

# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



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





# Quality Makes Sales

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

“Quality” in TONE—DESIGN—FINISH—and MECHANICAL DEVICES.

The International Reputation of

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL 

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

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

**Sonora Phonograph Company, Inc.**

GEO. E. BRIGHTSON, *President*

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto





# The Talking Machine World

Vol. 17. No. 10

New York, October 15, 1921

Price Twenty-five Cents

## VICTROLA TO HELP OPERA COURSE

Lectures on the Opera in Columbus, O., to Be Illustrated Through Medium of Victrola and Records—Local Dealers to Co-operate

COLUMBUS, O., October 5.—A new institution will be inaugurated in this city when the opera will be brought close to Columbus people this Fall at the New Southern Hotel, through the combined efforts of Prof. Thomas Scott Lowden, of the psychology and history of education department of the Columbus Normal School, and the City Federation of Women's Clubs. This will be a lecture series conducted by Dr. Lowden.

"For a long time I and other lovers of real music have striven to bring better music to the public attention. We have been particularly anxious to do this because Columbus is still not a seat of opera, and opera to me is the highest form of art, for the reason that it embodies poetry, which itself is art; music, both instrumental and vocal; dramatic action and beautiful scenic effects. In other words, opera, in my opinion, is a combination of all the arts. "Since we are not fortunate enough to have opera here we thought that the next best thing would be to have these lectures illustrated on the Victrola. We want the people to understand and appreciate better music, which is principally the purpose of this course."

In these words Prof. Lowden stated why he and the City Federation of Women's Clubs decided on this lecture series.

The program committee who will have charge of the general arrangements for this series includes Mrs. W. L. Matton, chairman; Mrs. Charles W. Lentz, Mrs. C. A. Entekin, Mrs. F. M. Stanton, Mrs. H. L. Hesse, Mrs. H. R. Markel, Mrs. Samuel Hagans, Mrs. Vernon Riegel and Mrs. T. S. Lowden. Mrs. Florence Holmes Bay is the chairman of the publicity committee.

Local Victor dealers are co-operating with the City Federation in furnishing talking machines and records. These operas will be analyzed physiologically by Dr. Lowden: On October 11 "Faust" will be discussed; "Rigoletto" is scheduled for the 25th of October; November 8 is the date on which "Aida" is to be discussed; "Il Trovatore" on the 22nd of November, and, lastly, "Carmen" on December 6.

Tickets are on sale at the various music stores. The proceeds of the course go towards philanthropic and welfare work.

## NEW STORE TO OPEN IN ALBANY

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

## OPENS EXCLUSIVE BRUNSWICK SHOP

FREEMONT, N. Y., September 19.—Chris Chapman's Brunswick Shop is the name of a new music establishment which was opened here recently by Chris Chapman, who, for the past twenty-five years, has been associated with various record manufacturing firms. Mr. Chapman handles Brunswick machines exclusively.

## CARUSO'S GREAT VOICE EXPLAINED

London Throat Specialist Tells of Some of the Unusual Features of Noted Tenor's Throat—Vocal Cords Unusually Long and Thick

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

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

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

"The capacity of vibration of the vocal cords is another most important factor, for the higher the note the more rapid must be the vibration. Caruso when singing his wonderful chest C sharp reached the phenomenal vibration for a man of 500 per second.

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

## JOHN'S MUSIC CO. OPENS

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

The accompanying illustration shows the John's Music Co., of Lima, O., exclusive Victor



Interior New Store of John's Music Co. dealers, which was formally opened last month. This is one of the most beautiful establishments in the city and the sales organization is the equal of any in northern Ohio.

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

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

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

## NATIONAL PUBLICITY CAPITALIZED

How Talking Machine Men May Utilize the Advertising of the Manufacturers Whose Goods They Handle—Some Hints Worth Adopting

Retail dealers in the talking machine field might make profitable use of an idea put into execution by a retail dealer in the field of electrical merchandising. This retailer clips the advertisements of the companies whose lines he handles which appear in such national mediums as the Saturday Evening Post. He mounts these on gray or other suitable cardboard and puts them in his window for display. The mounting boards are all cut the same size, and are eighteen by twenty-two inches. If the pages are tipped on the mat board they will not warp it, and they may be replaced with later advertisements. When one thinks of the millions of dollars spent annually by national advertisers in the talking machine industry it seems possible that the retailers can go a long way further than they are at present doing to capitalize this publicity. These cards can also be used in the demonstration booths and other parts of the interior of the store.

## SELL VOCALION IN NEW YORK STATE

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

SYRACUSE, N. Y., October 3.—Charles D. McKinnon, who has had long experience in the talking machine field, having at one time operated a chain of retail stores and more recently New York State representative for a prominent line of machines and records, has been appointed to look after the Vocalion and Vocalion record interests in New York State for the Aeolian Co. He will make his headquarters in this city and work in co-operation with the newly appointed Vocalion jobbers, the Gibson-Snow Co.

Mr. McKinnon is well known throughout the territory and is expected to do some excellent work in the interests of the Vocalion.

## CATERING TO THE KIDDIES

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

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

## S. DAVENPORT MADE MANAGER

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

## TO MANUFACTURE RECORDS

The Harmony Recording Laboratories, for the making of talking machine records, has been granted a charter of incorporation, under the laws of the State of Delaware, with a capital of \$150,000. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Alles, Aspinwall, Pa., and W. Crow, of Pittsburgh, Pa.



# Making Your Local Advertising and Window Displays Co-ordinate Effectively :: By R. A. Hardy

Without doubt the two most important forces for drawing business into your store are your advertising and your window displays.

It is impossible to say which of these two factors is the more important. Either advertising or window display, rightly used, will stimulate sales. If each is effective alone, when both work together, instead of their efficiency being doubled, it is multiplied.

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

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

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

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

She recalls, "Oh, yes; there are the things that were advertised last night. I must see them."

A good salesman in the store completes the sale.

Instead of seeing the advertisement in the

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

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

## The Three Chief Points

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

*The Same Story Can Be Told at One Time in Advertising and Window Display With Little Effort and Expense*

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

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

you have arranged to come out on these days.

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

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

## An Effective Combination

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

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

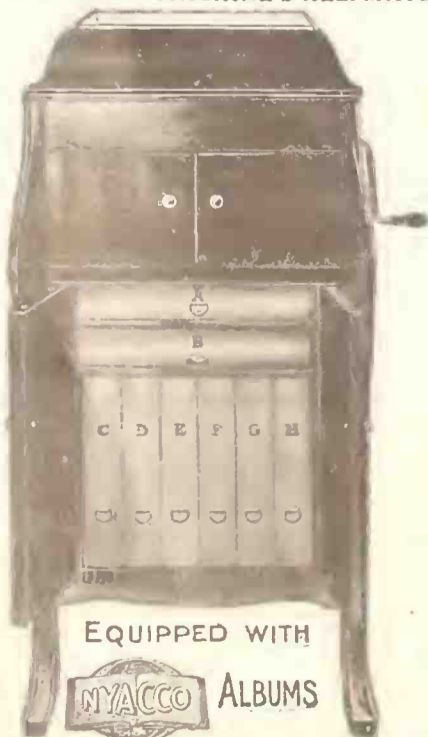
One of the most direct ways is by showcards in your window that use the same headlines that appear in your advertisement. The same headline, repeated on the most prominent showcard in the window, immediately recalls to the mind of the prospective customer the fact that he has been favorably impressed by the same appeal in the newspaper advertisement. A good headline, therefore, serves a double purpose.

Lithographed display material makes use of

(Continued on page 6)

## THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH  
NYACCO ALBUMS

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

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

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

We guaranty our NYACCO albums as to quality, construction and expeditious deliveries.

**Don't wait for the rush season to place your orders!  
Order now for fall and winter delivery.**

Jobbers and Distributors throughout the United States and Canada  
Write for Quotations. Samples submitted upon request

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

NEW YORK  
23-25 Lispenard Street

CHICAGO  
415-417 S. Jefferson Street

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



# Victor Supremacy

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

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

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

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

## Victor Wholesalers

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



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak



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



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

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



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



## COMBINE PUBLICITY AND WINDOWS

(Continued from page 4)

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

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

to make these tie up in general idea and purpose with the advertising illustrations used in your newspaper.

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

### Using Reprints of Advertisements

You can secure reprints of your newspaper advertisements at small cost to feature in this way. If you can get them printed on coated paper instead of the regular newspaper they will be more suitable for display work. It may be possible to get blueprints or photostats, which will show your advertisements in enlarged size. In any form the display of your advertisements in your window adds materially to their circulation.

Other copies of your advertisements may be

used to connect up your interior displays with the rest of the campaign. Reprints should also be distributed among your salespeople so that they will be fully informed about the merchandise that is being promoted.

### The Value of Price Tickets

Of course, the same prices should be featured in the window as well as in your advertising. A window without price tickets is like a letter without a date. The thing that the spectator most wants to know is left out. As a general proposition the first thing a window display man needs to do in preparing a window is to get ready an adequate supply of price cards which should be used liberally. It is a good plan to make price cards tell a story besides simply the prices. For instance, a few lines describing the selling features of the product followed by the price will prove more effective than the price alone. Price tickets that show the supposed former price neatly crossed out and the reduced price below have been used so often that the public places little reliance in them.

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

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

### SALES MEETINGS AT LOESER'S

W. H. Bishop, Manager of the Talking Machine Department, Increases Efficiency of Staff by Teaching Salesmanship

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

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

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

### LIBERTY PHONOGRAPH CO. FORMED

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

### NEW GRANBY AGENCY IN ALLIANCE

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



## LABELS THAT WILL SELL RECORDS

Classification labels made of cloth; the same material and color as the albums—will sell records and albums.

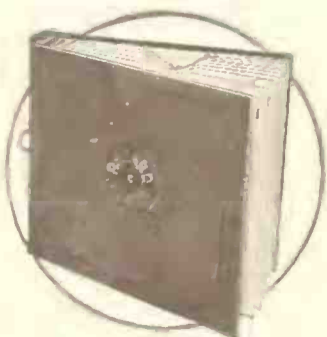
**CARUSO**—now among the immortals—leaves more than a mere collection of records.

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 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 Ravis, Pres.

636-638 Broadway New York





**Victrola IV, \$25**  
Oak



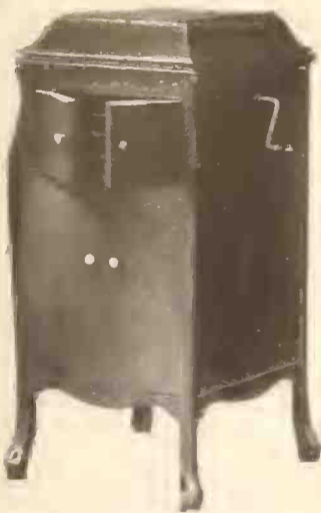
**Victrola VI, \$35**  
Mahogany or oak



**Victrola VIII, \$50**  
Oak



**Victrola IX, \$75**  
Mahogany or oak



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



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



# Victor Supremacy

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

Victor supremacy means retailer success.

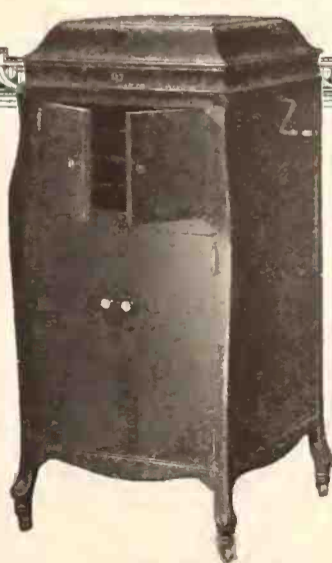
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## Victor Talking Machine Co.

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



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



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



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



# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

**SUBSCRIPTION** (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

**ADVERTISEMENTS:** \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

**REMITTANCES** should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

**NOTICE TO ADVERTISERS**—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.  
Cable Address: "Elbill," New York.

**NEW YORK, OCTOBER 15, 1921**

## MARKED IMPROVEMENT EVIDENT IN BUSINESS

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

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

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

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

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

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

## AGRARIAN FIELD NOT PROPERLY DEVELOPED

A SURVEY recently conducted by the University of Wisconsin covering Dane County, Wis., indicated that of the 6,217 farm houses in the county only 1,027, or 13.6 per cent, are supplied with

talking machines. The survey also showed that machines owned were of many different makes, the largest percentage of the business secured by one manufacturer being 28 per cent.

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

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

## WHY NOT CAPITALIZE THE RECORD ARTIST?

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

The trouble seems to be that not enough dealers take advantage of the opportunity to connect up their establishments with the appearance of some particular artist in their own home towns. Not only are many concert artists closely identified with talking machine records, but various orchestra groups, and particularly vaudeville and musical comedy stars, are also becoming well known through their recordings. The dealer in a city of 25,000 or more will, upon investigation, find that hardly a month passes without one or more of the record artists coming to his particular city in the course of a professional tour. The big companies send out advance lists of dates on which their concert artists will appear in various cities, but by going after the vaudeville people and recording artists of that type the dealer will find his field much broadened.

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

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

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

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

## SOME SELLING POINTS OF PRACTICAL VALUE

IN The World this month is reproduced a paper read before the Music Merchants' Association of Ohio at the convention of that body in Columbus last month by C. C. Baker, recognized as the most successful exclusive music roll dealer in the country, and who more recently has been handling records. Mr. Baker confines himself to



rolls and records alone and does not handle player-pianos or talking machines. Though his remarks concern music rolls particularly, the same selling rules apply to records and a study of his methods will go far to help the average dealer in solving the problem of the unused talking machine, the instrument of which the owner has become tired through lack of interest in records.

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

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

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

**COMBINED EFFORT IN SALES PROMOTION PAYS**

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

The closer co-operation between the distributor and the dealer in the matter of sales promotion—one of the several progressive plans recently inaugurated by a number of talking machine jobbers—is a move distinctly in the right direction. Experts have been engaged to visit dealers for the purpose of showing how to work up



prospect lists, supply them with suitable sales literature, including special letters to fit the dealer's local requirements, and other sales suggestions and aids are furnished and arranged so simply and effectively that they can be utilized along the most logical channels for distribution.

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

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

**ONE PEARSALL DEALER writes:**

Gentlemen:

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

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

*but*

Ask any Pearsall Dealer, he will tell you

*"Desire to Serve Plus Ability."*



10 EAST 39th ST.

NEW YORK CITY

**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**



## Announcing REDUCTIONS of Commanding Importance on Entire Cheney Line

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

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

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

CHENEY TALKING MACHINE COMPANY, Chicago

The  
**CHENEY**  
The MASTER INSTRUMENT



# Jobber Should Take Dealer Into Partnership in Joint Effort to Sell Goods :: By Hayward Cleveland

[Hayward Cleveland, the writer of this article, has had many years of personal experience in practically every department of the talking machine industry—management, promotion of concert and educational work. He has been closely in touch with the retailer's viewpoint and knows whereof he speaks.—EDITOR.]

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

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

Any plan for pyramiding sales that presumes upon the unlimited extension of good times beyond the inevitable day of reaction—that calculates upon a larger market yet to be created, and this quite beyond that which all reason would dictate as possible, or at all probable, and the whole fostered by a commission system abortively stimulating to the salesman, in that greatly enlarged prospective returns are dangled before

his eyes—forwards the day of reckoning that the unsoundness of the proposition invites.

The road salesman, in his eagerness to sell, should be carefully schooled against any overstatements as to the merit or popularity of his wares or prospective shortage in machines and records. Otherwise he, his house and the manufacturer are going to get in bad with the dealer, for the consequent overstocking will produce a

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

state of mind in the dealer difficult to eradicate. This is all so short-sighted.

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

The road salesman should not merely sell goods. He should study his client, that client's territory, store, sales and display methods and

maintain an attitude of helpful suggestiveness that will win his heart and confidence. He should seek and point out to him opportunities for increasing his trade. From his storehouse of experience he should draw forth thoughts and advices that, unostentatiously conveyed, will help his client in many ways. There is so much to this idea that it cannot be expressed in a few lines. It is infinite in its possibilities and will well repay exhaustive study.

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

### THE APPEAL TO THE WOMAN

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

### ROOM FOR BETTER ADVERTISING

Attention-getting Value of Publicity Well Developed, but Reading Value Has Been Neglected, Declares an Authority on This Trite Subject

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

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

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

## SEND FOR YOUR SAMPLE TO-DAY



### Mr. Victor Retailer—

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

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

*YOUR ad inserted without extra charge.*

## KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

*Victor Wholesalers*

New York City





# The Biggest Season for in the World—

## Exclusive Columbia Artists

### Grand Opera

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

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

### Concert

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

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

### Instrumentalists

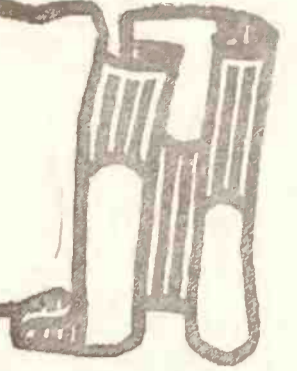
Eddy Brown  
Pablo Casals  
Percy Grainger  
Josef Hofmann  
Sascha Jacobsen  
Duci di Kerekjarto  
Toscha Seidel  
Raoul Vidas  
Eugen Ysaÿe



# COLUMBIA



# the Biggest "Circuit" COLUMBIA



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

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

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

COLUMBIA GRAPHOPHONE COMPANY  
NEW YORK



## Exclusive Columbia Artists

### Popular

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

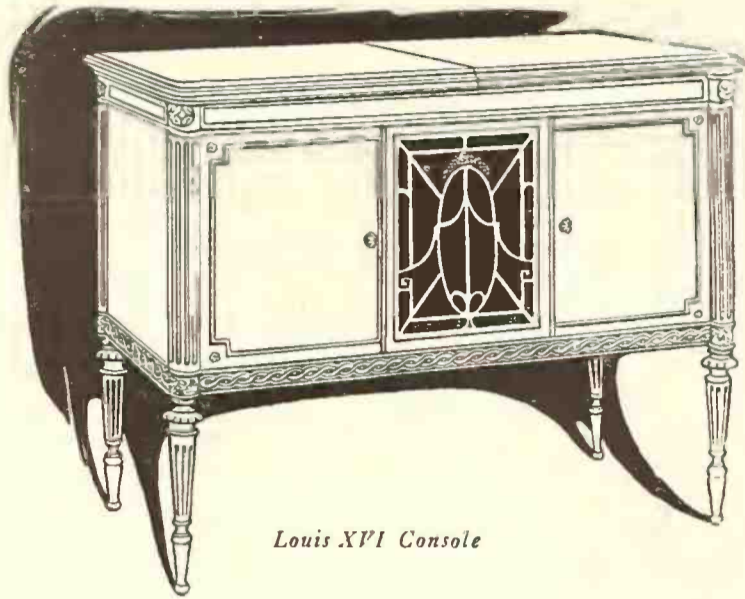
### Dance Orchestras

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

# GRAFONOLA







*Louis XVI Console*

## The Time Is Ripe Right Now for Big Granby Sales

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

### *Make the Granby Your Leader*

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

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

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

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

# GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

☒ N O R F O L K - V I R G I N I A ☒



# Thanksgiving Talking Machine Publicity as a Means of Stimulating Business :: :: By W. B. Stoddard

With the approach of the harvest season, "when the frost is on the pumpkin and the fodder's in the shock" and everyone is thinking of Thanksgiving, comes the opportunity of the dealer in talking machines to largely increase his sales by suggesting the purchase of a "talker" or a supply of new records for entertainment during the holiday season.

Timely advertising will greatly assist, such, for example, as that of Reynolds, Mobile, Ala., topped with a big turkey:

### MUSIC FOR THANKSGIVING

Three hundred years ago, the sturdy Pilgrims planted their standard on the New England shores and dedicated themselves to freedom, both political and religious.

A few years later the little colony, in dire need, devoutly prayed that relief might come. When, just at harvest time, a sailing vessel from England appeared, laden with provisions and clothing, the day was consecrated to God for the blessings He had sent.

In this day, the greatest blessing of the home is music, with its power to comfort, cheer and refresh mankind.

HAVE MUSIC IN YOUR HOME ON THANKSGIVING DAY.

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

### Another Striking Advertisement

Another striking ad was run by the Rhodes-Burford Co., St. Louis, Mo. It was of the one-column variety, headed with a group of people gathered about a phonograph, and the printing was in the form made famous by the humorist, "K. C. B."

### AN IDEAL THANKSGIVING

GOODNESS! HOW we ARE LOOKING forward TO OUR next visit TO THE Smiths' house! EACH YEAR it has been OUR CUSTOM to spend THANKSGIVING WITH them AND HOW well DO I remember THAT WONDERFUL turkey WITH GRAVY and all THE DELICIOUS trimmings THAT GO with it!

BUT, BEST of all, AFTER EVERYONE is STUFFED TO the gills WE JOYFULLY repair TO THE music room AND SIT and listen TO BEAUTIFUL strains of MUSIC FROM their VICTROLA, WHICH I vow is THE BEST I've heard IN ALL my life. I'M SURE of that Because it came from

THE RHODES-BURFORD CO.

This unique ad was complemented with a Harvest window that attracted the attention of all who passed. In the background were branches and vines, turning to red and brown, while the floor was covered with corn stalks and dead

leaves, among which were a dozen large pumpkins, each having painted on it in black an advertisement of the talking machine handled. In the background was a scarecrow, with a jack o' lantern, lighted at night, for a head. At one side was a shock of corn stalks with a big, lighted jack o' lantern in the center. Scattered over the field were three phonographs, while records were set against each of the pumpkins.

### Hold Harvest Festival

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

You will, of course, want some new records with which to entertain your friends on Thanksgiving, so we invite you to a special

### HARVEST HOME CONCERT

each Friday evening in November, commencing at seven o'clock.

Here you will have a chance to hear all the new and many of the old records, and a part of each concert will be given over to "request" numbers.

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

in Normandy," "Apples of Boyhood Days," and other suitable numbers.

### Provides Music for Thanksgiving

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

### WHAT MUSIC DO YOU WISH FOR THANKSGIVING?

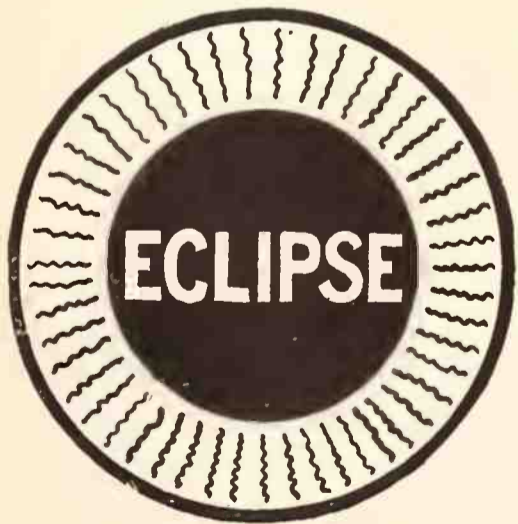
Above, below and on either side of the phonograph were little boxes, at the head of which were printed the words: Concert songs, sentimental ballads, comic, Italian gems, patriotic, Scotch airs, revival hymns, musical comedy gems, church hymns, popular songs, marches, transcriptions, Hawaiian airs, folk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

### GENNETT RECORD A SOUVENIR

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

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

L. J. Shover, of Utica, N. Y., opened an exclusive Victrola shop in that city recently.



# SUPERIOR



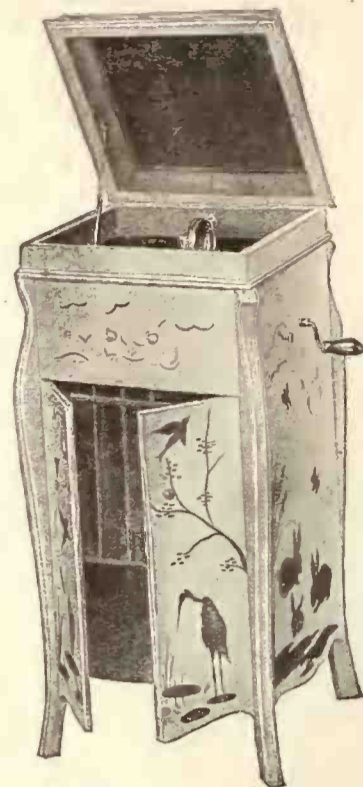
## THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



# GILBERT Bobolink



Height 26½ Inches  
12½ Inches Square

THE only claim the Gilbert Bobolink has to the Toy World is its appeal to children. It is more than a toy—a practical phonograph delicately proportioned to child size. Truly a thing of beauty with an irresistible appeal to men, women and children.

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

## Gilbert Bobolink Books

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

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

*Send for catalog and prices.*

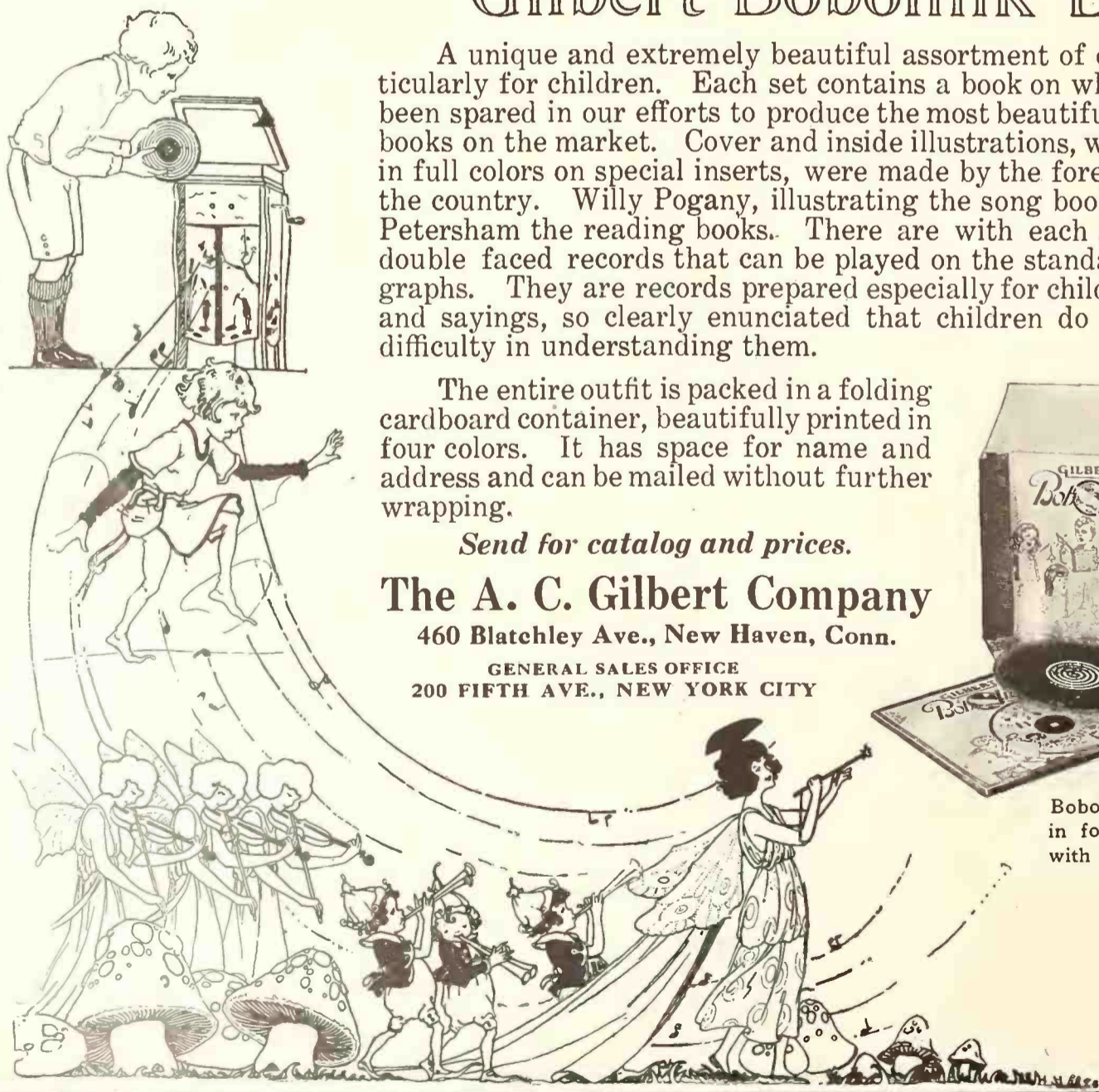
**The A. C. Gilbert Company**

460 Blatchley Ave., New Haven, Conn.

GENERAL SALES OFFICE  
200 FIFTH AVE., NEW YORK CITY



Bobolink Books are packed in folding Mailing Wrapper with 2 double-faced Records





# Securing Talking Machine Business Through Use of Uncle Sam's Postage Stamps By D. C. Baird

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

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

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

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

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

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

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

All of us have received hundreds of such letters—letters from all manner of merchants wanting to sell us all manner of merchandise. Invariably, almost, we read the heading—"Dear

Sir" or "Dear Madam"—and toss the letter into the waste basket. Why? Because we know as soon as we see that impersonal greeting that it is an advertisement and we are not particularly interested. There is nothing about it to comply with the first fundamental principle of advertising; it does not attract the attention.

Sometimes it isn't even necessary to read the salutation of the letter. Many such efforts are sent out in unsealed envelopes, under one-cent postage, and we know what they are without the trouble of removing the sheet from its container. Very few people care to read general, unsolicited advertising matter. There is too much of it, for one thing. Someone is forever trying to sell us something, and we don't care to

*Direct Mail Is a Form of Advertising in Which a Certain Class of Prospects Can Be Appealed to Most Successfully*

buy just now. We are on the defensive, and it is a very easy matter to just toss this second-class mail matter into the waste basket.

