeks of this store's
existence were not very encouraging. The entire
sales for that period amounted to some $55, but
the men behind it were determined to succeed
and before two years had passed business grew
to a size that warranted the opening of a second
store. The second shop was opened in the Steger
building, and both places were operated in con-
junction until 1916, when the company moved
into its present location at 234 South Wabash
avenue. The Davidson Talking Machine Shop,
Inc., now occupies the entire building wherein
it is located. The building consists of four floors
and basement. The first and second floors are
divided into thirty demonstration rooms, and the
balance of the building is given over to talking
machine display space, stockrooms and offices.
The successful progress of this company is most
convincing evidence that it pays to be con-
stantly on the alert for new ideas.

"Others May Follow, None Shall Lead
THAT'S THE AMBASSADOR"

Ambassador Phonograph Company
19 West Jackson Blvd.
Chicago, Ill.
Hints on the Care of the Phonograph

A copy of a very handsome folder has just been received from the Jewel Phonograph Co. of this city, illustrating the Jewel attachment for Edison Diamond Disc phonographs. This attachment, which was designed to play all records on the Edison phonograph, has met with phenomenal success, and the new folder is in keeping with the quality of the product.

One feature of this folder of more than passing interest is a section entitled "Hints Regarding the Care of a Phonograph." This article, which was written by A. B. Cornell, sales director of the Jewel Phonograph Co., is well worth the close attention of manufacturers, jobbers and dealers.

It reads as follows:

"A reproducer's mind as carefully as a watch. Handle it carefully. Do not bend, break or scratch battery plate or reproducer. If a fault is found, if the reproducer does not function, check to see if the wires are connected.

"The needle should touch the record at the proper angle as shown; if not straight, it will work the full time will not be brought out.

"Lateral cut records have selective sound on side of record gravers, such as Volt, Columbia, Phonogram, Bransworth, Acouklik, Granitet, Phonogram, etc. (Buy these with a steel needle with reproducer facing right side of phonograph.

"Use a steel needle perfectly clean on each record.

"Push the needle in as far as it will go in a reproducer holder and fully tighten set-screws. Use care not to strip threads or injure reproducer or record.

"Do not use a heavy load needle except for dancing where tempo and noise are more important than tone. Playing the record with a heavy needle is just like forcing the volume up. Strain, wear and noise, not music, results. The best reproducer is obtained by using a long, medium-sized needle. It also greatly prolongs the life of the record.

"If the record does not sound exactly right or as usual, stop playing at once and change the needle. Poor cuts are often found and will quickly ruin a record.

"Vertical cut records, sometimes called "Hill and Dale" or "Phonographs" have separation recorded on both sides of record gravers, such as Edison Re-creations and "(ith)" Edison Re-creations. They are played with a steel-tempered diamond or supphereal needle only when played on other than the Columbia phonograph. "(ith)" records are always played with a ball-tempered supphereal needle. In playing both, the experience should be directed, facing the record.

"Do not let a reproducer with a diamond or suphieral needle point deep in the record, as it will probably break the needle. Occasionally needle point needles never wear out as much as is claimed. See that the needle point is not covered with carbon, soot and the whole machine to see if anything is loose. But if your needle is a good one, try it, or you will find that it will last longer. If the reproducer is not well kept up, the machine may break it.

"To do think that a blank, rare or muck must always be replaced. If you find that the motor, transformer, wax and everything connected with the reproducer is replacing the old one and is good order, examine the motor and the whole machine to see if anything is loose. But if your needle is a good one, try it, or you will find that it will last longer. If the reproducer is not well kept up, the machine may break it.

"The reproducer should never be run too deep, as it will break it. See that the reproducer is not worn out or covered with carbon, soot and the whole machine to see if anything is loose. But if your needle is a good one, try it, or you will find that it will last longer. If the reproducer is not well kept up, the machine may break it.

"The reproducer should never be run too deep, as it will break it. See that the reproducer is not worn out or covered with carbon, soot and the whole machine to see if anything is loose. But if your needle is a good one, try it, or you will find that it will last longer. If the reproducer is not well kept up, the machine may break it.

"The reproducer should never be run too deep, as it will break it. See that the reproducer is not worn out or covered with carbon, soot and the whole machine to see if anything is loose. But if your needle is a good one, try it, or you will find that it will last longer. If the reproducer is not well kept up, the machine may break it.
busy two weeks was the center of attention of all the crowds that passed the Steger booth. Whatever music played a part, whether it was piano, talking machine, band instrument or vocal, the interest of the crowd was aroused to a higher degree than by the other types of exhibits, and the Steger booth was particularly favored, both because of the exhibit itself and because of the excellent program which was given each day of the Pageant.

D. V. Kettlewell, prominent young Chicago pianist-composer, gave a series of piano numbers every afternoon and evening. The programs were well chosen and the piano selections were interspersed with popular numbers played upon the Steger phonograph. As an added attraction a four-piece dance orchestra, part of the Great Lakes Naval Training Station Band, gave short concerts during the last week of the exposition.

The Steger company featured its style 29 small gram and its style 506 Steger phonograph. The power of music to win and hold attention was strikingly demonstrated at the exhibit, particularly when the phonograph was played.

MAKES ENCOURAGING TRADE REPORT

William Phillips, president of the Wm. Phillips Phonograph Co., New York City, reports a greatly increased demand for its tone arms and sound boxes which has been evidenced since the latter part of August. This company produces tone arms and sound boxes at a wide range of prices and the demand is reported to be well apportioned among all grades. Mr. Phillips points out that this is an indication of the prospective resumption of trade this Fall and that it shows that both high-priced and low-priced machines will be produced. The speed with which business is picking up is to be found in the large number of telegraphed rush orders being received.

HAS CHARGE OF ALL ADVERTISING

Sam J. Turner Reappointed General Manager of the Brunswick-Balke-Collender Co.—Will Have Charge of All Phonograph Exploitation

CHICAGO, ILL., September 8—Sam J. Turner has been reappointed general advertising manager for the Brunswick-Balke-Collender Co. It was
dated

in 1918 that Mr. Turner went with the company in that capacity and organized the publicity of the phonograph division and practically created the very admirable and intensive Brunswick dealers' service. He displayed such ability in the direction of sales promotional plans that the following year he was made sales manager of the company's tire division. In that capacity he has traveled in practically every State in the country, and has incidentally kept in touch with the Brunswick phonograph dealers and the condition of the trade. His resumption of the phonograph advertising, in addition to that of the other products of the Brunswick Co., is entirely in line with Mr. Turner's predictions. He is wedded heart and soul to the music business and has a most thorough knowledge of what will appeal to the dealer and help him the most.

He broke into the music trade in 1909 as secretary to the late Fayette S. Cable, president of the Cable-Nelson Piano Co., and later assumed charge of the advertising and selling. Later he resigned his position and went to the Coast and for years sold pianos and talking machines at retail, his purpose being to gain an intimate knowledge of the dealer's problems and viewpoint. On his return he became advertising manager of the George P. Bent Co., piano manufacturer, and inaugurated a general advertising campaign that was a distinct success. Then in 1918 he went with the Brunswick Co.

Under his direction a very aggressive publicity campaign for the benefit of the Brunswick dealer will be waged this Fall. The periodical campaign which is now in progress covers a dozen leading mediums of national circulation, including double spreads once a month in the Saturday Evening Post. The newspaper campaign in co-operation with the dealers, which has proved so distinct a success, will be continued and amplified.

"The Brunswick dealers," said Mr. Turner, "spent $509,000 the first six months of the year in their local papers and they were reimbursed for half of this by the Brunswick-Balke-Collender Co. The company's dealer service in general will be considerably extended this Fall and some attractive new features added."

THERE IS A DIFFERENCE

There is a vast difference between courtesy and servility. The former helps to make sales and the latter disgusts and drives away customers.
AT THE MINNESOTA STATE FAIR

Several Lines of Talking Machines and Records Exhibited by Local Distributors

St. Paul, Minn., September 6—A goodly number of music houses were represented with exhibits at the Minnesota State Fair, which was formally opened yesterday with a very heavy attendance. The fair usually attracts about a half million visitors, and it is expected that the attendance record this year will be very satisfactory. The exhibitors consider that the advertising value of a display at the fair is high.

The State Fair management unfortunately does not appear to regard the industrial arts very highly judging from the crude structure allotted to displays of that character, but nevertheless the music men did their best to overcome the handicap.

W. J. Dyer & Bro. have two booths at the fair, in one of which was displayed a full line of Victor and Victor records for which the Dyer house are wholesale distributors. This booth was in charge of George Males, Jr., and Frank Creeks.

Lawrence H. Lucke and the Minnesota Phonograph Co. displayed a complete line of Edison phonographs with the various period models receiving much attention.

The Pathé line was shown by G. Sommers & Co., local jobbers, with Samuel Levinson, manager of the phonograph department of the company, in charge. The Actuelle model was the hit of the display.

The Stone Piano Co., local distributor for the Aeolian Vocalion and Vocalion records, had a special booth devoted to that line in charge of O. E. Tiller, and the Weyand Furniture Co. of St. Paul, had a handsome exhibit of Cheney phonographs.

DEATH OF A. N. SCHELL

A. N. Schell, president of the Schell Music Co., piano and talking machine dealers of Chico, Cal., died recently at his home in that city. The business will be discontinued.

NOVEL PLAN TO BOOST TRADE

Attention Attracted to Lohr's Talking Machine Shop by Message Printed on Strip of Linoleum Placed in Front of Store

MORGANTOWN, Pa., September 7—Ralph G. Lohr, manager of Lohr's Talking Machine Shop, Victor dealer of this city, is beating the depression by his novel advertising and sales ideas. One particularly profitable innovation was the placing of a bright colored piece of linoleum in front of his shop on which the words "New Victor Records on Sale To-day" were printed. Opposite the message was a painted arrow pointing to the door of the Lohr establishment. According to Mr. Lohr nine out of every ten persons passing stopped and read the sign and an appreciable percentage of them entered the store. People whose gaze was elsewhere when they stepped on the linoleum invariably looked down and read the sign when they felt the difference underfoot. This proved to be a very clever and profitable merchandising idea.

Five Wonders of the Age

1st. Unusually low retail selling price!
2nd. Big profits to the dealer!
3rd. Perfect cabinet work and finish!
4th. Exclusive design of latest type!
5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES BACK TO PRICES BEFORE THE WAR

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.
967 LIBERTY AVENUE, PITTSBURGH, PA.
IT PAYS!
IT PAYS!!
IT PAYS!!!

To meet the customer with a smile instead of a frown.
To approach the customer with a brisk, businesslike advance instead of a downcast slouch.
To talk quality instead of price when closing a sale.
To boost your own wares instead of "knocking" others.
To interest yourself in the customer's problems, even if you do not feel inclined to do so.
To respect the judgment of others instead of slighting it.
To demonstrate and convince instead of holding an argument.
To answer questions with a show of patience instead of assuming a bored air.
To treat every "buyer" as a buyer instead of turning away in disdain.
To show the visitor the merchandise asked for instead of trying to sell "something just as good."
To keep in mind the wants, wishes and requests of your caller instead of working along reverse lines.
To see that in every transaction instead of trying to force the issue.
To say "good morning" and smile instead of a "gummi" and a frown.
To treat every caller with the same politeness as you yourself expect when making a purchase.
To "jot" down the names of your customers instead of recording to memory for names and faces.
To keep your store display neat, clean and businesslike instead of having goods in a disordered heap.
To send the customer away from your store with a feeling of good will.
To say "thank you" every time a sale is made instead of allowing the customer to carry away a wrong impression as to the store's appreciation.—Women's Wear.

PUSHING THE ACTUELLE ABROAD

E. A. Widmann Returns From Europe—Pathé Co. of Paris Buys Pathé London Plant

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., arrived in New York during the latter part of August on the "Aquitania." It is reported that the Estéch Co. of Paris has bought the London plant of Pathé Frères Phonograph Co. and that the French house is also planning to put vigorous effort behind the Actuelle. The Actuelle was originated and is controlled by the Pathé Frères Phonograph Co. of Brooklyn, N. Y.

CARUSO FEATURED IN DISPLAY

Window Display of H. A. Weymann & Son Pays Tribute to Great Tenor—Photographs of the Singer, Records and a Harmonium Setting

Philadelphia, Pa., September 3—The show window of H. A. Weymann & Son, Inc., with their strategic position on Chestnut street, the great shopping thoroughfare of this city, have

Caruso Display at Weymann Store
always been timely in their dressing, whether they featured the newest popular musical hits, patriotic or local civic affairs. The death of Caruso was the occasion of an exceptionally attractive and well-thought-out window during the latter part of August. In the center of the window, fittingly draped in black, was a portrait of the great tenor, while to the left and right were the flags of the United States and Italy. Two Victrola models, a selection of the great singer's records, a harmonium and photographs of his various operatic roles were also used harmoniously in the attractive setting of the window, as pictured herewith. The display was dedicated to "Caruso, the world's greatest tenor, Victor artist. His voice lives forever on Victor records."

INTEGRATED

The United Capital Co., dealer in talking machines and pianos, Wilmington, Del., has been granted a charter in that State with a capital of $500,000.

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York
ESTABLISHED 1845

VELVET COVERED TURNTABLES
ADD TO THE QUALITY OF MACHINES

A.W.B.

Boulevard

VELVETS

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N. Y.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations
Inquire for our new jobbing proposition

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N. Y.
A REVIEW OF CONDITIONS IN TORONTO AND VICINITY

Dealer Develops Merchandising Idea—Slogan to Combat Depression—Columbia Establishes Distributing Branch in Province of Ontario—Vocational Records From Old Country—Other Items

Toronto, Ont., September 4—Your correspondent is in receipt of particulars of a scheme worked out by a talking machine dealer in a small city which is said to be most successful. He made a speech at the opening of the largest of the factory and business enterprises in town and to each he made a proposition. Free of charge he would provide an adequate supply of strong man-made pay envelopes or simply printed with the concern's name, and all that the dealer asked in return was the privilege of printing on one side of the envelope his own advertisements and the trade-mark of the phonograph he handled. Practically everyone to whom he made this offer was pleased to fall in line, and as a result Fridays and Saturdays are now days by which dealers are saluted in their stores. Sales men and wage earners alike all come to his store with money in their pockets. They have received the buying suggestion at the store, on the street, and at home, and the idea that change hands over the counter of that store is ample evidence as to the potency of its service as a stimulator of sales.

William M. Stevenson, vice-president of the Ottawa Phonograph Company, has returned to his firm's headquarters after a visit to Winnipeg, Brandon, and Steinbach.

G. L. Laing Co., 41 Richmond street E., Toronto, has been appointed agent for Tonofoon needles, made by the R. C. Wade Co., Chicago. Canadian clients are not made up of the talk of bad business. Psychology is psychological and arises from comparing present business conditions with those of war years, and not with pre-war days, John C. Kent, manager of the Canadian National Exhibition, is using as a slogan for this year's exhibition, "Business Is Good."

Lord Byng of Vimy, Canada's new Governor-General, will make the official opening speech at the Canadian National Exhibition through the Magnavox, J. Montagues & Co, Canadian distributors, are supplying the instruments.

The Columbia Phonograph Co., Toronto, has established its own distributing branch for the Province of Ontario, thus handling itself the Ontario Columbia jobbing business heretofore done through the Mcintosh Co., of A. R. Landou, the Canadian Columbia manager, to take the first step in extending a band of connection and fellowship by personally calling on the Columbia dealers.

The Stheless-Vocatlon Co., Ltd., Toronto, Canadian distributors of Vocalion phonographs and Vocalion records, have received from the "Old Country" their first shipment of the English Vocalion records for the Canadian market. A feature of this is the new annotated series, comprising piano music and songs, with Edward Rose, Zola Rosovsky, Lengh-Celini, Kathleen Desnostill, Caroline Hatchard, Maurice Oger, Colin O'More and many others.

The Ottawa Phonograph Co., Limited, R. S. Williams & Sons Co., recently made a big point of the appearance of Miss Winifred Bambrick, the talented harpist, with Sonsa's Band in Ottawa. Manager G. Mandy, of the Williams store, has announced that Miss Bambrick, who is an Ottawa young lady, is an exclusive artist for Edison records.

D. T. Till, the Music Shop, Ottawa, Ontario, tells in the following letter how he uses "His Master's Voice" products. His example might well be imitated by other dealers in the trade, who are anxious to promote summer business.

He says: "I have a cottage at Oshawa Lake for the Summer called 'The Better Orn'—four of us in that cottage saw service in France, hence 'The Better One.' The 'His Master's Voice' sign with 'Victor Records for Sale Here' adorns the outside, and I have also placed a sign in the dogs' paving telling people they can purchase Victor and Vocalion records at Cottage 13, 'The Better One.' There is dancing to a free-piece orchestra in the pavilion, run by the management of the beach, on Tuesdays, Thursdays and Saturdays."

So I have arranged to rent the pavilion dance hall on Mondays, Wednesdays and Fridays and have installed a Victrola model 25 to play dance records to the public from 7 to 10 at an extra charge for business both at the beach and downtown. I will undoubtedly help give some additional trade in the line.

The Canadian delegate to the annual convention of Sonora distributors, concluded recently at Saginaw, Mich., was J. Montagues, of Toronto, who was accompanied by his firm's service and repair department manager, W. J. Pickering.