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

It costs more to type in the prospect's name and address and to send the letter under first-class postage, but if one is going to undertake a direct-mail campaign at all it would seem the part of reason to spend a little more and use

methods that have at least some chance of meeting with success. A letter bearing a two-cent stamp on the envelope and addressed to one personally by name at the head of the sheet will command one's attention and will receive a respectful reading; the other kind will not.

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

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

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

### Getting Human Interest Into Letters

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

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

What results would such a letter be likely to secure?

A large motor car manufacturer is at present sending out letters that begin just like that, with

*(Continued on page 18)*

Ormes  
Really  
Means  
Exceptional  
Service



## WE PRACTICE WHAT WE PREACH

We believe that Victor merchandise should be displayed in a superlative manner.

Our new home at

**15 West 37th St., New York**

to which we have just moved, will allow us to accomplish this and will provide us with the best of facilities for serving you.

**ORMES, Inc.** *Wholesale Exclusively*



# IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

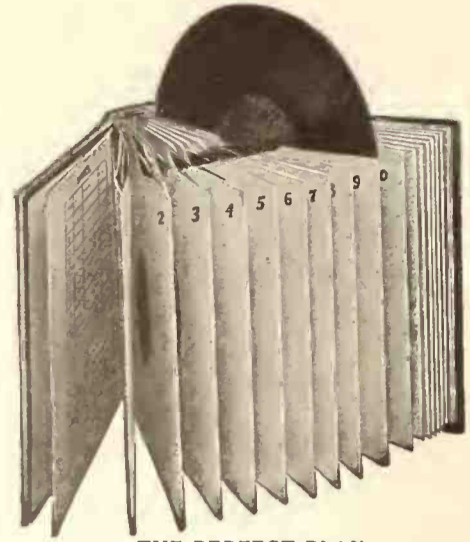
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA

## Record Albums

Yes, Price is one point.

But so is Quality another point.

Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equaled in Quality. They give permanent satisfaction to the user. Please your customers. Write us for price list.



THE PERFECT PLAN

### GETTING BUSINESS BY DIRECT MAIL

(Continued from page 17)

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

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

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

Dear Mrs. Brown:—Have you noticed how "scratchy" John's favorite record is getting? Several little nicks in it, too, if I remember correctly.

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

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

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

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

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

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

You see, they were going to have company that night—some young folks all full of youthful energy—and she was sure that they would want to dance. Just a few nights before she had been at a little party over at a neighbor's and they had enjoyed themselves very much in dancing to the music of the phonograph.

But she didn't have a phonograph. She had a lovely piano, but she couldn't play it and dance at the same time, and besides the piano wasn't nearly so well fitted for producing dance music. And somehow she thought the company might think—well, you know how women are about those things. I wonder why men don't think more about the equipment of the home anyway.

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

While this letter does not mention the recipient's wife by name in the first sentence or elsewhere, it does mention some woman and it goes right on to make a direct appeal to the

masculine sympathy—"She" was about to cry. Such a letter will be read, no doubt about that. The friendly tone of the letter, the personal, helpful suggestiveness of it, will evoke a chuckle, maybe, but it will move the recipient to sentimental thoughtfulness, too.

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

#### The Mailing List

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

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

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

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

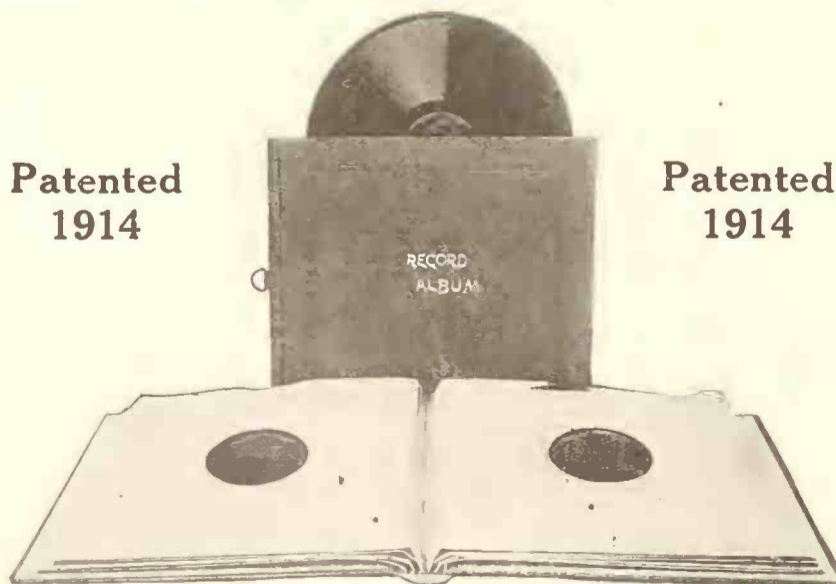
The list having been secured, the dealer must forever afterward keep making changes in it and keep it up to date. People are continually moving, dying, getting married and leaving the community, and the direct-mail advertiser who does not keep his list up to date will soon find himself wasting more postage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

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

## BOSTON ALBUMS ARE MADE RIGHT

Patented  
1914

Patented  
1914



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

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

### BOSTON BOOK COMPANY

501-509 Plymouth Court

CHICAGO, ILL.



# OKeh Records

## November Bulletin

- 50001 { I HEAR YOU CALLING ME—Tenor with Orchestra,  
12-in. { John McCormack  
\$1.50 }
- 50004 { THE GREEN ISLE OF ERIN—Tenor with Orchestra,  
12-in. { John McCormack  
\$1.50 }
- 50005 { CELESTE AIDA (From "Aida")—Tenor with Orches-  
12-in. { tra ..... John McCormack  
\$1.50 }
- 50006 { MY DARK ROSALEEN—Tenor with Orchestra,  
12-in. { John McCormack  
\$1.50 }
- 5006 { BARBIERE DI SIVIGLIA (A Little Voice I Hear)  
12-in. { (Rossini)—Soprano (in Italian) with Orchestra,  
\$1.75 { Marina Campanari  
LA TRAVIATA (Verdi)—Soprano (in Italian) with  
Orchestra ..... Marina Campanari
- 70203 { LOHENGRIN (Dost Thou Breathe the Incense?) (R.  
10 3/4-in. { Wagner)—Tenor (in German) with Orchestra,  
\$1.25 { Hermann Jadowker
- 2001 { MINUET (Boccherini) ..... La Scala Orchestra  
10 3/4-in. { CAVALLERIA RUSTICANA (Mascagni)—Intermezzo,  
\$1.00 { La Scala Orchestra
- 72302 { VISION (Drdla)—Violin Solo, Piano Accomp. Jan Kubelik  
10 3/4-in. { \$1.25 }
- 52302 { ZAPATEADO (Sarasate)—Spanish Dance—Violin Solo,  
12-in. { Piano Accomp. .... Jan Kubelik  
\$1.50 }
- 72402 { LE LUTHIER DE CREMONE (Hubay)—Violin Solo,  
10 3/4-in. { Franz Von Vecsey  
\$1.25 }
- 6010 { AL FRESCO (Victor Herbert)—Intermezzo,  
10-in. { Henry Hadley's Symphony Orchestra  
\$1.25 { BALLET OF THE FLOWERS (Henry Hadley)—Suite-  
Heather ..... Henry Hadley's Symphony Orchestra
- \* \* \* \*
- 4419 { WHEN THE HARP THAT ONCE THROUGH  
10-in. { TARA'S HALL RINGS AGAIN WITH FREE-  
85c. { DOM'S GLORY—Tenor with Orchestra... Gerald Griffin  
IN THE VALLEY NEAR SLEIVENAMON—Tenor  
with Orchestra ..... Gerald Griffin
- 4400 { I HOPE I MAY JOIN THE BAND—Negro Spiritual,  
10-in. { Norfolk Jubilee Four  
85c. { WHO BUILT THE ARK?—Negro Spiritual,  
Norfolk Jubilee Four
- 4402 { I'M LOOKING FOR A BLUEBIRD—Contralto with  
10-in. { Rega Orchestra ..... Vaughn De Leath  
85c. { MY DADDY—Contralto with Rega Orchestra,  
Vaughn De Leath
- 4408 { BRING BACK MY BLUSHING ROSE—Tenor with  
10-in. { Orchestra ..... Sam Ash  
85c. { LEARN TO SMILE—Tenor with Orchestra ..... Sam Ash
- 4409 { I WANT MY MAMMY—Contralto with Rega Orches-  
10-in. { tra ..... Aileen Stanley  
85c. { TUCK ME TO SLEEP IN MY OLD KENTUCKY  
HOME—Tenor with Rega Orchestra ..... Billy Jones

- 4410 { MELON TIME IN DIXIELAND—Male Quartette with  
10-in. { Orchestra ..... Shannon Four  
85c. { WHEN THE AUTUMN LEAVES BEGIN TO FALL  
—Tenor and Male Quartette with Orchestra,  
Lewis James-Shannon Four
- 4411 { JANE—Male Trio with Orchestra ..... Crescent Trio  
10-in. { I WONDER IF YOU STILL CARE FOR ME—Tenor  
85c. { with Orchestra ..... Lewis James
- 4414 { FRANKIE—Tenor with Rega Orchestra ..... Billy Jones  
10-in. { DAISY DAYS—Male Quartette with Orchestra,  
85c. { Shannon Four
- 4415 { 'TAINT NOTHIN' ELSE BUT JAZZ—Contralto with  
10-in. { Rega Orchestra ..... Aileen Stanley  
85c. { MANDY 'N' ME—Contralto with Rega Orchestra,  
Aileen Stanley
- 4416 { DADDY, YOUR MAMA IS LONESOME FOR YOU—  
10-in. { Popular Blues ..... Mamie Smith and Her Jazz Band  
85c. { SAX-O-PHONEY BLUES—Popular Blues,  
Mamie Smith and Her Jazz Band
- \* \* \* \*
- 4401 { ON THE CAMPUS—March ..... Conway's Band  
10-in. { DAUGHTERS OF THE AMERICAN REVOLUTION  
85c. { —March ..... Conway's Band
- 4403 { HONOLULU HONEY—Hawaiian Guitars-Marimba,  
10-in. { Ferera-Franchini-Green  
85c. { SWEET HAWAIIAN GIRL OF MINE—Hawaiian  
Guitars-Marimba ..... Ferera-Franchini-Green
- 4412 { CHAIN GANG BLUES—Octo-Corda Solo ..... Sam Moore  
10-in. { LAUGHING RAG—Octo-Corda Solo ..... Sam Moore  
85c. {
- 4404 { OH JOY!—Toddle Dance,  
10-in. { Harry Raderman's Jazz Orchestra  
85c. { ILO—Fox-trot ..... Harry Raderman's Jazz Orchestra
- 4405 { MULE BLUES—Fox-trot ..... Tampa Blue Jazz Band  
10-in. { BAD LAND BLUES—Fox-trot ..... Tampa Blue Jazz Band  
85c. {
- 4406 { BRONCHO TROT (Tom Mix)—Fox-trot,  
10-in. { Hager's Dance Orchestra  
85c. { OLD BLUE (Tom Mix)—Waltz... Hager's Dance Orchestra
- 4407 { WHY, DEAR?—Fox-trot Harry Raderman's Jazz Orchestra  
10-in. { HARDINGO—Persian Fox-trot ..... Rega Dance Orchestra  
85c. {
- 4413 { WHEN THE SUN GOES DOWN—Fox-trot,  
10-in. { Green Bros.' Novelty Band  
85c. { UP IN THE CLOUDS—Medley Fox-trot,  
Rega Dance Orchestra
- 4417 { FOOLING ME—Fox-trot ..... Markel's Orchestra  
10-in. { SOUTH SEA ISLES—Medley Fox-trot... Markel's Orchestra  
85c. {
- 4418 { AMONESTRA—Fox-trot ..... Rega Dance Orchestra  
10-in. { TI-O-SAN—Fox-trot ..... Rega Dance Orchestra  
85c. {

### GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City, N. Y.

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





**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

**EXTENDS ACTIVITIES IN THE SOUTH**

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

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

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

**DUNCAN-SHELL ADDS VICTOR LINE**

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

**NEW DEPARTMENT IN COLUMBUS, O.**

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

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

**VICSONIAS FOR EXPORT TRADE**

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

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

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

**BORROW MONEY FROM YOUR BANK**

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

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

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

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

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

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

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

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

**DUO-TONE COMPANY, INCORPORATED**

Sole Manufacturers of De Luxe Needles  
ANSONIA, CONN.

**DON'T FORGET THESE FACTS**

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)



## MAIN SPRINGS FOR ANY PHOTOGRAPH MOTOR



Order  
Right  
From  
This  
Ad

### 48 Hour Delivery! Reduced Prices!

Dependability is tempered right into C. & D. crucible main springs. Our main springs are made under one roof—from the rolling of the steel to the winding of the spring. Each piece of steel that leaves the mill has passed the inspection of a main spring specialist. This assurance of quality is protection to both you and your customers.

#### CRUCIBLE STEEL—ALL SIZES

##### FOR VICTOR MOTOR

No. MS1—1 inch wide, .023x12 feet long, marine end. .50c  
No. MS2—1 1/4 inch wide, .023x18 feet long, marine end. .75c  
No. MS19—New style, 1 inch x .023 x 12 feet long, crimp end on inside. .55c  
No. MS20—New style, 1 1/4 inch x .023 x 16 feet long, crimp end on inside. .75c

##### FOR COLUMBIA MOTOR

No. MS21—25/32 inch wide, .025 x 10 feet long, marine end. .40c  
No. MS22—29/32 inch wide, .023 x 11 feet long, marine end. .40c  
No. MS3—1 inch wide, .028x10 feet long, marine end. .45c

##### FOR HEINEMAN MOTOR

No. MS21—25/32 inch wide, .025 x 10 feet long, marine end. .40c  
No. MS6—1 inch wide, .025x12 feet long, marine end. .50c  
No. MS23—1-3/16 inch wide, .026 x 19 feet long, marine end. .80c

FOR BRUNSWICK, KRASBERG, SAAL, SONORA, STEPHENSON, SILVERTONE, MEISSELBACH OR THOMAS MOTORS

No. MS8—1 inch wide, .026x13 feet long, square hole. .50c  
No. MS9—1 inch wide, .026x16 feet long, square hole. .60c

##### OTHER STANDARD MAKES

No. MS17—3/4 inch wide, .025 x 10 feet long, marine end. .35c  
No. MS18—7/8 inch wide, .025 x 10 feet long, marine end. .40c

NOTE—Every main spring for which there is a consistent demand is listed here on this page. Many of these springs are interchangeable; for example, springs that are listed for Victor and Columbia motors can be used for Pathé, Swiss and many miscellaneous motors, etc.  
Those prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express.

### COLE & DUNAS MUSIC CO.

50-56 W. LAKE ST. :: CHICAGO

Write for Bulletin Our new fall bulletin shows everything in phonographs, musical instruments, supplies and accessories. Our bulletin is used as a buying guide by hundreds of dealers because our prices are so low. Send for it. It is free.

### NEW BRUNSWICK DEALERS

R. F. Perry, of the phonograph division of the Brunswick-Balke-Collender Co., Salt Lake City, Utah, announces the following new Brunswick dealers: Lundstrom Furniture & Carpet Co., Logan, Utah; Pix Co., Kemmerer, Wyo.; Peckham Furniture Co., Caldwell, Idaho; Payette Pharmacy, Payette, Idaho; E. R. Miles Co., Smithfield, and T. Hansen & Co., Ephraim, Utah.

### A. C. GILBERT CO. ENTERS FIELD

Producer of Gilbert Bobolink Talking Machine and Bobolink Books Inaugurates Great Holiday Campaign on These Products

NEW HAVEN, CONN., September 20.—The A. C. Gilbert Co., producer of the Gilbert Bobolink talking machine and the series of Gilbert Bobolink books, has inaugurated an intensive Fall and holiday campaign on these particularly appropriate numbers, which are manufactured at its large plant in this city. The A. C. Gilbert Co. has earned for itself an excellent reputation and a decided prestige in toy circles through its production of the well-known Gilbert mechanical toys.

In a recent issue of Printer's Ink Monthly an interesting article was printed describing the success of the Gilbert Co. in this field and of the correct principles upon which Albert C. Gilbert, president of this company, has built this great industry. The policy of this company has always been to thoroughly investigate and try out a market before placing an extensive campaign behind any one of its products. Thus the sales popularity of the Bobolink talking machine, record and books has been well tried out through its various agencies.

The Bobolink talking machine measures 26 1/2 x 12 1/2 x 12 1/2 inches and is finished either in mahogany or in an attractive blue and white nursery design. The Bobolink set of books consists of four numbers, two song books and two reading books. The two song books are unique in thought and arrangement and each outfit contains one book with a series of children's stories as well as music scores for the piano and words of four delightful folk songs. Each song, sung by the eminent tenor, Charles Harrison, is reproduced on a seven-inch, double-faced talking machine record. The two reading books are equally attractive, although presenting an entirely different thought. Each book contains delightful child's verses as well as stories and attractive colored illustrations, and is equipped with the same number of double-faced records.

The A. C. Gilbert Co. has realized the popularity of both the talking machine and record books for the holiday trade and is, therefore, presenting them to the talking machine trade at this time.

### A KANSAS INCORPORATION

The Turner Music Co., of Wichita, Kan., has been granted a charter of incorporation under the laws of that State, with a capital of \$100,000. Musical instruments will be handled.

### NEW VICTOR DEALER IN VIRGINIA

A. H. Goodman & Bro. Take Over Victor Department of Hutchins Bros. at Portsmouth

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

### PERSONAL LETTER HELPS SALES

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

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

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

### GREAT TRIBUTE TO CARUSO

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

**TONE ARMS for Portable Machines**

**TONE ARMS for Medium Priced Machines**

**TONE ARMS for High Grade Machines**

Quantity prices from **\$2** up, including sound box

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

Let us know your requirements and we will quote you prices

**The William Phillips Phono Parts Corp.**

145 West Forty-fifth Street

New York City





*Know them by the  
"TEMPLE of MUSIC"*

**HEAR**

**THE EXCELLENT  
NEW RELEASES  
BIG SELLERS**

**ORIGINAL  
DIFFERENT  
EXCLUSIVE  
RECALL  
MAGNIFICENT  
CLASSIC  
VERTUES  
RECORDED  
DISCRIMINATELY  
SUPERB**

WORLD KNOWN  
EXTENSIVE  
REPERTOIRE  
POPULAR—OPERATIC  
CLASSICAL *and* ARTISTIC

SELECTED VARIETY OF OUR WELL-KNOWN

**FOREIGN LANGUAGE RECORDS**

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

Ask for Our Catalogues of Foreign Language Records  
and

CELEBRATED ARTISTS' SELECTIONS

**BIG PROPOSITION FOR DISTRIBUTORS**

American Odeon Corporation

100 WEST 21<sup>ST</sup> STREET  
NEW YORK







Add to the Paul Biese Trio's playing of the fox-trots "I Ain't Nobody's Darling" and "Frankie and Johnny" a dash of ginger in the solos of Frank Crumit and you have a big bid for popular appeal.

To sell it—play it. A-3459.

Columbia Graphophone Co.  
NEW YORK

### CARUSO'S LAST INTERVIEW

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

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

In his last interview Caruso emphasized again the fact that he appreciated the reproducing qualities of the talking machine sufficiently to use it for the study of his own voice, and is credited with saying:

"I, Enrico Caruso, am never satisfied with myself. It seems to me that I have not reached that technical perfection for which I have been seeking for years. You saw me yesterday on this terrace while the gramophone was executing

some songs of mine. While I was listening to them I was criticizing the tenor Caruso. I hope you heard me? I was noticing, year after year, the progress made toward that equality of voice, that intensity of vibration, that equilibrium of the respiratory dynamics and finally that spontaneity for which I wish—all those things which are necessary when you really want to sing properly. And I do not think that I have reached the limit of my desire. How, then, can I be satisfied with you, even should you be a phenomenon?"

### LOANS VICTROLA TO BOY SCOUTS

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

### HOLCOMB MUSIC CO. MOVES

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

### HIENDELMAN CO. ENLARGES

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

# OKeh Records

*Unequaled in*

## HITS - OPERAS - INSTRUMENTALS

Dance selections played by nationally famous orchestras.  
Songs by popular singers—known to theatre and concert patrons.  
Arias from favorite operas sung by opera singers internationally celebrated.

These Are Some of the Reasons Why

# OKeh Records

Are Known As "The Record of Quality"

## KENNEDY-GREEN COMPANY

(DISTRIBUTORS)

1865 Prospect Avenue

Cleveland, Ohio

Communicate with us at once for agency in open territory



# The Proper Method to Pursue in Making Sales to Your New Customers :: By Frank V. Faulhaber

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

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

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

At one point of the transaction the talking machine dealer was almost impelled to rush out from where he stood and accord the new salesman some assistance. He was dissuaded from this course, for he rightly contended the new man had begun the sale and it was his duty

to terminate it. It should have proved an unwise policy, also, had he intervened, for he would have weakened the salesman's confidence.

What chagrined the talking machine dealer most was the fact the three young women went out of the store, after considerable time had been consumed, with but one lone record. "Too much time," he thought to himself, "and not enough sales!" He thereupon strode to the front

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

where the salesman was now replacing the records he had withdrawn from the racks. He cleared his throat, an effort that invariably preluded an important speech. The action was rightly interpreted by the salesman, who turned about apprehensively.

"You didn't play your part any too well that time, Mr. Ripley," began the talking machine dealer. "I didn't like that transaction at all! I'm certain, had I been in your place, I should have developed different results. I want to

show you how you could have made better sales had you put forth the proper effort.

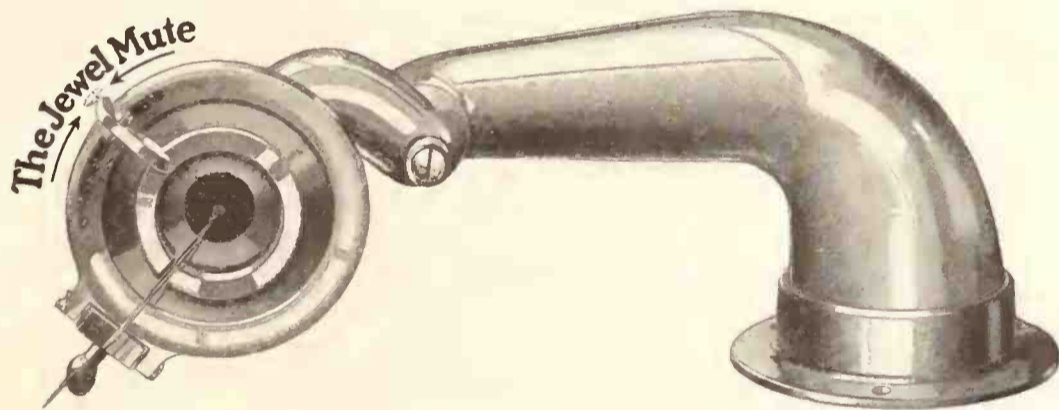
"First thing," the dealer raised his voice, "you must never overlook the value of new customers! Those three young women," he jerked a thumb in the direction of the door, "I never saw before! Had I been in your place I'm sure I should have made some effort to learn their identity. Now, thanks to your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

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

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

"When that young woman asked you for cer-

*(Continued on page 25)*



## FEATURES

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

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

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

PLAYS ALL RECORDS  
No. 2 Round Tone Arm and Reproducer



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

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

## THE JEWEL MUTE

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

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

Perfect regulation without in any way changing character of tone.

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



# Gennett

## RECORDS

*"The difference is in the tone"*



### New Gennett Record Delights for October

- |  |  |
|--|--|
| <p>4756 { ONE KISS (Fox-trot) ..... The Lanin Orch.<br/>         .85 TI-O-SAN (Fox-trot) (Traveller-Case),<br/>         Green Bros.' Novelty Band</p> <p>4757 { OH JOY! (Schroeder) ..... Falcone's Metronome Orch.<br/>         .85 LISTENING (Fox-trot) (Bell-Solman),<br/>         Falcone's Metronome Orch.</p> <p>EXC. 4758 { WANA (WHEN I WANA—YOU NO WANNA)<br/>         .85 (Friend) ..... Arthur Fields, Tenor<br/>         BE YOURSELF (Mitchell-Gumble-Paley),<br/>         Billy Jones, Tenor</p> <p>4759 { OH! BROTHER, WHAT A FEELIN'! (Cook),<br/>         .85 Ernest Hare, Baritone<br/>         I MAKES MINE MYSELF (DeWitt-Bowers),<br/>         Ernest Hare, Baritone</p> <p>4760 { LAUTHERBACH ..... George P. Watson, Yodler<br/>         .85 HI LE, HI LO ..... George P. Watson, Yodler</p> | <p>4761 { SUNFLOWER DANCE (MacClymont),<br/>         .85 Miss McKee, Whistler<br/>         LOIN OU BAL (Gillet) ..... Green Bros.' Novelty Orch.</p> <p>4762 { AUNT HAGER'S CHILDREN'S BLUES (Handy),<br/>         .85 Ladd's Black Aces<br/>         SHAKE IT AND BREAK IT (Chiha-Clark),<br/>         Ladd's Black Aces</p> <p>4763 { SATURDAY—Intro: Daisy Days (Mitchell-Brooks),<br/>         .85 The Lanin Orch.<br/>         WHEN THE SUN GOES OOWN (Bloom),<br/>         Green Bros.' Novelty Band</p> <p>4764 { THE RAGGEDY MAN (The Bumble Bee) (James<br/>         .85 Whitcomb Riley) ..... Harry Humphrey, Recitation<br/>         OUT TO OLD AUNT MARY'S (James Whitcomb<br/>         Riley) ..... Harry Humphrey, Recitation</p> <p>4765 { MY DAODY (Norworth-Swanstrom-Morgan),<br/>         .85 Elliott Shaw, Baritone<br/>         OOWN YONDER (Gilbert) ..... The Harmonizers, Orch. Acc.</p> |
|--|--|

**THE STARR PIANO COMPANY, Richmond, Indiana**

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI  
 CLEVELAND INDIANAPOLIS BOSTON JACKSONVILLE LONDON, CANAUA



## MAKING SALES TO NEW CUSTOMERS

(Continued from page 23)

tain records you showed your impatience when you didn't find them immediately. That's a bad thing to do! You've got to get over it, the quicker the better for you and this store. You know we've got a number of booths here! Why didn't you suggest to the young women that they hear a few of the numbers? I'm sure if you had done this you should have sold more records! As it was you pulled down about fifty of them and sold but one of them! Those three young women may think we have no booths here at all, and with that in mind they're apt to switch their patronage elsewhere from now on. I can't blame them!

"I'm afraid you're not very observant. Anyone who would have used his powers of observation should have noticed that while you were showing the records one of the young women with the picture hat appeared to be quite interested in a few of the machines. To me it seemed as though she did not have one of her own, but should liked to have bought one. Perhaps she did want to buy one, but changed her mind, due to your gross indifference! Maybe she forgot about it. At any rate, had you observed her you should have reminded her of the fact. You might have made a sale.

"That is all we now know of her desires. If she does decide to buy a machine she may conclude that this is the wrong place to go to. That's a possibility, and to us a losing one! Buying our merchandise is one thing; an entirely different factor is the selling end. We've got to measure up on both, otherwise we might as well close this store and throw the key away!

"You could easily have learned the names and addresses of those three young women, whether they all own talking machines, and, if not, whether any purchases of machines were contemplated. That's the only way of doing business. Find out what kind of music they like best, and offer to play a few records of the type preferred! You will often find sales are made that way which ordinarily would never result. Keep a customer in ignorance of your goods and that customer will never be the wiser. And so long as such a condition prevails you're going to make mighty few sales—let me tell you that!

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

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

"A young man came here at that time and

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

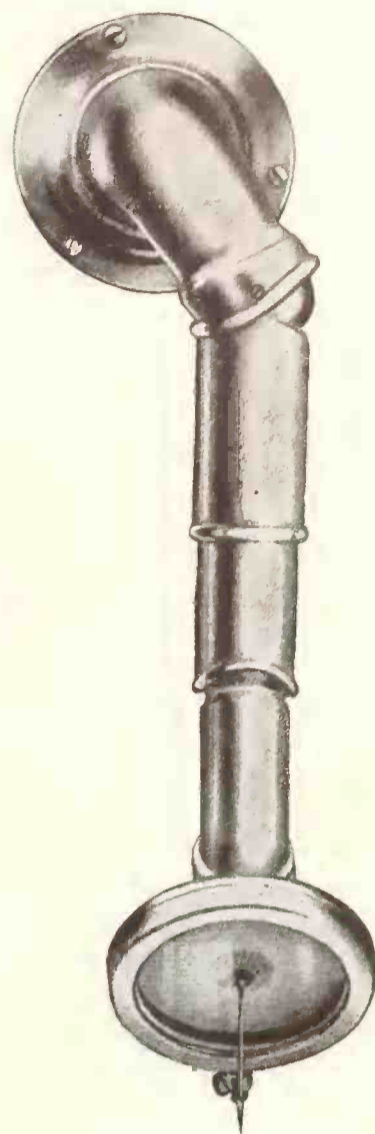
"After the entire transaction had terminated—and it was a cash sale, too—he confided to me why he had selected this store wherein to make his purchases. He told me he came from a different neighborhood—he lives about three miles from here—and that he had been directed to this place by a woman who had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

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

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

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

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



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

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

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

SEND FOR SAMPLE

## THE ORO-TONE CO.

1000 to 1010 George St. Chicago, Ill.

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

Quality

## The "VICSONIA" Reproducer

Distinction



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

Fitted with permanent jewel point. No loose parts.

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

**Meet the demand—Serve your customers**

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

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

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

313 E. 134th STREET

NEW YORK, N. Y.