BERLINER LABORATORY IN CHARGE OF I. R. HOLMES

Was Formerly With the Columbia Co. in England—Picnic of Berliner Forces—Starr Phonograph Co. Opens Department for Sale of Starr Machines and Records in Quebec

Montreal, Que., September 1—The recording laboratory of the Columbia Phonograph Co., Limited, this city, is now in charge of I. R. Holmes, formerly with the Columbia Graphophone Co.'s European business. Mr. Holmes, who is an Englishman, has had an extensive recording experience, and among other experts in sound reproduction his ability is very highly spoken of.

Mr. Holmes has done work in different countries in Europe, and has recorded the voices and instrumental music of a long list of celebrities in the musical world. His coming to Canada to take charge of the Berliner, Gramophone Co.'s laboratory should mean a great deal to "His Master's Voice" dealers, who are thus assured of an excellent list of Canadian recordings.

With an attendance of about twelve hundred, including employees, their friends, invited guests of the company, and about sixty dealers in "His Master's Voice" products from Toronto, Ottawa, Valleyfield and elsewhere, the third annual picnic of the Berliner Gramophone Co., Limited, was held early in August at Lavalliere. When the steamer "Three Rivers" left Victoria Pier to carry the picnicers to the pleasure grounds of the Victoria dog, the fox terrier with the ever-attentive ear, had the place of honor in the forefront of the upper deck, whereas the lower deck was dancing to the music of the Victrola, and contests for prizes were held. Lunch was served on arrival at the grove, following which a program of sports occupied attention. One of the chief events was the baseball game between the employees of His Master's Voice, Ltd., Toronto and Montreal offices. Montreal has held the cup every year, and Toronto came prepared to "lift" it. After a well-contested game the score stood at 3 to 1 for the Montreal office.

The entire Montreal official staff was present, including Edgar M. Berliner, vice-president, and R. L. Chivers, general sales manager. Among the out-of-town dealers were W. H. Tovey, St. Mary's, O. E. Beam, Brantford, O. K, Paul Hahn, Toronto, and Mr. Marchand, Valleyfield, Que.

New firms registering in Montreal include Acoustiques Phonographiques, Ltd., and Howriulval Piano and Gramophone, Ltd., Montreal, who have incorporated for $25,000.

Emile Berliner, of Washington, D. C., president Berliner Gramophone Co., Limited, was a recent visitor to this city.

J. A. Bernier, Regd., 211 Bernard avenue, is featuring the Starr machine and Gennonet records, Layton Bros, are doing considerable advertising in the interest of the Brunswick phonograph.

The Starr Phonograph Co., of Quebec, has opened a record department for the sale of Starr machines and Gennonet records in Gay's store, Mount Royal Avenue, E.

A number of improvements are being made in the premises of the Starr Phonograph Co., of Quebec, including an additional private office for Manager L. R. Beaupre.

PASSING OF CARUSO REGRETTED

Members of the Trade in Toronto Pay Tribute to His Memory in Various Ways.

Toronto, Ont., September 8—Caruso, dead, has been immediately recognized as one of the immortals. He is the first really great artist to whose voice has been recorded on the talking machine, and it is interesting to note what effect his death had upon the music-loving people of Toronto.

Surely enough, the sale of grand opera star records of all descriptions has increased as a result. Various records have been advanced for this, but probably the best one is that of Caruso, records of his great voice will increase in value just as the paintings of a great artist increase in value with the years.

All dealers reported increased sales of Caruso Records. "The sadness of his taking off when still a young man, and his great popularity, turned people's thoughts to him," is the way one dealer accounted for the increase. "The impetus comes because people know that the records will be very valuable in years to come and people should care for them," said another dealer.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENE MANUFACTURING CO.

Montval, New Jersey
The Sensational Successes of the new season on Records and Word Rolls

"JUST LIKE A RAINBOW"
by Mary Earl & Ted Fiorito, writers of "Beautiful Ohio," "Love Bird" and others

The stupendous "Ziegfeld Follies" Fannie Brice Hit

"SECOND HAND ROSE"
Composed by James F. Hanley, composer of "Rose of Washington Square"

The tremendous song fox-trot success

"MANDY 'N' ME"
By the composers of "Margie," "Bright Eyes," "Palesteena" and others

The sensational college comedy song hit

"I AIN'T NOBODY'S DARLING"
The greatest gang song in America

Ted Lewis' sensational fox-trot hit in the Greenwich Village Follies

"I'M COMING BACK TO YOU MAYBE"
The sensational hit in George White's "Scandals"

"MOTHER EVE"
By Ballard Macdonald & James F. Hanley, writers of a dozen tremendous hits

ALL FROM THE GREAT MUSIC HOUSE of SHAPIRO BERNSTEIN & CO. INC.
BROADWAY AT 47th ST. NEW YORK
PROMISING SEASON FOR MUSIC

Music Publishers Report Increased Demand for Popular Numbers, Which Would Indicate a Similar Increase in the Record Demand—Cooperation That Brings Results

That there is to be renewed activity in the demand for popular record numbers is a foregone conclusion inasmuch as popular publishers who, up to several weeks ago, experienced one of the greatest sales slumps in the history of their industry, now report that the demand of the past several weeks has increased from 25 to 50 per cent.

This increased interest developed during the last two weeks in August and is hardly to be taken as a normal Fall demand, but rather as an improvement in general business conditions. Now, with the Fall season upon us, the publishers look forward to a continuance of the activity shown.

The catalogs of all the leading publishing houses are not lacking in salable works. Indeed, there hardly has been a time in the history of the music publishing business when a greater number of meritorious works were active.

The publishers anticipate a normal season. Almost without exception plans have been arranged to exploit songs on an extensive scale, the publishers believing that while the season will be normal it will require more than the usual publicity to capitalize and get the most out of their products.

If the popular publishers have material that has a wide sale and a national demand this will be reflected in the sale of popular records. From the publishers' angle there is to be nothing lacking in their efforts to closely co-operate with record manufacturers, distributors and dealers.

During the past year several of the publishing houses made campaigns on their leading numbers in close "tie-ups" with the talking machine trade. Results of the linking up of the retail record dealer simultaneously with the sales drive made in other directions proved most fruitful and will be continued, without doubt, by those who have found these methods successful.

The plans are along the line of selecting a particular number during a given month and making it the feature in vaudeville, orchestra and motion picture houses, as well as having the sheet music trade give the particular number window display, etc. At the same time the player roll manufacturers and dealers are encouraged to give particular attention to the song in question and the talking machine record field is likewise covered actively during the period.

After all, there are only a limited number of songs during the year that are really big and if the sales drive on these numbers is distributed over the twelve months of the year the most can be realized on them in all directions.

No doubt, in a given month a drive of this sort could be made by two or more publishing houses and while this would not be the most advantageous situation it would contribute toward the general activity, there always being room for more than one number as an active seller and it is up to the retailer to use his own judgment as to what song he wants to give the greater preference.

ATTRACTIVE WINDOW TREATMENTS

Good Work of Prominent Concerns Acts as Example to Retailers in General—The Use of Sheet Music in Show Window Exhibits.

Practically each month since the opening of the new Wurlitzer store on West Forty-second street, New York City, some music publisher has secured one of the large windows for a special display of a record for which he publishes the music. The window being quite large, it lends itself to displays that could hardly be used advantageously in a majority of dealers' windows. It has been the means, however, of developing the window dressing in connection with talking machine records on a quite extensive scale and as these are often photographed and reproduced in circular form and forwarded to the trade in general it has, undoubtedly, encouraged more elaborate displays throughout the country.

There has been some talk of syndicating displays of a more elaborate kind and with some numbers, particularly of the waltz variety, this is a most feasible idea. With the majority of numbers there would not be the likelihood of so much success inasmuch as the popularity of numbers of that type is often too short. With a waltz, however, and numbers of the better sort, having a popularity of over a six-month period, an elaborate display would lend itself to syndicated purposes and with the progress that has been made in displays of this sort on elaborate lines there will, without doubt, be marked developments.

The present Wurlitzer display is of the Jack Mills, Inc., number, "Sleepy Head."

The Most Talked-About Song since "MISSOURI WALTZ"  

"MISSISSIPPI CRADLE"

Rock me in my Mis-sis-sip-pi Cra - dle,

Let me look in-to my mam-my's eyes;

Published by the publisher of "MISSOURI WALTZ, NAUGHTY WALTZ, SWEET AND LOW, KISS A MISS"
FIVE RECORD RECORD BREAKERS

TUCK ME TO SLEEP IN MY OLD
"TUCKY HOME"
Another "My Mammy" by the same writers

"CRY BABY BLUES"
Will be as big a hit as "All by Myself"

"JOYS"
Successor to "Home Again Blues"

WHEN THE SUN GOES DOWN"
Sensational new "Blonde Tune"

Y'OU'RE JUST THE TYPE FOR A
"BUNGALOW"
Novelty Song List of the Year

IRVING BERLIN, Inc., 1587 Broadway, New York

MAKING PROFIT ON SHEET MUSIC
Talking Machine Dealers Have Met With Considerable Success in Handling Popular Sheet Music in Their Stores During Past Year

Reports from leading sheet music peddlers of the country have shown that during the past year there has been a considerable number of dealing machine dealers who have stocked the faster-selling popular numbers in sheet music form and generally with success. Particularly has this been true in the larger trade centers, the dealers of which have taken kindly to the handling of popular numbers.

This leads the way to the dealer in smaller communities following suit. After all, there is probably no other industry that has as little distribution as that found in popular sheet music. There are far less than 5,000 dealers who stock such goods. Thus the field is wide open for those interested.

In most communities the talking machine dealer can look around him and if his territory is not covered by a sheet music dealer, which he will find exists in more or less, it will probably pay him to consider the advisability of stocking such goods himself. The present wholesale and retail prices of popular numbers allow a good margin of profit and quick turnover. The newer method of displaying the goods in music racks gives a good display of titles and takes up little floor space. In fact, the racks can be hung upon the walls. There are at least fifty popular numbers, including better sellers from the musical shows, which are always quite active, and as these can be obtained from distributing houses in centrally located points depleted stocks can be filled overnight; thus a great quantity of goods need not be carried and the whole would require an investment at the very most of $200 to $300.

The dealers who handle such prints are almost unanimously of the opinion that the sale of sheet music is not wise affects the record sale of the same number. In fact, over a period it is generally found that both the sale of the sheet music and records of popular numbers will show an increase under such an arrangement.

START CAMPAIGN ON "SWEETHEART"
Leo Feist, Inc., has just started an elaborate campaign on "Sweetheart," which is being featured by a number of the leading orchestras. Paul Whiteman and his orchestra of ten men, who play twenty-six instruments, gave a novel interpretation of "Sweetheart" recently, using all the instruments in the record time of one minute and fifty-nine seconds.

ISSUES "BLUE AND WHITE SERIES"
Irving Berlin, Inc., announces the issuance of a new series of high-class standard publications to be known as the "Blue and White Series." The first of these new issues will include the popular numbers, "Pansy Flower," "There's a Corner Up in Heaven," "Purple Lily" and "Dewy Dawnings."

WANT CHAIN OF MUSIC STORES
Capitalists Endeavoring to Interest Publishers in Proposed New Venture

There have been a series of conferences during the past few weeks between music publishers and capitalists who are endeavoring to induce some of the leading publishers to form a chain of retail stores, the purpose of which will be to handle sheet music, talking machine records and player rolls. The publishers seemingly are not enthusiastic over the proposition. The money interests involved have made a very stilted proposition in order to get their support. At the time of going to press nothing concrete regarding the proposition had been arrived at.

NOTED LYRIC WRITER COMING EAST
Jesse G. M. Gilch, famous as the author of many songs, and especially as the poet who created the words of "Last Moon," left San Francisco on a tour through the Eastern cities August 15. Mr. Gilch has been connected with the firm of Sherman, Clay & Co. for some years, and this is his first trip East in a long time.

"YOO-HOO" FROM "BACK PAY"
"Back Pay," a new play by Annie Harst, opened recently at the Eltinge Theatre, New York. In this new drama, which was well received, appears one musical number. It is "Yoo-Hoo," published by Maurice Richmond, Inc., and is from the pen of Al Johnson and Bud de Sylva.
INTEREST IN CARUSO'S SONGS

Much interest has been aroused through the death of Enrico Caruso in several songs published by Leo Feist, Inc., of which he was the composer. Chief among these is the song

"DREAMS OF LONG AGO"

by Franz Bornschein, the setting for "The Four Winds," which has been awarded the prize of $100 offered to composers of the United States for the best setting for the poem "The Four Winds," by Charles Luders. The prize was offered by the Swift & Co., male chorus, Chicago, and attracted the attention of many composers. Mr. Bornschein is a teacher of violin and composition and is also connected with the Peabody Conservatory of Baltimore.

PURCHASES "MONASTERY BELLS"

The Son Fox Publishing Co., Cleveland, O., has just purchased from Leo S. Roberts, Inc., the song "Monastery Bells," the music of which is by Pete Wendling and the lyric by Edgar Leslie. The company will start an aggressive campaign on the number during September, and a big output is expected.

THE COUNTRY'S QUICKEST "BLUES" HIT

"Ta De Da Da De Dum"

DANGEROUS BLUES

Publishers, J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.

Also publishers of "12th Street Rag," "Sweet Love," "Colleen O'Mine"
ODD TRAITS OF BUYERS INTEREST THE DEALERS

Talking Machine Retailers Have Their Pleasant as Well as Provoking Experiences in Catering to Buyers—The Music Maniac a Problem That Compels Special Trade Consideration

Talking machine dealers, in every section of the country who have had provoking experiences with so-called music "shoppers" who apparently come into the store and have records played simply for their own entertainment will appreciate the following story from the Bronx Home News of New York.

The music maniac is with us. He inundates the local talking machine and player-piano stores, listens to his favorite artists or melodies and makes his getaway when expected to make a purchase. Proprietors of stores are trying to recognize the music maniac when he makes his appearance. Unlimited hours and expense have been wasted in honouring the armchair tribe.

As described by one dealer, they enter stores with a pompous confidence, summon a clerk or the proprietor himself and give the names of a half-dozen arias they would like to hear. They recline on the best chairs while the clerk busies himself collecting the desired numbers, order them played at their favorite diction, and when finished slip out of the store, generally unobserved.

The maniac knows music, dealers agree. Most of them have tastes, have a contempt for jazz, a fanatical devotion to the highly technical and almost invariably a critical faculty built on long association with the art.

Jazz hounds are never music maniacs. The lover of syncopation is the devotee of Terpsichore, not Orpheus. His love of music is predicated on his love of rhythm.

The music maniac, on the other hand, is a frequent disciple of the unlimited art. Music store owners have confessed that many of them possess a knowledge of music superior to that of the owners.

Called a Public Nuisance

As a public nuisance the music maniac has been recorded the bane by unanimous approval of all who have come in contact with him.

Details of incidents involving specimen creatures of the clan, one dealer said: "I think the chief of the gang was in my store the other day. His walk was positively eerie. It was Saturday and it was one of the busiest days we had known for a long time. I was playing some Paul Whiteman numbers for a young girl who needed a half-dozen dance records for the same night for a party at her home.

"The maniac made his appearance while one of the records was being played. He heard the first few bars of jazz and with a distinct frown, with a contemptuous gesture he called me and told me to get out one of each of the Caruso records I have in stock. Anticipating a large sale I rushed about, forgetting everything and brought him the records. I played every one of them, listening to his comments, which were decided interesting.

"When I had played all the records," continued the dealer, "I turned to the counter to replace the records in their envelopes and once, as I turned, I saw him leaving the store. I was so suddenly shocked by his call that I shouted after him. He turned and faced me, 'Aren't you going to buy anything after asking me to play more than a dozen records?' I asked him.

"Delivera Sermon"

"Like myself he was a Hebrew, and glared at me in grieved surprise. After a moment's hesitation he asked: 'What I should lay on Saturday?' Well, he didn't let me return to the store until he had delivered a sermon on the Orthodox observance of the Hebrew Sabbath.

"With the progress of mechanically produced music the music maniac has multiplied, so that now he is classified by his preferences. Some of them prefer the Pianola to the phonograph—they cause the greater mischief.

"They are the ones who get us angry. You know playing a Pianola is work. Well, they come in here and, like the phonograph hounds, ask for a selection of music and listen to it. They even seem to enjoy watching us work. We pump away while they stare at us, and then they depart. They can't say anything to them. But it's an awful temptation."

As a result of his experience with the music maniac a Prospect avenue dealer said that he believed it was a good policy to ask all those who requested operatic arias or any music of classical distinction whether or not they were asking for a concert or intended to make a purchase.

"I say this without feeling that it exaggerates..."
HAVE YOU HEARD EDITH WILSON and the Original Jazz Hounds?—Well, they have made

“NERVOUS BLUES”

On a Columbia record backed by

“VAMPIN’ LIZA JANE”

NOTE: I wrote “Crazy Blues” and made Mamie Smith—so watch Edith—she is a winner

PERRY BRADFORD, Inc., 1547 Broadway, New York

the condition,” he said. “The jazz-lover never bothers us in this way. He or she comes in with the name of a piece, or asks for the latest in dance orchestration. Generally we don’t have to play it through. They hear the first few bars and tell us to wrap it up.

“But the classical fiends, they sit around while we grind the box or pump the Plania, waste our needles, occupy our time, then leave without a word of thanks. It is a curious condition and while known to some others it is not practiced to the same extent as in our own.”