**One sure way to make customers stop, look and buy is to "dress up" your windows with the new Columbia Window Strip Transparencies. They work night and day. Ask your Dealer Service Man.**

**Columbia Graphophone Co.  
NEW YORK**

### CLEVER COLLECTION STUNT

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

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

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

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

### RESS BROS. DISSOLVE PARTNERSHIP

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

### S. A. ATKINS TO BUILD

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

### HARDWICK MUSIC STORE OPENS

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

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

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

### NEW STORE IN GALVESTON, TEX.

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

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

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

### VOCALIONS AT TORONTO FAIR

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

TORONTO, ONT., October 1.—The Scythes Vocalion Co., Ltd., manufacturer and distributor of Vocalions and Vocalion records, at 29 Alice street, this city, had an elaborate and interesting display of Vocalions and Vocalion records at the Toronto Fair recently. The display in-



Vocalion Display at Toronto Fair

cluded a railed-in space, wherein were shown various models of the Vocalion, including some elaborate period styles, and a sound-proof bungalow attractively furnished provided the opportunity for demonstrating the products without interruption or without interfering with neighboring displays. It is stated that the exhibit brought excellent results both in sales and prospects.

### G. B. McALLISTER RESIGNS

G. B. McAllister, who for some time past has been assistant advertising manager of the Columbia Graphophone Co., recently resigned from that position. Mr. McAllister's plans for the future have not been determined as yet, but he will take a well-needed rest before entering into any active business.

**Okch Record Agencies**  
*Are Getting the Business*

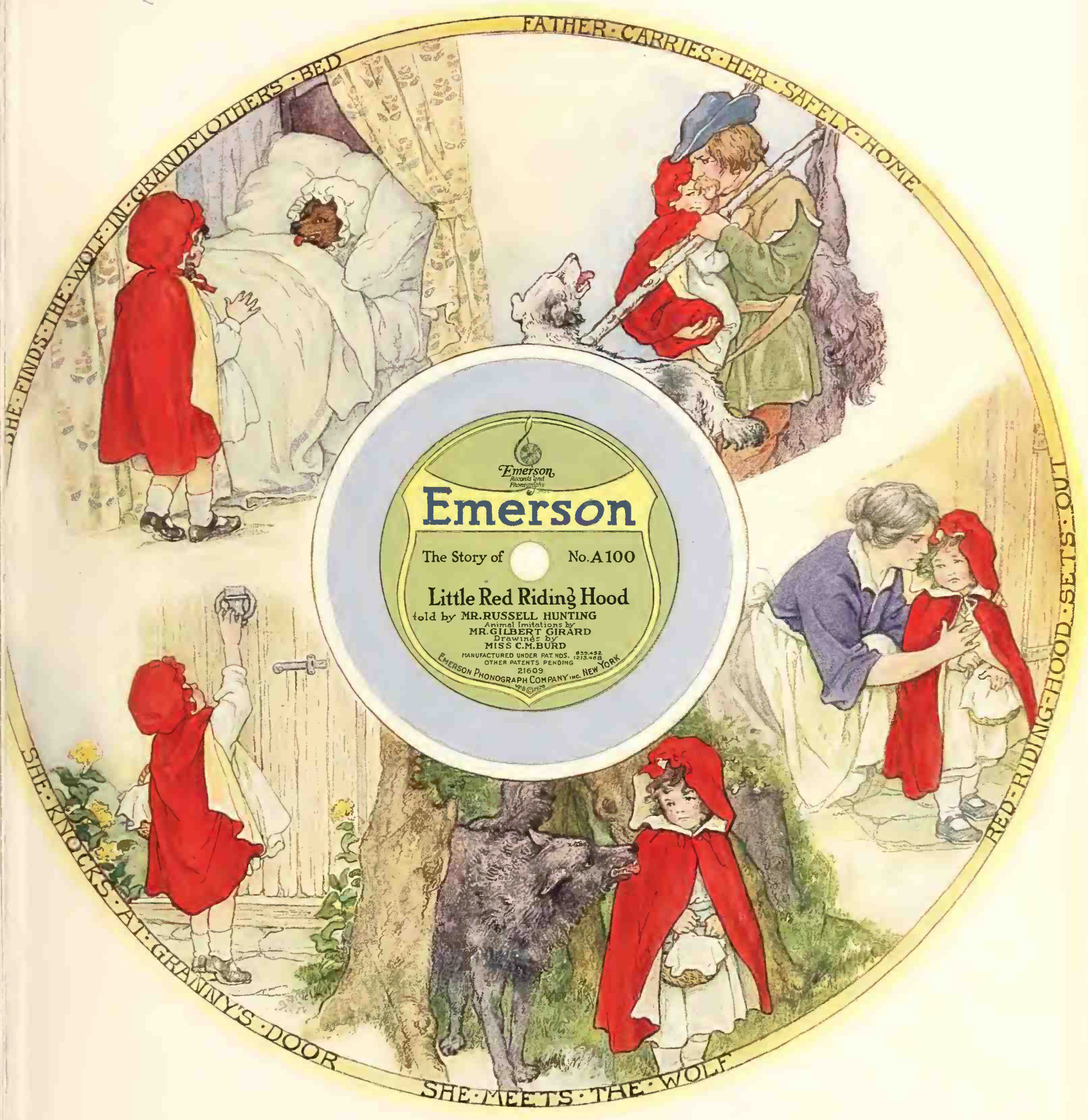
**Why not take your share?**

*Write for our agency proposition*

**Independent Jobbing Company**

122 E. CENTRE ST., N.  
GOLDSBORO, N. C.





Emerson  
Records and  
Phonographs

# Emerson

The Story of      No. A100

## Little Red Riding Hood

told by MR. RUSSELL HUNTING  
Animal Imitations by  
MR. GILBERT GIRARD  
Drawings by  
MISS C.M. BURD

MANUFACTURED UNDER PAT. NOS. 855,432, 1,213,988  
OTHER PATENTS PENDING  
21609  
EMERSON PHONOGRAPH COMPANY INC. NEW YORK

**Emerson Picture Records**  
by  
Emerson Entertainers

No. A100 Little Red Riding Hood  
Story with Animal Imitations  
**The Three Bears**  
Story with Animal Imitations

No. A101 Mother Goose Rhymes  
With Song Accompaniments

No. A102 Mother Goose Rhymes  
(2nd Series)  
With Song Accompaniments

75c. Each





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

Wholesale Distributors



**Oké Records**

**DEATH OF JOSEPH C. KEMPF**

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

UTICA, N. Y., September 29.—Joseph C. Kempf, founder of the firm of Kempf Bros., prominent piano and music dealers of this city, and one of Utica's leading business men, died at his home in this city on September 18, following a lengthy illness. Mr. Kempf, who retired from active business three years ago, had been in ill health for some time, but his condition was not regarded as serious.

Mr. Kempf was born in Newport, N. Y., in 1853, the family moving to Utica about a year later. In 1878 he organized the firm of Kempf Bros. to engage in the retailing of sewing machines, and in 1880 pianos were added to the line, such well-known makes being handled as the Knabe, Emerson, Shoninger pianos, Angelus player-pianos and, finally, Victor talking machines. His sons, Charles S. and William J., became associated with him in the business in 1905 and in 1920 two other sons, Frederick M. and Raymond A., entered the firm, Charles S. having died in 1918. In addition to the three sons Mr. Kempf is survived by his daughter, one sister and several grandchildren.

**EXPOSITION HELPS BUSINESS**

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

**MUSIC FIRM CELEBRATES BIRTHDAY**

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

The Freeport Music Shop was recently opened on the Merrick road, Freeport, L. I. A complete stock of musical instruments is carried.

**WURLITZER BUSINESS EXPANDS**

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

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

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

cal education, both in this country and abroad.

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

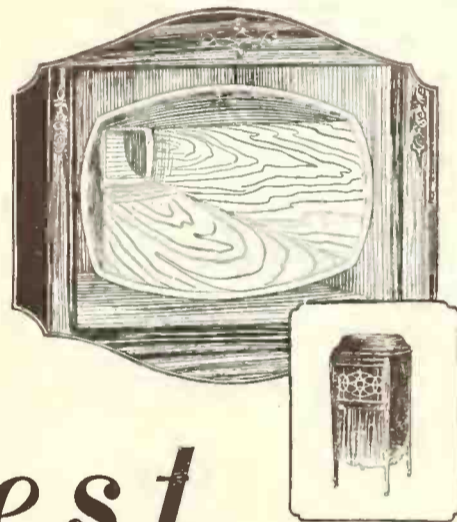
**DESNOYER WINS EDISON PRIZE**

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

Frank E. Meredith, proprietor of the Columbia Music Co., of Boston, Mass., has filed a petition in bankruptcy. Liabilities are \$4,229.35.

**HARPONOLA**

*the Phonograph with the "Golden Voice"*



*The best proposition*

We believe the Harponola proposition offers the dealer a more satisfactory and salable talking machine upon more favorable terms and with better and surer profits.

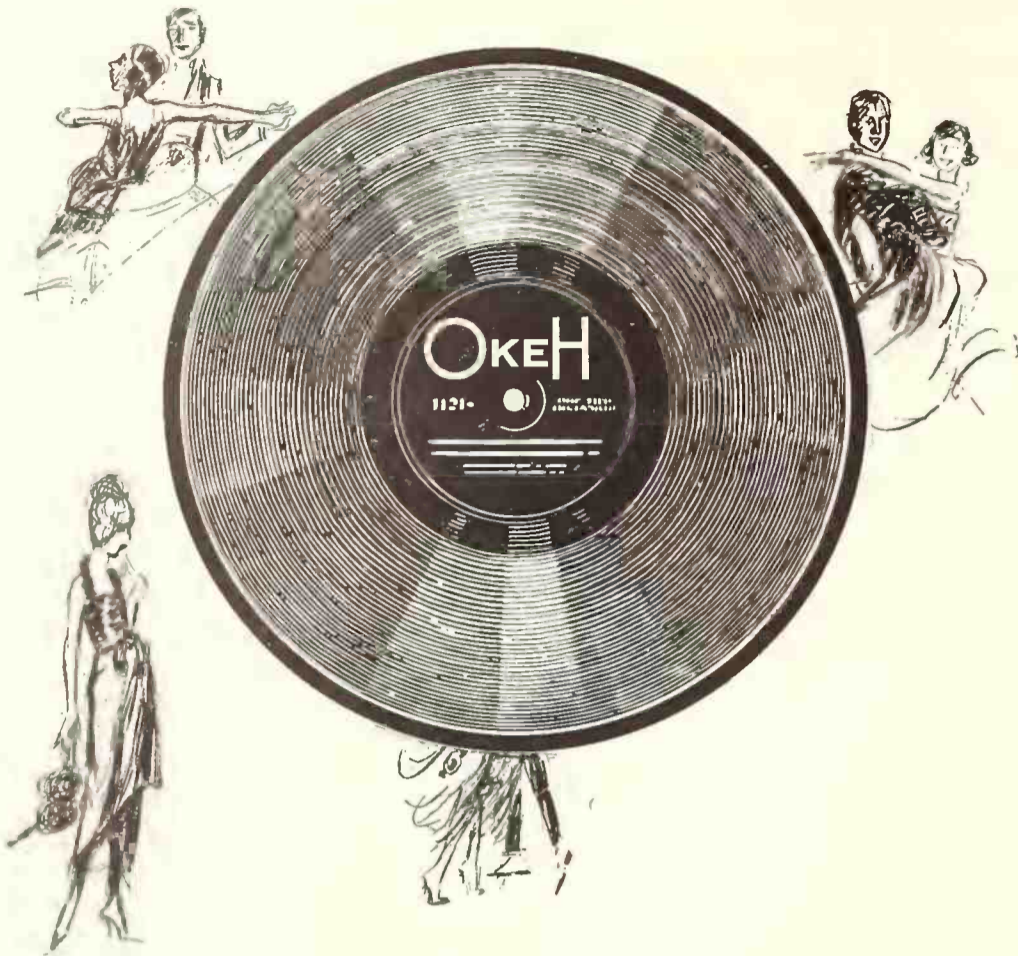
*The only way you can test this statement is to get this proposition*

**THE HARPONOLA COMPANY**  
101 MERCELINA PARK CELINA, OHIO

*Edmund Brandts, President*

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





Your store will look more prosperous! Your customers will be better pleased and return more often to buy new records if you sell the Record of Quality, THE *Okeh* Record.

# *Okeh* Records

## —for success

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

*Okeh* Records are made to reproduce with the utmost exactitude the most delicate tones of the human voice.

And you won't have to wait for our shipments.

Our Service assures your gaining every sales advantage that a popular hit offers.

Correspondence on our proposition is welcome.

# Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.



# Selling the Sort of Music That Appeals to Every Member of the Family :: :: By C. C. Baker

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

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

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

#### Educating the Salesman

If I were a manufacturer of player-pianos I

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

He bought a roll cabinet, then he bought another, the largest made. One day when he was buying rolls he said: "I wish you would get me made a large roll cabinet, about three times as large as the big one I bought of you, as I now have over eight hundred rolls."

I called up a cabinet maker to get figures on it, but the following day he came into the store and said he had a better idea, and right off his dining-room he built a dance hall with roll racks the same as I had in the store. He, his wife and four children, three of them girls, came into the store. He wanted a music teacher for them, which I got. Neighbors were always welcome at those concerts and informal dances. Do you think of anything better for our business? This man, through his enthusiasm, was the salesman for these fifteen pianos, but the player roll was the direct salesman.

Another example of how the player roll sold

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

#### Educating the Customer

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

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

(Continued on page 31)

## RAINBOW SACRED RECORDS

Double Disc 85c.

## RAINBOW RECORDS

HOMER RODEHEAVER, supreme in sacred song, records exclusively for Rainbow Records. His new songs can only be found on Rainbow Records.

Every dealer can stock a Sacred Record Line. We specialize in Sacred Records. Write to your nearest distributor.

Rainbow Records have no season. They sell from January to December, year after year. No heavy stock. No old stock.

# RODEHEAVER RECORD CO.

150 East 41st Street

New York

## RAINBOW SACRED RECORDS

#### DISTRIBUTORS

ELITE PHONOGRAPH CO.

1626 Chestnut St.  
Philadelphia, Pa.

STERLING ROLL & RECORD CO.

137 W. 4th St.  
Cincinnati, O.

RODEHEAVER CO.

440 S. Dearborn St.  
Chicago, Ill.

J. K. POLK FURN. CO.

288 Decatur St.  
Atlanta, Ga.

STERLING ROLL & RECORD CO.

434 4th Ave.  
Pittsburgh, Pa.

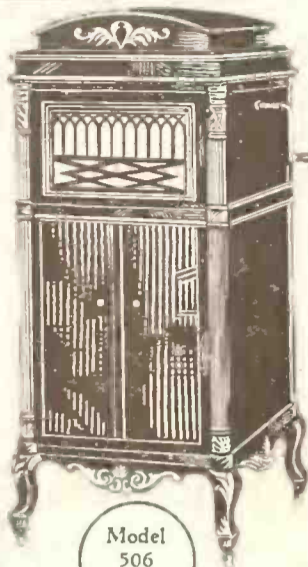
RODEHEAVER CO.

814 Walnut St.  
Philadelphia, Pa.

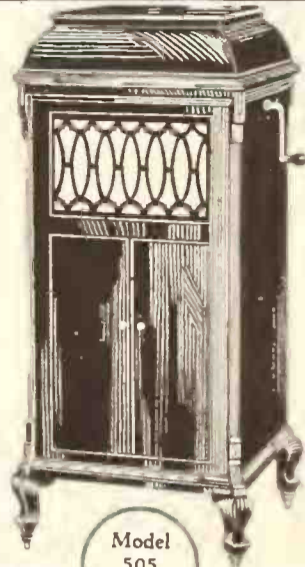


# STEGER

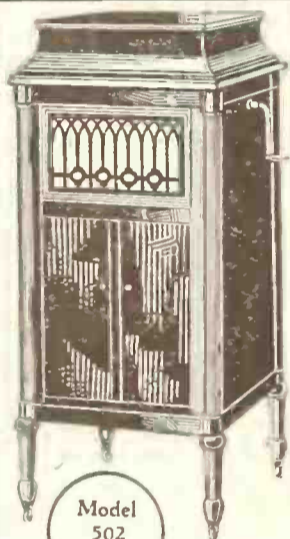
*the finest reproducing  
Phonograph in the World*



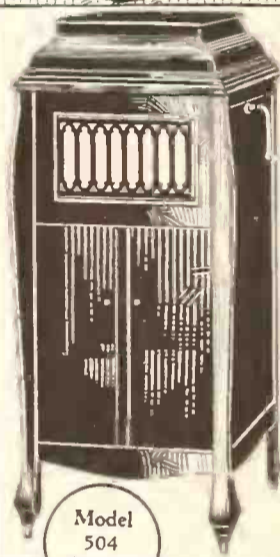
Model  
506  
\$295.00



Model  
505  
\$220.00



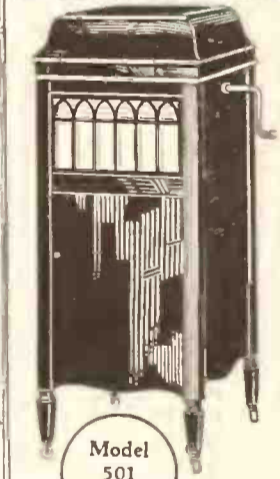
Model  
502  
\$145.00



Model  
504  
\$200.00



Model  
503  
\$165.00



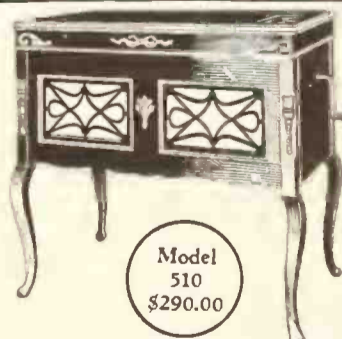
Model  
501  
\$115.00



Model  
509  
\$235.00



Model  
500  
\$95.00



Model  
510  
\$290.00

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

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

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

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

Desirable territory open. Write for the Steger proposition today!

*Phonograph Division*

## STEGER & SONS

*Piano Manufacturing Company*

Steger Building, - - CHICAGO, ILL.

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

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



## SELLING MUSIC WITH WIDE APPEAL

(Continued from page 29)

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

### Merchandising of Player Rolls

The salesman who suggests, sells or even mentions a big hit is reducing your sales 50 per cent and automatically keeping customers out of your store. To make my point clear we will suppose, for example, a customer asks for "My Mammy," which is the hit of the hour, and that the salesman then suggests "All by Myself," which promises to be the coming new hit. You would naturally think you have made a plus sale, but you have automatically stopped your customer from coming into your store. Why? Because, in a short time when "All by Myself" does become a hit, the customer will not come in after it because he has already purchased it at the suggestion of the salesman.

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

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

### The Rolls That Sell Perpetually

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

We need not discuss the buyer of the better class of music. The other fellow is the one to whom we want to devote our time first. He will always buy jazz, but there are many wonderful numbers which have enough melody to interest him. I may suggest a few rolls that will evidently get our customer away from most of this jazz. Use any well-arranged march or two-step, as: "King Cotton," "Heaven's Artillery," then a few of the old waltzes, "Blue Danube," "Zenda," "Moonlight on the Hudson," then gradually work your way towards "Canary and Nightingale Warble," "Moonlight in the Forest," "Humoresque"; a prelude, a good overture, the old operas, and so on, as far as your customer wishes to go, or you, by the display of real salesmanship, can lead him in the right way.

Are you getting the maximum of roll business from your customers? I hope I may be pardoned for making reference to my own business. In our wholesale department we have 468 customers in the State of Ohio—many of them buy from me exclusively; that means the sale of hundreds of thousands of rolls each year. We have developed our retail business to the extent that the combined retail sales of my Co-

lumbus stores are 41 per cent of the combined purchases of the 468 dealers. This is largely due to the fact that we do sell Dad and Mother, all the children and Grandpa and Grandma.

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

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

## STERLING PIANO CO. TO MOVE

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

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

## NEW GRANBY DEALERS IN ST. LOUIS

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

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

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

## LAWSON PIANO CORP. IN TROUBLE

A petition in bankruptcy was filed recently against the Lawson Piano & Phonograph Corp., of 2572 Park avenue, New York City, by the Faber Piano Co., Inc., John J. Deegan and the Mapes Piano String Co. It is stated that the liabilities are about \$100,000 and assets about \$10,000.

## MAKING EXTENDED TOUR

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



**Seaburg Mfg. Co.**  
Jamestown, N. Y.

No. 250T, List Price \$250.00  
Usual discounts to dealers  
48"x28"x31" high. Finished all  
around





Are you happy? You will be when you see how these new Marion Harris records sell—"I'm Looking for a Bluebird (to Chase My Blues Away)" and "Sweet Cookie." A-3457.

Columbia Graphophone Co.  
NEW YORK

### CHILDREN'S PICTURE RECORDS

Great Campaign Being Launched by Emerson Phonograph Co. in Interest of Its Records

The Emerson Phonograph Co. is launching this month an intensive campaign in the interest of Emerson records throughout the country. A particular feature of this campaign are the children's picture records which are being featured in all the company's publicity. Very attractive circulars and hangers and other advertising material have been prepared by the advertising department, all being done in varied colors with figures representing the many different characters of fairyland. E. H. Davis, advertising manager, is keenly enthusiastic over the possibilities of these children's picture records, and he states that the dealers are receiving this particular feature of the Fall campaign in a very enthusiastic manner. It is expected that this publicity will not only sell children's picture records, but increase the sale of other Emerson records accordingly.

### MULTITONE MFG. CO. SOLD

EAU CLAIRE, Wis., October 4.—The plant of the Multitone Mfg. Co., this city, which was recently declared bankrupt, has been sold at auction to S. R. Davis, Dr. E. T. Finucane, T. L. Roberts, W. J. Carpenter and Dr. A. L. Payne, former directors of the old company, for \$52,000. The liabilities of the firm at the time bankruptcy proceedings were instituted were over \$125,000.

### DEATH OF H. E. BEUREGARD

H. E. Beuregard, of the sales staff of Ormes, Inc., Victor wholesaler, New York City, died suddenly on Saturday, September 17. Mr. Beuregard's death was due to heart failure. He was well known and liked among the Victor retailers in the metropolitan district and his genial personality will be missed by his many friends.

### TRADE ACTIVITIES IN SAN DIEGO

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

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

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

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

The local branch of Barker Bros. recently had a special sale to close out a line of records, and in three days sold more than 3,000.

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

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

### DISPLAY VALUE OF THE DOOR

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

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

### NEW LANDAU STORE IN PITTSBURGH

PITTSBURGH, PA., October 2.—The Pittsburgh Music Shop, at 40 South Main street, this city, has been taken over by the Landau Music Stores. The Music Shop, which has enjoyed a prosperous business since it was opened several years ago, has been renovated and presents an attractive appearance. A complete stock of Victrolas, Victor records and musical instruments is handled. The establishment will be under the personal direction of Harry Michlosky and Hyman Landau, who compose the Landau Co.

### NEW TRUCK FOR KNICKERBOCKER

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

# The Needle of The Century

## A Near Permanent Needle

### A CACTUS NEEDLE THAT SELLS ITSELF

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

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



### ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars  
Write to

THE PERMO COMPANY  
4215 TERRACE ST.,  
OAKLAND, CALIFORNIA





# 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.



PATENT PENDING

**Streamline Model**  
(Disappearing Cover)

*The epitome of convenience and elegance.*

Retail Price \$250

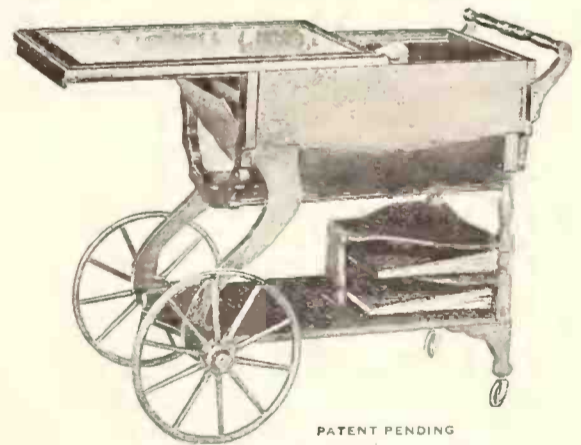
*This classic colonial type Spinet Desk (at right) with concealed phonograph is a supreme achievement of artistry and utility. One of several "2 in 1" feature pieces. Appropriate for living room or library.*

Retail Price \$275



PATENT PENDING

**Blue Bird "Spinnette"**



PATENT PENDING

**Blue Bird "Teakar" Phonograph**

*Handsomely modeled; adapted to garden parties and entertainments. Sliding top for duplex use.*

Retail Price \$140

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



**RAINBOW RECORDS IN NEW YORK**

Rodeheaver Record Co. Establishes Headquarters in This City With T. P. Ratcliff as General Manager—Record of Chorus of 2,000 Voices Among the Features of New Catalog

The Rodeheaver Record Co., the head of which is Homer Rodeheaver, well-known soloist and choir leader for Billy Sunday, the Evangelist, has now established headquarters at 150

known wherever sacred music is featured, is now under exclusive contract with the Rodeheaver Co. and has already made a number of "Rainbow" records for that concern.

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

**ROWE'S MUSIC SHOP SOLD**

R. J. and J. O. Benton Purchase Long Island Store—Specialize in Victor Products

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

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

**FOREIGN CATALOG GROWS IN FAVOR**

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

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



Homer Rodeheaver

East Forty-first street, New York City, with Thomas P. Ratcliff in charge as general manager. The company plans to do considerable recording at the new headquarters, as well as at Winona Lake, Ind., where much of the recording has been done in the past.

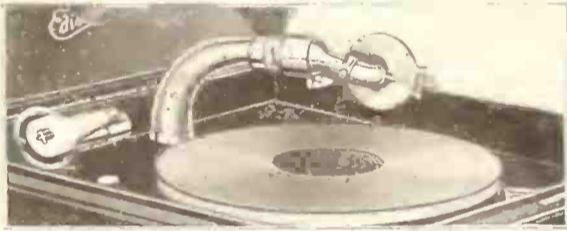
The permanent laboratories of the company will still be maintained at Winona Lake, which, during the Summer, is the gathering place for Bible students and those in training to become song leaders, under the direction of Dan Bedoe and Fred Martin. Mr. Bedoe, who is well



Thomas P. Ratcliff

singing by 2,000 voices, an accomplishment in recording that is declared to be unique. It is stated that a very substantial demand for the sacred records on the Rainbow list has been realized among all classes and that the field for this type of music appears to be an unusually broad one.

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



Showing Reproducer of Jewel Attachment turned up to change needle. Also position when not in use.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY attachment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.



Showing Jewel Attachment in position for playing vertical cut records.

**THE IMPROVED Jewel ATTACHMENT FOR EDISON**

**NOT Just Another Attachment BUT**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish. Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

**GUARANTEED IN EVERY WAY.**

**MONEY BACK IF NOT SATISFIED.**

Retail Price . . . . . N/P \$7.50

" . . . . . G/P 10.00

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.



Showing back view of attachment in position for playing lateral cut records.

**JEWEL PHONOPARTS COMPANY**

**154 W. Whiting St., Chicago**





## GENERAL PHONOGRAPH CORPORATION

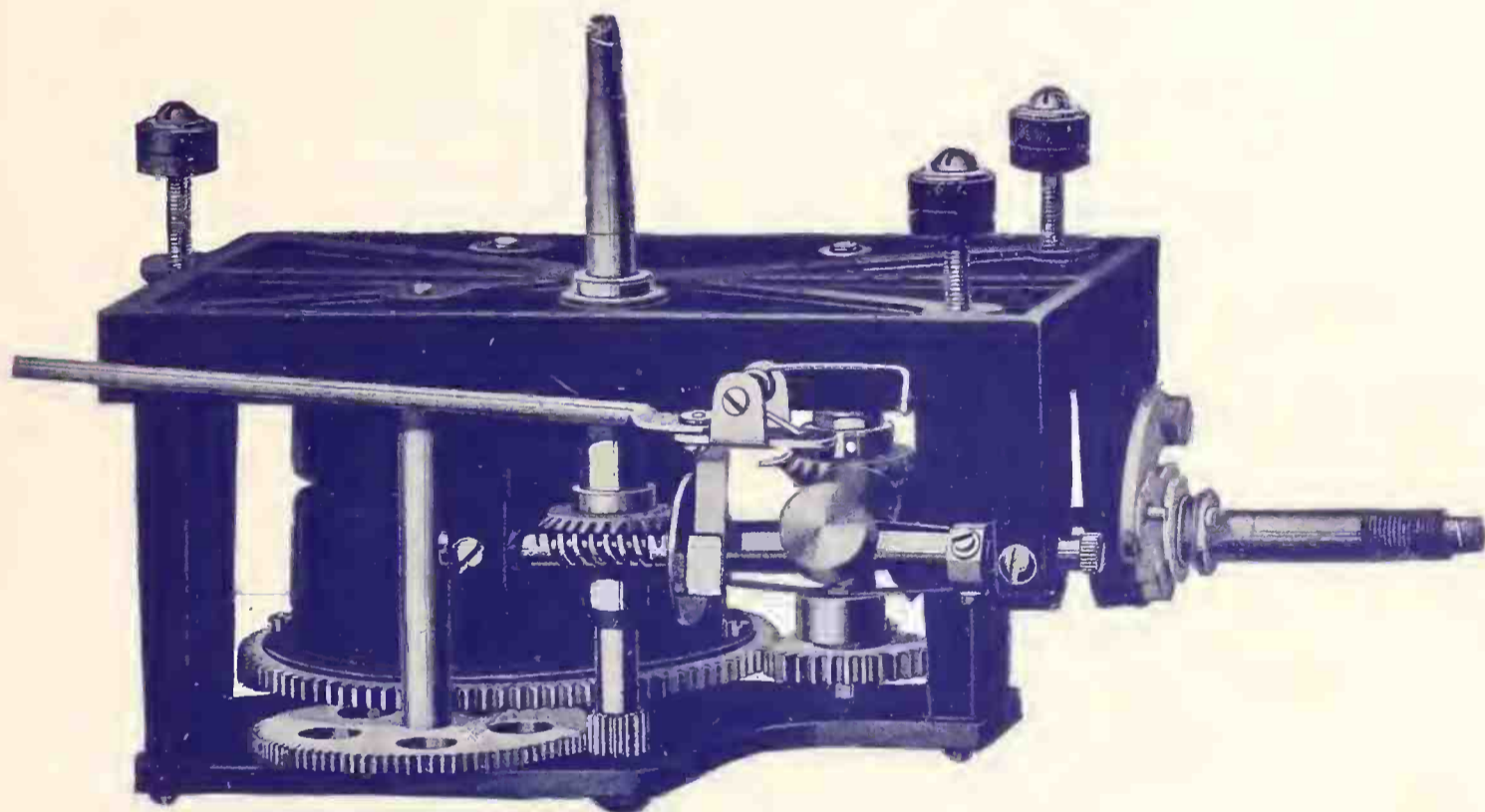
OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.