GOOD MUSIC IN “PUT AND TAKE”

“Put and Take” is the title of a new musical comedy, the book, lyrics and music of which are by colored writers and the cast of which is composed of colored performers. The show opened recently at the Town Hall, New York, and evidently to have a lengthy fall run. Among the song numbers are “Nervous Blues,” sung by Edith Wilson; “Old-time Blues” and “My June Love.” The latter is apparently the outstanding song of the show and has created some comment. Alun Dale, the New York American critic, describes it as a wonderful melody. The music for “Put and Take” is published by Perry Bradford, Inc., New York City.

TIMELY WORDS OF A GREAT MAN

“Go, sir, gallop, and don’t forget that the world was made in six days. You can ask me for anything you like except time.” These were the instructions of Napoleon to his chief of brigade on the occasion of his leaving for Russia, and illustrate the value which this great strategist placed upon the element of time. They are words that can well be taken to heart by many business men.

NEW FEIST SONG RELEASED

“Mother, I Didn’t Understand,” a new song, has just been released by Leo Feist, Inc. It is by Bud Green, Howard Johnson and Al Plante.

MEETING OF SCHOOL TEACHERS

Omaha Teachers Attend Lecture at Columbia Model Shop

OMAHA, Neb., September 3.—More than one hundred Omaha school teachers met recently in the Model Shop of the local wholesale branch of the Columbia Graphophone Co. The meeting was addressed by Miss M. Middleton, superintendent of music in the schools of Council Bluffs, Ia., and Miss Juliette McCann, superintendent of music of the Omaha schools.

This interesting meeting was arranged by

JOE HOWARD’S LATEST SONG

“Baby Face” is the title of a new song by the veteran popular singer and composer, Joe Howard, of “I Wonder Who’s Kissing Her Now” fame, which is being published by the Edward B. Marks Music Co.

“TANGERINE” OPENS IN NEW YORK

Late in August there opened at the Casino Theatre, New York, the musical comedy entitled “Tangerine,” which at least, according to newspaper reports, is the best of the newer musical offerings. Among the song numbers deserving special mention are “Sweet Lady,” “Listen to Me,” “Love Is a Business” and “In Our Mountain Bower.” “Sweet Lady” and “In Our Mountain Bower” are already acknowledged successes. Leo Feist, Inc., publishes the score.

MARKS MUSIC CO. AS SALES AGENT

The Edward B. Marks Music Co. has been appointed sole selling agent for the Sophie Tucker song, “Daddy, Your Mummy Is Lonesome For You,” originally published by the Triangle Music Co., New York City. The Edward B. Marks Music Co. also handles exclusively other works bearing the Triangle trade-mark, including “President Harding March” and “The Rumbling Blues.” There is an increasing demand for these numbers.

It Has Arrived

Charley Straight and Roy Bargy have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

ROBERT NORTON CO.
220 West 40th Street, New York City
THE TALKING MACHINE WORLD

September 15, 1921

WORKING HARD FOR SALES IN ST. LOUIS AND VICINITY

Wholesalers and Retailers Who Are Showing Proper Effort Are Getting Results—New Quarters for Lehman Co.—New Dealers Who Have Entered the Field Recently—General News

St. Louis, Mo., September 10—September, generally considered an Autumn month, in a Summer mood, St. Louis, with the temperatures sometimes higher in July and August, and the present business conditions not a fair index to what Fall business is going to be. Generally speaking, the August business is uneven, but it is fair in spots and there are signs of further improvement. Retailers are having better business than distributors. The explanation of the condition is that conditions are better in the city than in the country, whereas the country dealers have been carrying their farmer customers and are not reaching them. Most of the retail sales are of the more expensive instruments. Once in a while the grouping of a few sales of period models runs up on a very nice day's business and helps to hold the average fairly high.

When in Missouri

It was that way the other day with H. J. Arbuckle, manager of Widener's, Inc., who mounted his truck and parked it along the street where he asked him languidly, just to be making conversation, how business was, and come to attention when Mr. Arbuckle said he did a four-figure business the day before. The competitor was skeptical, but when Arbuckle showed him the sales and convinced him, the next day, four-figure sales are not made every day, but a few of them help out. Arbuckle says the Grabby period models are going very well. Edward Schmucker is traveling in Illinois and southern Missouri for the Grabby line and is making some very good business.

Lehman Piano Co. Leases New Quarters

The Lehman Piano Co., which handles the Columbia and Victrola talking machines, has taken a ten years' lease of the stateroom building at the northwest corner of Eleventh and Olive streets and will take possession October 1, moving from 1107 Olive street. In the new location unusual facilities for the display and demonstration of talking machines will be provided and greater attention will be given to the talking machine branch of the business. Welch & Co. furniture and talking machines, now occupying 1107 Olive street, will spread out and occupy both 1107 and 1109.

Motion Picture Theatres

In St. Louis have been featuring events connected with the death of Caruso. In one of the largest houses a Victrola XVII was used to give the "Vesti la giubba" of Caruso with the accompaniment of the orchestra in the apparatus. In another local a singer in the presence of Caruso impersonated Caruso and sang the same song.

W. D. Wiley, of Annu, Ill., recently opened a Victor department in his book store. One of the first things Mr. Wiley did was to secure an educational representative to give daily lectures at the Teachers' Institute, which opened down on August 22-26. The Koerber-Brenner Co., Mr. Wiley's distributor, co-operated with him in furnishing a lecturer.

The September Red Seal Analysis of the Koerber-Brenner Music Co., Victor distributor, is given up to an impressive appreciation of Caruso.

Robert Cone Files Suit

Robert Cone, Jr., former and present president of the Artophone Co., has filed suit in the Circuit Court against Edwin Schlice and Jesse G. Kraemer, officers of the reorganized Artophone Corporation, alleging that $19,400 of the claim was due him for stock in the company not now in his possession, $7,100 was due him for salary for fifty-two weeks under an agreement, and asking for $35,000 as damages.

A new St. Louis neighborhood Victrola shop opened its doors August 20 at 17 East Grand Avenue. Situated in a very busy shopping district, the Decden Music Co. anticipates a lively business this Winter. The store is equipped with booths, racks and counter finished in ivory with grey walls and cretonne furniture, and is a credit to the business.

Miss Lorraine Merritt, manager of the Victor department of Scruggs-Vandervoort & Hacker department store, has returned from a vacation spent motoring among the Northern lakes. Miss Blanche Roseborough, of the Victor educational department, has also returned from her vacation at Lincoln, Ill.

Helping ex-Service Men

The Silverstone Music Co. is putting into operation a plan for helping former service men who are out of employment. Edison records are being asked by circular letter to permit recreation concerts and "mood parties" in their homes. All that is required is that the owner invite at least ten friends to the concert. The company will hire the ex-service men to conduct the concerts, having set aside $5000 for that purpose. It is expected that some of the men will show themselves sufficiently capable to be retained permanently.

It was incorrectly stated in last month's World that G. H. Downey, formerly of the Musical Instrument Sales Co., had joined the Silverstone organization and that Culb Bros. Piano Co., Fort Smith, Ark., Harvard, Okla., and Russellville, Ark., had taken the Edison line. Mr. Downey is with the Brunswick organization and the Culb Bros. have taken on the Brunswick line.

Find the Dealers Optimistic

Manager M. Morgan, of the Columbia Graphophone Co., has made several business trips to Missouri and Illinois points and found business very promising, with an increasingly optimistic attitude among dealers. Future trade is revolving encouragingly, with a consequent improved business outlook. Similarly encouraging is the viewpoint expressed by leading Columbia dealers who have been recent visitors at branch headquarters, among them.

FROM FACTORY TO DEALER DIRECT

TALKING MACHINE PARTS FOR EVERY MAKE

WE MANUFACTURE—

SUPERIOR Motors, Springs, Tone Arms, Sound Boxes, Attachments, Cabinet Hardware, Accessories and parts for all makes of Phonographs and Motors

FOR—

Victor, Columbia, Brunswick, Heineman, Meisselbach, Krasberg Saal, etc.

Our New Catalog and Price List is ready—Write for your copy

SUPERIOR PHONO PARTS CO.

Brooklyn, New York

556 Grand Street

"FROM FACTORY TO DEALER DIRECT—TALKING MACHINE PARTS FOR ALL MAKES"

Retail Experience

In order to be one of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

C. C. MELLOR CO.
Victor Wholesalers
1152 Penn Avenue
PITTSBURG, PA.

L. A. Witherspoon, manager of the Haverty Furniture Co.'s store at Memphis, Tenn.; J. H. Rudy, of J. A. Rudy & Sons' department store, Paducah, Ky.; the largest department store in that city, and G. F. H. Coy, proprietor of the Coy Drug Co., Fort Worth, Tex. The business of the St. Louis branch for the month of August showed a very substantial increase over that of July, amounting to approximately 25 per cent.

Opening of New Victor Store

On August 12 the J. E. Rice Music Co., new Victor dealer of Mr. Oliver, Ill., held its opening. Mr. Rice has added booths, record racks and counter to his already prosperous music store, and bills fair to the most optimistic Victor dealer of the vicinity. The Victor opening was on the fourth anniversary of the opening of the Rice music store.

Miss Annabelle Weible, of the Weible Hardware Co., Columbus, Ill., recently showed her interest in the Monroe County Teachers' Institute by a very attractive window. It contained school desk and chair occupied by a large doll as a kindergarten, the figure of a lady for teacher, maps, etc., and of course a portable Victrola for the country school; for rural teachers predominated in this meeting. Miss Golda Airy, of the Koerber-Brenner service department, appeared before the teachers with a demonstration of music in the rural school.

New Quarters for Hub Furniture Co.

The Hub Furniture Co. of this city, has just moved into its new store at Seventh street and Washington avenue. It has enlarged its Colum-
The Tower Music Shoppe Change

The Tower Music Shoppe, 1921 East Grand avenue, has been taken over by Samuel A. Berger and Samuel Shulman, who succeeded Morris Sera- koff, former proprietor. They will continue it as an exclusive Columbia shop.

Some Recent Visitors

Other Columbia dealers who have paid visits to the St. Louis branch are W. E. Griswold and wife, of Hannibal, Mo.; where Mr. Griswold is proprietor of the largest department store in the city; J. H. Davis, proprietor of the Davis Complete Furniture Co., Moiery, Mo.; R. L. Byars, of Sheehan, Mo.; E. A. Schubert, of the St. Charles Music House, St. Charles, Mo., and M. E. Rubincowitz, who operates two Columbia stores, one in Litchfield, Ill., the other in Nokomis, Ill.

J. N. King, of the Vocation department of the Acolian Co., has returned from a vacation trip to Kansas City, Mo.; Mrs. D. Howard, of the same department, has returned from a vacation trip to the country.

The Kleisthorst Piano Co. has moved its talking machine warehouse from 1001 and 1009 Market street to 125 South Eighth street.

J. P. Ditzell, manager of the Famous & Barr Co. talking machine department, has returned from a week's vacation.

T. W. Maetzen, manager of the Kleisthorst talking machine department and president of the Tri-State Victor Dealers' Association, has returned from a fishing trip on Jack's fork of Current River in the Ozarks.

Goldman Bros., Olive street furniture dealers, have opened a new Vocation record department.

Saturday closing at the talking machine departments of the department stores terminated with August. The stores are now on their Winter schedules, 9 a.m. to 5:30 p.m.

The Hewitt-Schmidt Music Co., 3740 South Jefferson avenue, has opened an exclusive Brunswick branch at 2006 Gravois avenue.

Miss Helen Ingraham, of the Silverstone Music Co., has returned from a vacation trip to Pinckneyville, Ill.

J. E. Maundt, manager of the C. D. Smith St. Louis Sonors branch, has returned from a business trip through Missouri.

R. N. Johnson, Dealer Service supervisor of the Columbia Co., has returned from a two weeks' visit in relatives at Osceola, Neb.

P. E. Weale & Sons Music House, of Port Jervis, N. Y., has purchased the Columbia agency of Ruskin Bros., of Middletown, N. Y.

**MORRIS SHOP RENOVATED**

Second Floor of Shop Given Over to Victor Display Room and Demonstrating Booths

Norfolk, Va., September 7—Extensive improvements and renovations in the Morris Music Shop, 206 High street, that have been under way for several weeks, have just been completed, and the second floor given over to a display room for different types of Victrolas and six additional individual demonstration rooms will be opened to the public this morning. The fitting up of the second floor constitutes the principal change made in the building. The establishment now has eleven demonstration rooms.

John A. Morris, the proprietor, says that the fitting up of the second floor had become very necessary because of the former inadequate number of demonstration rooms for the accommodation of the increasing number of patrons of the shop.

After the sale has been made it is up to the dealer to see that the purchaser stays sold.

**HALF A MILLION TITLES SENT IN**

National Contest for Edison Slogan Greatly Interests the Public

Orange, N. J., September 6—The number of titles or slogans entered in the national contest for a slogan to describe the New Edison, which has been running under the auspices of the Thea. A. Edison Co., has reached approximately a half-million. The contest officially closed on Friday, September 2, and the work of properly filing and studying the enormous number of entries has already begun. Just when the winner will be announced cannot be estimated.

**CONCERTS BOOM RECORD SALES**

Bloom, N. Y., September 8—An exhibition of Edison and Brunswick phonographs and daily concerts in the Children's Building here, staged by Schadeler & Castle, is gaining a great deal of valuable publicity for the firm. The latest hits are played at the concerts and as a result record sales have been greatly stimulated.
To meet the requirements of the most exacting phonograph user, there must be sufficient power to permit the pull of high notes and a reserve easily maintained by a few turns of the handle. Greater power than this will accomplish nothing; but rather, makes necessary a design both awkward and clumsy.

In the self-contained springs of the Stephenson Movement, there is sufficient power with suitable reserve; and the design is most compact.

The Stephenson Movement is Precision-Made.
When Rosa Ponselle, supreme soprano of the New York Metropolitan Opera Company, sings "A Song of India" from Sadko, she makes you feel the charm of the Far East surrounding you. Columbia 49920.

Columbia Graphophone Co.
NEW YORK

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns
From Visit to Leading European Countries—
Gives Interesting Resume of Conditions
in the Various Countries He Visited

Otto Heineman, president of the General
Phonograph Corp., returned on the steamer
"Orduna" a few days ago after spending six
weeks abroad. He was accompanied on his re-
turn voyage by Mrs. Heineman and Mrs. W. G.
Pilgrim, wife of the treasurer of the General
Phonograph Corp. Although this trip was sup-
pended to be a combined business and pleasure
voyage Mr. Heineman spent the greater part of
his time visiting the most important industrial
centers in Europe and, with his usual keen ob-
servation, secured invaluable data relative to
business activities in Europe and the trend of
industrial affairs.

Commenting upon general conditions in the
leading European countries. Mr. Heineman said:
"When I visited England this country was suf-
fering from the effects of the coal strike, although
I was glad to note that there was an under-
current of optimism in practically all industries
which was substantiated by signs of a trade re-
vival generally."

"France is recovering more slowly than any
of the great European countries, and this must
be expected, as this country is facing exceptional
situations. The improvement will be gradual,
although by next year I feel sure that France
will be on the road to steadily increasing pros-
perity."

"Germany was a revelation in many ways.
Although I had heard that German industries
were in excellent shape, I had not imagined that
they had improved so remarkably as evidenced
on my visit to this country. Germany is scan-
ing a material provision of English trade, owing
to the fact that she is producing merchan-
dise at very low prices. Internal conditions
throughout Germany are excellent, and in prac-
tically every manufacturing field the factories are
working to capacity. Orders are being received
from all over the world, and an important fac-
tor in German manufacturing activity is the labor
question, for at the present time German labor is
receiving one-eighth of the wages paid to labor
by the rest of the world, owing to the present
rate of exchange."

"The phonograph business in Germany is very
prosperous and the larger companies are paying
20 per cent dividends. Export trade is rapidly
increasing and I found that the quality of Ger-
man merchandise had improved greatly as com-
pared with previous years. The phonograph
business in England is fairly active, with the out-
look for the future very promising and a gen-
eral spirit of optimism exists that is encouraging."

PROTECTION FOR TRADE-MARK

Patent Office Now Recording Articles of Incor-
poration of Companies

Clarence J. Lofius, of Chicago, counselor in
patent and trade-mark cases, has called attention
to an order recently entered by the Commissi-
sioner of Patents in Washington which provides
in substance that for "the present the Patent
Office is recording the articles of incorporation
of companies, so that their names may be avail-
able for trade-mark searches."

Mr. Lofius points out that the new order
should prove of interest to and be taken advan-
tage of, by mercantile and manufacturing cor-
porations and their representatives in the pro-
tection of their patent and trade-mark interests,
for the system of registration should tend to
eliminate largely the possibility of unauthorized
and unpersuasive persons registering in the Pat-
ent Office trade-marks which are the principal
part of a corporate name.

RETURNS FROM WESTERN TRIP

PHILADELPHIA, Pa., September 7—Harry A.
Beach, vice-president of the Unit Construction
Co., city manufacturer of Union equipment
for talking machine warerooms, returned on
August 30 from a seven weeks' trip throughout
the West. Mr. Beach reports that a very optimi-
istic spirit is manifested throughout that sec-
tion of the country and that the dealers expect
good Fall business with the increased activity
lasting throughout 1922.

L. C. WIRES HEADS ORCHESTRA

LITTLE FALLS, N. Y., September 12—Leland C.
Wires, manager of the Victorola department of
the B. Feldman & Sons store, has resigned to
accept the position of manager and leader of the
Liberty Theatre orchestra in Herkimer.

MASTER WAX

Special Waxes for Recording and Black Diamond Business Blanks

Due to our increased business, we announce that we have moved from 57-59 Paris St., Newark, N. J., to a new and larger factory at 165-167 Bloomfield Ave., Bloomfield, N. J., where we are equipped to produce at a maximum.

We would be glad to discuss a sales proposition from different territories for our output.

The Wax and Novelty Company
165-167 Bloomfield Avenue, Bloomfield, N. J.

F. W. MATTHEWS
NEW OFFICES FOR FAVORITE CO.

Headquarters to Be Established in New York, With Branch Shipping Department in Brooklyn—To Announce New Machine Line

Announcement was made early this month that the Favorite Mfg. Co., 500 De Kalb avenue, Brooklyn, N. Y., had acquired a lease of the quarters formerly occupied by the Wonder Talking Machine Co., 105 East Twelfth street, New York City.

The new building will house the executive offices and the main shipping departments of the company, the Brooklyn address becoming a branch shipping point for service to Brooklyn and Long Island dealers.

The company was recently appointed distributor by the American Odeon Corp. and now carries a full line of that firm's foreign records. Particular attention is to be given the German catalog.

In addition to the foregoing the Favorite Mfg. Co. is distributor for the General Phonograph Corp. and handles a full line of Melotone and Heitman motors, as well as tone arms, sound boxes, etc. The company also distributes the Huber harmonica and a complete line of wooden springs, cabinet hardware, parts and accessories.

It is understood the company will shortly announce a new line of popular-priced table talking machines.

CAPITOL SHOP OPENS IN DETROIT

Stanley Grzankaowski to Open Chain of Similar Shops Through Michigan

DETROIT, Mich., September 8.—Mayor Conner of Detroit and a group of his intimate friends were guests of honor at the opening of the Capitol Phonograph Shop this week. The new shop, at the headquarters of the Burns-Pollock Electrical Mfg. Co., of that city, and while there made arrangements with this concern to represent them throughout the State of Michigan. Plans are now well under way for the opening of a chain of exclusive and attractively arranged Capitol Shops throughout the State of Michigan.

The Capitol phonograph, which is being placed on the market by the Burns-Pollock concern, is a combination lamp and talking machine of rare beauty and design. The lighting is done by two fifty-watt incandescent bulbs, concealed within the shade. The turntable and tone arm are also concealed therein. The motor is so arranged that the upper portion may be lifted up in order to gain access to the turntable. The motor and all working parts are mounted in a case of solid copper, which is entirely hidden from view. The base of the lamp is of the flared pedestal design, and this base is utilized as an amplifier.

The new Capitol Shop is handsomely fitted up to represent an up-to-date drawing or music room; in fact, the modern boudoir is carried out in every detail throughout the entire shop, the idea being to give the patrons a better suggestion of how the Capitol phonograph is in keeping with the popular styles of home outfits.

GIVING PRAISE WHEN IT IS DUE

The dealer who is big enough to praise a salesman when he performs a commendable bit of work is inspiring his men to greater loyalty and efforts. Salesmen are human and they like to receive credit when credit is due. Many merchants hesitate to do this for fear that the salesman will develop a swollen head, but, as a rule, nothing of the kind happens. On the contrary, a little encouragement goes a long way to bolster up the determination of the salesman to make a better showing.

REPORTS BUSINESS IMPROVING

John Smyott, Columbia dealer in Port Scott, Kan., was a recent visitor at the Kansas City Columbia store. He reports business conditions improving and the outlook good for a large business for talking machine dealers in Port Scott this fall.

One safe to a satisfied customer is worth a dozen sales to unsatisfied customers. The satisfied customers always come back.

Victor Dealers,

It is not yet too late to begin preparations for your Christmas trade.

In proportion as your vision is great or small so will be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE EXCLUSIVELY

IT PICKS THEM UP!

NEEDLES

DIMES

DOLLARS

Send in your order for a sample dozen
WE GUARANTEE SALES

HUTCHES ENGINEERING ASSN.

451 East Ohio Street

80 Malden Lane

CHICAGO, ILL.

NEW YORK CITY

Represented in South America, West Indies, Mexico by

MEXICAN NATIONAL TRADING CO.

233 Broadway, New York City

View of the Interior of the Capitol Phonograph Shop

the first of its kind in this city, is located at 1350 Washington Boulevard, in the vicinity of both the Cadillac and Statler Hotels and was opened by Stanley Grzankaowski, one of the leading business men of this city.

Mr. Grzankaowski, while on a visit to Indiana Harbor, Ind., some three months ago stopped in
New Creations in Phonographic Art

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

Blue Bird phonographs play all records

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

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

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

— and now Blue Bird records are ready for distribution to all dealers, whether they handle Blue Bird phonographs or not.

Their tone purity, infinite range and freedom from surface noise distinguish them from all other instruments.

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

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

Write for full information and special discounts to dealers.

BLUE BIRD TALKING MACHINE CO.
Los Angeles, California
NEW YORK TALKING MACHINE CO.'S HANDSOME NEW HOME

Prominent Victor Wholesaler Established in New Quarters on West Fifty-seventh Street—Maximum Conveniences for Employees a Feature—Luncheon Club Proves Success

The New York Talking Machine Co., Victor wholesaler, is now completely established in its new home on the tenth floor of the Willy's Overland building, at 521 West Fifty-seventh street. In addition to providing exceptional facilities for every department of the company's organization, the new home is noteworthy for the comforts and conveniences that are afforded the company's personnel.

One of the features of this spacious floor is a comfortable lunchroom, which is meeting with the enthusiastic approval of the employees. In fact, it is becoming more than a lunchroom and may well be considered a luncheon club, for the members of the organization gather there daily to exchange views and promote good fellowship.

Arthur D. Griswold, president of the New York Talking Machine Co., is a firm believer in the value of personal comfort for his employees, and with this idea in mind there are being provided on the roof of the building extensive facilities for appropriate sports.

The new home of the New York Talking Machine Co. has many distinctive features, one of the most important being a record stock vault, with a capacity of over 500,000 records. Shipping facilities are ideal, as the building is adjacent to practically every freight terminal of importance. The sales division occupies comfortable quarters in the front part of the floor, where cozy furnishings have been provided for the comfort of visitors.

The accompanying photograph will give some idea of the artistic layout of the New York Talking Machine Co.'s present home, but these illustrations hardly do justice to the magnificence of the floor and the many interesting details that can only be appreciated by personal inspection. This should be indulged in by visitors to New York City.

OTTO GOLDSMITH IN HARNESS

Otto Goldsmith, president of the Cabinet & Accessories Co., distributor of accessories, New York City, spent his vacation amidst the scenic beauties of Pike's County, Pa. On the return trip, which was made by car, a serious accident occurred which badly damaged the car, but fortunately none of the occupants was injured at all. Mr. Goldsmith found when he returned that business had greatly increased even in the ten days that he had been away and he has returned feeling fit to handle the largely increased business that he predicts for this fall.

A

High-Class Cutter
Sharpen's the Fibre Needle without removing it from the Tonearm.

THE

LIDSEEN Fibre Needle Cutter
CONVENIENT

FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT
Jobbers—Line up on this live one and get ready for the season.

LIDSEEN
F32-840 So. Central Ave., CHICAGO

Some Interior Views of the New York Talking Machine Co.'s Present Home

No. 1—View of Record Vaults. No. 2—Section of Repair Department. No. 3—George Kelly’s Division. No. 4—View of General Offices. No. 5—The Luncheon Club in Action.

Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street,
Brooklyn, N. Y.
OPEN HANDSOME NEW DEPARTMENT

Cleverly Arranged Opening Recital of Edison Department in Store of Robinson & Son's Co.,
San Jose, Cal., Brings Surprising Results

SAM JONES, CAL., SEPTEMBER 3—The Robinson & Son's Co. recently installed a fine Edison phonograph department in their big furniture store in this city, and have equipped the department in a way that has aroused great interest locally. The department is equipped with several glass-enclosed sound-proof booths, a main display and demonstration room, a turntable room, all located under the balcony of the main floor, utilizing that space to excellent advantage.

The formal opening of the new department proved a real event in the local musical world. Warren M. B. Reilly, the store manager, sent out handsonily engraved invitations to a selected list, and advertised the fact in the newspapers that a recital and reception would be held at the store on a certain Saturday afternoon, admission being by card only. Cards were obtainable at the store, each applicant being called upon to give name and address, which meant the building up of a substantial prospect list.

With each invitation was enclosed a card offering either an autographed photo of one of the Edison artists or a reproduction of a famous painting free of charge. This card, too, was to be filled in with the name and address of the applicant, which was called upon to answer at the bottom the following questions: "Do you own a phonograph?" and "What make?" It is hardly necessary to say that, with the prospect of getting something for nothing, several hundred people filled in the information requested without a question.

Attractive programs of the recital were handed to each guest, together with a pencil so that the desirable selections could be checked off on the list as they were rendered. The number of record orders that resulted from this scheme surpassed even Manager Reilly. There were also several immediate machine orders booked.

BARKER HOME FROM COAST TRIP

W. H. Barker, of the American Talking Machine Co., Brooklyn, N. Y., Victor wholesaler, has just returned home after a trip to Seattle to visit his brother. Mr. Barker attended the jobbers' convention in Colorado Springs and went to the Pacific Coast following the meeting. He joined up with the Elks' Convention party on the Coast, and came back on the Elks' special train. He is still suffering from a creak in the neck caused by too much sleeping in Pullman berths.

FEATURE OF OLYMPIC LIST

In the October list of Olympic records, made by the Olympic Disc Record Corp., of New York, appear the first recordings on disc records of the Rita-Carlton orchestra. It is expected that the recordings of this famous orchestra will prove very popular and create a very strong retail demand.

KENNY MUSIC STORE OPENS

GUERNSEY, I., SEPTEMBER 3—The Kenny Music Store was recently established here by L. C. Kenny, who is well known in local music circles. Mr. Kenny was formerly connected with the wholesale department of the Columbia Graphophone Co. at Omaha, Neb.

J. Blumberg, exclusive Columbia dealer of Waukegan, Ill., made an interesting exhibit of Columbia Grafonolas at the Libertyville fair on September 27.

New Jewel Automatic Stop

Simplest and most effective automatic stop made, Watch-like in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Can be set in a second.

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
942 Market Street, San Francisco
Distributors Wanted

To Take Over Wholesale Business in Established Territories for

ARTo RECORDS

The ARTo Co. is ready to appoint Distributors to take care of its rapidly increasing National Business. All established accounts will be turned over at once to these Distributors, and they will be accorded full co-operation from the main office.

This Is a Real Opportunity

for either large or small organizations with aggressiveness and ability—responsible firms who are already organized, or who can immediately become organized, to handle big volume business.

Nine Sound Reasons for ARTo Distributors' Success

- ARTo Records—"Hits Always First"
- ARTo Records are of the highest quality
- ARTo Records have practically no surface noise
- ARTo Records excel in physical appearance
- ARTo Records are long wearing
- ARTo Records rank high in musical value
- ARTo Records lead in "Blues"
- ARTo Records comprise all classifications
- ARTo Records are selling in daily increasing volume

The ARTo Co.

CAN and DOES Make Prompt Deliveries

Actual performance has gained for ARTo an enviable reputation for Prompt Deliveries and has also won national recognition for "Hits Always First." These two established factors mean TURN-OVER—and "Turn-Over" is the Twin Brother of "Profit."

The new ARTo Distributor's Proposition provides liberal discounts and insures large and constant profits to the right kind of Distributor. Extensive Advertising Campaign now ready to launch. Prompt action necessary.

Address:

THE ARTo CO.

1658 Broadway :: :: :: :: New York City
Carnival that not only attracted considerable attention, but resulted in a brisk demand for Carusos, so much so that records were placed on nearly every Caruso number. C. H. Grinnell, manager of the Grinnell wholesale department of Grinnell Bros., says that Victor dealers in all parts of the State have flooded him with orders for Caruso records.

Starr Department Doing Well

The talking machine department of the new Starr Piano Co. store, at Broadway and John R. streets, was opened several weeks ago and the first day, without any advance announcement, over $200 worth of records was disposed of, besides a half-dozen phonographs. The department is in the basement and there are a half-dozen booths, complete record racks, etc.

What the Columbia Dealers Report

We interviewed a number of Columbia dealers the past few weeks and learned that their business has been steadily improving. Their stocks have been materially reduced and now most of them are again buying. Columbia records are gaining favor right along and this is especially true of the Van and Scheack records, as well as the Art Hickman's. These are in great demand and dealers reorder almost as rapidly as the first batch is received. Columbia dealers, more than ever, are realizing the value of the name "Columbia" and what the line means to them.

Dealers—Get After the Business

In closing—just a reminder to talking machine dealers in this section—there is a lot of business hidden away in the corners of every city— and it only needs some strong argument to get it. The dealer who exploits properly and who goes after the business is going to get it. This is true now more than ever before, owing to the increase in the number of makers of phonographs and the increase in the number of phonograph retailers.

Appointed Emerson Distributors

R. K. Currie & Co., 417 West Fort street, are now Emerson wholesale distributors in Detroit.

Get Ready For a Big Fall Business in Victrolas and Records

Business is constantly improving. Many who have delayed purchasing an Instrument or Records for their home will buy soon. Aggressive dealers all over the country are reporting increased activity. You are just entering upon a busy Fall season. Don't let the demand find you unprepared.

We Are So Located and Equipped as to Give You the Utmost in Helpful, Business-Building Service

Write for list of Records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will help you in making up your order.

—An order, large or small, will convince you of this. We make it a rule to fill orders same day received—to fill them carefully and correctly— and, with the excellent and varied transportation facilities at our command, we are in position to get the merchandise to you with especial promptness.

Grinnell Bros

Wholesale Distributors

First and State Streets, Detroit
The "Say It With Records" idea, which was described—and along with one special line worked out—on last month's Talking Machine World, is based upon an undoubtedly correct principle, and some of our friends have suggested that its possibilities ought to be further developed.

Some New Ideas

Merchants and manufacturers alike are looking for new ways and means to sell records. Everybody in the trade is thinking along these lines. What we have to say here opens up a great many suggestive possibilities.

The Great Gift Business

Last month we showed that the merchant or advertising man who thinks closely about the habits and ideas of the community he serves cannot but be struck with the immense amount of business done through the desire of the average young American to make himself solid, as it were, in his new girl. Undoubtedly, this American has a girl and spends money on her. Hetherios of that money has been spent usually on candy, flowers, theatre tickets and taxi fares. We suggested how some of this money could be directed toward talking machine records. It is now time to carry the same notion a step further.

Another Slogan

Suppose we get up a new slogan, running somewhat as follows:

"If you cannot find the words to say it, let the record say it for you!

and consistently use this in our advertising at all appropriate times, we shall find it a powerful weapon for getting under the consciousness of the community. A few instances of what we mean will show the method:

The American woman has an enviable reputation as a good wife, who is fond of her husband and spends considerable money on him. But it always takes a powerful stimulus to change long-settled habits, and the American husband's habit has been for long fastened to the candy box and the flowers. He ought to be told constantly that his wife has been known about music and that her ideas are quite different from the ideas of her husband and her family. The mistress of the household is certain to be able to exercise a great deal of influence with the other women of the family circle and it is quite possible that through the purchases of records are made exclusively for the young folks and represent a class of music which does not particularly appeal to the wife. It is the fact that this is presented in a high-class record once a while will be highly effective in proving to Madame that Monsieur, her husband, loves her so much that he thinks of her in the intervals of making a living. Then "Mother" Enters

A good many different changes can be run on this idea. For instance, there is the well-known "Mother's Day," which was last year taken up and cleverly worked out from the talking machine standpoint by the advertising department of the Brunswick Co. The "Brothers' Day" is a true girl's idea, but there is a corresponding idea for boys and young men too. It is intended to teach the young men and young women to show their appreciation of the work their mother has done many years back and with aly, not only the manceuvre but the Americans sons and daughters need the reminder. Now it is not difficult to couple with this idea the other, less broad but equally acute, that as a complete present conveys the whole thought more beautifully and in more definite form than anything else. So we can readily apply our "Let the Record Say It!" in this case. Mother would appreciate music and very often cares only for the best. Here is the same idea, then, coming back with renewed force, to provide for the advertisement of records, by which they can play innumerable variations.

Beware the Sloppy Incidentally, however, while talking about

Wooden Tone Record Renewer

Close and polish all records and makes them sound and look like new. Does not remove the growth and grime produced by, and foreign matter without the least injury to the sound quality of the record. This new invention operates with new and renewed tone in every record and will be found useful to the utmost. One box will last indefinitely. Very simply applied. Immeasurably valuable to dealers as well as to music stores. 2 tablets for 20 cents. Write for particulars.

If your retailer cannot supply you order direct.