Now is the time to go after business.  
Make things hum. Manufacture now  
and be ready for Christmas Sales.



HEINEMAN MOTOR No. 77

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

*ASK FOR NEW PRICE LIST*



# Several Constructive Merchandising Ideas for the Talking Machine Trade . . . By Smith C. McGregor

## NEW RECORDINGS OF FAVORITES

The favorite selection in some collections is one that was recorded several years ago. It is probable that newer and better recordings have been made since, but the old record still has the favored place. That one record appealed to the buyer more than the others, and he will be glad to listen to any new recordings of the same song.

It is quite probable that the record has been discontinued, and if it has then it is all the more important to pay attention to requests for such records. A sympathetic search to aid in getting the best recording, if the old one cannot be obtained, will make a good impression on the customer and he will speak of it to his friends.

## DEMONSTRATION BOOTHS

A great many dealers now handle player-piano rolls in addition to talking machines and records, so the question of sound-proof demonstration booths is an important one. A demonstration booth that is not "sound-proof," though it is supposed to be, is a damper on many sales. From the customer's point of view, few things are more irritating than to have the sound of the piano used to demonstrate the player rolls penetrate the booth and drown out a favorite orchestra or violin piece.

It costs more to have a demonstration booth really sound-proof, but the customer is going to buy more records if he can listen to them undisturbed. Piano rolls bring in a good profit, but

they ought not to interfere in any way with talking machine record demonstration.

## "ONE-RECORD" ADVERTISING

The advertisements of the record manufacturers in the magazines of national circulation often feature a single record. Some retail dealers are also doing this in much of their local advertising.

Perhaps the attitude of the record buyer is not fully understood by those who consider such advertising as wasteful. It is only human nature to be proud when one's judgment is verified by experts, and that is the effect of a magazine advertisement endorsing a certain record. If the customer has the record he is better satisfied; if he does not have it, but has purchased other selections in the past with a similar endorsement, he is moved to purchase the new selection too.

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

## EXCHANGING GIFT RECORDS

There are always some instances where the wrong record is purchased, but the greater number of these annoying occurrences are during the rush of the holiday season. Large numbers of records are given as presents, and if the records are like some they already have, or do not appeal to them, the receivers of such

gifts often seek to exchange them a few weeks later.

Some dealers who would not otherwise exchange records do so with gift records, because they seek to obtain the trade of the people who bring them in for exchange.

This practice is just as harmful to the other record buyers as any other exchange practice, for it does not make any difference when the record is used; if it has been used, then it is not worth the full price, and to sell it for such is not giving the buyer full value for his money. This cannot fail to react against the dealer later on. "No Exchanges" is a sign worth placing in every demonstration booth.

## BACK SPIRIT OF YOUR GUARANTEE

The spirit of every honest guarantee is complete satisfaction, and you have not reached the high point of your success if any of your customers have cause for complaint due to a trifle that was not in the written guarantee.

Sometimes the demonstrating instrument is equipped more thoroughly than the stock models and the customer thinks he was to get the same, though the contract calls for a stock model. Of course, no dealer can afford to give the customer expensive "extras," but when the amount involved is small and the customer honestly believes he is right it pays to satisfy him as completely as possible.

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

## BIG DISTRIBUTORS FOR

# OKeh Records

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

The output of OKeh Records is greater and better than ever before.

Dance and vocal hits excel in quality and character of recordings.

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

**The Demand Increases Every Day**

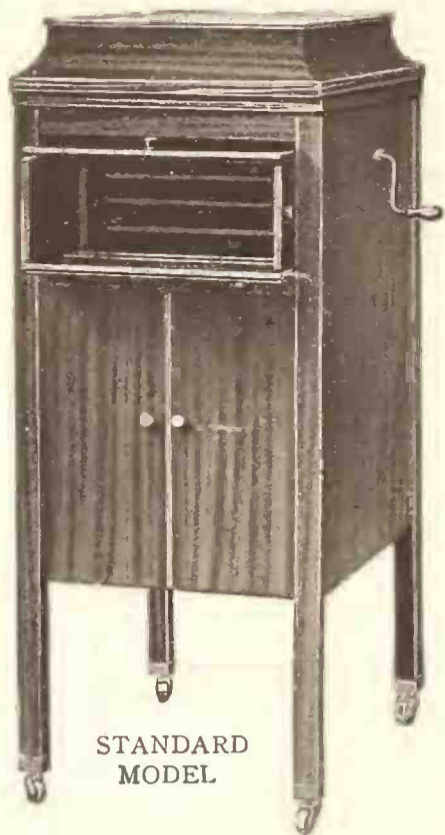
*Let us help you with an agency!*

**STERLING ROLL and RECORD CO.**

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.





STANDARD MODEL



DE LUXE MODEL

Permits use of tone-regulating doors of Victrola same as in Standard model.

# Prices Further Reduced

Practically Back to Normal

## Lundstrom CONVERTO

PATENTED DEC. 11, 1917

TALKING MACHINE CABINETS

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

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

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

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

*Write for new Price List.*

### THE C. J. LUNDSTROM MFG. CO.

Little Falls, N. Y.

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

### Converto Wholesale Distributors



SETTING THE MACHINE IN CABINET

- |   |  |
|---|--|
| Albany, N. Y. .... Gately-Haire Co., Inc.         | Milwaukee, Wis. ... Badger Talking Machine Co.   |
| Atlanta, Ga. .... Elyea Talking Machine Co.       | Mobile, Ala. .... Wm. H. Reynolds                |
| Phillips & Crew Piano Co.                         | Newark, N. J. .... Collings & Co.                |
| Baltimore, Md. ... Cohen & Hughes, Inc.           | New Orleans, La. ... Phillip Werlein, Ltd.       |
| E. F. Droop & Sons Co.                            | New York City .... Emanuel Blout                 |
| Birmingham, Ala. ... Talking Machine Co.          | Cabinet & Accessories Co., Inc.                  |
| Buffalo, N. Y. .... Curtis N. Andrews             | Knickerbocker Talking Machine Co.                |
| Burlington, Vt. .... American Phonograph Co.      | Ross P. Curtice Co.                              |
| Chicago, Ill. .... Lyon & Healy                   | Mickel Bros. Co.                                 |
| Cincinnati, Ohio ... Rudolph Wurlitzer Co.        | Peoria, Ill. .... Putnam-Page Co.                |
| Cleveland, Ohio ... Cleveland Talking Machine Co. | Philadelphia, Pa. ... C. J. Hepp & Son           |
| Columbus, Ohio ... The Perry B. Whitist Co.       | Penn Phonograph Co.                              |
| Dallas, Texas .... Sanger Bros.                   | H. A. Weymann & Son, Inc.                        |
| Denver, Colo. .... The Knight-Campbell Music Co.  | Pittsburgh, Pa. ... Standard Talking Machine Co. |
| Des Moines, Ia. .... Mickel Bros. Co.             | Portland, Me. .... Cressey & Allen, Inc.         |
| Elmira, N. Y. .... Elmira Arms Co.                | Richmond, Va. ... The Corley Co., Inc.           |
| El Paso, Tex. .... W. G. Wals Co.                 | St. Paul, Minn. ... W. J. Dyer & Bro.            |
| Houston, Texas ... The Talking Mach. Co. of Texas | San Francisco, Cal. Walter S. Gray Co.           |
| Indianapolis, Ind. Stewart Talking Machine Co.    | Syracuse, N. Y. ... W. D. Andrews Co.            |
| Jacksonville, Fla. Florida Talking Machine Co.    | Toledo, Ohio .... Toledo Talking Machine Co.     |
| Kansas City, Mo. J. W. Jenkins' Sons Music Co.    | Washington, D. C. Cohen & Hughes, Inc.           |
| Schmelzer Co.                                     | E. F. Droop & Sons Co.                           |
| Memphis, Tenn. ... O. K. Houck Piano Co.          |  |



When the *Ziegfeld Follies* opened in New York, "Sally, Won't You Come Back" simply stopped the show. Ted Lewis and His Band play it, with "Bring Back My Blushing Rose," "Second Hand Rose," "I Know"—all on one big double. A-3453.



Columbia Graphophone Co.  
NEW YORK

**O. P. GRAFFEN WITH GRANBY CORP.**

Will Represent This Concern in New York City and Larger Cities in New Jersey

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



O. P. Graffen

as in the larger cities of New Jersey, interesting talking machine dealers in the Granby line.

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

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

**SECURE MUCH LARGER QUARTERS**

The Wm. Phillips Phono Parts Corp. recently obtained a large loft covering 4,500 square feet for plating purposes. This latest expansion in the business of the company was made necessary through the greatly increased orders being received and it is expected this plating plant will be one of the finest equipped in the city.

William Phillips, president of the company, reports that September has been the biggest month this year and predicts the continuance of this good business throughout the entire Fall season.

George R. Hardy has been placed in charge of the Edison phonograph department of the Greenfest Store, of Peekskill, N. Y.

**CONCEIVES ORIGINAL PUBLICITY**

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

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

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

**WORK HURTS NO ONE**

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

**DEVELOPING NEW PROSPECTS**

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

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

In concluding the letter he asked one favor of the recipient, namely, that he fill in and return the enclosed post-card. This card had printed on it a series of questions, as follows:

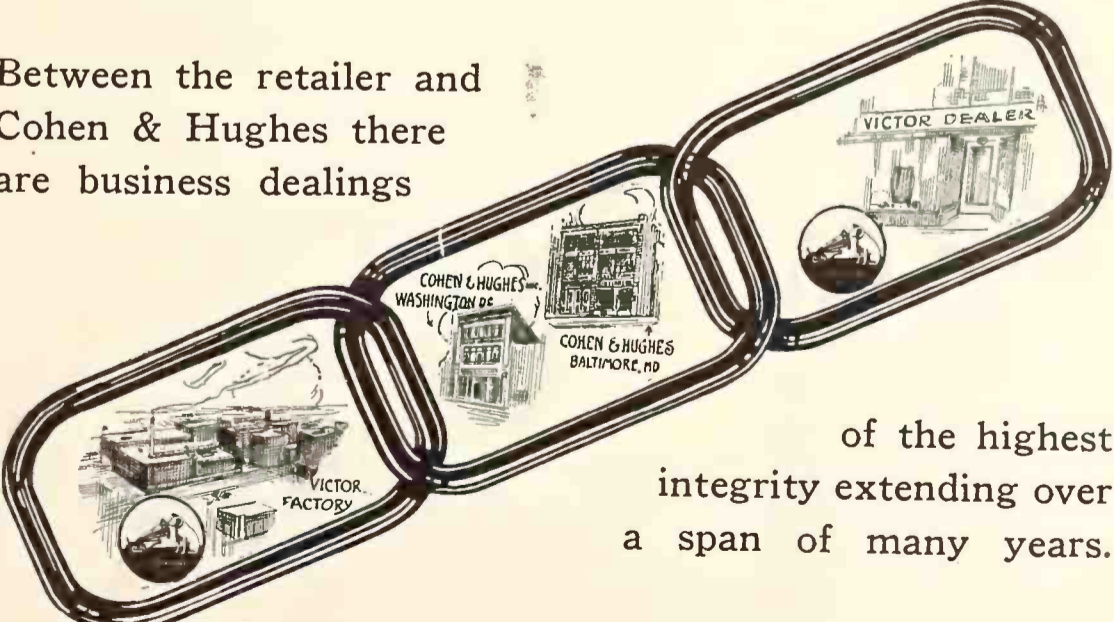
- Name .....
- Address .....
- Telephone .....
- What, if any, records have you been unable to get?.....
- Do you wish the monthly record supplement mailed regularly? Yes..... No.....
- Have you any friends that you believe would be interested in either a machine or in receiving a monthly record supplement? .....

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

**CONFIDENCE**

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

Between the retailer and Cohen & Hughes there are business dealings



of the highest integrity extending over a span of many years.

**COHEN & HUGHES**

Wholesale Exclusively

BALTIMORE

WASHINGTON





*The*

# MAGNAVOX

## IS IDEAL FOR DANCING

### *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**



**TRANSMISSION OF MUSIC BY WIRE**

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

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

Recently a public demonstration was made in Kruger Park, Omaha's pleasure resort, and a novel exhibition was witnessed by many thousands of visitors who were astonished at the results achieved. Each day a series of concerts was staged at noon and at 8 p. m. at the Hempel plant. Wright & Wilhelmy report that the value of the publicity obtained for the Actuelle in a

few weeks is beyond computation, far exceeding that from all other sources during the year. It is expected that it will be possible, with additional equipment, to be able to transmit music between Omaha and New York before long.

**JONES PIANO CO. ADDS VICTROLAS**

**Ohio Firm Remodels Talking Machine Department—Coulter Jones Assumes Management**

MANSFIELD, O., October 6.—A fine 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 Coulter Jones, son of W. E. Jones, proprietor. A complete line of high-grade pianos and musical accessories is also carried in stock.

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

**FEATURES BRUNSWICK AT REVUE**

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

The Meinell Music Co., West Florinnesse avenue, St. Louis, Mo., has taken on the Sonora line.

**INTEREST IN MUSIC INCREASING**

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

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

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

**EFFECTIVE ARTIST TIE-UP**

**Columbia Dealer Co-operates With Artists' Vaudeville Engagement—Plan Produces Sales**

WILKES-BARRE, PA., September 30.—The Snyder Music Co., Columbia dealer, had a timely tie-up with Furnam and Nash, Columbia artists, who were at a vaudeville theatre here recently. Mr. Sheppard had a talk with the theatre manager, consequently the following result. During the first appearance he called them to the front of the stage, introduced them as exclusive artists for the Columbia Graphophone Co., placed a Grafonola on the stage and played their record A-3412 to the audience; then Furnam and Nash sang it and several others. This made a big hit. Tickets were passed out and the person holding the lucky number was presented with the Grafonola.

A branch of the Phonograph Record Exchange Co. of America was recently opened in Marion, O. The new store is in charge of C. E. Kellogg.

**These Silent Salesmen Increase Your Sales and Cut Down Your Overhead**

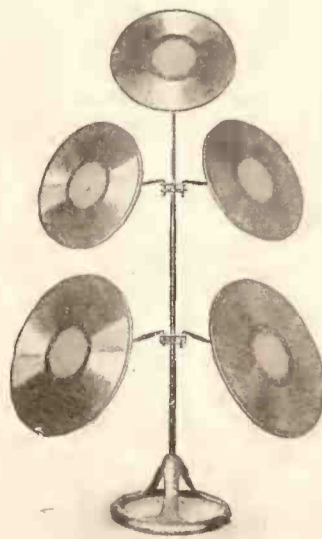
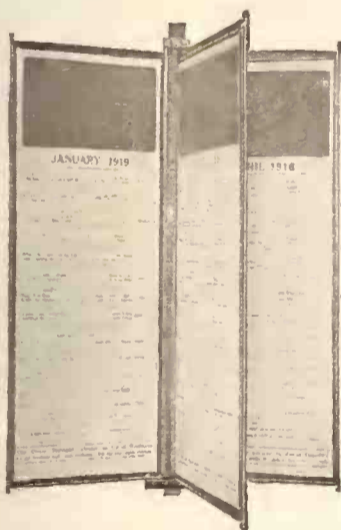
The day of "allotment" is past. The problem is the same in the talking machine field as in other lines—intensive sales effort to move "dead stock"—Universal Displays do this with comparative ease. Records are displayed where customers can read all the titles easily, causing inquiries to play and clinching many sales that otherwise would be lost.

**UNIVERSAL SELF-SERVICE DISPLAYERS SUBSTITUTE SIGHT FOR SEARCH**

*There are 50 Different Styles Ask Your Jobber for Them*

**Universal Fixture Corporation**

**133 West 23rd Street NEW YORK**







# \$250,000

## Worth of Sonora Phonographs Ordered by One Western Dealer

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

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

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

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

If you haven't a Sonora agency, write today—follow the lead of the many prominent firms that have been selling Sonoras successfully in the past and are doing so today.

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL





**S**ONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well.

**Gibson-Snow Co.,**

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

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

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

**Griffith Piano Co.,**

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

**Hessig-Ellis Drug Co.,**

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

**Kiefer-Stewart Co.,**

Indianapolis, Ind.  
Entire State of Indiana.

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

Omaha, Nebr.  
State of Nebraska.

**M S & E,**

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

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

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

**Sonora Distributing Co. of Texas,**

Dallas, Texas.  
Western part of Texas.

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**The Magnavox Co.,**

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

**Sonora Phonograph Co., Inc.,**

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

**Southern Drug Company,**

Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Company,**

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

**Southwestern Drug Co.,**

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

**Sonora Phonograph Co. of Philadelphia**

1214 Arch St., Philadelphia, Pa.  
Western Pennsylvania and West Virginia.

**Minneapolis Drug Co.,**

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

**Robinson-Pettet Co., Inc.,**

Louisville, Ky.  
State of Kentucky.

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

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

**Strevell-Paterson Hardware Co.,**

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

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

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

**Yahr & Lange Drug Co.,**

Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**

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

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

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

**Long Island Phonograph Co.**

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

**Moore-Bird & Co.,**

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

Sonoras are now selling at Revised Prices based on present-day costs.



CABLE ADDRESS REG'D  
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE PHONE  
BARING 535

ANY { Size  
Quantity  
Quality

SERVICE AND  
Phonographically Speaking



SATISFACTION

They Talk For Themselves

Quotation  
Delivery } RIGHT  
Product

# IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA., U.S.A.  
YOKOHAMA, JAPAN

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.,  
37TH AND BRANDYWINE STS.,  
WEST PHILA., PA.

V. T. SCHULTZ  
CLEVELAND, OHIO

RAYSOLO SALES CO.  
LANCASTER, PA.

ARTHUR BRAND & COMPANY  
CINCINNATI, OHIO

WALTER S. GRAY  
SAN FRANCISCO, CAL.

DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWA

ARTOPHONE COMPANY  
ST. LOUIS, MO.

STEINOLA COMPANY  
KANSAS CITY, MO.

PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business

"IMICO" and "SERVICE" are SYNONYMOUS

## THE ESSENTIALS OF A SALESMAN

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

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

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

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

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

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

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

One who earns respect by being respectful.

One who can be courteous in the face of discourtesy.

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

## HOLDS "BUBBLE BOOK PARTY"

OMAHA, NEB., October 1.—The Brandeis Store, this city, recently gave the children of the community a "Bubble Book Party" which was exceptionally successful. More than a thousand children attended during two afternoons and evenings and souvenirs were distributed to the happy youngsters. The party not only resulted in the sale of a number of Bubble Books, but also provided considerable valuable publicity.

## MODERNOLA SALES CORP. FORMED

The Modernola Sales Corp., New York, has been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. The firm, which will handle musical instruments, is composed of C. C. Seiffert and D. H. Wendel.

The stock of the Pumphry jewelry and talking machine establishment, of Decatur, Ind., has been moved to its new store, a half block below its former location.

## TALKING MACHINE MEN MEET

Two Live Addresses Features of September Session of Local Retail Organization

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

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

## GRANBY AT THE OHIO CONVENTION

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

## FOLDER FOR SPECIAL RECORDS

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

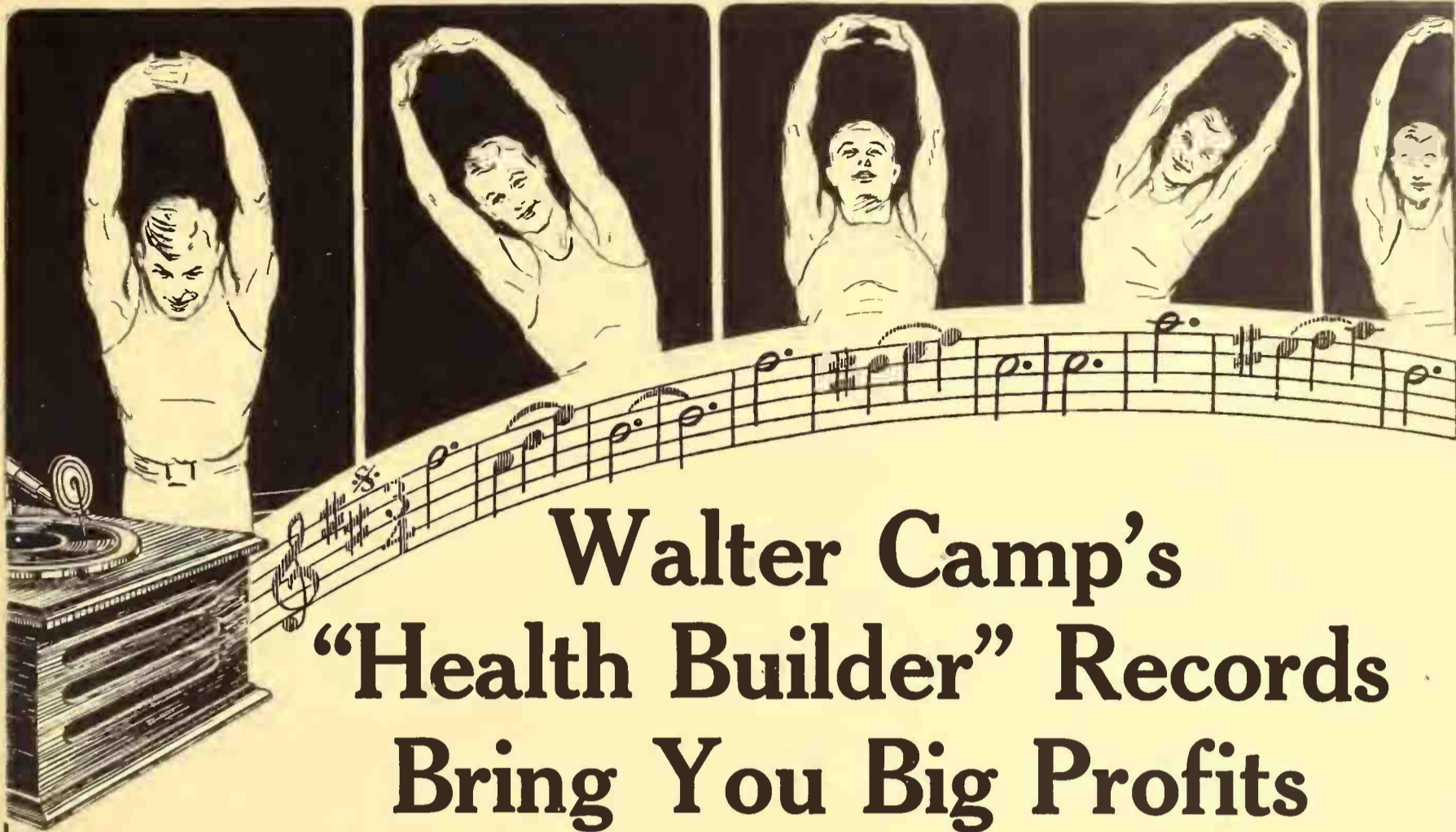
A couple of inches of appealing advertising will bring better results than a double-page spread of poor material.

REYNOLDS  
VICTOR MOBILE DISTRIBUTOR  
ALABAMA

Serving  
Victor Dealers  
in  
Mississippi  
Alabama  
Florida

VICTOR VICTROLAS  
VICTOR RECORDS





# Walter Camp's "Health Builder" Records Bring You Big Profits

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

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

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

### Cash In on "Keeping Fit" to Music!

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

Before offering this wonderful course to the dealer, we

have given it a thorough try-out, selling direct to the buying public by mail.

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

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

### Be the "Health Builder" Dealer

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

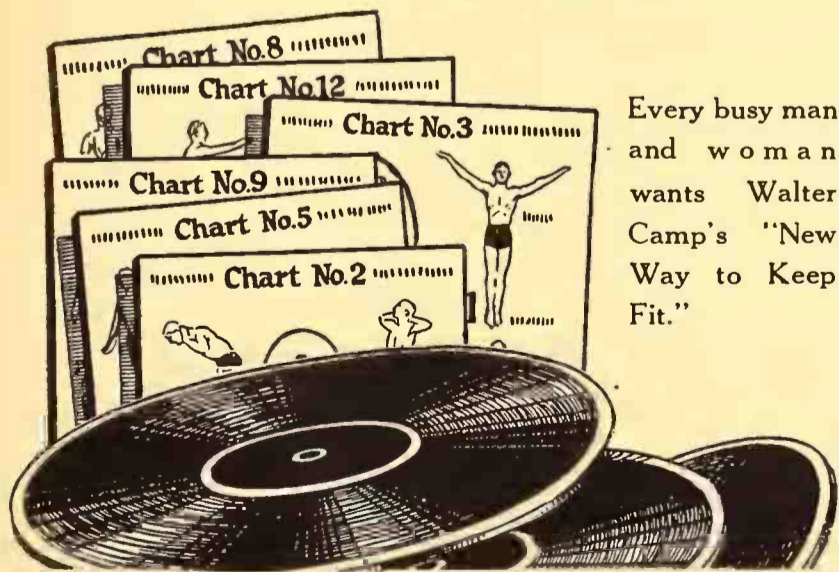
### Send for Sample Outfit

**HEALTH BUILDERS**  
Dept. D.  
334 Fifth Ave., New York.

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

Name .....

Address .....



Every busy man and woman wants Walter Camp's "New Way to Keep Fit."

**HEALTH BUILDERS**

Dept. D. 334 Fifth Avenue New York



**MANY NEW JEWETT DEALERS**

Eleven New Dealers in Detroit and Other Cities—New Salesmen Appointed—Sales Manager Fair Tells Why Business Is Good

DETROIT, MICH., October 5.—The Jewett Phonograph Co., of this city, despite the adverse trade conditions, is apparently meeting with remarkable success in developing its line among retailers.

The Woodmansee Music Store and the Lampe & Tanner Music Shop have both announced to their trade in the past few days the taking on of the Jewett line, thus making eleven dealers in Detroit. In addition to the foregoing Jewett dealers have just been appointed in three other Michigan towns, namely, Armada, Hudson and Everett.

A. A. Fair, sales manager of the Jewett Co., who has just returned from a highly successful Eastern trip, says that credit for Jewett expansion in Detroit must largely go to E. F. Sharp, assistant sales manager. Mr. Sharp will be remembered as being formerly field sales manager at the local Columbia branch.

Mr. Fair announces the appointment of some additional salesmen, including C. E. H. Lehmann, who will travel in western New York, and C. A. Crane in southern Ohio. George D. Phillips has been covering Michigan for some time and, judging from the tack-studded map in Mr. Fair's office, is meeting with success all over the Wolverine State.

"Why we are so busy when other manufacturers are complaining and why our factory is oversold is really hard to explain," said Mr. Fair. "Perhaps we are going after it harder. We know that the public is still interested and becoming more so in goods which are worth a fair price and for which a fair price is asked. At the Michigan State Fair we had a booth which was turned over to our dealers for a day each. One of our dealers, F. B. Walker, got forty interested prospects in a day. This idea of 'going after it' and our financial support of our dealers are probably the two big reasons why we are busy to-day, in spite of the depression."

The Culp Bros. Piano Co., Fort Smith, Ark., has increased its capital stock from \$12,000 to \$50,000. Besides the Fort Smith store the firm operates stores in McAlester, Ark.; Russellville and Hartshorn, Okla.