WARBLETONE MUSIC CO.,
235 Massachusetts Ave., BOSTON, Mass.
THE BIG HIT FROM "TANGERINE" — 
A CATCHY MELODY YOU CAN'T FORGET

"Sweet Lady"

Sung by JULIA SANDERSON and FRANK CRUMIT

ASK TO HEAR IT

"You can't go wrong with any first song"

Mother, let us beware of the temptation to become sloppy when writing advertising copy. It is not true that "Mother" is necessarily a freeloading old female person in a gown of 1890 vintage, with large spectacles and white hair and a general air of being rather weak and helpless, not to say afflicted with rheumatism. The advertisement writer is too often in this, as in other cases, afraid not to be sloppy, on the ground that the thing must be tearful if it is to have "heart interest." All wrong! The modern Mother reads, thinks, votes, finds time to belong to a club, wears her hair pretty, dances, is not afraid to show her legs and dresses in style. Ask the milliners, the dressmakers and the manufacturers of women's garments. They know. In carrying out the plan, then, of connecting Mother with the gift of records, let the work be done neatly, not sloppily.

And Still Another Way

Mothers' Day leads one to think of anniversaries, of which every family has its little lot, the birthday of Mammy and Daddy, the wedding anniversary and the various other little rubbishes of the domestic calendar are always coming around. It always is worth while saying to fathers, brothers and husbands:

"When that anniversary comes around,
Let the record say it for you."

One can go still further. Observation of holidays and patriotic anniversaries is fortunately still an American custom and one which, apparently, will not die off in a hurry. All the patriotic anniversaries are celebrated in one form or another in every American home and, as we said last month, every home has, or will have, a talking machine. Wherefore, again, the same idea comes in. There is plenty of suitable music and to spare in the record catalogs covering each and every American anniversary, as well as most of the foreign ones. It is simply a matter of connecting up the date with the names and numbers of the records which the family will like to have at that time, and then of bringing the idea to Daddy's notice.

And so one might go on for much longer. There are innumerable possibilities in connecting the talking machine record with the general American tendency to give presents in profusion. From time to time we shall present some of these. Meanwhile, what has been said will be to all who are looking for new ideas, or, rather, for new applications of old ones.

CARUSO MEMORIAL POPULAR

Julia Mfg. Corp. Establishes Many Accounts — New Plaque Well Received

In a recent chat with The World, Henry Thur- gart, president of the Juth Mfg. Corp., Brooklyn, N. Y., stated that the demand for Caruso busts and Caruso plaques introduced by this company last month had been far beyond expectations. Orders from all parts of the country have been received, and Victor dealers are evident keen interest in the sixteen-inch and twenty-one-inch Caruso busts. The new Caruso plaque is being ordered in large quantities, and many Victor dealers are using this plaque as part of their Fall publicity campaigns with much telling results.

N. A. LAMSON APPOINTED MANAGER

Lancaster, Pa., September 8—N. A. Lamson has been appointed manager of the Remington Music Co., exclusive Remington dealer, of this city. Mr. Lamson reports prosperous conditions and a good demand for Remington phonographs and Olympic records.

Now that the Summer is over many dealers will lack the excuse of heat for neglecting their businesses.

OPEN S PARTS DEPARTMENT

Plaza Music Co. Establishes New Department — Philip Kalman Will Be In Charge

Philip Kalman, formerly president of the Eagle Talking Machine Co., is now in charge of a new parts and repair department that has just been established by the Plaza Music Co., New York. Mr. Kalman is a thoroughly experienced talking machine man, having a detailed knowledge of motor mechanics and having invented several types of successful reproducers. The Plaza Music Co. will shortly issue an extensive catalog of phonograph repair parts, comprising parts for practically every motor ever manufactured. According to present plans, Mr. Kalman will start in the near future for an extensive trip for the purpose of introducing repair parts and accessories handled in this new department.

NEW DEALERS IN YONKERS, N. Y.

Yonkers, N. Y., September 8—The State Music Co. recently opened up a new high-grade music store on South Broadway, of this city. Six up-to-date hearing rooms and a complete record department were installed. A distinctive treatment of the above windows was also made. The entire installation, including window treatment, was made by Van Veen & Co., Inc., of New York City.

AN IDEA WORTH ADOPTING

Various publishers are giving national impetus to the idea of "Buy a Book a Week." Could not some adaptation of this be made along the line of "Buy a Selection of Music a Week" or "Buy a Record a Week" or "Buy a Player a Week"? The idea is well worth consideration by "live" talking machine men.

HARPOONOLA

Represents up to the minute SERVICE

FOR

OKeh Records

THE HARPOONOLA COMPANY

Distributors for OKeh Records "The Record of Quality"

CELINA, OHIO
Solving the Record Adjustment Problem from the Retailer's Standpoint

By Harry Drew

$2.40

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

Think of it! Circularize a thousand people each month at an expense of only $2.400 at the end of ten years. If you said only "Jones—Vicirolea" to a thousand Victrolaless homes every month, it would develop your business enormously.

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

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

Write to us today.

Buffalo Talking Machine Co., Inc.
Wholesale Victor Distributors
Buffalo, N. Y.
"Honey Lou" and "Honeymoon Home" are two fox-trots by Art Hickman's Orchestra. That means that all dance lovers will buy them. How many of these have you ordered? A-3440.

Main-Springs

For any Phonograph Motor
Best Tempered Steel

For all cases motor.

SAPPHIRE—GEMLIKE
Partly or fully trimmed, polished, each 100 tubes $14.50.
Elaborate, very best, trial box, 10 each, 10 tubes, $3.00 to $1.00 each.

TONE-ARMS

This may be the finest talking machine on the market.

PIONEER NEEDLES

1200 pins, $1.50 each. Each 100 tubes, 15c each. To have a very good sound, trial box, 10 tubes, 10c each. To have a very good sound, trial box, 10 tubes, 10c each.

ORDER RIGHT FROM THIS AD

Send for list of other people's parts and motors.

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

Do You Throw Money Away?
It is not a popular pastime—but still it is unconsciously done by many who just don't know that Repair Parts can be bought for less.

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.
Montvale, N. J.
BETTER BUSINESS

is already here. Let us help you make your accessory business build up big profits for you this Fall.

Get All Your Accessories from One Source

PORTABLE MACHINES

Cordless
Charmphone
Landstream Convertor Cabinets
Bubble Books
Record Albums
Record Delivery Foil
Metronome
Cotton Needles
Record Lites
Fiber Needle Cutters
Brilliantone Needles
Talking Machine Toys
Boxing Darkeens
Dancing Rastus
Shimmying
Fighting Booters
Amorita

Red, White & Blue Needles
Polishes and Oils
Repetes and Rotameters
Wall-Kane Needles
Record Cleaners
Dust and Moving Covers
Making Security Device
Console Tables
Caruso Photos
Caruso Busts
Special Products
Cabinets
Cabinet Hardware

MOTORS, TONE ARMS AND SPRINGS FOR ALL MAKES OF TALKING MACHINES.

THE CABINET AND ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St.

NEW YORK
ODEON FOREIGN RECORDS

COMPLETE STOCK OF IMPORTED GERMAN SONGS,
INSTRUMENTALS, STANDARD NUMBERS and OPERAS

Immediate Deliveries
We Are Appointing Dealers

FAVORITE MFG. CO.
105-107 EAST 12th St.
NEW YORK CITY

TALKER MUSIC AS AN AID TO GOLF

Well-known Golfer Improves His Driving
Rate Per Cent by Practicing Swings to the
Rhythm of Music, Which He Hummed by Talking Ma-
chine—What Will Be Next in Line?

Talking machine men addicted to the golf habit, and who oftentimes complain about their
inability to make their expected scores, can now
be of good cheer, for music, and particularly
talking machine music, having found its way
into practically every other line of endeavor,
has now been introduced into golf, according to
a story told by Robert Edgren in the New York
Evening World recently.

According to Edgren the adoption of music
as an aid to golf is to be credited to Alex
Morrison. In this connection he says:

"Alex Morrison—after reading that name you
know this is a golf yarn—has invented a new
way to drive a golf ball and says that he expects
to revolutionize the good old game.

"Alex has set his drive to music. Several
months ago Alex was in his back yard prac-
ticing swings with a driver. In the house some-
one turned on a phonograph. Alex began un-
consciously whistling the tune, at the clever
toy. After a moment he suddenly became
aware—that's the way he explains it—that his
swing was as smooth as oil and the club head
was going through with no effort and a speed
that made it sing.

"That afternoon Alex went out on the golf
course and took his phonograph along. Swing-
ing in time to the music, which was a waltz, he
began popping out 250-yard drives right down
the middle of the course.

"Next day Alex had a game on with his friend,
Ed Flannigan. He figured on getting an extra
caddy to carry the phonograph along, set it
down at each tee and keep it cranked up. But
it was too bulky. He left it home.

"On the first hole he hooked his ball off the
course, which was some hook, so he told Flan-
nigan about the musical drive, and Flannigan
composed a tune which he hummed loudly
whenever Morrison drove. The words were
nothing much—they just went "da-da-da-da-
da-da-da-da"—but the tune was so rhythmic
that Morrison increased his drive by twenty-
five yards.

"Then Flannigan began working on the musi-
cal drive. He used a phonograph for practice.
I'd played with Flannigan before that. His
maximum drive was about 125 yards. He is
now driving a consistent 250, and he can do it
with even if he wants to.

"He keeps his swing timed to a new tune that
he hums under his breath, so that no one else
can get it. And he's thinking of going after a
match with Barnes.

"As for Morrison, he has added a new feature.
After taking his stance Alex blindfolds himself
with a scarf, hums his tune, swings his driver
up in time, down in time, and drives a Babe
Ruth straight down the fairway every time.
Alex says that the blindfolding is another im-
provement on the great old game, for when you
don't see the ball your swing can't be influenced
by any hesitation about just where you're going
to swat it."

A. A. FAIR VISITS NEW YORK
Sales Manager of Jewett Phonograph Co. Arrives
Here for Important Conferences—Jewett Fac-
tory Working to Capacity

A. A. Fair, sales manager of the Jewett Phono-
ograph Co., Detroit, Mich., arrived in New York
recently for a few days, in connection with im-
portant details relative to New York representa-
tion. Mr. Fair was in conference with several
of the leading retailers in this territory, who had
requested him to give them details regarding
the company's plans for the future.

Mr. Fair brought with him one of the new
Jewett console models, which he exhibited at the
Hotel Pennsylvania. Many of the local dealers
exhibited keen interest in this instrument, com-
menting particularly upon the attractiveness
of the cabinet design and the tone quality. Mr.
Fair states that the Jewett factory is working to
capacity and within the very near future an an-
ouncement will be made relative to several new
models that will complete the Jewett line. The
console models have attained phenomenal suc-
cess and under Mr. Fair's able direction the
Jewett sales staff is opening new accounts in all
of the leading trade centers.

MOVES INTO LARGER QUARTERS

The Alex Robinson Type Writer & Phonograph
Exchange, of Hien, N. Y., has moved to larger
quarters in this town. A full Brunswick line is
carried. Glenn Cheesborough, well-known local
tuner, is in charge and has started an active
drive for Fall sales.

THREE GOOD REASONS
WHY YOU SHOULD INSTALL A
SHEET MUSIC DEPARTMENT

1.—Substantial Profit.
2.—Small Investment.
3.—Draws Trade for Other Merchandise.

Hundreds of Merchants in your line are now enjoying
active trade as a result of installing a Sheet Music
Department.

A New Department can be opened with a $100 Invest-
ment, including necessary Display Racks.

Let us tell you about our guarantee offer. It enables
you to start a Sheet Music Department at our risk.

PLAZA MUSIC CO.
18 WEST 20th ST.
NEW YORK
DEPARTMENTIZE YOUR BUSINESS

Various Activities of a Business Should Be Carefully Classified in the Interests of Efficiency, Says the American Business Manual

Every business should be departmentalized for the purpose of knowing just where you stand. According to The American Business Manual the following is the way it should be done:

Departments—Following the division indicated, there will be, in a wholesale mercantile house, under the supervision of the general manager or proprietor, the following departments which are to a certain extent interrelated:

1. Purchasing department, whose duty is to replenish stock.
2. Stores department, which receives and stores goods till needed.
3. Sales department, which has charge of the selling.
4. Advertising department, which is often an adjunct of the sales department.
5. Credit department, which passes upon all sales and accounts.
6. Order department, which fills all requisitions.
7. Traffic department, which decides upon the routing and shipping and checks shipments and freight bills.
8. Shipping department, which assembles all outgoing goods, packing and shipping them as directed.
9. Collection department, which has charge of outstanding accounts.
10. Accounting department, which records all transactions.
11. Correspondence department, which has charge of all letters and documents, and general filing work for all other departments.

W. C. Griffith, formerly in the talking machine business in Oklahoma, Texas, recently went to Bluefield, W. Va., where he accepted a position as manager of the Edison department of the Goodykoontz Drug Co.

FRANK PERCY OLIVER INJURED IN ACCIDENT

Popular Talking Machine Man Injured in Automobile Accident—Escapes Serious Injuries

Fred P. Oliver, vice-president and sales manager of the Blackman Yalling Machine Co., New York, Victor wholesaler, is suffering from the effects of a serious automobile accident which took place near Mr. Oliver’s Summer home at Lake Malomine a fortnight ago. Mr. Oliver, accompanied by several friends, was riding in an open touring car on route for the golf course when a reckless driver of a semi-racing car smashed into the side of the touring car. Mr. Oliver was thrown out of the car, but through a miracle escaped serious injury, falling on his right arm, which may possibly be sprained. His left arm is also slightly injured, but he hopes to be in first-class shape before the month is out.

NEW PATHE POSTER FOR DEALERS

Special Twenty-four Sheet Poster, by Cugot, Now Available for Dealers’ Use

The Pathe Frières Photographe Co., Brooklyn, N. Y., has announced a new twenty-four sheet poster which it has provided for free distribution to Pathé dealers. This poster, 9 x 21 feet, has been painted specially for Pathé by Cugot, the brilliant French poster artist. It depicts an ensemble of opera stars in various roles which are available on the Pathé record list, together with an excellent reproduction of the Pathé machine. Across the top is the Pathé slogan, “Pathé costs no more than the ordinary phonograph.”

EQUIPMENT FOR REMICK STORE

Van Veen & Co. to Supply Fittings for New Establishment in Chicago

CHICAGO, ILL. September 8.—Jerome H. Remick, secretary of Jerome H. Remick & Co., recently placed a contract for the installation of eight hearing rooms and a complete record department, with counters, etc., with Van Veen & Co., Inc., who will supervise the entire work, to their new store at 240 South State Street, this city. This store is the newest of the chain operated by Jerome H. Remick & Co. throughout the country and is strategically located in one of the busiest centers of this city. When completed it is expected to be one of the finest talking machine and sheet music shops in the Middle West.

PERCY HENUS IN “THE IMPIESARIO”

Percy Henus, well-known baritone and exclusive Olympic artist, is starring in the new musical play, “The Impresario.” This production will start on a tour early in October and the present bookings to be made in 100 different cities. The Olympic Disc Record Corp., of New York, will feature Percy Henus records in the various cities in which he is to appear.

To Sell the Victrola IX’s

Get immediate action. Clear out your Victrola IX’s. With the price that’s now on this Cabinet 1403, you can put it with a Victrola IX, sell it for less than $100, and make money. Your Victrola IX’s will stay on your floor until you hook them up with cabinets. Write today for at least one sample.

$14.85 F.O.B.
Indianapolis

The Udell Works
1309 West Twenty-Eighth Street
AT INDIANAPOLIS

GRETSCH BANJOS
Tenor Banjos and Banjo-Mandolins

EIGHT handsome models, ranging in price from $15.00 to $65.00 (wholesale), make up the line of GRETSCH Professional Banjos. The series is complete, providing a Banjo, Tenor Banjo and Banjo-Mandolin in each model.

Laminated, 3-ply rock-maple rims—built-up necks that can’t warp—these are points of construction that mean rugged strength and staying powers. Artistic beauty of finish and finish brilliance are other features that make them ready sellers.

With these instruments in your stock you are prepared to please the professional player (and the amateur as well) with the kind of a banjo he needs—and loves.

WRITE us, on your own letterhead, for descriptive Circular of GRETSCH Banjos and also for our Confidential Trade Price List—the latter quoting wholesale and retail prices on our entire big line of Quality Musical Merchandise.

The FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1883
60 Broadway
BROOKLYN, N. Y.

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Popular Talking Machine Man Injured in Automobile Accident—Escapes Serious Injuries

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How many talking machines will be delivered to new buyers this Fall

Not so many as last year. But certain retail merchants will make sales equal to or better in volume than their sales for the Fall of 1920. Other merchants will do a greatly reduced volume and may "pass out of the picture" altogether.

The class that does a good business will be handling reputable merchandise and selling it by every conceivable, practical method of sales promotion—not the least important of which will be by advertising.

In this latter connection we have worked out, by actual experience, a proven method of producing GREATER RESULTS from newspaper advertising. Does that interest you in your effort to increase your sales?

The retail talking machine merchant in every city in the country stands squarely between two troublesome fires today. On one hand there's the increasing difficulty of getting business and on the other the unceasing climb in advertising costs. Briefly, he is obliged to pay more for less results, and this means prompt, well-directed action, if he is to forge ahead. He cannot afford to cut down his advertising appropriation without starting backward, nor can he afford to continue to use the same big space of the past, unless it can be made to produce greater results than ever before!

It is a situation which requires a progressive economy.

By actual test of several hundred merchants like yourself, in their respective newspapers, we have established the fact that talking machines and records can be successfully advertised with smaller space than most stores are now using, and that by increasing the variety of appeal, by dove-tailing your window display and direct mail effort with your newspaper advertising, and by being brief and to the point, a small appropriation can be made to bring a substantial volume of people and sales to your store.