**What More Can You Ask**

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

**MAGNOLA TALKING MACHINE COMPANY**  
 OTTO SCHULZ, President  
 General Offices: 711 MILWAUKEE AVENUE, CHICAGO  
 Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

**MAKING TRIUMPHAL TOUR**

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

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

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

**TALKING MACHINES FOR TYPISTS**

Pasadena High School Installs Machines in Commercial Department—Experiments Show That Music Speeds Up Work of Students

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

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

**Are You Ready?  
 BUBBLE BOOKS  
 "that Sing"**

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

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

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

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

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

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

*Send in that order—today*



**HARPER & BROTHERS**

*Bubble Book Division*

130 West 42nd Street

New York



# SELLING TALKING MACHINES

**W**HAT are your customers' requirements in a Talking Machine?

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

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

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

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

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

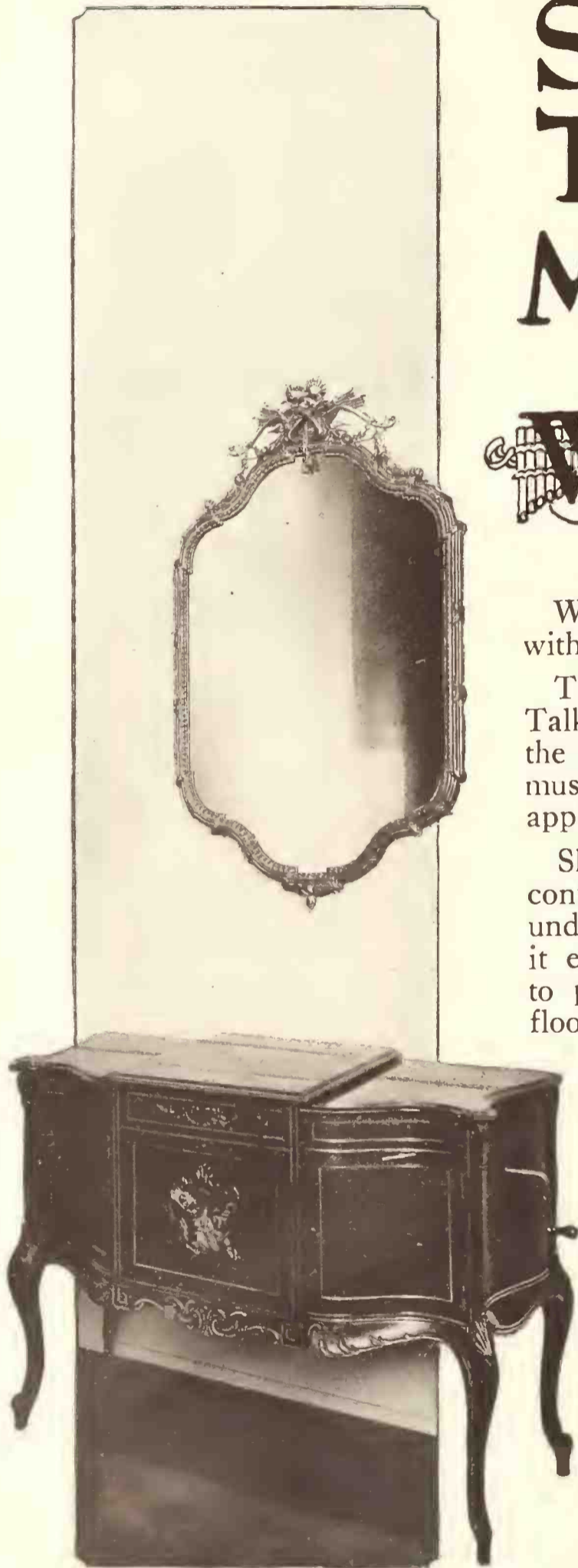
## HENRY W. PEABODY & CO.

*Domes of Silence Division*

17 State Street

New York

Specify DOMES OF SILENCE





**Are your windows working full time? With the new Columbia Window Strip Transparencies you get full value out of your windows, large and small, night and day. Ask your Dealer Service Man. It will pay you.**

**Columbia Graphophone Co.  
NEW YORK**



**HERRMANN OPENS NEW VICTOR SHOP**

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

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

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

Among those present were: Thomas F. McCreedy, of the Victor Talking Machine Co.; H. C. Ernst, of the New York Talking Machine Co.; Lloyd Spencer, of the Silas E. Pearsall Co.; W. J. Haussler and J. Harris, of C. Bruno & Son, Inc.; A. Davega, of the Knickerbocker Talking Machine Co.; Mr. Johnston, of the Blackman Talking Machine Co., and J. J. Davin, of the Reincke-Ellis Co., who contributed much to the success of the event. The merchants of Port Richmond called en masse, congratulated Mr. Herrmann and presented him with a horseshoe of flowers six feet in height. After the evening concert Mr. and Mrs. Herrmann gave a supper dance to their guests.

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

**UNUSUAL PUBLICITY STUNT**

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

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

**CHECK UP ON YOUR WINDOW**

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

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

**PLAY VOCALION RECORD 1,200 TIMES**

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

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

**IMPROVEMENT MORE PRONOUNCED**

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

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

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

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

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



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

**EIGHT FAMOUS VICTOR ARTISTS**

In Concert and Entertainment  
Personal Appearance of  
**Eight Popular Victor Favorites on One Program**

A live attraction for live dealers and jobbers

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

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



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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



**INVENTS NEW REPRODUCER**

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

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

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

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

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

**C. UDELL TURPIN TAKES CHARGE**

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

**GOODMAN & BRO. ADD VICTOR DEPT.**

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

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

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

**PLANS FACTORY IN KEYPORT**

KEYPORT, N. J., October 4.—The Eclipse Phonograph Co., manufacturer of an electrical talking machine, is considering the possibilities of a factory here for the manufacture of its product. In the past the machines have been made for this company by the Acromarine Plane & Motor Co. If the plans go through stock totaling \$300,000 in value will be issued, of which the village will be asked to subscribe one-sixth.

**LATE TALKING MACHINE EXPORTS**

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

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

The dutiable imports of talking machines and parts during August, 1921, amounted in value to \$38,952, as compared with \$60,875 worth which were imported during the same month of 1920. The eight months' total, ending August, 1921, showed importations valued at \$421,023, as compared with \$608,197 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,240, valued at \$111,595, were exported in August, 1921, as compared with 5,411 talking machines, valued at \$209,793, sent abroad in the same period of 1920. The eight months' total showed that we exported 24,997 talking machines, valued at \$1,195,790, as against 51,205 talking machines, valued at \$2,507,433, in 1920, and 38,352 talking machines, valued at \$1,255,920, in 1919.

The total exports of records and supplies for August, 1921, were valued at \$111,337, as compared with \$208,875 in August, 1920. For the eight months ending August, 1921, records and accessories were exported valued at \$1,508,721; in 1920, \$2,574,439, and in 1919, \$2,232,743.

**ARNOLD MUSIC CO. OPENS BRANCH**

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

## Concentration Insures Efficiency

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

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

Why don't you give it a trial?

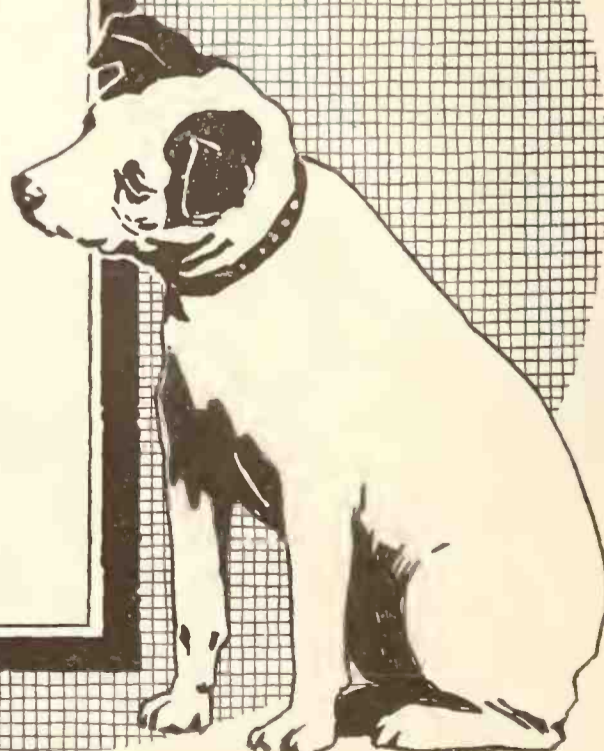
### COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.





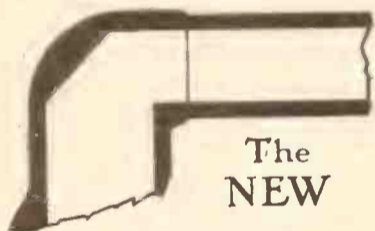
# The NEW Scotford Tonearm and Superior Reproducer



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



The OLD



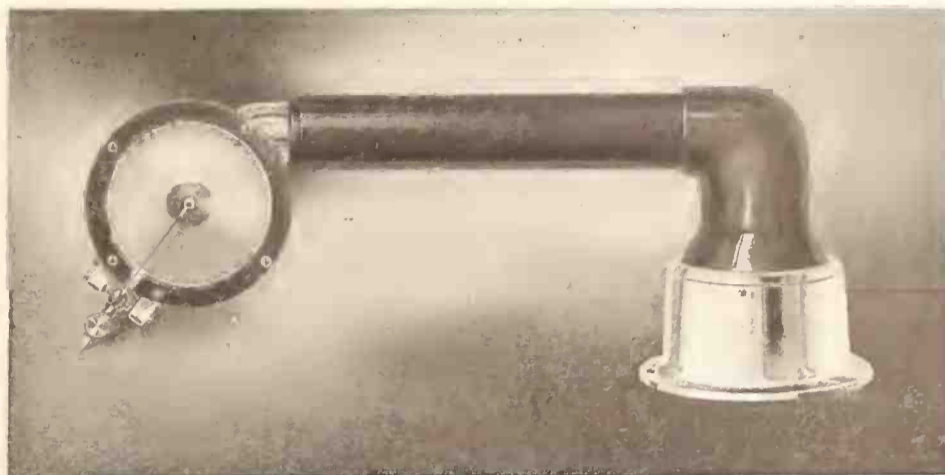
The NEW

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

## NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



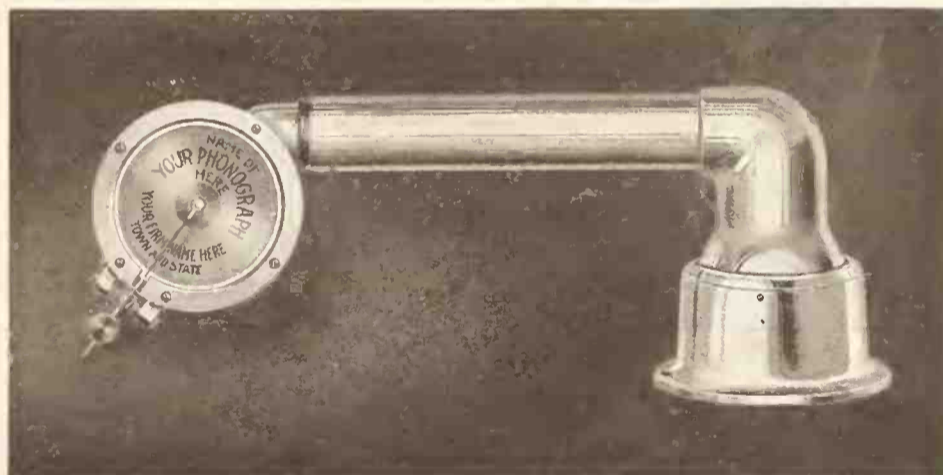
STYLE NO. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH

A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH

All parts Plated in Nickel or Gold

*In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer*

### Samples Will be Submitted on Approval

- Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.
  - Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.
  - Style 3 All parts of Tonearm and Reproducer are Plated.
- |  |               |              |
|--|---------------|--------------|
| No. 1 New Scotford Tonearm and Superior Reproducer | Nickel \$7.00 | Gold \$ 9.00 |
| No. 2 New Scotford Tonearm and Superior Reproducer | Nickel 7.75   | Gold 10.00   |
| No. 3 New Scotford Tonearm and Superior Reproducer | Nickel 8.50   | Gold 11.00   |
- Samples Prepaid at the Above Prices*

*Write for Our Specification Sheet and Quantity Price List*

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS



### THE VALUE OF FLOOR SPACE

Through Scientific Merchandising the Value of Each Part of a Floor and a Building Is Determined—A Very Interesting Analysis

Scientific merchandising has recently determined the value of every foot of floor space. On a standard 20x100 lot the first two feet—the windows—are worth 12 per cent of the rent of the store. The first eight feet on the inside of the store are worth 13 per cent of the rent. You should place your most profitable items there; also displays of well-known merchandise, so that the customer will get the feeling, on entering the store, that you carry familiar merchandise. The right-hand window and side of the store are more valuable than the left. The next ten feet are worth 13 per cent of the rent. At approximately eighteen feet from the front door is the most valuable spot in the store. This has been proved by repeated tests. You should always have there a big display of turnover, low-priced merchandise with a general

appeal. The next thirty feet are worth 28 per cent, and each ten-foot space of the last forty is worth less, except the last, which is worth about 8 per cent of the rent. Whatever the size of your store, an arrangement of merchandise according to these proportions is a good beginning for scientific selling. Then tie up to manufacturers' advertising, brighten your windows, follow a definite display schedule and plan your displays in advance.

### RECEIVES A GREAT OVATION

Revella E. Hughes, an exclusive artist for the "Black Swan" records, was the soloist at the final Sunday September concert in Central Park, New York. Miss Hughes, who possesses a clear soprano voice of great range and splendid quality, rendered two numbers, both of which she has recorded, "Ah, Wondrous Morn" and "Thank God for a Garden." At the close of her program she received an ovation from the 10,000 persons who were present and Mayor Hylan presented her with a bouquet of American Beauty roses.

# \$2.40

### A VICTROLA WHOLESALER'S SUGGESTION

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

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

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

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

*Write to us today.*

## Buffalo Talking Machine Co., Inc.

*Wholesale Victor Distributors*

**Buffalo, N. Y.**

### VELVETS FOR TURNTABLES

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

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

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

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

### VICTROLA OFF ON LONG JOURNEY

Instrument Purchased in Columbus, O., to Accompany Missionary to Japan

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

### SELLS MACHINES TO SHIPS

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

### VENETIAN MUSIC CO. SOLD

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

### LAW FOR MARKING USED GOODS

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

### TROY MUSIC CO. OBTAINS CHARTER

The Troy Music Co., Troy, N. Y., has been granted a charter of incorporation in that State, with a capital of \$15,000. Incorporators are: Jesse Waitman, J. E. Miltenberger, Jr., Carl Scheble, C. A. Lowman and Philip Scherer.

### DECLARES QUARTERLY DIVIDEND

The Victor Talking Machine Co., of Camden, N. J., has declared a quarterly dividend of \$10 per share on common stock and a regular quarterly dividend of \$1.75 on preferred, payable October 15.



**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

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

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

**EUREKA NOISELESS TALKING MACHINE LUBRICANT**

Write for special proposition to jobbers.

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

**PERIOD DESIGNS IN "TALKERS"**

Chas. D. Isaacson, Well-known Music Authority, Offers Some Interesting Comments on That Important Subject—Of Value to Dealers

Charles D. Isaacson, the well-known authority on music, recently contributed an interesting and practical article on period designs in talking machines to the New York Globe, for which he was at that time editor of "The Family Music Page." In the article Mr. Isaacson said:

"I have written several articles about pianos in period designs, and many have written me, 'What about phonographs?'"

"If the piano makers have succeeded so well in making their instruments such accurate art furniture they have been well seconded and, I am inclined to say, surpassed in this respect by many of the phonograph manufacturers. From the unsightly old talking machine with the large, cumbersome horn of tin to the time of authenticated cabinets of the formal period furniture is the history of an important epoch in the popularization of two arts—music and home beautification.

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

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

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

Jules Tarlow, formerly with Gimbel Bros., New York, is now manager of the talking machine department of Sage, Allen & Co., of Hartford, Conn.

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

**WHEN DEMONSTRATIONS HURT**

Several Cases Reported Where Open-air Demonstrations of Talking Machine Records Have Been Regarded as Nuisances

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

Protests have been made in several instances where these demonstrations had been so prolonged as to interfere with the rest of neighboring residents, and in at least two instances the matter has been brought to court for adjustment. The average talking machine dealer depends largely upon his neighbors for his regular business and should see to it that demon-

strations designed to arouse interest should not be of a character to win disfavor and thus hurt trade rather than help it. There is reason in all things, even in the extent to which a business-building campaign may be carried.

**REMODEL STRANBURG MUSIC STORE**

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

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

**THE PHONO-TOY CABARET IS HERE!**

*The Greatest Toy Novelty of the Year Has Arrived*  
IT IS MAGNETIC—DRAWS CUSTOMERS TO YOUR STORE



(Illustration a trifle more than actual size)

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

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

Order Through Your Jobber or Direct

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

- Please send me:
- Dozen at \$2.75 each, less 33 1/3%.
  - Dozen at \$2.75 each, less 40%.
  - Gross at \$2.75 each, less 40%.

Name .....

Address .....

.....  
.....

Prices are F. O. B. New York



## INTRODUCE MOST DISTINCTIVE LINE

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

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

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

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

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

The Blue Bird "Streamline" model is another very distinctive creation, notable for elegance and convenience. In this instrument a disap-



## Special Brilliantone Glass Display Outfit

Consists of 300 packages assorted tones, Brilliantone Needles, packed in metal and glass three-color display stand. A silent salesman and an inviting fixture for your counter that will double your needle sales.

100% PROFIT

DISPLAY STAND FREE

No. 573AN—Dealer's price for complete outfit of stand and 300 packages Brilliantone Needles, all tones ..... **\$15.00**

**COLE & DUNAS MUSIC CO.**  
50-56 W. LAKE ST. CHICAGO

Write for our new fall bulletin. Many bargains in accessories, phonographs, etc.

pearing roll-top cover succeeds the familiar lines of the lift lid.

Other innovations as notably different from the usual models as the above Blue Bird talking machines are being developed by this company. It is not difficult to predict a big success for the new Blue Bird line, as the reports of early sales of these distinctive models indicate that the factory will be taxed to capacity to meet the requirements of the trade.

## ORGANIZE WESTERN ENVELOPE CORP.

J. M. Alter, formerly president of the Boston Book Co., who severed his connections with that organization some time ago, has organized a new company under the trade name of the Western Envelope Corp. for the purpose of specializing in the manufacture of record envelopes. The company has acquired an entire floor at 65 Hope street, Brooklyn, N. Y., and is already operating. The equipment of the new concern is most modern and quality record envelopes are being turned out in great quantities. Much of the machinery, which is of the most efficient type, was designed and patented by Mr. Alter.

A chain is as strong as its weakest link—so is a business organization.

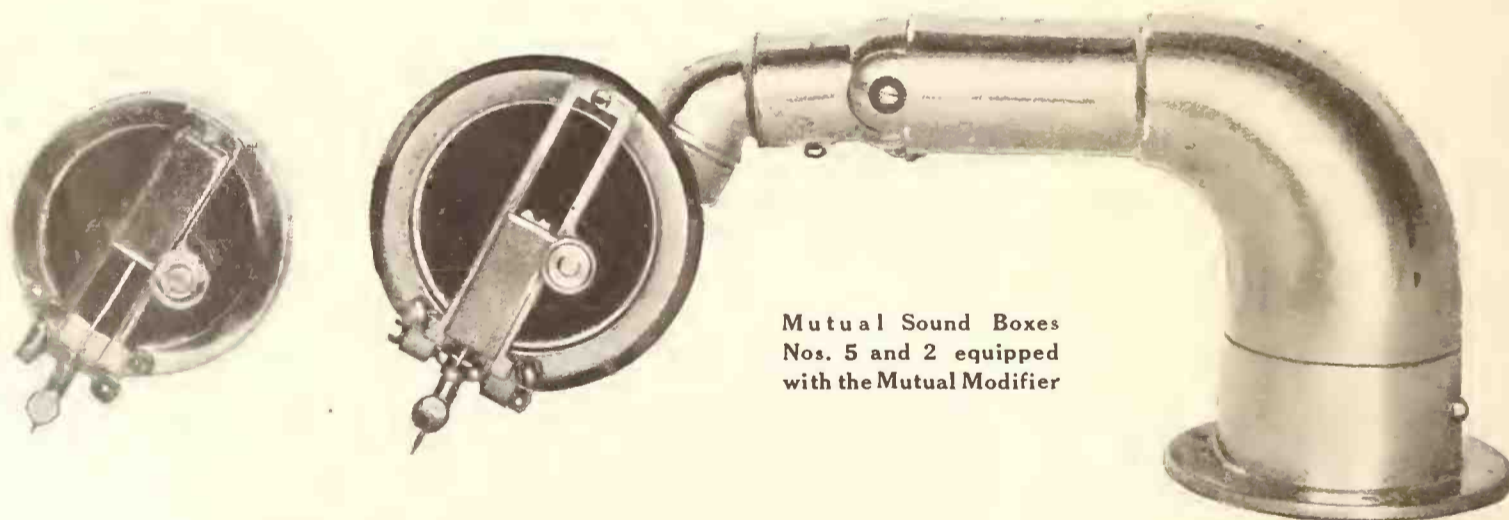
## RECORDS WORK OF PIANO STUDENTS

Teacher in Columbus, O., Uses Ordinary Dictating Machine to Record the Playing of His Pupils and Show Them Various Errors

COLUMBUS, O., October 3.—Harold G. Davidson, a concert pianist and teacher of the piano in this city, is using the ordinary type of dictating machine as a means of recording the playing of his pupils, and pointing out to them the various mistakes they make in the various selections. The records are made of the pupils playing at various stages, so that an accurate comparison can be made of the progress of the pupil. Mr. Davidson has experimented with the plan until he is now able to do some very satisfactory amateur recording, providing there is not too much use of the sustaining pedal.

## TALKING MACHINES IN PAINT STORE

Walter L. Flanders, proprietor of a paint and wall paper establishment at Mayville, N. Y., who recently added a line of talking machines to his stock, is finding the sale of talking machines such an important adjunct to his business that he has been forced to provide more room for display purposes.



Mutual Sound Boxes  
Nos. 5 and 2 equipped  
with the Mutual Modifier

# THE MUTUAL TONE MODIFIER

Does not muffle but decreases the sound, leaving all the original shading.

By the simple process of controlling this new device upon the sound-box will shade the tone produced to any desired degree.

It is simple and indestructible and its performance is accurately correct. It effects considerable saving in comparison with other forms of modifiers and is particularly appropriate for the portable machine. This modifier is adaptable to every known make of sound box.

*Manufacturers, Jobbers, Dealers, write for our proposition TODAY*

## The Mutual Phono Parts Mfg. Co.

*Manufacturers of Mutual Tone Arms and Reproducers*

149-151 Lafayette Street

NEW YORK



# Three More Models Added to Brunswick Console Line

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

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

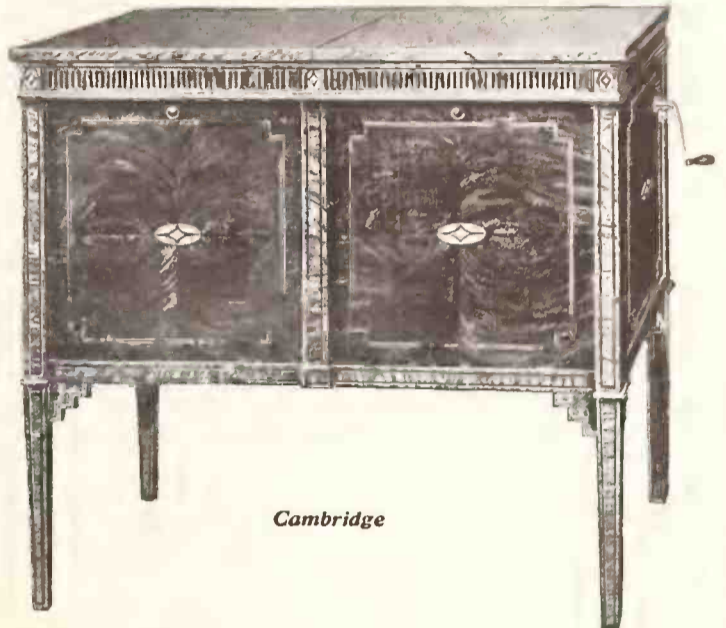
These three attractive models, with the Stratford, present a console line rightly graded in price and attractively varied in design and appeal.

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

THE BRUNSWICK-BALKE-COLLENDER CO.

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

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



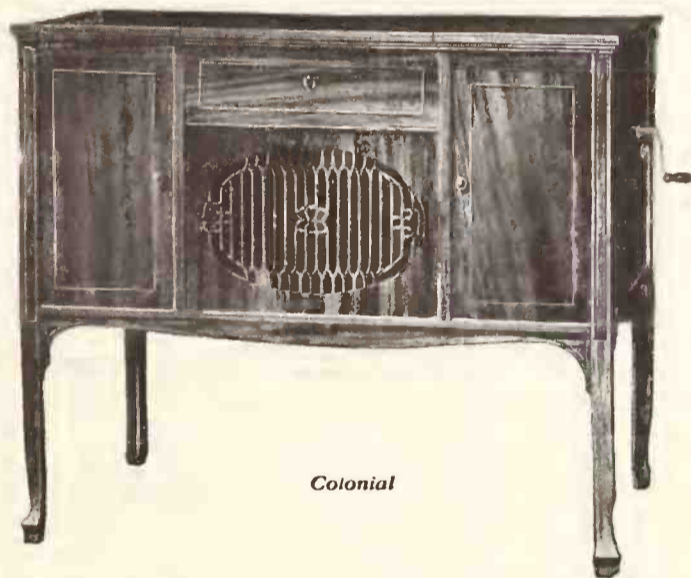
Cambridge

## Colonial

Finished in Mahogany and American Walnut

Height 35 inches  
Width 40½ inches  
Depth 21½ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Gold Plated.



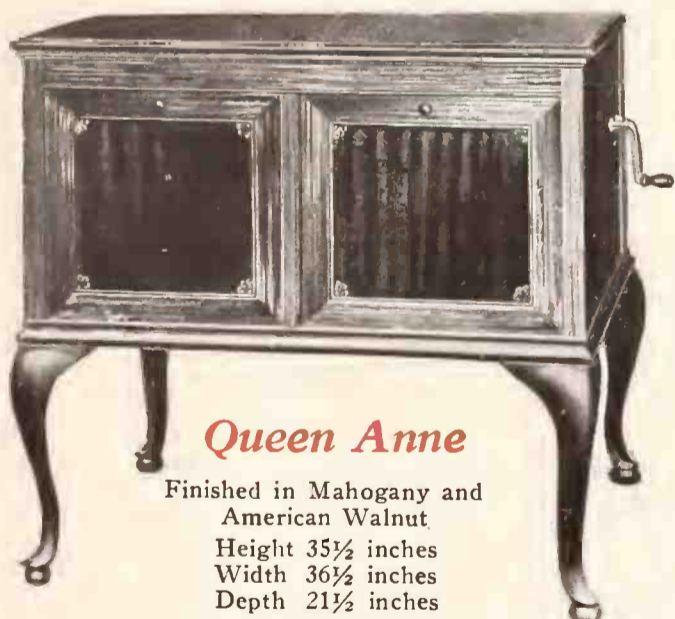
Colonial

## Cambridge

Finished in Highly Figured Burl Walnut

Height 36½ inches  
Width 39 inches  
Depth 22¼ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.



## Queen Anne

Finished in Mahogany and American Walnut

Height 35½ inches  
Width 36½ inches  
Depth 21½ inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 3-Spring Motor; Trimmings Nickel Plated.

### CAUTION

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



## Stratford

Finished in Mahogany and American Walnut

Height 38 inches  
Width 44½ inches  
Depth 24 inches

Equipped with newly developed Ultona and all-wood Oval Tone Amplifier; Tone Modifier; Automatically Balanced Lid; Powerful 4-Spring Motor; Trimmings Gold Plated.

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

# Brunswick

PHONOGRAPHS AND RECORDS

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



## H. N. McMenimen Consulting Engineer

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

**Recording, Plating and Pressing**

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

**Patent and Model Development**

**Sales Promotion and Advertising Plans**

Laboratory:

Scotch Plains, N. J.  
Tel. Fanwood 1438

Offices:

2 Rector Street, New York  
Tel. Rector 1484

### WANAMAKER SAYS "GET TO WORK"

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

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

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

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

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

## H. J. Smith Laboratories

Manufacturer Phonograph Jewels  
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.

### TO RAISE CARUSO MEMORIAL FUND

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

The Caruso American Memorial Foundation has been organized in New York for the purpose of raising one million dollars for annual free scholarships and prizes for promising young artists in the United States, the fund to be in memory of the great tenor, who passed away not long ago. The permanent committee, which, it is said, is incomplete at this time, is under the temporary chairmanship of Dr. Antonio Stella, formerly personal physician to Caruso, and includes among the fifty names so far announced: R. B. Aldcroft, president of the Music Industries Chamber of Commerce; Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co.; Thomas M. Pletcher, president of the Q R S Music Co., Chicago; O. G. Sonneck, president of G. Schir-

mer, Inc., music publisher, of New York, as well as a number of men prominent in public and business affairs in New York and other cities, and such artists as John McCormack, Amelita Galli-Curci and Ignace Paderewski. The committee will be organized permanently next month, it is said.

### A POINTER ON WINDOWS

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

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

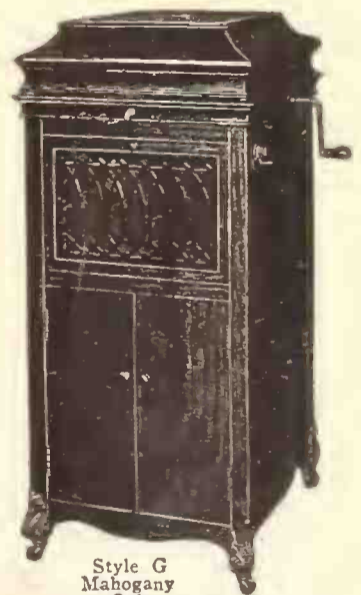


Style M  
Mahogany  
Oak

One of several Console models

# KIMBALL PHONOGRAPHS

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



Style G  
Mahogany  
Oak  
Walnut



Style D  
Mahogany  
Oak

Write for Agency proposition

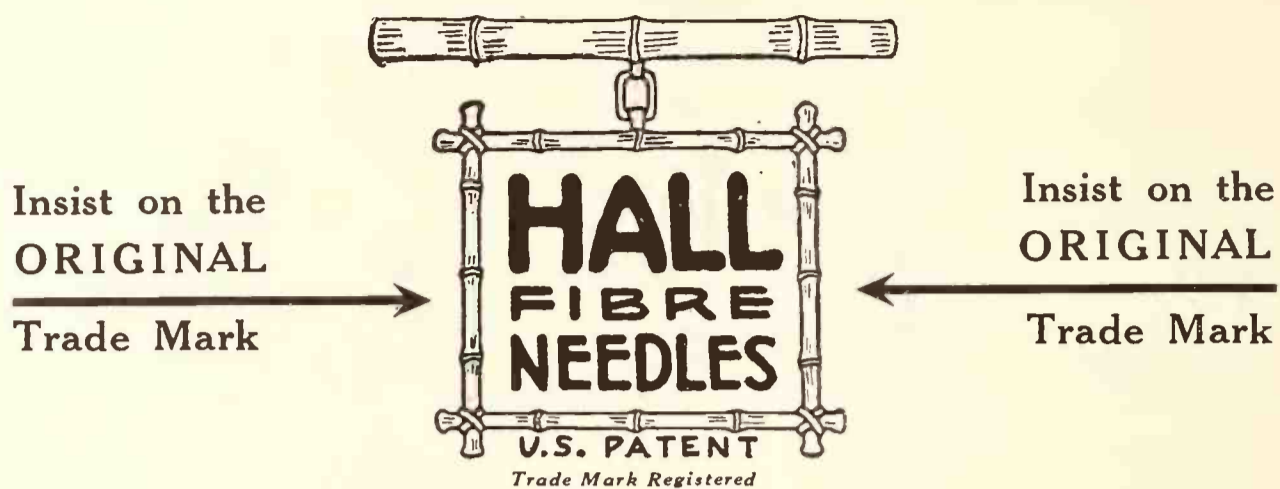
## W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO





## *When a Man—*

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

## **Hall Fibre Needle**

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

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

---

# **HALL MANUFACTURING CO.**

*Successor to the B & H Fibre Needle Co.*

**33-35 W. Kinzie St., Chicago, Ill.**



# Some of the Current Troubles of the "Neighborhood" Dealer in Talking Machines

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

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

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

"The average neighborhood music store pro-

prietor cannot afford to make a flash like the downtown merchant. He advertises conservatively and must back up what he lists in his advertisements. The downtown merchant need not be so particular, for he can get away with many things the merchant of our locality cannot.

"Neighborhood business is largely what the store makes it, and most dealers located as we

*Must Be More Aggressive Than His Competitor in the Business Center if He Aims to Keep Trade Going*

are make the best of the neighborhood trade because it is usually the best after all. These people we come in daily contact with and they pay their bills promptly. Few ask for credit, and consequently they might be classed as cash customers.

"Summed up, the neighborhood music mer-

chant must be far more aggressive than the man doing business downtown, and especially in times such as these must be constantly on the alert for new ideas in merchandising, and must keep close tab on the situation prevalent downtown. It is the low price that attracts the trade and the biggest trouble is getting the customer into the store. Once in, the salesman can convince him that the merchandise is just the same as that offered by the merchant downtown, and at the same price."

The neighborhood dealer, it is declared, is most quickly affected by the unemployment situation, especially if he is located in an industrial center. It frequently happens that employes of various suburban plants reside in the district in the vicinity of the factories, both for convenience and by reason of economy. Any lack of work in the factories of the district, therefore, reflects immediately on the sales of all products outside of possibly food. Where the downtown merchant can draw from one section of the city when conditions are not right in another, the neighborhood dealer must set himself to the task of overcoming any buying lassitude and by sheer force of effort persuade even the man on a temporary "vacation" that talking machines and records are as essential during periods of rest as when activity prevails. It's a hard job, and the dealer who overcomes the handicap has done something of which he can well feel proud—he is a hustler.

## JURY ROWE CO. ADDS VICTOR LINE

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

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

The new department, which is the finest in the city, contains five beautifully decorated demonstration booths. A self-service counter for records has been installed. The counter contains a wide assortment of Victor records

and has the advantage of giving the customer quick service. Patrons select the records which they wish to hear and take them to booths, where they may consume as much time as desired to judge the merit of the selection. W. P. Fremont, well known in local business circles, is in charge of the department.

## REDMAN & SONS HAVE THE VOCALION

R. I. Redman & Sons, of Olney, Ill., have just been appointed Vocalion dealers. They have a very up-to-date store and the new music department which they will open makes their store complete. After January 1 they intend to enlarge their music department and make it one of the biggest in the State. They will carry in stock everything in the Vocalion line and are very enthusiastic over the future of their Vocalion department.

## ARTIST CO-OPERATES WITH DEALER

PEORIA, ILL., October 6.—Mme. Cyrena Van Gordon, of the Chicago Opera Co., and exclusive Columbia artist, appeared recently in this city and co-operated with the Chas. B. Adams Co., Columbia dealer, in a timely publicity stunt. Mr. Adams carried attractive advertising in the local newspapers, announcing the fact that Miss Van Gordon would appear at his store on a certain afternoon and would autograph her Columbia records. This announcement brought forth a good-sized crowd, and Miss Van Gordon was kept busy autographing a large number of records. The plan produced actual sales, and the dealer was keenly appreciative of Miss Van Gordon's co-operation.

The Klote Music House, of Edina, Mo., is planning to open a branch store in La Belle, Mo.

Two Important Reasons  
why  
Celina Cabinets Are Popular

**QUALITY** and **PRICE**

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

Celina Cabinets are made right in every detail.

Write us for Further Particulars

**The Celina Specialty Co.**

Celina, Ohio



Louis XV  
Model "R"





# Business Creating Ideas

## COMPLETE

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

## PATHE PHONOGRAPHS

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



Model No. 3



Model No. 6



Model No. 10



Model No. 12



Model No. 14



Model No. 17

## PROFIT

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

## DISCOUNTING COMPETITION

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

## THE FORWARD LOOKING DEALER

Who has not yet done so, will immediately investigate the profit-bearing potentialities of a Pathé agency. From such, communication is invited.





## Sales Clinching Merchandising

### GOOD SELLING RECORDS

The list of new records released each month is confined only to those selections, popular as well as standard, for which we are certain in advance a *good demand* exists. Supporting these regular monthly releases is the complete Pathé Library, containing a comprehensive list of favorite old songs, band and orchestral numbers, operatic and instrumental solos by world-known artists, etc., etc.

Pathé records have always been acclaimed by the discriminating for their exceptional wealth of detail and mellowness of tone.

### BOTH NEEDLE AND SAPPHIRE PLAYED

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

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

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

THE

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

*Another exclusive and valuable asset of the Pathé dealer.*

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



SHERATON

**PATHÉ FRÈRES PHONOGRAPH COMPANY**

BROOKLYN, N. Y.







**USED EFFECTIVE PUBLICITY**

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

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

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

**LANDAU'S FOURTH VICTOR STORE**

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

PITTSBURG, PA., October 7.—Landau's, well-known Victor dealer, took possession of its Pittston store at 40 South Main street a fortnight ago, and within the short space of two weeks has already won the confidence and esteem of the local buying public. This enterprising Victor dealer used effective advertising in the Pittston newspapers announcing the opening of the Pittston store, and this advertising was noteworthy for its dignity and timeliness.

Landau's is one of the most successful talking machine establishments in the Keystone State, and, in addition to the Pittston store, is located at Wilkes-Barre, Nanticoke and Hazleton. The Victor line is handled exclusively in all of these stores, with a comprehensive line of musical merchandise and jewelry.

**HAS NOT SOLD SONORA STOCK**

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

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

**STATUS OF GROUP ADVERTISING**

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

In view of the increased tendency among business men in various lines to go into co-operative advertising on a more or less extensive scale, it has been felt that there was a danger that such advertising might be regarded with disfavor by the Federal Trade Commission, which sometimes appears more inclined to dally with technical violations of the restraint of trade laws than with the actual and more flagrant violations of those same laws.

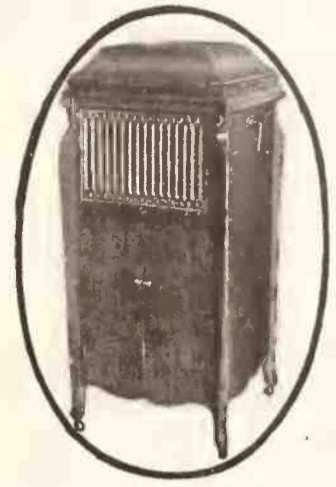
Taking issue with the situation, the following resolution was passed at the recent convention of the Associated Advertising Clubs of the World in Atlanta:

"Whereas, It is with the deepest satisfaction that the advertising industry has watched the continuous growth of co-operative advertising in marketing the products of fruit growers, of lumbermen and of many other producers, until today farmers are coming together in association to use co-operatively this great force in marketing their crops; and,

"Whereas, We hail the advent as advertisers of these fundamental producers, whose products are basic human necessities, as offering the crowning opportunity to complete the demonstration of the power of advertising to serve 'all sorts and conditions of men'; therefore be it

"Resolved, That the Associated Advertising Clubs of the World, in convention assembled this 16th day of June, 1921, strongly oppose any action on the part of the Federal Trade Commission to interfere with legitimate association or group advertising."

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



**BLANDIN**

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

**Racine Phonograph Co., Inc.**  
RACINE, WISCONSIN.

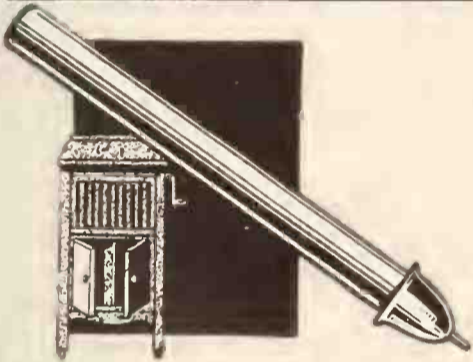


**TINCHER WITH STERCHI BROS.**

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

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

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



**AT LAST!**

**One Phonograph Needle for all Tones**

*Low, Medium and Soft Needles Unnecessary*

**Jonofone**

*The Needle With A Flexible Point*

**Has Solved The Big Problem**

*The point being flexible and softer than the records, will neither tear nor batter them.*

**IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE**

Each *Jonofone* Plays 20 to 50 Records Any record — Any Phonograph, in ORIGINAL TONE and VOLUME

*The best needle value ever offered*

**4 for 10¢ - 12 for 25¢**

No dealer's stock is complete without this needle that satisfies music lovers.

It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.

Write for samples, prices and full particulars about free advertising helps and the Wonderful Tonofone Window Display.

**R. C. WADE CO.**

110 South Wabash Avenue CHICAGO

*Inventors and Sole Makers*





**MICKEL  
SERVICE**  
*from* **OMAHA**

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

*The two Bright Spots  
of the Middle West*

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

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

**MICKEL  
SERVICE**  
*from* **DES MOINES**





# Convention of the Iowa Victor Dealers

**Most Successful Meeting of Iowa Victor Dealers' Association Held in Des Moines September 19 and 20, With a Great Array of Retailers Present—Constructive Practical Talks Greatly Enjoyed—Mickel Bros. Co. Entertain Visitors to Convention**

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

After getting acquainted and registering, the members gathered on the third floor of the Mickel Building, 411 Court avenue, which was

educational and entertaining had a wonderful future before it.

### Educational Work in the Schools

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

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

Mrs. Jessie Vance, of the Vance Music Co., Mason City, gave her views on the opposite side of the question, stating that in sending out records on approval, a dealer loses the personal contact with the customer, which is so necessary in developing his clientele. She added: "Customers who come to our store hear the records demonstrated under proper acoustic conditions



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

arranged to accommodate the convention and also a number of exhibitors whose merchandise on display was of great interest to every dealer. The Garver Hardware Co., Des Moines, jobbers for the Magnavox Co.; the Hulsizer, Co., Des Moines, manufacturers of interior store decorations; Capital Sign Works, Des Moines, signs and window trimmings; Addressograph Co. and the Morris Cash & Credit Register Co., of Omaha, were among the exhibitors.

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

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

### Sending Records on Approval

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

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

### Charging Interest on Contracts

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

### The Value of Outside Salesmen

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

(Continued on page 60)



## CONVENTION OF THE IOWA VICTOR DEALERS—(Continued from page 59)

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

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

**John G. Paine's Inspirational Address**

John Gregg Paine, of the Victor Co., was introduced and delivered a very inspirational address on "Trusteeship." He spoke on the mutuality that exists in the business of merchandising Victor products between the Victor Co. and the dealer, and showed how the business has grown to such great proportions that to-day the Victor Co. could no longer look upon the business as "its" business, nor could the dealer look upon the business as "his" business. The outlook must be broader than that and the time has come when both the dealer and the Victor Co. must look upon themselves only as a part of the great industry as a whole. He then pointed out very forcefully how the Victor Co. recognized its responsibilities to the dealer, how it realized that each dollar invested by the dealer in Victor merchandise was an earnest belief of the faith the dealer had in the Victor Co. and its products and they could be assured that the Victor Co. would never do anything to shake that faith or to destroy it, but, rather, would continue to guard that faith and cultivate it to the end that the dealer may ever rejoice in the wisdom that gave him his faith. He then went on to show how the Victor Co. guarded this faith and cultivated it, by its supreme merchandise, by its service to the dealer, by its experimental laboratories and by various other means, which he enumerated and described at some length and in a most interesting way.

On the other hand, he pointed out that the dealer had responsibilities toward the Victor Co. that he must not shirk. He was the ultimate channel of distribution and "if the stream is not to become stagnant its mouth must not become clogged." A dealer's responsibility toward the great Victor business is to keep the goods moving rapidly and as effectively as is consistent with fair, four-square business methods. "The Victor Co.," Mr. Paine said, "is constantly alert to the business conditions of the community, so that it could gauge far in advance the tide of affairs. You have had exam-

ples of the business acumen of the Victor Co. and how it has unfailingly predicted each change in business conditions. Its responsibility toward the industry and the dealer required it to do so, and now it has predicted a revival of business in a most marked degree and, with faith in its prediction, augmented its manufacturing program to meet the growing demand for Victor goods. When the revival is fully felt and completely realized as a fact the dealer will find the Victor Co. totally prepared to meet it. Will you dealers be, likewise, as well prepared?"

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

**TUESDAY MORNING'S SESSION**

The Tuesday morning session was called to order promptly at 9:30, at which time Earl H.



Geo. E. Mickel

Haglund, of Mickel Bros. Co., gave a demonstration on the adjustment of Victor motors and governor.

**Window-trimming Demonstration**

One of the most important numbers on the morning program was a practical window-trimming demonstration by Jack Cameron, head decorator of the Harris Emery Co., of Des Moines. In speaking of his work Mr. Cameron said: "Wonderful opportunities are given a window trimmer in displaying such high-class merchandise as Victrolas. Have harmony in color only in your settings and the use of two colors is most effective. In displaying Victor merchandise it is bad taste to show the price ticket. Do not simply stand a Victrola in the center of your window and expect it to be effective. Best center on the corner or to one side. And to obtain a very pretty effect a hidden colored lamp glow in red, amber, blue or green will work wonders."

**Interesting Stereopticon Lecture**

Gus Mayer, of the Unit Construction Co., gave a very interesting stereopticon lecture on the products of his company and how they are made.

**G. E. Mickel Discusses "The Business-getter"**

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

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

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

**Rockwell on Advertising and Salesmanship**

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

The seed from which sales are made, I care not what the line of business is, are seeds of suggestion, inspiration, education, and, as in the production of any other crop, the process of sowing must be repeated, and continuous, if there is to be a continuous growth for the harvest.

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

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

**MASTER WAX****BUSINESS BLANKS****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



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

is mature and to go out then and gather in the harvest.

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

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

#### New Officers Elected

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

President, L. A. Murray, Davenport.

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

Secretary, H. B. Sixsmith, Des Moines.

Treasurer, R. B. Townsend, Des Moines.

Executive committee: J. D. Vance, Mason City; R. G. Lohr, Muscatine; H. A. Duncan, Fort Madison; F. H. Walter, Cedar Rapids; J. M. Donahoe, Fort Dodge; M. W. Duncan, Albia; L. R. Spencer, Iowa City.

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

#### The "Question Box" Interesting

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

#### Business Survey of State

For several months prior to the convention the Iowa State University Extension Department, under direction of Prof. O. E. Klingaman, had been gathering valuable statistics in connection with the Victor industry of the

State. Questionnaires were sent to a number of dealers containing some rather pertinent questions, covering practically every branch of their business, and Prof. Klingaman's talk was based upon the results obtained from this survey. The points given were of great assistance to the dealers and his suggestions for the management of their business proved to be of cash value to every one there.

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

#### Mickel Bros. Co. Entertains

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

The entire arrangements of the program and entertainment was entirely in the hands of H. B. Sixsmith, sales manager of Mickel Bros. Co., and a rising vote of thanks was given him by the members for providing the most beneficial and entertaining program yet arranged.

#### Loving Cup for Geo. E. Mickel

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

#### Those in Attendance

Chase & West, Des Moines: E. Chase West, William Allen, Mr. and Mrs. C. B. Beard, Stewart Gadd, Earl Linn, Mr. and Mrs. Walter Lindquist, Eleanor Melchor, Sara Olmquist, Mr. and

Mrs. C. W. Rindfleisch, Frances Sears, Ruth Uhl, Lois Willetts, Winifred Willetts, Don Willis and Ray Barquist; Des Moines Music Co., Des Moines: Mr. and Mrs. H. L. Woodward, Sylvia Heidt, Jos. Stanton, Mary Wilson, Cub Wilcox and Charles Weber; S. Davidson & Bros., Des Moines: Mr. and Mrs. L. Davidson, Mr. and Mrs. R. B. Townsend, Ferne Brooks, Mr. and Mrs. Henry Olson, Mrs. Glenn Ufford, James B. Wilson and Elva Tralton; Haddorff Music Co., Des Moines: Mr. and Mrs. N. A. Lilja; Mickel Bros. Co., Des Moines: Mr. and Mrs. Geo. E. Mickel, Mr. and Mrs. H. B. Sixsmith, Mr. and Mrs. E. H. Haglund, Mr. and Mrs. Roy Banta, Florence Cage, Lelia White, Eva Donner, Minnie Lipshey, Eliz. Garrity, Mr. and Mrs. Don Peters, Mr. and Mrs. Guy D. Andrews, H. W. Burnett, Gerald Young, Granville Henry, Don Bell, Mayme A. Jardine and Norman Banta; Anderson Music House, Charles City: R. W. Anderson; Red Cross Dec. Co., Centerville: Mr. and Mrs. H. C. Adams and Paul Cushman; Bollinger Music House, Oskaloosa: Mrs. M. B. Bollinger and Chas. W. Bollinger; Baas Music Shop, Rock Island, Ill.: Mr. and Mrs. Baas; Baylor Furniture Co., What Cheer: Mr. and Mrs. John Baylor; Cray Hardware Co.: Mr. and Mrs. Joe Britt, Mrs. Florence Scanlin and Fred Cray; Standard Furniture Co., Centerville: Mr. and Mrs. Wolfe Bernstein; Watters Drug Co., Cedar Falls: Mr. and Mrs. C. L. Brown; Peacock & Baxter, Atlantic: Henry Baxter; Harry Clarke, Anamosa; Combs & Clouse, Chariton: Mr. and Mrs. D. Earl Combs and D. C. Clouse; Mickel Music Co., Marshalltown: Mr. and Mrs. John Cobb, Mrs. Grace Travis and Mr. and Mrs. C. W. Holms; Arnold Jewelry & Music Co., Ottumwa: Carl Dalin; Mark W. Duncan, Albia: M. W. Duncan and Miss L. Duncan; Donahoe & Donahoe, Fort Dodge: Jim Donahoe; Baxter Piano Co., Davenport: J. J. Donnelly; Strombeck Drug Co., Maxwell: Mr. and Mrs. O. F. Strombeck and A.

(Continued on page 62)

# Sherman, Clay & Co.

## Pacific Coast Distributors



### Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

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

427 West First Ave., Spokane, Washington



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

A Fox-Trot Ballad with a Dixie Melody

# GEORGIA ROSE

## IOWA VICTOR DEALERS' CONVENTION

(Continued from page 61)

W. Gamble; Oppenheimer-Also Co., Oskaloosa; H. A. Groves; Fannie A. Nichol, Mt. Ayr; Miss F. A. Nichol and Mrs. Helen Hargis; Wm. Hersbergen, Mitchellville; Mr. and Mrs. Wm. Hersbergen and Sylvia Hall; W. H. Hoover, Mt. Vernon; Ireland Music Co., Independence; F. B. Ireland; Kennedy-Gardner Co., Iowa Falls; Mr. and Mrs. W. G. Kennedy; P. K. McKee, Indianola; Mr. and Mrs. P. K. McKee, E. R. McKee and Thelma Lyon; Duncan-Schell Co., Fort Madison; Mrs. Maude Langridge; L. A. Murray Co., Davenport; L. A. Murray and Theresa Murray; McGregor Bros. & Coens, Creston; Mr. and Mrs. C. B. McGregor and Miss Margaret McGregor; E. C. Mittvalsky, Cedar Rapids; J. F. McNamara & Sons, Wash-

ington; J. J. McNamara; F. H. Nolte, Stuart; Mr. and Mrs. F. H. Nolte and Irene Nolte; McCauley & Powers, Adel; Mr. and Mrs. C. E. Powers; Victor Co., John Gregg Paine and G. L. Richardson; John Boesch Co., Burlington; Flora Raikes and Laurence Waibel; Harmony Hall, Iowa City; Mr. and Mrs. L. R. Spencer; M. J. Soukup, Decorah; Swan Pharmacy, Madrid; Mr. and Mrs. F. R. Swan; E. P. Shellabarger, Columbus Junction; Theden's Pharmacy, Tama; Mr. and Mrs. F. R. Theden; Vance Music Co., Mason City; Mrs. Jessie Vance and Gail White; Morris Sanford Co., Cedar Rapids; F. H. Walter; Frederic Knight Logan, Mrs. Genevieve Wheat-Baal, Mr. and Mrs. Jack Cameron, Prof. O. E. Klingaman, Gus Mayer, Roy E. Waite, Mr. and Mrs. W. O. Welker, D. Wanamaker, J. J. Rockwell, Governor and Mrs. N. E. Kendall and Mayor H. H. Barton.

## MEETING OF NEW JERSEY RETAILERS

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

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

meeting was unusually large and the enthusiasm evinced by the members presages an active Fall in association circles.

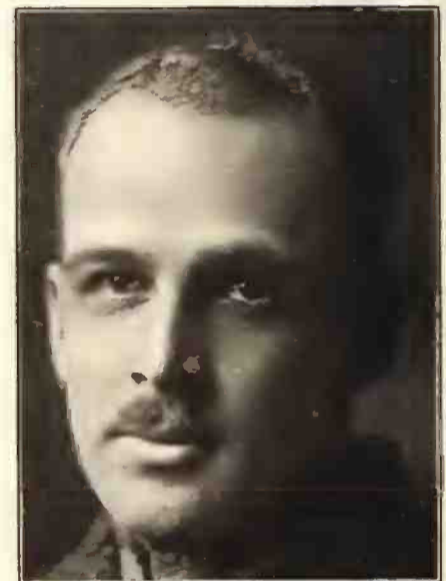
Plans are now being made to provide special features for coming meetings, and it is expected that at the next session a man of national prominence will talk to the dealers on matters pertaining to their business. All members of the Victor trade in New Jersey are made welcome at the meetings.

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

## SEYMOUR SOULE'S IMPORTANT POST

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

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



Seymour Soule

merly connected with the Geo. Batten advertising agency, where he specialized on Columbia Dictaphone advertising, and also became familiar with the general advertising policy of the Columbia Grafonola as well.

Mr. Soule takes up the active duty of assistant advertising manager immediately, and is already hard at work on many new features of Columbia advertising. Owing to his wide practical knowledge of the work of the advertising department he is certain to meet with a large measure of success.

## MUSIC LIGHTENS HOUSEWORK

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

## DISPLAY AT ILLINOIS STATE FAIR

SPRINGFIELD, ILL., October 1.—The Hilmer Piano Co., Granby dealer, attractively exhibited that line at the Illinois State Fair, held recently. The Hilmer Piano Co. reports that the exhibit was well attended and an excellent prospect list was secured.

## Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

## THE C. E. WARD CO.

(Well-Known Lodge Regalia House)  
101 William Street New London, Ohio  
Also Manufacturers of Rubberized Covers  
and Dust Covers for the Warehouse

### Distributors

- BRISTOL & BARBER, INC.  
3 E. 14th St., New York City
- YARR & LANGE DRUG CO.  
207-215 E. Water St., Milwaukee, Wis.
- CDHEN & HUGHES, INC.  
Washington, D. C.
- BECKWITH-D'NEILL CO.  
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.  
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.  
Beckman Bldg., Cleveland, D.  
Butler Bldg., Detroit, Mich.
- THE REED CO.  
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON  
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS  
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.  
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES  
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS  
Buffalo, N. Y.
- SACHS & CO.  
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.  
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.  
35 Auburn Ave., Atlanta, Georgia  
1500 South Boulevard, Charlotte, N. C.  
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE  
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.  
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.  
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.



Wonderful  
Elegance  
In Beauty  
& Tone



# Modernola

The  
Phonograph  
That Immediately  
Attracts &  
Pleases

## The Season's Biggest Opportunity

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

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

### Unusual Points

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

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

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

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

## The Modernola Company Johnstown, Pa.

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

### Important Notice

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

Phone Ashland 7453

Warehouse  
101 West 20th St.



## MAMIE SMITH ON EXTENDED TOUR

Popular Okeh Artist Featuring "Sax-O-Phoney Blues" on Present Tour—Will Visit Pacific Coast After the Christmas Holidays

Mamie Smith, popular "Blues" singer and exclusive Okeh artist, is featuring on her present tour a new song entitled "Sax-O-Phoney Blues," written by Milo Rega, and one of the song novelties of the present season. Mamie Smith attained country-wide success in the rendition of "Crazy Blues," but the song that she is now featuring offers her possibilities that will un-



Mamie Smith

doubtedly enable her to eclipse the phenomenal popularity that she won with the "Crazy Blues" number.

"Sax-O-Phoney Blues" has been recorded for the Okeh record library, and Okeh dealers will have an excellent opportunity to feature this song, as Mamie Smith's tour, which started at New Haven on September 23, will extend as far north as Boston and as far south as Florida. This tour, which is under the management of

## ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS



EVERLASTING

Write for prices  
stating quantity  
desired



NEAT IN APPEARANCE

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

the Standard Amusement Co., is proving a decided success, and after the holidays Mamie Smith and her company of entertainers will tour to the Pacific Coast. Plans are also under way to present Miss Smith with her own company in a Broadway production later in the season.

### THE WANDERING GAZE

Many Salesmen Lose Sales Because Their Attention Is Everywhere but on the Customer as They Give Their Sales Talk

A factor in successful salesmanship that is often overlooked is inattention to the customer; in other words, discoursing enthusiastically about the product, pointing out its advantages and superiority, etc., and gazing anywhere and everywhere but at the customer. This is an extremely annoying trait and the prospect gets the impression that the salesman is reciting a memorized speech and very often he walks out without making a purchase.

The salesman will get materially better results if he looks at the customer squarely when he talks. In no other way can the prospect be impressed with the earnestness of the seller and the value of the product. When the sale is finally consummated the buyer will feel satisfied with the treatment accorded him at the store as well as with the purchase which he has made.

### COLUMBIA ARTISTS IN EUROPE

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

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

### ANDREWS BUYS INTEREST

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

An attractive Victrola salon was recently opened in the waiting room of the Baltimore & Ohio Building in Gerard, O., by Roy E. Purdum.

When you feel your record sales  
are slumping try—

# Okeh Records

*The enormous factory releases are proof  
of their sales value*

## THE HARPONOLA COMPANY

Distributors

CELINA, OHIO

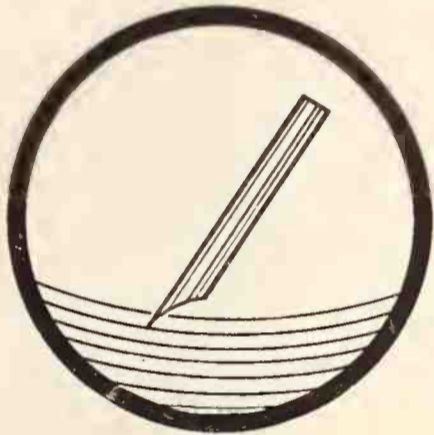
Distributors



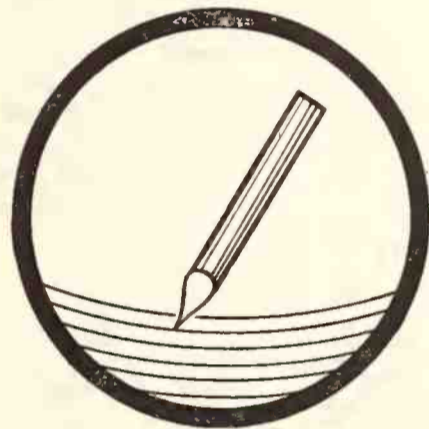
# Tonepen

TRADE MARK

## Dealers! Here Is the New, Quick-Selling Unrivaled Tonepen



**LOUD**



**SOFT**

The TONEPEN does what no other needle can do.

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

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

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

TONEPENS greatly prolong the life of the record.

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

Write today for our special dealer offer.

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

*Send for Free Sample*

## TONEPEN COMPANY

219 Center Street

New York City





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

Columbia Graphophone Co.  
NEW YORK

### ISAACSON ADDRESSES SALESPEOPLE

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

Charles D. Isaacson, who is in charge of the New York Evening Mail's free concerts and editor of the Mail's "Our Family Music" page, was the speaker at a meeting and concert of retail talking machine and record salespeople, held under the auspices of the Talking Machine Men, Inc., at Wurlitzer Hall, Wednesday afternoon, September 28.

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

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

### START PERFECT PACKAGE DRIVE

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

### LOOKS FOR BETTER BUSINESS

Geo. E. Brightson, President of the Sonora Phonograph Co., Saw Evidences of Increased Demand on Recent Trip to Central West

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

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

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

when asked if they were doing anything to counteract dull times."

Mr. Brightson calls his trip a very satisfac-



George E. Brightson

tory one and is sorry his time is so taken up at the New York office that he is unable to spend more of it visiting Sonora representatives.