This, then, is not the kind of economy that will retard your progress, but one that will carry you further ahead!

Write us to find out how you can, by prompt action, secure the exclusive use of this unique Business-Bringer in your city. We don't object to your taking the "Show me" attitude of the man from Missouri, but we do want you to give us the chance to show you the details of a proposition which you cannot procure from any other source.

Our Service will help you economize in your sales promotion effort and at the same time enjoy a prosperous 1921 Fall season.

TALKING MACHINE WORLD SERVICE
375 Fourth Ave., New York
Phone: Schermerhorn 5902
Bought as you tell her to buy

Once you gain the confidence of a customer, she buys as you tell her to buy. She accepts your knowledge on various things and can be induced to clean records for the sake of the life of the disc and the smoothness of sound.

She accepts the record cleaner and the proper playback. She will agree that a flaky cleaner should be discarded and replaced periodically by a new one. Start her right using Chemist, samples of which we will be glad to furnish and quote on request.

We also make the well-known Beaco, Supreme, Velostone and Gilco Boomers.

E. T. GILBERT MFG. CO., Rochester, N. Y.

REPAIRS
TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dobin

REPAIR ADJUSTMENTS HELP TRADE

The coming of September means to many thousands of homes the ending of the vacation season, with the occupants straightening out their homes in preparation for the coming winter. It also means, officially, that the talking machine again comes into active use after a rest of two or three months. How many dealers take advantage of the opportunity thus offered at this season of the year to have a salesman or repairman make an inspection trip among their customers to look over the various talking machines and adjust the many little things which may require it after the machine has been idle for some time?

Perhaps nothing may be found wrong with the machine and, in fact, in most cases the machine will be in first-class condition, but the mere fact that the dealer has shown enough interest in his customer to see that the machine is in perfect running condition should strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or perhaps a larger or more elaborate type of machine.

Seeing to it that the customer's machine is in proper playing condition is not to be regarded as profligate service to that particular machine owner. The idea behind the move is that the customer is likely to have friends call at intervals and for them to hear a perfect-playing machine and to learn of the dealer's interest is the best kind of advertisement for that particular dealer's store. Such interest on the part of friends means further sales for the dealer.

What better advertisement can a dealer have than a perfect-playing machine in the customer's home? Surely it does not suffice to say, "I sell the machine; there is none better." Even the best-constructed motor and sound box is liable sooner or later to go wrong, either through natural causes or through unskilled handling by the owner. Under such conditions the dealer cannot afford to have regressing his store a machine that will not play or play indifferently. When he sells the outfit it is good business to

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"

"The special Brilliantone Glass Display Outfit"

Hand-crafted gold and silver ornaments. Brilliance achieved by a unique process of embossing and silvering. A silver ornament in a glass case under quarter inch of glass. You can buy it at Cole & Dunes Music Co.

COLE & DUNES MUSIC CO.
50-56 S. LAKES ST.
CHICAGO

For our new Bulletin. Write for our new Bulletin. Many bargains in phonographs, phonographs, etc.
Let One Man Deliver Your Talking Machine

The Talking Machine Truck will handle the large machine with ease and safety. On wheels two deep.
Quickly adjusted to any size or part of machine. Equipped with securely-locked wheels. The entire cost of the second name on the wagon will pay for the truck.

Write for Circular and Prices
Also
Piano Trucks, Hoists, Covers and Straps
Made only by
Self Lifting Piano Truck Co.
FINDLAY, OHIO

OPENS EASTERN OFFICES
Walbert Mfg. Co. Located in Fifth Ave Building
Manufacturing Geer Record Repatter—Sales
Campaign Inaugurated in East and West

N. H. Fuller, sales manager of the Walbert Mfg. Co., Chicago, arrived in New York a few days ago to open up Eastern offices for the company. Mr. Fuller is now established in the Fifth Avenue Building at 200 Fifth avenue, and arrangements are being made to give the Eastern trade efficient service.

The Walbert Mfg. Co. is producing the Geer record repatter, a repeating device which is meeting with considerable success in the trade. A sales campaign has already been inaugurated and, judging from the orders already received, the dealers are giving this repatter a cordial reception. Particular attention will be paid to developing Fall and holiday trade.

AT LAST!!
A PERFECT RECORD REPEATER

As simple to use as a record.
Instantaneous—sure fire—fool-proof
Has absolutely no effect on record, machine or needle.

NOW READY FOR DELIVERY

Geer Repeater

U. S. Patents and Foreign Patents Pending

WALBERT MFG. CO.
925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue
GOVERNMENT ENDORSES USE OF MUSIC IN HOME

Official News Letter of U. S. Department of Agriculture Emphasizes the Big Part Played by Music in Civilization—An Argument to the Farmer That Should Assist the Trade

Except when considering the question of raising revenue the Federal Government, through its various departments and bureaus, has indicated a strong appreciation of music and its value. Not only are there schools maintained for the instruction of musicians by both the Army and the Navy, but other departments of the Government have occasion to use or support music in one way or another.

The most direct "boost" that has been given to music by any one Government department, however, was that offered recently in the weekly news letter issued by the U. S. Department of Agriculture. In a box in the middle of the left page of the August 21 issue there appeared under the heading "Music Is a Blessing" the following statement:

"Have you music in your home? Are you making any effort to supplement the splendid offerings of talking machine records and player rolls with home-produced vocal and instrumental melody?"

"Will there be a singing school in your community this Fall?"

"Good music in the farmhouse will contribute much toward a wholesome contentment and a happy family life." Secretary Wallace recently wrote in response to a request for an expression on the subject. "Music is one of the good things of our present civilization, which, in common with other blessings, is as readily available to those who live in the open country as to those who dwell in the cities. In the old days music was an important factor in rural community life.

Many of us remember the old-fashioned singing school. Community singing should be revived generally. The township music teacher should be working in every community.

Since the weekly news letter is issued as the official publication of the Department of Agriculture, and is sent free as a news service to the press of the United States, it is believed that the reference made by the publication of the statement with Secretary Wallace's opinion concerning music will be enormous. It is expected that the article on music will be reprinted in a great many newspapers of the country, and especially in the rural press.

This should cause a general awakening of the farm population to the benefits of music and be reflected in the commercial side of music, which has suffered to some extent in the past year by reason of slack demand from farmers.

To those retailers, who are devoting much attention to the farm trade the statement of the Department of Agriculture should prove a great help in overcoming the strong sales resistance that has been encountered among the farmers largely by reason of their stubborn attitude against buying, growing out of the slump in prices of crops.

There are already indications in the leading farm sections of the country that the agriculturists are inclined this year to sell the crops they have been holding, together with the new crops, and take a loss rather than to hold out indefinitely for the return of war prices. In many cases the farmers realize that there is little chance for holding for war prices, and that cash in hand is worth more to them than wheat or corn in the elevator.

The rural trade promises to prove a most important factor in the business of the present Fall, and is looked to by merchants in and out of the music trade to fill up the gap caused by depression in industrial circles. Any propaganda that will influence the farmer to buy musical instruments is therefore doubly welcome, particularly when it bears the official stamp of the Government.

This new attitude toward music in official and semi-official circles should prove most welcome to members of the music industry and unquestionably should have a definite effect upon the business. Within the last two or three years the propaganda for music has been widespread and sufficiently varied in character to appeal to all classes of prospective purchasers. An endorsement of music such as that offered by the Department of Agriculture, having an official status, is calculated to prove as helpful to the music trade proper as many pages of straight display advertising.

American Felt Company

A.F. Co. Felt

BOSTON
100 Summer St.

NEW YORK
14 East 13th St.

CHICAGO
325 S. Market St.

THE PHONOMOTOR
G. C. COX, Mfr.
Offices
73 Slate St.,
Rochester, N. Y.

A. C. or D. C. UNIVERSAL MOTOR SILENT—DURABLE HARM PROOF

Prepared to fill quantity orders—Thousands
Continued to meet every condition.

THE PHONOMOTOR
A complete electrical equipment for any make of Photograph
Quietest, simplest, most effectual and most economical drive on the market.

is a factor in the wonders performed by the talking machine.

As a turntable cushion it has no substitute.

That there is likewise no substitute for A. F. Co. Turnable Felt seems to be the attitude of the world's foremost makers. They use no other make.

American Felt Company

"VICTROLA AS YOU GO"

The Portland, Ore., branch of Sherman, Clay & Co. has taken a leaf from the advertising book of the Kodak people and has adopted the vacation slogan, "Victrola as You Go." The slogan properly presented through the medium of window displays influenced considerable business during the Summer season just closed.

Smashing Hit
ATTENTION!
The right capital, preferably with high-class woodworking facilities, can secure the services of the most successful manufacturing and merchandising men in the independent Phonograph industry. Address
Bro. No. 1601, care of Talking Machine World, 373 Fourth Ave., N. Y. C

ALEX. STEINERT EXPECTED HOME
Boston, Mass., September 8—Alexander Steinert, head of M. & E. Inc., and Seno, Victor distributors, who has been on an extended European trip, is expected home some time in the middle of September. Mr. Steinert, who is accompanied by his wife, will visit a number of historical centers in Europe.

The dealer who only talks price to customers loses many sales to people who want products of quality.

SEPTEMBER SPECIALS

MOTORS

No. 2 Traction, 5/4" tube spring, 10" table, table and frame parts, complete.... $1.10
No. 4 Double Traction, 2 1/4" tubes, table and frame parts, complete... $1.10

TONE ARMS

No. 3, Warranted, good tone, shipped, retail price.. $1.00
No. 2 Victor style, with stopcock, article No. 1.10

MAIN SPRINGS

1 1/2" and below, per dozen... $1.10
1 1/2" and above, per dozen... $1.20
7", 16" and 18" lengths, per foot... .06
.20 in. and lower, per foot... .05
.30 in. and lower, per foot... .05

NEEDLES

Hedison, with hooks, each, 1 1/2", per dozen... $1.25
Folks, 3/4", each, 1 1/2", per dozen... $1.25
Folks, 1", each, 1 1/2", per dozen... $1.25
Everlast, 1 1/2", each, 1 1/2", per dozen... $1.25
Gemstone, each, 1 1/2", per dozen... $1.25
Gemstone, double, each, 1 1/2", per dozen... $1.25
Gemstone, weight, each, 1 1/2", per dozen... $1.25

OCTOBER SPECIALS

We manufacture a line of reliable, self-acting machines.

Model O-B...$175.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-C...$185.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-D...$195.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

We manufacture a line of reliable, self-acting machines.

Model O-E...$185.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-F...$195.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-G...$205.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

We manufacture a line of reliable, self-acting machines.

Model O-H...$215.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-I...$225.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

Model O-J...$235.00. This machine is complete, includes all necessary parts, and is ready for immediate use.

WOLLMAN TALKING MACHINE MFG. CO.

560-562 Grand Street
BROOKLYN, NEW YORK

Latham Joins Pearsall Staff

Popular Talking Machine Man Will Cover New Jersey and Pennsylvania—Likened in Trade

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, announced this week the appointment of Eugene M. Latham as a member of the company's sales staff. Mr. Latham, who assumed his new duties a few days ago, will cover New Jersey and Pennsylvania territory.

Mr. Latham is not a newcomer to the Pearsall organization, having been a member of the company's staff for a number of years prior to his appointment to several important retail posts in the local trade. He is thoroughly familiar with the problems confronting the Victor dealer, and his many years' experience in the trade will enable him to co-operate with the Pearsall clientele to excellent advantage.

DANCING GIRL HELPS WIN PRIZE

Proves the Feature of the Display of the Poin- dexter Co. Ft. Worth, Tex. During Style Show—Talking Machine Provides Music

A handsome period model talking machine has been winning for the Poin-dexter Furniture & Carpets Co., Ft. Worth, Tex., the first prize at the recent Style Show in that city. The various awards were for the most-bonnie displays and the Poin-dexter Co. arranged a series of rooms simple and practical and representing the well-furnished rooms in the average home. The feature of the display, however, was the living room, a commodious apartment, in which Miss Evelyn Burgess, a local dancer of some reputation, did classical dances several times a day to the accompaniment of talking machine music. The dancing served to attract a crowd that packed the street practically the entire day.

FEATURES NEW RECORD REVIEWS

Perry B. Whistie Co., Victor Wholesaler of Co- lumbus, Inaugurates Daily Paper Feature of Genuine Value to the Retail Trade

COLUMBUS, O., September 6—A service as unusual as it is beneficial to the dealers is one just inaugurated by the Perry B. Whistie Co., Victor wholesaler, 211 North Fifth street, through its publicity director, T. T. Frankenberg, in securing a monthly review of Victor records, written by H. E. Herrington, well-known music and dramatic critic, on the Columbus Dispatch. Mr. Herrington hears all of the records the week before they are released and runs the review in the Sunday music section of the Dispatch immediately following their release.

THREE DISCUSS RECORD MAKING

Newspapers Throughout Country Devoting More Space to Talking Machine Problems

An article appearing in the New York Tribune of Sunday last describes the various processes necessary to the manufacture of talking machine records and discusses the quality of different voices and difficulties of recording them. While the article was written in a somewhat humorous vein, facts were faithfully adhered to. There is nothing new in this particular article, but the fact is that the newspapers of the country are devoting more and more space to factors of talking machine manufacture and are thus educating the masses is in itself an indication of the interest which is being manifested by the public in this industry.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., Chicago, has been granted a charter of incorporation under the laws of Illinois for the manufacture of musical instruments, supplies, etc. Incorporators are John Eberson, James Topp and Maxwell H. Frost.

STOCK CUSTOMERS

are made through sales of

SONORA

CLEAR AS A BELL

Semi-Permanent NEEDLES

THE profit on each sale of Sonora Semi-Permanent Needles, while important, is not the only point to be considered.

Every time you make a sale you gain a steady customer because Sonora Semi-Permanent Needles will play a great many times WITHOUT INJURING THE RECORD and give a superior quality of tone.

Keep a complete stock of these needles always on hand—place them in a convenient, conspicuous place. Make it EASY for your customers to secure them.

Your customers are asking for these. Place your order at once to secure prompt delivery.

Sonora Phonograph Company
GEORGE E. BRIGHTSON
President
New York, 279 Broadway
Canadian Distributors:
T. Muntz & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.
The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that

YOU PLACE YOUR STOCK ORDERS NOW

if you want to get AMORITA in your waterrooms for the Holiday Trade.

Amorita shimmer and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible.

Amorita is made in 9-inch and 12-inch sizes and retails for $2.50 and $3.50 respectively. Write your nearest jobber or direct to us.


DEVELOPING RECORD SALES

Dealer Sells Polish Record by Mail—Value of Intensive Follow-up

Pittsburgh, Pa., September 6—W. Crousewick, a Columbia dealer in this city, received recently a letter requesting a catalog of Polish records. This letter, translated from the Polish, read as follows:

"He kind enough to send me a catalog of all Polish records you may have in stock, for bring an American examiner I have a few dollars for which I am compelled to buy Columbia records made in America."

On receipt of this the dealer in question complied with the request for a catalog and enclosed an order blank. In the course of time it was returned, ordering twenty records with a remittance which represented the equivalent of about 23,000 Polish marks.

Some salesman talk too much and say too little. Think this over.

LARGE AND SMALL STORES

Many Merchants Lose Money by Having Too Large Stores and Others Lose Profits on Account of Excessively Cramped Quarters

Many merchants who do a fairly good business find that their profits at the end of the year are not in proportion to the amount of business transacted. This is due to only one thing, and that is overhead expenses. It is very well to have a large store, but it is far better to have a store in keeping with the size of the business. It is a foolish policy to pay a high rent for a big store when the business does not warrant it. On the other hand, there are many small stores which are doing a big business that really need larger quarters. People like an establishment where there is sufficient space to provide for attractive displays.

A new talking machine establishment handling the Kurzfeld phonographs has been opened at Madalun, N. Y., by Mr. Way, of Hudson, N. Y.

It is the consensus of opinion that conditions have improved materially the past fortnight.

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.

TO ENCOURAGE USE OF MAHOGANY

Mahogany Association Forms to Educate Trade and Public to the Value of That Wood and to Urge Its Use More Generally

For the purpose of teaching the consumer what is meant by mahogany, its value and intrinsic worth in furniture and cabinet work, including piano cases and talking machine cabinets, importers of, and dealers in, mahogany wood and veneers recently formed the Mahogany Association.

The purpose of the Association is to foster the use of mahogany by a campaign of education carried on among housewives, merchants, architects, interior decorators, etc., and emphasizing the good qualities of mahogany, its honorable antiquity and the fact that the great masters of furniture all have used it to express their higher ideals in furniture making.

The publicity plan as at present contemplated calls for an advertising campaign running in twelve national magazines and an intensive direct mailing campaign, to manufacturers, dealers, architects, interior decorators, musical instrument manufacturers, etc., to interest them in a more general use of mahogany. It is stated that the campaign will be carried along ethical lines and will be strictly educational in character.

From the time that mahogany was introduced into England the latter part of the sixteenth century it has always been the favorite wood of furniture manufacturers. Chippendale, the Adam Brothers, Sheraton, Hepplewhite and our own interpreters of Colonial designs all used mahogany and many of their original masterpieces are in use to-day.