The small house that advertises never fears big competition.

At Last Something Worth While to Sell

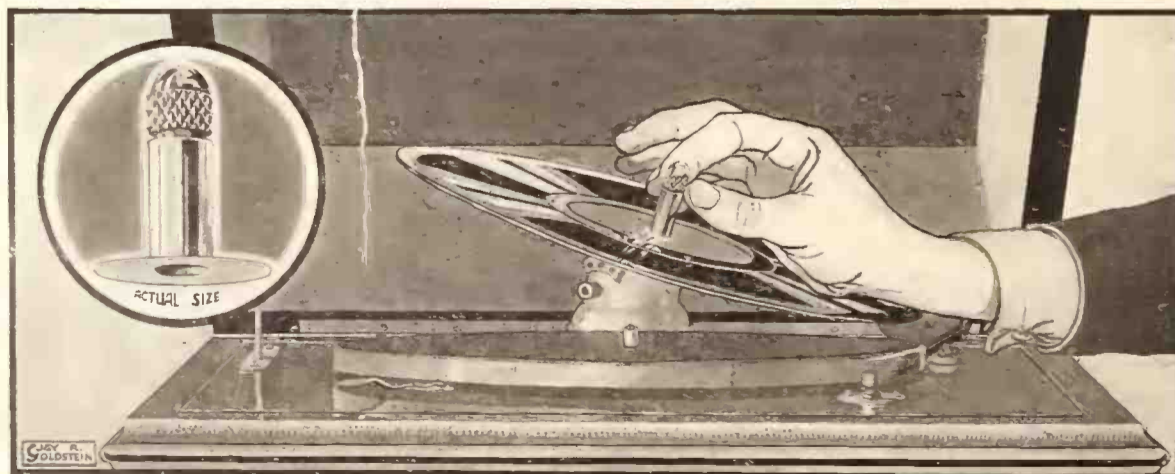
*Nifty Lifter*  
FOR RECORDS

in the Phonograph Accessories Line

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

**REASONS WHY NIFTY LIFTERS SELL ON SIGHT**

1. Prevents Breaking of records.
2. Does away with unnecessary handling and prevents scratching of records.
3. Saves wear and tear on brakes and gives machine double life.
4. Doubles life of records.



5. Prevents bruising of finger nails.
6. Saves Energy.
7. Eliminates annoyance of stopping and starting machine to change records.
8. Saves time in changing records.

Retail Price: Nickel Plated, only 50c each—Gold Plated only 65c each

Liberal margin of profit for you

Write today for full particulars and prices

LIBERAL DISCOUNT FOR JOBBERS

NIFTY LIFTER COMPANY

SCHENECTADY, NEW YORK



# MAMIE SMITH

All Mamie Smith's Records Now 85c

## SAX-O-PHONEY BLUES



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

*Place your order today for Mamie Smith's biggest hit*

# Okeh Records

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City



**CANTON DEALERS ARE OPTIMISTIC**

Conditions in Eastern Ohio Bettering—Exhibitors at Stark County Fair—New Dealer Opens—Instructions in Salesmanship—Other News

CANTON, O., September 30.—With the advent of Fall music dealers of the Canton district are preparing for a busy season and without exception all dealers are optimistic as to what the next two months hold in store for them. They anticipate a spirited holiday trade and there is every reason to believe that the Fall and early Winter will bring the much-looked-for revival in retail business.

The impression of music merchants in eastern Ohio is that business is on the up-grade. They say that they feel the general public is in a more complacent mood than it has been for some months past and is disposed to go in and help restore confidence and anything else that needs restoration.

Industrially the Canton district is improved over last month 20 per cent and slowly the large army of unemployed is being absorbed. Indications are that the local metal working mills will continue active indefinitely.

Never in the history of the Stark County Fair were there so many exhibits of retail music dealers as last week. Five local music houses were represented with booths in the Merchants' Hall. Two dealers from Massillon, O., also had booths. The representative of The World was very much impressed with the attractiveness of the exhibits this year and special mention is due the Alford & Fryar Piano Co. and the George Wille Music Co., both of Canton. A boy soloist at the Alford-Fryar booth made a hit with the fair spectators, while at the Wille booth hundreds crowded into the aisles to listen to the music produced by a seven-piece jazz band. The idea was that of George Wille, head of this music house, and it went over big with patrons on Friday night. Many sales resulted from the exhibits and indications are that the business of all music houses represented at the fair will show a substantial increase as the result of the displays.

Another music concern, it is reported, will soon invade Canton. The Rhines Edison Shop will open soon in the new Witter Building, Cleveland avenue, N. W. This concern now has a store in Massillon. No definite announcement has been made as to the opening plans of this shop.

Miss Helen Ramsdell, Government instructor, has opened salesmanship classes in the Chamber of Commerce rooms here. More than one hundred clerks from downtown retail stores have registered for the course. Miss Ramsdell conducted classes here last year and diplomas were granted those who passed successfully the examinations. Local stores furnish the clerks and the Government has the co-operation of the Board of Education and the Canton Chamber of Commerce.

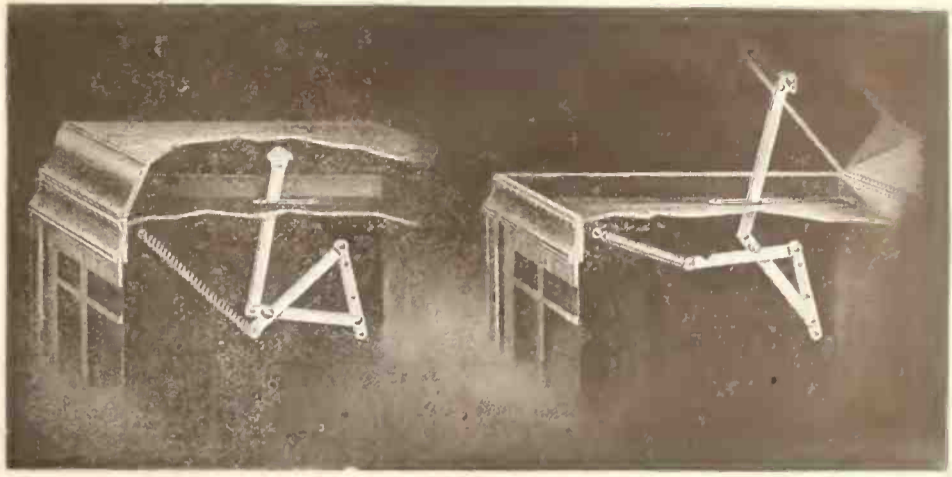
**STUDY CUSTOMERS' PREFERENCES**

It is a good plan to study the preference of customers with regard to the kind of music which they prefer and when the knowledge is at hand place it on file with other data concerning the customer. The talking machine merchant with such knowledge can suggest records to the customer which he thinks would please. Such a courtesy is sure to please and will often result in increased sales.

**ROSA PONSELLE POPULAR IN EUROPE**

Rosa Ponselle, the great Columbia soprano and member of the Metropolitan Opera Co., New York, will soon leave for Europe, where her Columbia recordings have already won quite a large measure of popularity.

No merchant is so perfect that he is able to form an organization which cannot be criticised, therefore a wise policy to adopt is that of encouraging salesmen and store help to criticise.



**The Superior Lid Support**

*A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid*

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold  
Quantity Prices on Application



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

**BETTER CONDITIONS INDICATED**

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

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

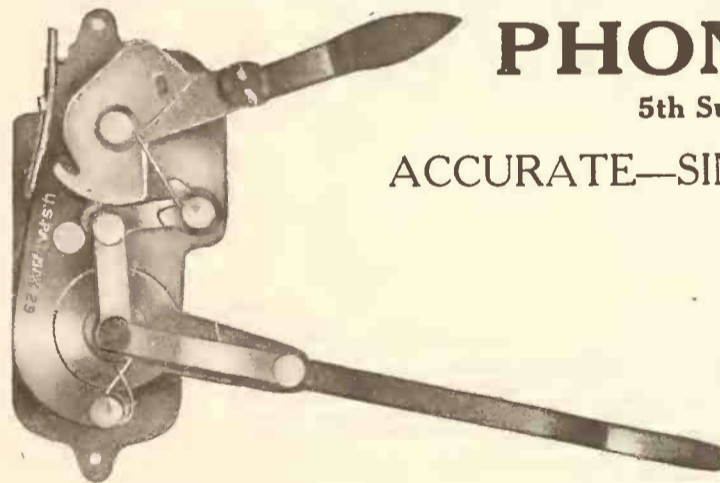
Mr. Holmes further stated in an interview with The World: "The Olympic Disc Record Corp. has had steady business from the time its first records were released in May, and each month we have shown a rapid gain over the previous month. Furthermore, our wholesale distributors are increasing their monthly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

**A COMPLAINT THAT BROUGHT SALES**

Lawyer Complains of Victrola Music in Dwyer Piano Co. Store and Then Sales Start

NEW ORLEANS, LA., October 1.—Charles H. Iddings, of the Dwyer Piano Co., is beginning to hope that the music produced by the Victrolas and records being demonstrated in the Dwyer store arouses frequent complaints from neighboring business men and others, if all the complaints work out as successfully as that filed by a neighboring attorney recently.

Some weeks ago the lawyer in question, with offices opposite the Dwyer store, complained to the police that the school model Victrola which was being played in the doorway of the music store was a public nuisance. As a result of the complaint a good-natured Irish cop, by the name of Kerrigan, was sent to the Dwyer store to investigate. Mr. Iddings met the officer, learned that he was a lover of music and proceeded to sell him a Victrola IX for his own home. Two weeks later the lawyer who made the original complaint dropped into the store and bought \$10 worth of records as an apology for his action.



**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

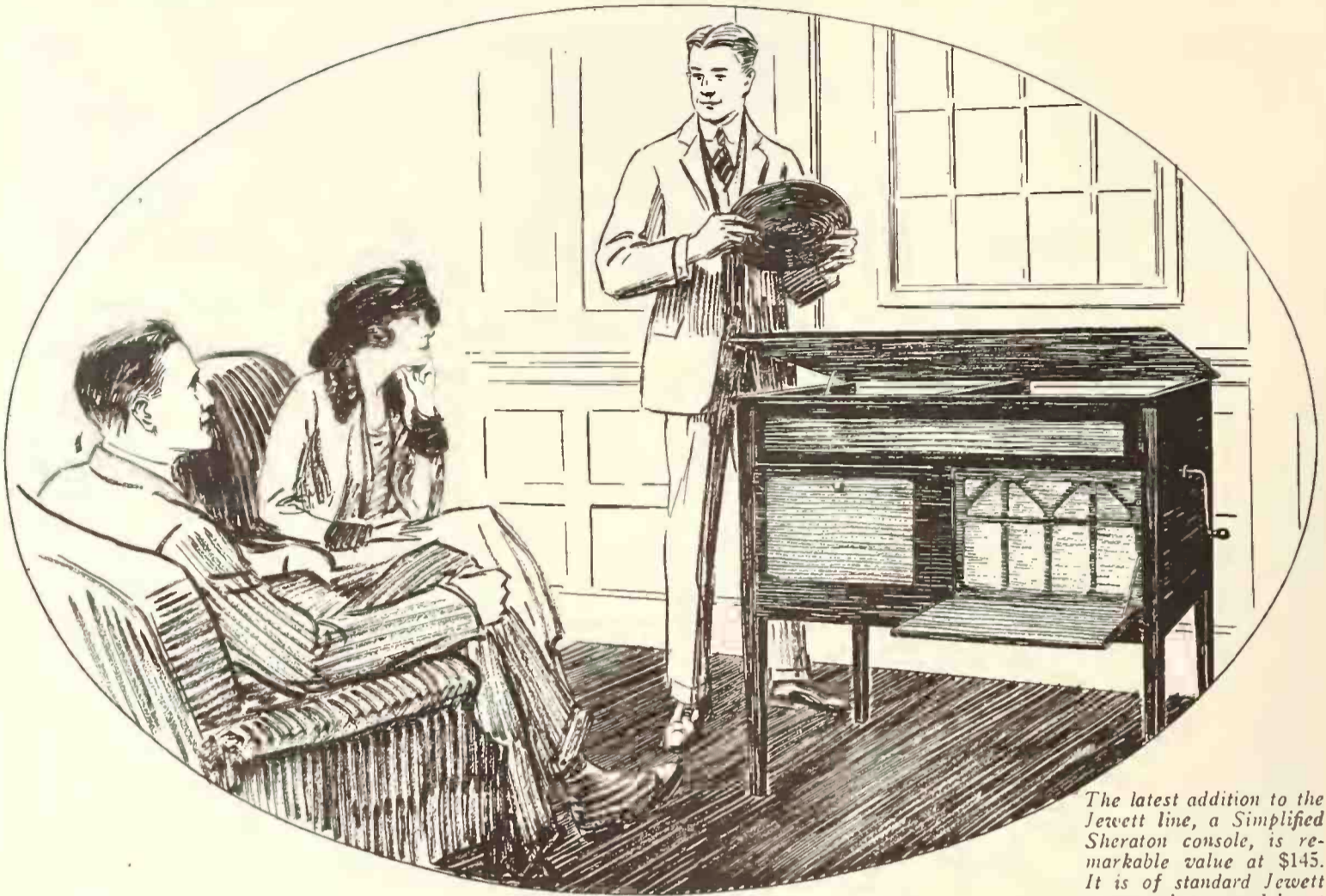
**75 cents**

Trade Discount

A SUPERIOR TOOL

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





*The latest addition to the Jewett line, a Simplified Sheraton console, is remarkable value at \$145. It is of standard Jewett construction, cabinet work and finish.*

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

Your storeroom or warehouse filled with phonographs represents frozen dollars. It means a dangerously high investment—slow turnover—old stock—borrowed money—worry.

You're probably wondering if there isn't some merchandising policy which will prevent you from getting into such a predicament again. There is.

The manufacturers of the Jewett phonograph realize that "loading up" is bad for everybody—dealer, manufacturer and buying public.

That's why we build a high-grade instrument at a price which means immediate sales.

That's why we do not ask you to contract for more phonographs than you can readily dispose of. Under our plan you will never worry about a warehouse full of frozen dollars.

That's why we offer a liberal co-operative advertising plan and enable you to discount your paper immediately on favorable terms.

The Jewett line in your store means liquid capital—quick turnover—sure and satisfactory profit—remarkable value that insures pleased customers. Write today for our dealer proposition.

# JEWETT

THE JEWETT PHONOGRAPH COMPANY  
General Sales Offices: 958 Penobscot Building, Detroit, Mich.



**G. W. LYLE HEADS NEW COMPANY**

Prominent Talking Machine Man Now President of Manufacturers Phonograph Co.—Will Control Entire Output of Well-known Factory—Company Announces Interesting Plans

George W. Lyle, for many years vice-president and general manager of the Columbia Graphophone Co. and more recently associated with the Pathé Frères Phonograph Co. in an executive advisory capacity, is now president of a new talking machine company, which will be known as the Manufacturers Phonograph Co. This new concern has opened headquarters at 95 Madison avenue and its merchandising plans include several new ideas which will undoubtedly prove of interest to the trade.

The Manufacturers Phonograph Co. has completed plans whereby it controls the entire output of one of the largest and most successful talking machine manufacturers in the United States. In a chat with *The World* Mr. Lyle outlined his company's plans, stating as follows:

"Our policy will center upon the elimination of overhead and the placing of our product in the dealers' hands at list prices and discounts which we believe have heretofore been impossible. We shall shortly show samples of five models, including two uprights, retailing at \$100 and \$150 respectively; two consoles retailing at \$125 and \$175 and a special console at \$40 retail to enclose all the leading makes of small machines.

"Our cabinet plant is one of the best equipped in the country. It has produced over \$3,000,000 worth of completed high-grade talking machines each year during the last few years for one of the older companies. This product has been recognized as the finest quality marketed by this company, and the quality has been uniform in every detail, including the grade of materials used, the working, joining and finish of these materials and in the assembling, packing and shipping of the finished product.

"In view of the drift of the trade toward the

period cabinet, and recognizing the great significance of correct designs in this field, we have under contract one of the foremost furniture designers in the country, a graduate of L'Ecole Beaux Arts, whose work is as well known in Paris as it is in the product of many American manufacturers.

"We know the phonograph business and we know the dealer's market and his present problems. We believe that the time has come when a larger share of the profit must go to the dealer



George W. Lyle

who at the same time must be able to deliver a finer product at a more favorable price."

The Manufacturers Phonograph Co. is already establishing distributing agencies in fifteen of the largest cities in the country under the direct supervision of men whom Mr. Lyle describes as the most experienced men in the industry. The advertising is to be handled by Hanff-Metzger, Inc., the agency that has handled Pathé advertising, and which conducted the very successful Columbia campaign for several

years after Mr. Metzger retired from the position of advertising manager of the Columbia organization.

**RAPPAPORT'S MUSIC SHOP OPENS**

Fine New Victor Establishment in New York Contains Many Features—Display Windows Equal to the Best in Metropolitan District

Rappaport's Music Shop, an exclusive Victor establishment, at 880 Westchester avenue, New York City, was formally opened during the latter part of September. The store is one of the finest and most attractive in upper New York. Spacious display windows, a beautiful reception room and twelve demonstration booths are features of the store. In the rear a special room has been devoted to the display of period models.

The establishment was crowded at the opening and besides a big concert souvenirs were distributed to the guests. Mr. Rappaport, president of the organization, received many messages of congratulation and floral pieces. Those present included many artists, jobbers or their representatives and dealers. Manager Prisyon and his assistants, Messrs. J. Hannan, Lehrer and F. Fuller, represent the personnel of the establishment.

**DOWN FOR BUSINESS AND PLEASURE**

W. D. and C. N. Andrews Visit Victor Factory and Then Attend World Series Games

W. D. Andrews, of Syracuse, N. Y., and C. N. Andrews, of Buffalo, N. Y., both well-known Victor wholesalers, stopped in New York City late last month on their way to the Victor factory in Camden and then came down early this month to attend the World Series baseball games. Both brothers are enthusiastic baseball fans and always manage to see at least a few of the World Series games each year.

Remember, the man of "go" is seldom let go.

**MODEL L S**  
COMPOUND  
ROCKER  
ACTION

The highest grade and most scientific reproducer ever offered the trade.

PAT. APPL'D FOR.

## ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.

**ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE**

1000 to 1010 GEORGE ST.  
CHICAGO, ILLINOIS



Beginning October 1st

*The New  
Super-Finish*

## BRILLIANTONE STEEL NEEDLES

will be delivered in

The New  
Counter Display Cartons  
(Each tone in a different colored carton)

The Last Word in  
Talking Machine  
Needles



# BRILLIANTONE

## STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,  
NEW YORK

AT 34th STREET

SUITE 610

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



The applause Van & Schenck got in the Ziegfeld Follies for "In the Old Town Hall" and "What's-a Gonna Be Next?" will be echoed by every customer who hears this great double. A-3461.

Columbia Graphophone Co.  
NEW YORK



**SEMI-CENTENNIAL OF PACKARD CO.**

Fiftieth Anniversary of Establishment of Big Ft. Wayne Institution to Be Celebrated in November in an Elaborate Manner

FT. WAYNE, IND., October 8.—Elaborate plans are now being made for the semi-centennial celebration of the establishment of the Packard Piano Co. in this city, the fiftieth anniversary of the company occurring on November 4. The occasion will be marked with special festivities in which the officials and employes of the Packard Co. will participate. Manager Achenbach, of the retail store of the company, hopes to have the formal opening of the new downtown building on the same date, and thus make the celebration a double one. The Victor talking machine is handled by the retail division of the company.

**LEAVES FOR WESTERN TRIP**

W. F. Hitchcock, of Phonomotor Co., Will Visit Trade in West—Gratifying Reports of Business Conditions Now Being Sent In

ROCHESTER, N. Y., October 7.—W. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of the Phonostop and the Need-A-Clip fibre needle cutter, left recently for an extensive Western trip. Mr. Hitchcock had received quite a number of inquiries in the past few weeks which called for immediate attention, as they intimated that several well-known concerns were planning to increase their activities materially.

Before leaving on this trip Mr. Hitchcock commented upon the fact that his company's sales for 1921 up to September 1 showed an increase over 1920, which, in view of general business conditions, was most gratifying. The new Need-A-Clip cutter is meeting with considerable success, and dealers throughout the country are ordering it in good-sized quantities.

**ADOLPH H. MAYERS LEASES BUILDING**

Adolph H. Mayers, well-known Victrola dealer in the metropolitan district, now located at 1983 Broadway, has leased the entire two-story and basement building, at 1989 Broadway, for a term of years. Mr. Mayers will move his business to the new location as soon as alterations have been made.

**BLANDIN CO. OBTAINS CHARTER**

The Blandin Phonograph Co., Racine, Wis., has been granted a charter of incorporation in that State, with a capital of \$400,000. Incorporators are: S. W. Blandin, M. W. Youngs and E. L. Davis.

The Forest City Phonograph Co., Rockford, Ill., which had been closed since November, 1920, has resumed operations with three-quarters of its former force. About two hundred men are now employed at the factory.

**EDISON FOREIGN RE-CREATIONS**

November Advance Lists Include Numbers in French, Polish, Norwegian and Russian Which Are Splendidly Sung by Prominent Artists

Thos. A. Edison, Inc., in addition to its regular advance list of records sung in English for November, has also prepared many interesting Re-creation records in French, Polish, Norwegian and Russian. The ten French numbers, which embrace popular and standard songs, are recorded by Paul Dufault, tenor; Hector Pellerin, baritone; Torcom Bezazian, baritone. The four Polish Re-creations, which consist of folk and Christmas songs, are sung by Michael Zazulak, baritone. The six Norwegian Re-creations are made by the Misses Olson and Carsten Woll. The two Russian numbers consist of folk songs and are sung by Alexander Sashko, tenor.

**IRISH SONG NEW OKEH FEATURE**

A new song, entitled "When the Harp That Once Through Tara's Halls Rings Again for Freedom's Glory," written by Emmett O'Gowan, a member of the famous Okeh Rega Orchestra, which records for the General Phonograph Corp., of New York, will soon be a new feature of the Okeh recordings. Gerald Griffin, the Irish singing actor, is enthusiastic about the new song and was largely instrumental in bringing it to the attention of the Okeh clientele.

**CANTON DEALERS EXHIBIT AT FAIR**

All but Two of Local Music Houses Have Displays at Stark County Fair—Efforts Amply Rewarded With Sales and Prospects

CANTON, O., September 30.—Never before in the history of the Stark County Fair did the retail music merchant take as much interest as this Fall. With the exception of two dealers, every music house of any consequence in Canton was represented with exhibits at the annual fair, which closed recently.

Booths in former years were not nearly so attractive as those of music dealers who were represented in the Merchants' Hall last week. The talking machine was given a prominent place in the exhibit, as were pianos, players, musical merchandise and sheet music. Even records were on display in all the booths.

Canton dealers represented at the fair included the Alford & Fryar Piano Co., George Wille Music Co., Klein & Heffelman Co., William R. Zollinger Co., the Rhines Edison Shoppe and the Arnold Music Co., of Massillon, O.

Attendance at the County Fair exceeded 60,000 during the four days and each music merchant had some original stunt by which to attract the spectators and get his offerings before them for consideration.

Music dealers of Canton are enthusiastic over the fair of this year and declare their efforts were amply rewarded by the number of sales and prospects which resulted.



Supplement Envelopes  
for Everyone



Stock Record Envelopes, green sulphite or brown kraft, 10 and 12 inches plain\* and printed.\*

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





## The Result of Ingenuity

The VICTROLA is eminently supreme because its each and every part is a masterpiece - the result of ingenuity and skill of the highest calibre - And like the workmanship and music of a good old Stradivarius the VICTROLA will live thru the ages - What a wealth of satisfaction and assurance these facts should give to every VICTOR dealer...

**C. BRUNO & SON, Inc.**  
351-353 Fourth Ave. - New York

VICTOR WHOLESALER  
TO THE DEALER ONLY



# Developing the Campaign for Better Business By Practical Suggestions to the Sales Force

As has been pointed out time and again, the attitude of the heads of a company has much to do with the attitude of even the lowest employe in relation to the business situation and what the individual worker can do to help produce results under business handicaps. It quite often happens that heads of concerns are somewhat pessimistic in their attitude and yet they seem surprised when their employes are in turn pessimistic and devoid of the energy that gets results to-day. Then, again, we find optimistic and aggressive executives who by word of mouth and by their very actions instill some of their spirit of action into those associated with them.

Among these latter is to be included E. H. Droop, secretary of the old-established house of E. F. Droop & Sons Co., Washington, D. C., Victor distributor, whose spirit of cheerfulness and optimism has long been recognized by the trade in general. In a recent memorandum to the employes of his house, E. H. Droop offered some comments that are reproduced here in the belief that they will encourage other executives to take similar courageous and timely action. In his memorandum Mr. Droop said:

"Dear Co-worker:

"1. We firmly believe that the sun has set on the long period of depression which engulfed all business in this country and that it has risen on a brighter 'to-morrow' which gives promise of great activity and opportunity for all who are willing and want to work.

"2. Our business has taken heavy losses—not only because of generally dull business conditions, not only in the depreciation of many merchandise values in stock, but because of our efforts to keep our organization intact and not lower compensations in any instance. Whether the last-mentioned condition can be maintained in the face of wage and salary reductions and their readjustment everywhere to meet present-day conditions depends solely upon you and the efforts you put forth to assist to the best of your ability to retrieve the losses which have been suffered.

"3. We are face to face with new conditions. They can be met successfully by personal readjustment and individual effort; they will be met in our business by the process of elimination if necessary. The drone has no place in modern-day business; he or she is a drag on the conscientious and well-directed effort of others; only the real worker will survive, and that is as it should be. The world owes no one a living; however, it does owe you the chance to make one—and the results which you achieve in your daily work alone are recognized; all else in business is negligible.

"4. Success in every business depends on sev-

eral qualifications, and we mention some of them in the order of their appeal to us: Personal appearance; courtesy, cheerfulness and undivided attention to the customer; thorough knowledge of your goods; above all, a ringing sincerity and absolute truthfulness in everything you say—no exaggeration, no knocking, no hesitation—back of it all, an intelligent mind improved by study and application; and, finally, the ability to impress the customers that you know what you are talking about—that you want to help them (rather than merely put over a sale and get their money)—and that you are associated with a house in which you have confidence and which will back to the limit anything you have said or promised.

"5. We ask you to let the foregoing statement (No. 4) sink deep into your reflections.

"6. Please remember in all things you do or say here that it is the E. F. Droop & Sons Co. (and not any individual member of the corporation or of any department) which, in the final analysis, is blamed and held responsible for any shortcomings—and that you must understand this and be absolutely loyal to this principle.

"7. Practical suggestions and constructive criticism are always helpful and for that reason welcomed; we invite them through personal interviews or in writing.

"8. There must be harmony among the personnel of this house; no department and no individual can be independent; all departments are interdependent. Employes must be friendly with one another, at least as far as their relations may appertain to this business. Pull together in a determined effort to increase business—to place no blur on the lustrous heritage which the founder of this house, E. F. Droop, left his successors—namely, a good name and the confidence of the public!

"9. Our personal interest lies with those who are interested in their work—in the house and its aims—in those who endeavor at every hour of the working day to be 'on the job,' thus giving valuable service to the E. F. Droop & Sons Co., its patrons and to that great principle known as the 'World's Work.'

"10. We are with you and want you with us. When you need information come upstairs and ask for it. If it should be of such nature that it can be easily furnished by the responsible heads of various departments, we refer you to those men in whose judgment we place confidence.

"Keep the store in trim condition; do your part to this end. Don't shift the responsibility to other shoulders; every little helps and it makes each one's burden lighter.

"Go to your task with a song in your heart;

it will make the day brighter for everyone. Be helpful, considerate, sympathetic, willing, cheerful, energetic, interested, and if you have any troubles at the end of the day come with them to the undersigned—he will try to help you iron them out.

"Yours for uplift and progress in every phase of life and endeavor,

"(Signed) E. H. Droop, Secretary.

"P. S.—Make a note of this note: Remember, this is the time for everyone to realize that truth, courtesy and smiling service are not only the three great elements of personal success, but that they are constituent qualities of controlling force in the composite called progress. Exercise them—they are essential."

## INTRODUCE TONEPEN NEEDLE

New Type of Needle Now Being Made by Tonepen Co.—Has Many Distinctive Scientific Features of Great Interest to the "Talker" Trade

The Tonepen Co., New York, recently introduced to the trade a new type of talking machine needle for use on all machines playing lateral cut records. The company is now manufacturing this needle in quantities and general trade distribution is under way.

William Dubilier, a well-known inventor in various mechanical fields, has invented this new needle, which has many distinctive scientific features. In a chat with *The World*, Mr. Dubilier stated that the dealers handling the new needle are enthusiastic regarding its practical merit, and quite a number of them have advised him that it represents a distinctive improvement in talking machine needle production.

The Tonepen Co. claims that this new needle, being tubular in shape, will transmit vibration quickly and more easily than a solid rod, and as the needle is of light weight it will not wear away the point so quickly nor does it cut the record material.

Mr. Dubilier states that by the use of the Tonepen needle the ordinary scratching of the record is almost entirely eliminated, and the point is so made as to be parallel for a distance so that the small portion of the record which is worn away does not become wider and does not cut the sides.

In the various experiments conducted by Mr. Dubilier the Tonepen needle played more than 500 records and the company is guaranteeing the needle to play at least 100 records. By slightly turning the position of the needle it plays loud, soft and medium tones and can, therefore, be featured to advantage as a needle adaptable for playing every type of record.

**PREPARE NOW**  
**For Bigger Record Business**

**Oké Records**

**Satisfy All Demands**

**EVERHART & BROWN ::**

**1705 EAST BROAD STREET  
RICHMOND, VA.**





*The Windsor*  
Furniture Company  
Chicago, U. S. A.