PHONOGRAPH CABINETS

1,500 phonograph cabinets, first-class construction and linings. We are compelled to realize the cash quickly and will sell cheap. If necessary, will complete with first-class two-spring motor and first-class tone arm and sound box. A great opportunity to get your holiday line of phonographs at real rock-bottom prices. Write us for prices and terms. The Universal Cabinet Co., Greenville, O.

NEBRASKA DEALERS MEET IN OCT.

The fifty-six annual convention of the Nebraska Victor Dealers’ Association will be held in Omaha, Neb., October 17 and 18. William Zitmann, treasurer of the Honse Co., is arranging the program. Secretary Hugo G. Heyn says he expects a large attendance.

SHERMAN, CLAY & CO.’S FINE WORK

Sherman, Clay & Co., whose success is a monument to their progressiveness, are in active touch with the National Bureau for the Advance-ment of Music and have been utilizing their assistants in stimulating interest in music in the Pacific Northwest. Substantial results have already been secured. A very successful Music Memory Contest has been put on in Portland, enlisting attention and cooperation from the whole community, but Mrs. McClesky, the head of Sherman, Clay & Co.’s educational department, and content with one city, is pushing the idea throughout the entire States of Washington and Oregon.

FILE BANKRUPTCY PETITION

CHICAGO, Ill., September 9.—A petition in bankruptcy was filed yesterday against the Endless Graph Co., of this city, by Cyprian Ilkiw, Wassyl Ilkiw and Wysyta Ilkiw. It is alleged that the three petitioners loaded the company notes which it failed to pay.

The average person is apt to be suspicious of the dealer who throws in accessories to make a sale. They have a suspicion that the goods are not up to requirements and the thought enters their minds that the machine is overpriced or the dealer would not make such offers.

Supplement Envelopes
for Everyone

Delivery Bags, grey or brown kraft, 10 and 12 inch plain* or printed.*

Featuring seasonal displays in a way to attract attention. Blue, pink, green and white—dealer’s choice of paper color. Prices and samples on application.

* Can be delivered upon receipt of order

HALSTED WILLIAMS CORPORATION
815-819 Monroe Street
Brooklyn, New York
BLACKMAN AND BUEHN RETURN FROM TRIP

Prominent New York Distributor, Accompanied by President of Jobbers' Association, Had Delightful Trip to Pacific Coast—Mr. Blackman Tells The World of His Experiences

J. Newton Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to his desk a few days ago after making a coast-to-coast tour, which included a visit to many of the important points between Colorado Springs and the Pacific Coast and in Western Canada. After attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs the first week in July, Mr. Blackman, accompanied by Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa., Victor wholesaler and recently elected president of the National Association of Talking Machine Jobbers, laid out plans for a most interesting trip to the Pacific Coast and surrounding territory. The members of the party included Mr. and Mrs. Blackman and Albert Blackman, Mr. and Mrs. Louis Buehn, Miss Adelaide Buch, Mrs. Elson Blackman and Louis Blackman, Jr.

Victor leaving Colorado Springs the party visited Salt Lake City, where they were entertained by Julia Elliott Clark, Victor wholesaler, at that point. A journey was then made through Yellowstone Park, the party at that time comprising, in addition to the Blackman and Buehn families, several other Victor wholesalers, including L. C. Klowel and family, of Chicago, and C. C. Willman and family, of Seattle, Wash. After going through Yellowstone Park the Blackman and Buehn party returned to Salt Lake City, while the other travelers left for Chicago, the tourists left for Los Angeles, where they were entertained by Sherman, Clay & Co., Victor wholesalers. They were also met there by A. C. Freton, who was formerly one of Mr. Blackman's neighbors at East Orange, N. J., and who is now general manager of Phonographs, Ltd., Edison jobbers at that point. Many enjoyable side trips were made from Los Angeles, including a visit to Catalina Islands and to Hollywood, the center of the moving-picture industry. At the latter city the Mr. Blackman and Buehn party was entertained by Theodore Roberts, famous moving-picture star, who is a cousin of Mr. Blackman's. This was their first meeting in twenty years and they took advantage to reminisce over the progress of the talking-machine industry since the days when Mr. Roberts had made several records in the Academy of Music at Mr. Blackman's request.

In commenting upon his trip to a representative of The World, Mr. Blackman spoke particularly of the prosperity that is evidenced in Los Angeles, stating that he attributed a considerable measure of this prosperity to the fact that labor is working on the open-shop plan in that city and building is therefore going ahead at full speed.

At Riverside, Cal., the party visited the famous Glenwood Mission Inn, which is one of the show places of the Pacific Coast, and after leaving Riverside the next stop was Santa Barbara and Del Monte.

San Francisco was the next city on the schedule where the visitors were met by Andrew C. McCarthy, of Sherman, Clay & Co., and Mr. and Mrs. Irton, who had journeyed north from Los Angeles to welcome them. A feature of the few days' stay at San Francisco was a visit to the magnificent estate owned by Leon F. Dongczas, chairman of the board of directors of the Victor Talking Machine Co. This estate with its fifty-six rooms and 130 acres of land is famous along the Pacific Coast, and a tour of inspection was keenly enjoyed. At San Francisco the party left for Portland, Ore., making the trip along the beautiful Columbia River drive. They were entertained in this city by Sherman, Clay & Co., who also welcomed the party at Seattle. At this point they were invited to inspect the super-dreadnought of the United States Navy, the U. S. S. Tennessee. The commander of the battleship is Lieut.-Commander Payne, who was one of Mr. Blackman's neighbors at his Summer home, Bellingwars, L. I., Vancouver, B. C., was the next stop, with a visit to Victoria, B. C. The trip through the Canadian Rockies was a feature of this trip, and several days were spent at Lake Louise, the most beautiful spot in this region. At Banff the party stayed three days and Mr. Buchin took advantage of the opportunity to roll up new golf scores. In fact, Mr. Blackman states that outside of golfing and swimming Mr. Buchin's sole exercise consisted in an honest endeavor to be the first one in the dining room three times a day.


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

TELEPHONE STERLING 1120

BROOKLYN, N. Y.

Noiseless Strong Successful
THE SILENT PHONOGRAPH MOTOR

Over 300,000 In Actual Use

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor

2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation

CHARLES A. O'MALLEY, President

(Successor to the Phonograph Mfr. Co.)

321-323-325 Dean Street

Brooklyn, N. Y.
Something New and Profitable for Victor Dealers

The Two Greatest Novelties Ever Presented to Victor Followers Are Now Ready For You.

Victor Dealers Can “Clean Up” With These Caruso Busts and Plaques. Order Today—the Demand Is Steadily Increasing.

Order Through Your Distributor

The Juth Toy Mfg. Corp.

HARRY BURGER, President

406 OAKLAND STREET

BROOKLYN, N. Y.

Originators and Sole Manufacturers of the Caruso Busts and Plaques Illustrated

an old-time friend and Edison jobber. George Mair, of W. J. Dyer & Bros., who was recently elected treasurer of the National Association of Talking Machine Jobbers, was in personal charge of the entertainment.

Chicago was the next stop, according to schedule, and from that point the party visited Peoria, Ill., where they spent two days as the guests of the Pulman-Page Co., Victor wholesalers. Messrs. Pettman and Page royally entertained the visitors, and the side trips included calls at the Automobile Club and the Country Club. On their return to Chicago L. C. Wissell was the host and Mr. Blackman was gratified to learn that business conditions had improved materially since the first of August, and that there was a noticeable industrial revival all along the line.

From a business standpoint Mr. Blackman commented in part as follows regarding his observations: “Everybody seems to realize that there has been a grand spurt of extravagance and recklessness and that we must sober up. In almost all cases the average business man is confident and optimistic, and in practically every industry the tide has apparently turned.

“If business generally is willing to take a sufficient loss on stock on hand and immediately place a figure on goods that will constitute a fair present market value compared with goods produced under present conditions, the business revival would be marked indeed. The business man must be willing to charge this off to profit and loss, good will, etc., and likewise if labor will take the same attitude and recognize immediately the necessity of reduced wages it will be possible to give the public increased buying confidence that will be reflected in the movement of merchandise.

“It is impossible to bring about a quick revival of business for the reason that so much financing has called for loans on stock on hand, both finished and in the raw state. With a quick readjustment the collateral value of this stock would be seriously impaired, and while it might be better from some angles to have a speedy resumption of business there would probably be too great a strain, and therefore the readjustment will have to be as it is to-day, gradual, sure and inevitable.

“It is most significant and fortunate, as outlined in a recent address by Mr. Freeman, director of distribution of the Victor Talking Machine Co., that a forecast of trade conditions does not and will not make necessary radical adjustments or reductions in the prices of Victor product. I mention this in order that the above remarks about the readjustments of prices will not be misunderstood when applied to Victor merchandise. The demand for the new 300 and the number 45 portable type is beyond expectations, and indicates in my judgment a certain scarcity of these models, particularly of the former.

“In conclusion I might add that I am more optimistic than ever, and those talking machine dealers who are preparing for the Fall and holiday trade by securing sufficient stock will cash in without question. Factory continuation has been necessary, owing to the unprecedented drop from reckless buying to almost a refusal to buy, and when the revival of business comes this Fall it will be impossible for the Victor factory, or, in fact, any large factory of similar character, to take care of the demands of the trade in time to satisfy everyone. I would, therefore, recommend to Victor dealers that they buy ahead of actual requirements, with the suggestion that they buy cautiously but wisely, and their confidence will be well justified.”

RECORD-MAKING FIRM INCORPORATES

The Harmony Recording Laboratories have been granted a charter of incorporation under the laws of Delaware, with a capital of $150,000, to make talking machine records. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Allen, Aspinwall, Pa., and W. Crow, Pittsburgh.

HOUSTON DRUG COMPANY

HOUSTON, TEXAS

Are pleased to announce to the trade that they are now distributing

OKeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

"THE RECORD OF QUALITY"
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for the Old Department to occupy a space of four lines, each line not to be inserted free. Replies will also be forwarded without cost. Additional space will be charged at the rate of 25c. per line. An extra page at the rate of 25c. per line. Rates for other classes of advertisements on application.

WANTED—Salesmen calling on the talking machine trade to sell our line of record cleaning equipment on a liberal commission basis.

POSITION WANTED—Recording expert familiar with all branches of record business, having over ten years' experience, open for engagement. Please be submitted estimates on fitting laboratory. "Box 1003," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced phonograph salesman for New York City and Eastern territory. One acquainted with the trade; salary, commission and expenses. Frederick P. AltschuJ, 112 West 23rd St., New York City.

POSITION WANTED—Technical laboratory man and backed up matrix expert with eighteen years' experience will hold interview with any talking machine company. Address "Box 1012," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDELINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or cabinets will find it entirely probable to sell our popular line of phonographs and cabinets. Fine side line. Address Opportunity, "Box 868," care The Talking Machine World, 373 Fourth Ave., New York City.

LIVE WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard-working man who can produce good sales. State age and give list of all employers engaged in selling phonographs or cabinets. Weaver Piano Co., Inc., Phila: Jheeters, York, Pa.

POSITION WANTED—By an expert in the making of phonographs and the records. Have superintended some of the largest record-making firms in the country. Will get up to date on phonograph business. Address "Box 1004," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man desires position as a record order clerk and salesclerk and also a long-time stand in the phonograph business. Applicant has a great desire to see the phonograph business prosper. Address "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recently employed whole sale and retail phonograph, record and cabinet manager desires a position as manager of phonograph factory. Address "Box 1003," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Retail and wholesale business and considerable experience in phonograph business. Am willing to try small factory or take over entire phonograph factory. Address "Box 1010," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Regiments and positions: young man with years of phonograph experience, desires a position in New York City or Chicago. Address "Box 1013," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Having both nine years' experience in the phonograph line. Capable of taking full charge of phonograph factory. Address "Box 1014," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with the talking personality. The J. K. Molden Co., Ephrata, Pa.

CABINETS


OPPORTUNITY

We have about 2000 phonograph cabinets of every description, and if we wish to dispose of any either in the WHOLE or COMPLETE, splendid proposition for jobbers or exporters, desire absolute security for anyone wishing to get in the talking machine field without the burden of manufacturing. Mount Kisco Woodworking Co., Mt. Kisco, N. Y.

VICTROLA BUSINESS FOR SALE

A splendid opportunity to purchase an old established and good record Victor business in Long Island. A good earning district, business being a great favorite among motorists. Business can be located by a "fill in who" interested in Victor records. Business will stand thorough investigation. Address "Box 1019," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY

WANTED—Salesman to sell a line of metal graph record cabinets and phonographs at fair mark-up and to carry the line of metal record cabinets and phonographs.


REVOLUTIONARY

I have for sale patents covering a new type of talking machine that can be produced cheaper than any machine ever manufactured.

Any manufacturer manufacturing concern desiring to make this machine will find my proposition attractive. The patents are basic and the tone quality of the machine is excellent. Full details upon application. Address "Box 1013," care The Talking Machine World, 373 Fourth Ave., New York City.

Phonograph Cabinets and Disc Record Filing Cabinets


REPAIRS

Free-gratis, a little tool every repairman needs. It is FREE for the asking. No obligations. Send for and it will be mailed to you promptly. Postage prepaid. Address "Box 1009," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE


WANTED

Hydraulic press with cooling plate, hand pump and pressure gauge attached, second hand, for pressure records. Must be in perfect working condition, with repairs. Address "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

Sacrifice Sale of 25,000 Standard 16-inch DOUBLE DISC RECORDS

ALL DATES—all production.
In 100 box, 50c. 20c. 40c. 50c. 60c. 75c. $1.25 1.10
In 50 box, 40c. 30c. 50c. 60c. 75c. $1.25 1.10
In each box, 15c. 20c. 25c. 40c. 50c. 60c. 75c. $1.25 1.10
In each king box, 25c. 30c. 40c. 50c. 60c. 75c. $1.25 1.10
In each box, 15c. 20c. 25c. 40c. 50c. 60c. 75c. $1.25 1.10
In each king box, 25c. 30c. 40c. 50c. 60c. 75c. $1.25 1.10

FROM THE SUPPLIERS OF THE WORLD'S FINEST RECORDS MAKE UP THE BEST AND CHEAPEST SUPPLIES TO BE OBTAINED ANYWHERE.

CANTUS NOVUS, 602 S. Northern St., Chicago, III.

FOR SALE


FOR SALE

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victor Phonograph and Record Exchange, 190 East 59th St., New York City.

WANTED

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victor Phonograph and Record Exchange, 190 East 59th St., New York City.

LONDON, ENGLAND, September 1.—The month of August is known as a holiday month, more or less the world over, I suppose. Anyway, it has lived up to it this side. Quite a number of prominent gramophone men are out of town seeking a well-earned rest in preparation for the expected early trade revival. Sales developments along progressive lines may certainly be looked for within the next week or so. At this time trade prospects appear very healthy. An examination of the situation brings uppermost the fact that industrial labor trouble is practically non-existent to-day. Millions are still unemployed or working short time, it is true, but, consequent upon the reopening of factories and businesses which had been closed down for this or that reason, the cause is removed and men are returning to work at an average rate of about 100,000 each week. That most excellent sign surely indicates the availability of an increasing amount of spending money, which must become more plentiful proportionate to the country's expanding wages bill. From this the gramophone trade may not, perhaps, feel substantial benefit immediately, but it is undoubtedly coming. Already there is an improvement in trade, a condition of things which during the past six weeks at least has certainly not been experienced by any section of the British musical instrument industry. However that may be, the pleasant fact remains that gramophone and record sales are living up to the expectations of the trade, and once on the welcome road of progress it puts every one concerned in good heart for real effort during the forthcoming season.

Of these good influences manufacturers, wholesalers and large dealers will almost certainly take full advantage. They realise that a change has set in with scope for trade expansion dependent upon energetic methods. By the ordinary course of things gramophone sales must naturally show substantial improvement, but that is good enough. The great army of dealers, who are rather prove to take things as they come without making any special attempt to stimulate future sales, will need considerable encourage- ment. That encouragement is best given by the manufacturers, in the direction of general publicity, advertising literature, free advertising cuts and propaganda work. Because of this very complete service, which, at present, is provided only by two or three companies, a great number of dealers are embittered and encouraged to maintain conditional degree in making sales where otherwise things would be flat. With few exceptions it is actually a fact that the success of any retail business depends upon the man in charge. To the salesman I would say—"It is not what the people buy so much as what you sell them that sums up your degree of success in business." Though it may not be a record one this season, I am convinced, will be good just according to the amount of individual push exercised. Everything is in favor of a trade revival—gradual, but certain. Let each one see that the most is made of it.

Termination of the Excess Profits Duty

The commissioners of Inland Revenue draw the attention of taxpayers to the provision of the Finance Act, 1921, dealing with the termination of the excess profits duty and granting relief in certain cases in respect of losses arising from a fall in value of trading stock. In regard to the relief in respect of trading stock the Commissioners bring to the notice of taxpayers that any claim for relief specifying under which parts of the schedule the claim is to be made must be given in writing to the Commissioners of Inland Revenue before March 31 next.

Congratulations!


A Good Prognosis for the States

In view of the fact that the American public has come to look upon the portable gramophone with increasing favor I am sure that a first-class American house will find the "Gripper" gramophone, a wonderful portable instrument, worthy of consideration because of its ingenious

(Continued on page 102)

His Master's Voice

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

DENMARK: Skandinavisk Gramophon-Aktiebolag, Hirschsprung, Copenhagen.
SPAIN: Compañía del Gramofono, 65-68 Baluiz, Barcelona.
KOREA: The Gramophone Co., Ltd., 45, Newry Road, Pusan.
INDIA: The Gramophone Co., Ltd., 156, Hatfield Road, Calcutta; 7, Bell Lane, Port. Bombay.
AUSTRALIA: S. Hoffwaag & Co., Ltd., 157 Cockle Road, Melbourne; 118-120 Pitt Street, Sydney.
NEW ZEALAND: Gramophonemus, Ltd., 119-129 Viaduct Street, Wellington.
SOUTH AFRICA: Dreyer & Sons, Post Box 174, Cape Town; Harry Brow, Post Box 254, Johannesburg; Morton Bros. & McIlhinch, Post Box 418, Durban; ibn J. Hawthorne, Post Box 250, Bloemfontein; Frank Moeller, Post Box 108, East London; R. J. Reutin & Co., Post Box 38, Quemflex; Hinson House, Kimberley; Lawrence & Co., Post Box 132, Bulaway; The Argus Co., Salisbury.
EAST AFRICA: Babjey & Co., Lomaueshu Musques.
ITALY: A. Bozzi & Co., Via Oretà 2, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. F. Vogel, Post Box 314, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES MIDDLESEX ENGLAND

A 'His Master's Voice'

Copyright
'This intensely human picture stands for all that is best in music—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.'
“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
After a thorough examination of the situation, personal investigation around the trade, Mr. Puckett expressed his belief that the British market offered big prospects for a high-class sales campaign and he assured us "We have scarcely touched the fringe of the big trade.

There is certainly scope for effort based upon new methods of exploiting the British gramophone trade. Quality and name of our manufacturers fully realize that the retail side of the business needs a push.

The Brunswick instruments that I had the pleasure of examining, are revelation in many ways. Their adaptability for playing any make of record, fidelity of tone, artistic and solid construction, property shaped sound chamber, beautiful mechanism, etc. are points which convince. Early developments may be expected if Mr. Puckett returns here next year, the possibility of which is implied in the words

"Homochord"—A New Record

It was exclusively reported in these columns some few months ago that the extensive Homochord record repertoire would become available in this market. Full particulars of the plans and policy of trading were then disclosed by David Sternberg in the course of an interview with your correspondent. The policy of the company has now been formed to carry these plans into effect. It is styled the British Homochord Co., Ltd., capital £25,000, in £1 shares, registered office at 10 City road, London. A first list of well-varied vocal and instrumental numbers is by now in the hands of the trade and I understand that the records in point of quality and general value have met with a good reception. The two or three numbers played over in my presence were of first-rate tonal quality and volume. At present the "Homochord" record, as it is being pressed in ten-inch (double-sided) size only and will retail at 3s. each.

Miscellaneous Items of Interest

Edison phonographs and records are being increasingly featured here by factors and dealers. In particular, the Blue Amberol cylinder enjoys quite a following from the nucleus of the cylinder enthusiasts.

The instalment sales plan initiated by Keith Frowse & Co., Ltd., in connection with Sonoras has been received with favor by leading retailers. There is a small improvement in demand for electric motors for gramophones. British dealers are somewhat slow to cut new ground, but encouragement is derived from the fact that electric motors have been an interesting number of big gramophone houses.

The new premises opened by the "His Master's Voice" in Oxford street, London, evoke widespread interest and departments have now settled down and on the occasion of a recent visit I observed that interested buyers occupied all but one of the dozens or so sound-proof audition chambers.

It is reported that the capital of the Polyphonwerke Aktiengesellschaft, Wahren, Germany, has been increased to 21,000,000 marks.

Advice is to have Truro J. Curwen & Sons, Ltd., Berners street, London, that they have relinquished their musical instrument department. F. E. Crossman, who managed this department, has taken over Messrs. Curwen's stock and in partnership with A. C. Rosetti will trade as Rosetti & Co., 5 Fitzroy Court, Tottenham Court road, London. All success to the new business.

Marriage of Alfred Clark

A happy ceremony took place in London on June 21st when Mr. Alfred Clark, managing director of the "His Master's Voice" Co., took unto himself a charming wife in the person of Miss Ivy G. Sanders, who is by no means unknown to the gramophone trade. He is a foremost writer on a number of topics, and besides editing "The Voice" for a period a year or so ago the counts to her credit an interesting invention—a forceful, some would say, a forceful writer to both!

No Variation in Price of Winner Records

The recent notification of a reduction in the price of a well-known record to take effect in October, has evidently caused a certain amount of speculation among dealers as to its effect upon the Winner market. At least this is the inference to be drawn from a circular issued to dealers by the Winner Record Co., which takes the opportunity of denying that there will be any variation in the price of this famous record. The price reduction in question may certainly have the effect of creating a little disturbance in the minds of dealers, "rendering it advisable," as the Winner people say, "to assure the trade that there will be no alteration in the price of Winners." Continuing, the circular goes on to remind dealers that "Confidence is necessary for good trade," etc. All the way through Winner prices have remained steady. That has been of undoubted advantage to Winner dealers and we may be sure that if, at all, the price of materials and other circumstances permit of a reduction being made in the interests of their dealers and of their world-wide sales the Winner management will immediately respond to such conditions.

Meanwhile the Winner record standard of quality is being maintained at a high level, very comprehensive lists of new titles are issued each month, as always, and the trade looks with every confidence to the future well-being and continued progress of this old-established all-British firm.

Horn, Hornless and Table-Grand

Gramophones for Export

Please State Your Requirements.

REX GRAMOPHONE CO. 2 Elizabeth Place, Rivington Street, LONDON, E.C. 2, England

Cable Address "Lemenodes, London"
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS


This invention relates to new and useful improvements in biographical covers. The object of the invention is to provide a support of this character adapted to hold a cover of any character in a raised position, so that access may be had to the receptacle, and also provide means whereby said support may be readily released for closing the cover as well as means for locking the cover when closed. Another object is to provide a cover supporter in which the whole mechanism is contained within the receptacle and has a neat appearance.

The accompanying drawings Figure 1 is a vertical sectional view showing the cover in full lines locked in the closed position, and, in dotted lines, in its raised locked position; Figure 2 is an enlarged perspective view of the cover with the cover of the receptacle connected therewith; Figure 3 is a perspective view showing the main diaphragm and sound box, in addition to increasing the volume, also serves to modulate the tone of the main diaphragm to a more natural voice tone, preventing the common unnatural high pitch of certain sound waves and materially, if not entirely, preventing what may be called blasting sound waves, which are common with metal sound boxes when reproducing certain sound waves.

In the accompanying drawings Figure 1 is a perspective view of the improved sound box, showing it supported in relation to a disk record and a part of the tone arm, while Figure 4 is a section through the improved sound box. Figure 3 is a front elevation of Fig. 2.


This invention relates to improvements in sound-reproducing devices, and has for an object to provide an improved structure wherein the sound-reproducing element is connected with the stylus by a non-metallic substance, whereby the metallic or scratching of the stylus will not be reproduced. Another object of the invention is to provide a reproducing device arranged with a pair of diaphragms connected up with a single stylus through a non-metallic substance in such a manner that when the stylus is operated both of the diaphragms will be operated according to the direction of movement of the stylus, and will by their own action return to their original positions, causing the vibrations necessary for the productions of sounds.

In the accompanying drawings Figure 1 is a front view of the improved reproducer; Figure 2 is a section on the line 2—2 of Figure 1; Figure 3 is a partial plan view of the spring. Figure 4 is a front view of the needle holder and support. Figure 5 is a plan view of a modified form of needle holder.

In the drawings: Figure 1 is a front view of the improved reproducer. Figure 2 is a section on the line 2—2 of Figure 1. Figure 3 is a partial plan view of the spring. Figure 4 is a front view of the needle holder and support. Figure 5 is a plan view of a modified form of needle holder.

The accompanying drawings Figure 1 is a perspective view of a graphophone, showing the position of the releasing mechanism in respect to the cover. Figure 2 is an enlarged vertical sectional view showing the cover in full lines locked in the closed position, and, in dotted lines, in its raised locked position; Figure 3 is an enlarged perspective view of the lock-carrying plate and its locking member.
of the lever counterbalance each other in the molecular vibration.

Fig. 1 is a side view of a reproducing device embodying the invention. Fig. 2 is a section through Fig. 1 approximately on line 2—2. Fig. 3 is an edge view of the device when pivoted to such an extent as to use a record having vertical indentations. Fig. 4 is an enlarged fragmentary sectional view approximately on line 4—4 of Fig. 2. Fig. 5 is a front view of a slightly modified form of the invention. Fig. 6 is a sectional view through Fig. 5 approximately on the line 6—6. Fig. 7 is a view similar to Fig. 6, but showing a second and further slightly modified form of the invention. Fig. 8 is a fragmentary sectional view showing a slightly modified form of the invention that is shown in Fig. 7.


This invention has to do with a sound regulator designed for use with talking machines of the "Victor" type, wherein the sound box or reproducer is mounted at the free end of a pivoted arm or goose neck.

In order to soften the tone or reduce the volume of sound of a talking machine it is now necessary to adjust the speed of rotation of the record, which takes time for adjustment and results in the record being played in a different or lower pitch or scale, or to change to a wooden or soft-tone needle, which also takes time to remove and replace the needle and requires that such needles be purchased, whereas applicant finds that he can accomplish an equally good or better result by the invention referred to.

Fig. 1 is a perspective view of the invention as applied. Fig. 2 is a central longitudinal section of the same, partly broken away. Fig. 3 is a detail perspective view of the controlling valve.


This invention relates to devices for providing a talking machine and modulator for varying or modulating the tones or sounds produced in the operation of the machine.

The invention comprises, among other features, a modulating device which is so arranged and incorporated with the construction of the tone reproducer and amplifier that the tones and sounds produced can be increased or decreased in volume by the mere operation of a suitable lever or other operating element provided, in conjunction with a pillar, to bring about an increase or decrease of the area of the throat of the tone reproducer or tone reproducer.

Various kinds of modulating devices have been employed heretofore in connection with talking machines for the purpose of modulating the tones and sounds produced, but in a majority of these instances the pillar, or modulating device, consists of a flat disk or plate disposed in the sound reproducer or amplifier in such a manner that when it is desired to diminish the volume of sound or tone the disk or plate is arranged to rotate a certain angle, the tone reproducer or amplifier, similarly, the modulation of the tones of a talking machine has been carried out by partly or entirely closing the larger end of the amplifier, through the medium of doors or slides. This latter form of arrangement, however, again, is but a clacking off of the sound and tones produced.

In this construction it is aimed to provide a modulating device which is so arranged that the modulation of the tones produced will be accomplished without the interposition, in the part of the sound, of any kind of an obstruction, the design, construction and arrangement of the apparatus being based somewhat upon the principle of the restriction or modulation of the human voice, as it would issue from the throat and mouth of the producer.

Fig. 1 is a fragmentary vertical sectional view taken through a talking machine, showing the construction applied thereto, parts being broken away to disclose the underlying structure with the modulator plate or element shown in full lines in one position and dotted lines in another position.

Fig. 2 is a fragmentary horizontal sectional view taken substantially on the line 2—2 in Fig. 1, looking in the direction of the arrows.

Fig. 3 is a fragmentary vertical sectional view taken through a slightly modified form of the invention. Fig. 4 is a horizontal sectional view taken on the line 4—4 in Fig. 3. In Fig. 4, Phonographs, Walter W. Thorpe, Fellham, N. Y., assignor to Electric Phonograph Corp., New York. Patent No. 1,392,692.

This invention relates to talking machines or phonographs, the object being to provide various improvements in the mechanical construction thereof. In the accompanying drawings Fig. 1 is a view in side elevation, partly broken away, of the improved phonograph showing the doors in open position. Fig. 2 is a section on the line 2—2, looking down. Fig. 3 is a detail view, partly in section. Figs. 4 and 5 are relatively enlarged views of detailed details.


This invention relates to phonographs, and has for one of its objects to provide an attachment whereby the reproducer device, after passing over a record, may be returned to the starting point, or disposed in position to repeat the record, without stopping the movement of the motor or injuring the record.

Another object of the invention is to provide a device of this character which may be adapted without material structural change to the various makes and constructions of talking machines.

Another object of the invention is to provide a device of this character which may be applied to the instrument without structural change therein and without disfiguring or changing the cabinet or casing.

Another object of the invention is to provide a device of this character which may be operated by a simple pull button, or knob, or similar device, from the exterior of the cabinet.

Fig. 1 is a plan view of a portion of a conventional phonograph cabinet, including a portion of the motor board, the turntable, the tone arm, and sound box. Fig. 2 is a detail view in section on line 2—2 of Fig. 1. Fig. 3 is a side elevation of the base and a part of the needle arm or tone arm with a part of the controlling mechanism attached. Fig. 4 is a front elevation of the parts shown in Fig. 3, with the tone arm in section on the line 4—4 of Fig. 3. Fig. 5 is an enlarged detail of a portion of the supporting post or standard and a part of the supporting arm. Fig. 6 is a plan view, enlarged and partly in section of a part of the device which is attached to the motor board and Fig. 7 is a front elevation of the parts shown in Fig. 6.

Fig. 8 is a rear elevation of the parts shown in Figs. 6 and 7. Fig. 9 is a transverse section on the line 9—9 of Fig. 8, looking in the direction of the arrows. Fig. 10 is a transverse section on the line 10—10 of Fig. 8, looking in the direction of the arrows.


This invention is an improvement in reproducing devices for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever for transmitting in as perfect a manner as possible the movements from the needle to the diaphragm, to provide for a softening of the tone and diminution of mechanical elements therefrom, as well as for increasing the volume of tone. In the drawings Fig. 1 is a perspective view of the improved reproducer. Fig. 2 is a front view. Fig. 3 is a section on the line 3—3 of Fig. 2.

WHY THE "DALION" IS POPULAR

MILWAUKEE, Wis., September 8—The Milwaukee Talking Machine Co., owner of the Dalion phonograph, is entering the Fall campaign for trade, following a busy Summer, with distinct assurances from retailers that its product will play no mean part in the trade field during the next four or five months. The beautiful cabinet designs, the individual constructive features of these instruments and their most convenient auto-file system, have helped to make these phonographs extremely popular.

LESLEY'S PATCHING VARNISH

dries in 10 seconds. Flows without showing the lap. With it damaged varnish can be repaired invisibly and permanently. Complete Repair Outfit. $3.50. 1 quart, $1.90; 1 pint, $1.00.

LESLEY'S CHEMICAL CO., MFR.

10 So. New Jersey Street, Indianapolis, Ind.

DISTRIBUTORS:
MOONEY'S MUFFLER WORKS CO.
BALDWIN-MILLER CO.
SONORA QUADRUPLEX CO.
LANSING SALES CO.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York

TELEPHONE, SPRING 1914
HOT SHOTS

Resident Hobos—Honky-Tonk (Biggs—Mead)—Vocal.

MIDLOTHIAN HILLBILLIES

Resident Hobos—Honky-Tonk (Biggs—Mead)—Vocal.

MOUNTAIN HORESSE

Resident Hobos—Honky-Tonk (Biggs—Mead)—Vocal.

CELEBRITY RECORDER

Resident Hobos—Honky-Tonk (Biggs—Mead)—Vocal.

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CELEBRITY RECORDER

Resident Hobos—Honky-Tonk (Biggs—Mead)—Vocal.
Tribute to G. W. Hopkins
Silver Bowl and Bound Volume of Letters of Prance Persuaded to Vice-president of Columbia Graphophone Co. by Advertising Club

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was presented recently with a magnificent silver bowl, together with a bound book of letters by his associates in the New York Advertising Club. Mr. Hopkins has just completed two terms as president of this well-known organization and his regime was noteworthy for the tremendous strides achieved by the Advertising Club during this period.

The bound book of letters contains hundreds of communications from members of the Advertising Club, all of which speak in the highest terms of praise of the success attained by Mr. Hopkins as president of the organization, constituting as a whole a remarkable personal tribute to Mr. Hopkins' efforts in behalf of the Advertising Club of New York.

Meeting of Talking Machine Men
The monthly meeting of the Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held on August 11 at Keen's Chop House, 72 West Thirty-sixth street, and over fifty members of the organization were present.

Resolutions were read by E. G. Brown, secretary of the Association, on the passing away of Enrico Caruso, a well-known talking machine dealer of Yonkers, N. Y.

Mr. Al Downs and Richard Finch, of the professional department of Waterston, Berlin & Snyder, demonstrated several songs which harmonized with music in the Home page of the New York Globe, which will, early in September, address a gathering of the retail dealers of the metropolitan district in the auditorium of the Warner Co.

Arrangements were completed by the Talking Machine Men, Inc., to join the National Association of Music Merchants.
Some Leading Jobbers of Talking Machines in America

TEST IT. OUR VICTOR Record Service has a reputation for efficiency. Suppose you try it. E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
221 N. HOWARD STREET, BALTIMORE, MD.

Where Dealers May Secure COLUMBIA Product

Where Dealers May Secure COLUMBIA Product

Wholesale Exclusively EASTERN TALKING MACHINE CO.
85 Essex Street, Boston
VICTOR DISTRIBUTORS

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD Ready Reference for Salesmen, Dealers and Department Heads

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Big Thoughtful Dealer

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THE same motor speed, same needles, and same records were used.

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Wonderful
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