The lowest point of the recent business depression passed for us some time ago, and the revival has been more rapid than that following the panics of 1893, 1907 and 1914, as shown by our order records. With the exception of 1919 and part of 1920, our orders received are now equal to our average of 36 years.

## WINDSOR FURNITURE COMPANY

1420 CARROLL AVENUE

CHICAGO

*All Grills and other Orna-  
mentation carved in solid  
Mahogany or Oak*







# The Windsor Phonograph

The Windsor Furniture Company  
IS THE  
**OLDEST MAKER**  
OF  
**CONSOLE PHONOGRAPHS**

*FACTORY:*

1420 Carroll Avenue, Chicago

*MAIN SALESROOM:*

1411 South Michigan Avenue, Chicago, Ill.

Exhibit: January and July in Blodgett  
Building, Grand Rapids, Michigan

*EASTERN DISTRIBUTORS:*

Hyman Bros. & Co., 47 West 34th Street, New York

*No composition or veneers  
used as substitutes for  
carving*







**JULIA SANDERSON**

**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 'Feist' Song"*

## Talking Machine Trade Situation Analyzed by George R. Madson

*His Observations on Current Conditions and His Suggestions Regarding Practical Methods of Merchandising of Considerable Interest*

The general talking machine situation and developments which are to be expected in that branch of the industry were set forth at considerable length by Geo. R. Madson, of the Cheney Phonograph Sales Co., Cleveland, before the convention of the Music Merchants' Association of Ohio recently held in Columbus. Mr. Madson's broad experience in the merchandising of talking machines serves to lend weight to his opinions, which are printed herewith in full. ❖ ❖ ❖

"I have been asked many times, during the last twelve months, what is the matter with the talking machine? Why has the slump been all out of proportion to some other lines of musical merchandise? The market for talking machines is satisfactory; what the industry needs is a change in merchandising methods, and the merchants who have recognized the change have no complaint to make. Every merchant and manufacturer should welcome this change. During 1918 and 1919 the majority of homes were able to purchase talking machines, so that the novelty period has passed and to-day the talking machine has reached a high place in the musical merchandise world. The talking machine has reached the piano stage of merchandising. The buying public must be shown, the goods must be right, prices must be right; talking machines are not readily sold to-day at any price just

because they are talking machines; you must help create the desire and go out and get the business.

"The talking machine industry is very fortunate in having high-grade manufacturers create and build up the business, keeping it clean, protecting the merchants and with very few exceptions advertising honestly and without misrepresentation. However, now that competition is becoming keener considerable nonsense, or, what is worse, false information along musical lines, is being put out by some manufacturers, either through national advertising or through advice to dealers. For example, the advertising manager of one of the large talking machine companies, to show its careful attention to detail, states that when calling on one of its high executives he noticed several plates containing rosin and upon asking for an explanation was informed: 'We are having a noted violinist make records to-day and I have been testing rosin; we want him to have the very best rosin obtainable.' The artist probably had a Cremona violin worth thousands and bow worth hundreds, but it was the rosin, according to that manufacturer, that was necessary for fine records.

"Another notice to dealers was brought to my attention. The manufacturer seemingly wished to explain to his dealers the saying, 'No person can do two things equally well,' evidently forgetting that the maxim conveys the meaning that no person can do two things equally well at the same time. The company explained, in its house organ, that its orchestra

director, for example, could only do one thing well—direct the orchestra; therefore, he was a great director; this advertising manager had evidently never heard of Ysaye, Gabilowitch or Sokoloff, really great directors and also among our greatest instrumental artists. It is such piffle that, when used by music dealers, keeps the talking machine from being taken seriously by the really musical public.

"Every successful piano merchant knows his pianos thoroughly, can explain every detail and method of construction. What do you know about the talking machine, except that it plays records? The talking machine is a mechanical device following well-known natural and mechanical laws allowing a full explanation. There is nothing mysterious about it.

"In selling a piano you sell tone and cabinet. In a talking machine for tone you sell naturalness of reproduction, and this is where the talking machine is confusing to a great many dealers.

"In the piano you have in every instrument the characteristic piano tone. You can only secure in different instruments a sweeter, more mellow or more brilliant tone. You merely compare one instrument with another. The talking machine has no tone of itself, it endeavors to reproduce the tones of other instruments and voices as nearly like the original as the manufacturer can make it.

"Are you capable of recognizing the characteristic tone of different instruments? You who are piano salesmen should be able to judge the correctness of piano reproduction; if you are a thorough violinist to judge the correctness of violin tones, and as the talking machine is not temperamental any instrument that reproduces any one instrument correctly will reproduce all instruments or voices correctly. As a mechanical device it is not capable of discriminating between the vibrations of piano, violin, cornet or voice and on the other hand any talking machine that is faulty in its reproduction of the

## GLORIA REPRODUCER—AN IMPORTANT MESSAGE

*A sound-box and diaphragm of entirely new principles*

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum  $\frac{2\frac{1}{2}}{1000}$  of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

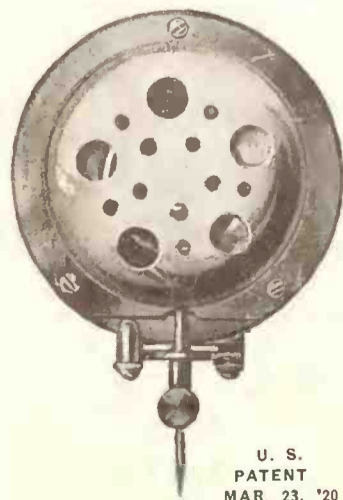
**To the trade:** The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

*Remittance must accompany all orders for samples*

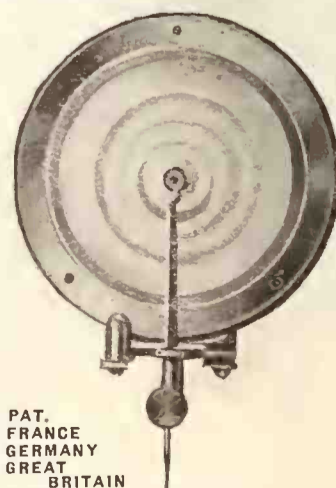
**GLORIA PHONOGRAPH CO.**

**Factory**  
226 15th Street

**Salesroom**  
559 Fifth Ave., Brooklyn, N. Y.



Ready for use



PAT. FRANCE GERMANY GREAT BRITAIN CANADA

Open face



voice or any one instrument will be equally faulty in its reproduction of all.

"If you need advice as to which instruments are the best get the advice of one who knows, taking into consideration that some saxophone or trap players are not musicians.

"I recently heard a discussion of different makes of talking machines in one of the large music houses. One of the salesmen was explaining that a certain make reproduces violin records (he was a violinist) better than the other make, but, he said, the other make plays a well-known singer's records better. One of the salesmen asked my opinion. I explained that I was not sure; I had only heard that singer two or three times and that to judge I would have to be more familiar with that singer's voice. The salesman who made the assertion said, 'I have never heard him, but I like it better.'

"That is a sample of the knowledge displayed by the majority of talking machine salesmen in our music stores. 'It must be the best because I like it better.' Don't forget you frequently have customers that know almost as much as you do. An instrument sold by misrepresentation, even if unintentionally, will make a poor booster of a customer when knowledge comes to him.

"Know the design, construction, material and finish of the talking machine cabinet. A prominent talking machine manufacturer said to me, 'We are selling music, not furniture.'

"Suppose one of our great sopranos appeared before a concert audience dressed in a pink dress, red sash, high, black shoes and white hose. Would the concert be a success? Assuredly not. We insist on harmony. A piano merchant recently said to me, 'I cannot sell period cabinets; they are too new.' He forgot his pianos were period designs and that he would not think of buying the gingerbread designs of twenty years ago. Our architects and designers are trying their best to make us forget the monstrosities they forced on us during the past fifty years. We have begun to realize that the designs created and improved

upon by artists for centuries are still the best.

"What is the finish of your talking machine cabinets, construction, metal parts? Are you giving your customers their money's worth on a piece of merchandise? Your firm should be the court of last resort for musical instruments. You must know thoroughly what you are buying. Give your talking machine department the same amount of attention you give your piano department, employing just as high grade a sales force. Work for your talking machine business and you will surely get it—wait for it to come to you as in the past and you will always be asking what is the matter with the talking machine situation.

"As talking machine merchants we are doing this world a great good or a great harm, depending upon the class of records we are selling. Unfortunately, we must cater somewhat to the popular demand; but it is up to us as music merchants to co-operate with the different associations for the advancement of music, such as the Federation of Women's Musical Clubs, which are offering scholarships and prizes for American compositions, and do our share in educating the public to what is good in music. As someone has said, 'Music sweeps away the dust of every-day life!'

### BRUNSWICK AND SONORA IN YONKERS

YONKERS, N. Y., October 5.—The State Music House, Inc., which opened at 485 South Broadway, this city, last week, carries a complete line of Sonora and Brunswick machines. J. H. Friedl, general manager, is well versed in talking machine merchandising and Percy Armitage, sales manager, formerly engaged as a Columbia salesman and later connected with the retail trade in New Rochelle, N. Y., is also well equipped to make the venture a success.

A large circle of friends and acquaintances is valuable to the talking machine dealer. One way of securing this is to take an active part in civic duties.

### NEBRASKA ASSOCIATION TO MEET

Victor Dealers of That State to Hold Annual Convention in Omaha on October 17 and 18

OMAHA, NEB., October 8.—The formal announcement of the annual convention of the Nebraska Victor Dealers' Association, to be held at the Fontenelle Hotel, this city, on October 17 and 18, has just been sent out to the members of that organization, and the various features of the meeting are set forth in a manner that should insure a record attendance.

The program includes speeches by John G. Paine, of the Victor Co.; James J. Davin, of the Reincke-Ellis Co., and others; an interesting talk and demonstration by Miss Mayme A. Jardine, efficiency expert of the Mickel Bros. Co.; a talk and demonstration on window displays by representatives of the Burgess-Nash Co., and an illustrated talk by H. A. Beach or some other representative of the Unit Construction Co. There will also be a number of entertainment features.

A special feature of the convention will be the appearance of Thurlow Lieurance and his company, who devote special attention to Indian music, of which Mr. Lieurance has long made a special study. Several of his songs, including "By the Waters of the Minnetonka" and "By Weeping Waters," have been recorded for the Victor and are quite familiar to the dealers.

### REMODELING LOUIS KAY STORE

Extensive alterations are under way at the Victor establishment of Louis Kay, 97 Chambers street, New York. New record demonstration booths, fixtures and woodwork are being installed and the display window is being enlarged and deepened to make room for better and more artistic displays. The service counter and record racks are being moved forward to facilitate record sales. The changes will add much to the attractiveness of this establishment so popular with downtown buyers.

**AT LAST !!**

## A PERFECT RECORD REPEATER

As simple to use as a record.

Instantaneous—sure fire—fool-proof.

Has absolutely no effect on record, machine or needle.

**NOW READY FOR DELIVERY**

**\$2.50**

**Retail Price**

**\$  
2.50**

**Retail price  
REGULAR TRADE  
DISCOUNTS**



U. S. Patents and Foreign Patents Pending

**WALBERT MFG. CO.**

925 Wrightwood Avenue, Chicago  
New York Office: 200 Fifth Avenue





Widdicomb console art model  
of Early American period.

Widdicomb console phonographs are made in the most popular period styles. Each model portrays handsomely the fine art of true period interpretation. The artistic cabinet designs and finish are the handiwork of an organization which for three generations has enjoyed a splendid reputation for skill in the art of wood fashioning.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

*Widdicomb*  
PHONOGRAPH  
*The Aristocrat of Phonographs*

## Merchants with the Widdicomb Franchise are creating increased patronage

### Discriminating buyers endorse the two-fold appeal of the Widdicomb

THE enterprising phonograph merchant, who takes advantage of the fact that the Widdicomb offers much more than reproducing perfection alone, is gaining an enviable prestige among phonograph buyers. He is laying the foundation of a sound, constantly increasing business.

For the Widdicomb is not alone a musical instrument of superior type—it is an article of fine furniture, which can fittingly take its place in the most perfectly appointed room.

The Widdicomb Furniture Company were the first manufacturers to sense fully the possibilities for beauty in phonograph construction. For three generations they had been recognized leaders as builders of fine furniture. With their broad experience of the popular taste for furniture in period design, they visualized the appeal of a phonograph of similar master craftsmanship.

From that beginning came the exquisite Widdicomb Period Phonograph of today, deservedly known as "The Aristocrat of Phonographs." Built in the most popular period designs—Chippendale, Sheraton,

Adam, Queen Anne, and Early American Art—the Widdicomb blends harmoniously and unobtrusively with the furnishings of the most tastefully appointed room.

The tonal superiority of the Widdicomb is obtained through the Widdicomb Amplifying Tone Chamber—developed after years of experiment by the best phonograph experts possible to employ. This is an exclusive feature, which makes it possible to play all records without the least vibration or metallic harshness. "Blasting" is entirely eliminated.

For the first time in phonographic history every note in the chromatic scale, from the highest tones in the upper register to the deep, rich bass notes, is given its full tonal value and emphasis—no more, no less.

The remarkable beauty of Widdicomb upright and console models in period designs, complemented by the purity and richness with which they reproduce every varied expression of the artist—whether vocal or instrumental—is leading more and more persons of cultivated taste to select the Widdicomb.

Write today for the Widdicomb catalog and full details regarding the Widdicomb franchise—learn for yourself how you can increase your sales.

(60)

### Prices Reduced!

Since September 15 prices on all models of Widdicomb Phonographs are reduced to the pre-war basis. The new retail prices for the various upright and console styles range from \$95.00 to \$300.00.

THE WIDDICOMB FURNITURE CO., Grand Rapids, Mich.

*Fine Furniture Designers Since 1865*



## GRIT AND WORK, THE CURE FOR UPSET TIMES

Fear, Which Caused Depression, Must Be Overcome by Faith and Hard Work, Says Thos. A. Edison—Interesting Analysis of Conditions

Grit, determination and hard work can cure the economic conditions that upset the country, is the opinion of Thomas A. Edison, who recently, in the course of a talk with Wm. H. Crawford, pointed out that a general pessimistic view of the present business situation has done much to bring about depression and that "good times" can be restored by optimism, faith, common sense and hard work.

Mr. Edison pointed out that the psychology of fear is the prime cause of the depression which we are now so resolutely overcoming. "Hard times come in recurring cycles, and are nothing new," he remarked. "The point is that the country always recovers from them and goes forward with greater strides than before. We will get over it now, too. The tide has begun to turn. Times are getting better slowly. The bad periods are caused by a faulty adjustment of our economic machine, or by its being thrown out of gear by some unusual force, such as war. The machine will work properly as soon as the obstruction is removed."

After discussing the unemployment conditions in great detail he emphasized that we all must make sacrifices and that all necessary work, both public and individual, should be engaged in right now—that concerted effort on the part of national, State and municipal governments can utilize a large number of our unemployed.

"Another obstruction in our economic machine," said Mr. Edison, "is the uncertainty concerning future legislative enactments. The Congress should hasten to pass laws that will give assurance to capital and furnish it protection. Capital is timid at best. It hesitates to invest money on uncertainties, preferring to place it on an assured interest until it knows what expenses are to be attached in the form of tariffs, income and excess profit taxes, cost of labor and material. As soon as the Congress lets the capitalists know where they stand, how much it is going to cost to do business, what labor legislation is going to be passed, what is to be done about transportation and shipping and whether the freight rates are to be advanced or reduced, they can determine how far they can safely go in reopening their industries. The more favorable the legislation passed by the Congress is to business interests the greater increase there will be in industry, and the larger the number of unemployed put to work. A dilatory and inefficient administration of national affairs does more to hinder the return of prosperity than any other agency.

### Wants Output Increased

"We must increase our output. The most obvious way to do so is by exporting more of our products. This cannot be done until the

### DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL, (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

## D. R. DOCTOROW

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5462

tariff question is definitely settled. Our trade with most foreign nations is at present largely a matter of barter, because their money is practically valueless—flat money, with nothing to back it. You cannot buck a steel engraving plant and a printing press. Americans are not willing to sell their supplies on any such security; as our dealings with them are necessarily a barter, before we can satisfactorily deal with them we must know the definite tariff rates on which their products will be admitted. The New York Republican State platform expresses the tariff situation exactly:

"As we must sell as well as manufacture, no tariff law should be enacted in the unsettled economic conditions of the present that will prevent us from re-establishing the profitable exchange of foodstuffs and commodities by burdening those to whom we must sell to such an extent as to make it impossible for them to sell to us, and therefore to buy from us."

"The plan of Secretary Wallace to increase our export business is excellent. America has the goods and the money to finance under proper security foreign business and the other nations need our goods. When a definite and permanent tariff is established and concerted financial support secured it will be possible to very materially increase our exports.

### Back to Normal Living

"We must get back to normal living and spending, forget our fears, our extravagances and our niggardliness, and live as if it were ordinary times. During the war America lost its head. Money was so plentiful, such high prices could be obtained for commodities, jobs paying such big wages could so easily be secured, that we fairly wallowed in extravagance. Then came the reaction, and we went to the other extreme.

"What we must do is to believe that normal times are close at hand and live accordingly. The manufacturer and miner, if they are optimistic, can, as far as the banks will carry them, make up stock for future delivery. The banker, if he is optimistic, can advance money to the manufacturer as far as is consistent with business principles. The laborer must get back to normal by recognizing that war-time wages are past and accepting a reduction of wages that will enable his employer to sell his goods at profit. The jobber and retailer must assist in the reorganization by charging off to profit and loss

the difference between prices based on the present wage and the prices which were paid for goods, and the consumer must begin buying normally. The whole people must work in unison with the definite aim of bringing back good times, which they can best do by living as if they were here already.

### Our Money Value 100 Per Cent

"A restoration of confidence will do more to accomplish this end than any other factor. Let me emphasize that there is plenty of capital in the country to finance industry, provided it is safe to do so. That there are plenty of natural resources in our country to furnish the proper security to capital and to support many times the number of people that we now have. That there is nothing economically wrong with America. While other nations may be financially bankrupt our money is worth one hundred cents on the dollar. That while our taxes are high they are not confiscatory, as practically they are in some other nations. That we have the best transport system in the world, with more miles of railroads, more automobiles, more and cheaper methods of getting our products to market and a normally free buying public to consume our products.

"There has been an indescribable something in the air that caused our fears, which in turn created the depressed economic condition. This something will disappear as a mist in the morning. As we gain confidence the bankers will lend more money; gradually, of course, but more. The mine operator will increase his output, the manufacturer will employ more workers. As the prices come down the people will go back to normal buying."

### McLAUGHLIN, THE MUSIC MAN

FRANKFORT, Ky., September 30.—Articles of incorporation were approved and a charter was issued to-day to McLaughlin, The Music Man, of Paducah, with a capitalization of \$75,000. Incorporators were O. C. McLaughlin, W. E. McLaughlin, S. E. McLaughlin and five others, all of Paducah.

Motorphone, Inc., of Union Hill, N. J., has been incorporated at Trenton with \$125,000 capital stock, to deal in phonographs. The incorporators are: Frances E. Harmon, Marcus O. Sarokin, Weehawken, N. J., and May J. Hurvutz

WHOLESALE



DISTRIBUTOR

WHERE Service to Victor Dealers is Backed by Long, First-hand Experience in the Field of Distribution.

## EMANUEL BLOUT

VICTOR EXCLUSIVELY

2799 BROADWAY, at 108th Street, : : : NEW YORK



**Y**OU can afford to buy Van Veen equipment. No need of experimenting with untried products for cheapness' sake.

Van Veen booths, racks and counters are being manufactured with the utmost economy, yet without sacrifice of quality or service.

The dealer who installs Van Veen equipment now is assured of the same high-grade product, at prices based on today's cost of production. Your holiday business will pay for the installation if you will have it done at once. We have it all ready to ship.

# VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN  
BUILDING AND PLANNING MUSIC STORES

## HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE  
47-49 WEST 34th STREET  
NEW YORK CITY

SALES OFFICE  
1711 CHESTNUT STREET  
PHILADELPHIA

### WINDOWS AS BUSINESS-GETTERS

The Chubb-Steinberg Shop, of Cincinnati, Putting Across Many Novel Ideas Which Help to Attract Public Attention—Window Value

CINCINNATI, O., October 6.—Although the opening of the new Chubb-Steinberg Music Shop, at



How Chubb-Steinberg Uses the Windows 17 East Sixth street, one of the most up-to-date stores of its kind in the Middle West, still is fresh in the memories of the people it has gained the reputation throughout the city as "a

place where things are done." With the opening, three months ago, Mr. Chubb and Mr. Steinberg, working hand in hand, began to put across novel ideas and each week brings a new and original business-getter. The large show windows are changed as often as three times a month, in order to keep up with the current events. The store contains ten Unico hearing rooms, including a delightful kiddies' room with cut-out pictures and juvenile furniture and a gentlemen's smoking-room and two large drawing-rooms. There are twenty-four feet of Sel-Rex counter, equipped with the Chubb & Steinberg record-a-phone. Blue and ivory prevail in the fittings and decorations, which are of exceptional elaborateness. There is a special lighting system, in which are included many polychrome lamps with shades harmonizing with the prevailing decorations. The fact that both members of the firm are active in the store and have as their aim originality is in itself enough to insure success, according to their friends.

### SEL-REX ATTRACTS ATTENTION

Crowds Attracted by Novelty at Gotham Shop on Broadway—Downtown Store to Move

The attention of customers is being attracted to the Sel-Rex counter recently installed at the Gotham Shop at 135 Broadway, New York.

During the rush hour people line up to get a chance to listen to the music through the aluminum tubes. Irwin Kurtz, manager of the Broadway establishment, announced that the Gotham Shop on Nassau street, in downtown New York, has been closed, pending the acquisition of a new location.

### R. N. WATKIN OFFERS GOOD ADVICE

Dallas Music Merchant Makes Plea for Fair Business Practices Among Competitors

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., and known throughout the country for his activity in association affairs, recently sent the following message to the music merchants of Texas, which was published in *The Musicale*, a local music paper. In his message Mr. Watkin says:

"During the present conditions it is well to remember that there is competition in the music business. However, your biggest competitor is not the man selling a line of goods similar to yours, but the automobile dealer, the real estate dealer, etc., for the average purchaser has just so much to spend and if he spends it for autos he doesn't have it for pianos. A good policy to observe toward your fellow music dealer is one of fairness, one of mutual respect. Beat your competitor, if you can, by selling better goods, using fairer methods and being more courteous. Don't knock your competitor; get acquainted with him—you may learn something. Straight business wins out in the end."

### NEW POST FOR A. NENNSTEIL

LOUISVILLE, KY., October 3.—Augustus Nennsteil, formerly manager of the talking machine department of the Herman Straus & Sons Co. and prior to that in charge of the Stewart Dry Goods Co.'s talking machine department, has gone to Huntington, W. Va., with the Brunswick and Columbia departments of the Alfred Wiley Piano Co.

## 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.







HERE IT IS!

The  
**FLETCHER UNIVERSAL  
TONE ARM and REPRODUCER**

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

SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

**THE BRUNSWICK IN PITTSBURGH**

National Phonograph Co. Arranges to Feature That Line in Aggressive Manner

PITTSBURGH, PA., October 4.—An elaborate showing of the Brunswick phonograph and the Brun-



A Display of Brunswicks  
wick records was made by the National Phonograph Co., one of the latest additions to the list of Brunswick dealers in western Pennsylvania. Their show window was handsomely decorated

and very attractive models of the Brunswick phonograph were displayed, as well as a line of Brunswick records. The firm reports a good sale the past month of the Brunswick line and has keen anticipations for the Fall and Winter trade. The National Phonograph Co. occupies the entire building at 633 Liberty avenue and on one, the first, floor is the retail department. There are seven sound-proof booths, as well as a series of display and show rooms. The National Phonograph Co. also handles the Q R S rolls and a portion of the rear section of the first floor is given over to this player roll department.

**MORRIS ROSS WEDS MARY LIPPMAN**

Morris Ross, proprietor of the Rialto Phonograph Co., 104 Avenue B, New York, was recently married to Miss Mary Lippman, credit manager of the Emerson Record Sales Co., at the congregation Kol Israel, in New York. The ceremony was performed by Dr. Joseph Shlisky, famous Cantor and exclusive Vocalion artist. Those present included Director Rosenfeld, of the foreign record department of the Emerson Phonograph Co.; B. W. Gordon, of the Musical Products Co., Vocalion jobber, and Manager New, of the Emerson Phonograph Co., city sales department.

**DO NOT IGNORE COMPETITORS**

Interchange of Merchandising Ideas Between Merchants Is a Profitable Practice

The dealer who adopts the policy of remaining by himself and entirely ignoring his competitors has chosen an unprofitable course to pursue. No matter how clever he may be there are other merchants just as clever, if not more so, and it ill behooves him to neglect the advantage to be derived from an attitude of friendliness toward his competitors.

"In union there is strength" is an old and true saying, as has been demonstrated time and time again by the unions which have been formed by the trades crafts, and the same applies to the music industries. The interchange of constructive merchandising ideas derived in this manner cannot help but work to the advantage of each individual dealer.

J. E. Henderson, district manager for the Columbia Graphophone Co., in Louisville, Ky., resigned last month and is taking a needed rest. Mr. Henderson has not announced his intentions for the future.

Things seldom get so bad that they couldn't be worse.

SOMETHING ENTIRELY NEW IN TONE ARMS

**THE FLETCHER "STRAIGHT"**



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**

6 EAST LAKE ST.

CHICAGO





Back from vacation your customers will want to waltz to "Remember" and "In My Tippy Canoe," by Prince's Dance Orchestra. This big 12-inch double will go big this fall. A-6194.

Columbia Graphophone Co.  
NEW YORK

### EFFECTIVE STATE FAIR DISPLAY

W. J. Dyer & Bro. Have Elaborate Exhibit of Automatic Instruments, Pianos, Victrolas, Small Goods, etc., at Minnesota State Fair

ST. PAUL, MINN., September 30.—One of the interesting displays at the Minnesota State Fair, held recently, was that of W. J. Dyer & Bro., the old-established music house of this city, who



One of the Dyer Booths at State Fair had three booths at the fair devoted to exhibits of various lines handled by the house, either as distributor or retailer.

One booth was devoted to the display of orchestrions and pianos of the automatic type, including a Reproducto, made by the Operators Piano Co., Chicago, and a large automatic orchestrion made by the same concern, as well as an electric piano manufactured by the Link Co. This booth attracted considerable attention and brought in some real business.

The general house display occupied the two other booths, and included pianos, musical merchandise, Victrolas and Melodee music rolls, Dyer & Bro. being distributors for the two last named products. The musical merchandise was most effectively displayed in handsome wall-cases, electrically lighted, with the various instruments mounted on a background of white silk, and the result was most striking. Many

bandsmen attended the fair and stopped to inspect the display of band instruments. The accompanying illustration gives some idea of the arrangement of the booths.

### BETTER OUTLOOK IN MEMPHIS

Visitors to Tri-State Fair Optimistic—Dealers Make Great Showing of Machines

MEMPHIS, TENN., October 3.—Business conditions continue to show steady improvement in this territory and at the Tri-State Fair, which closed here October 1, the crowds of visitors were all in an optimistic mood. There was quite a showing of talking machines at the Fair.

The newest home of the Victor in this city, the Bell-Wellburn Piano Co., has very attractive quarters at 160 Madison avenue and is making a very complete showing of records and machines.

Some very attractive windows were arranged by the O. K. Houck Piano Co. during the Fair week, one in particular, illustrating the musical artists of all nations, winning favorable notice.

Columbia Grafonolas are being given an excellent display by the McConnell Furniture Co. and Reinhardt's store at 25 Main street.

F. O. Stilling, formerly with the O. K. Houck Piano Co., has rejoined the forces of this establishment after two years' absence.

The Starr phonographs in various styles are being featured very effectively by the Stewart-Jones Furniture Co., while the Pathé is being shown by the Scott-Kelly Furniture Co. and Al Silberberg, whose Pathé window display is unusually artistic.

An Edison tone-test has been put on by the Edison Phonograph Shop and, as usual, it is arousing much interest.

C. C. Fletcher, who formerly conducted a talking machine establishment in Kansas City, Kan., has moved his business to Shenandoah, Ia.

### TRADE SERVICE FOR MUSIC DEALERS

Trade Service Bureau of Music Industries Chamber of Commerce Offers Two Attractive Series of Advertisements to Merchants

The Trade Service Bureau of the Music Industries Chamber of Commerce, under the direction of C. L. Dennis, has announced that it is prepared to furnish to the members of the National Association of Music Merchants a number of service items for individual use covering problems of advertising and selling, business forms and methods, collection helps and sources of information on the music industry.

As the first feature of the service there is being offered to the music merchant a selection of two series of copyrighted illustrated advertisements taken from the previous co-operative advertising campaigns of the National Bureau for the Advancement of Music and representing, it is said, the cream of these advertisements.

Under the plan the use of the advertising will be limited to the first dealer in each town who places a definite order for either series, the order including full sets of newspaper mats, which are sold to the dealer at cost, the amount of the charge being extremely small. The first of the series of advertisements includes twelve pieces of copy, four-column size, twelve inches deep, under the caption, "What the Great Minds of All Time Say About Music." The second series of eight advertisements, also four-column size, twelve inches deep, represent the development of the subject, "Music—the Birthright of Every Child."

It is expected that the offer of the special advertising service will prove interesting to music merchants just now, in view of plans being made for Fall and Winter business.

Other features of the Trade Service Bureau will be announced at intervals as they become ready for operation.

"WE SERVE THE SOUTH"

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.



# GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

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

*Factories:* Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.  
*Branch Offices:* Chicago, Ill. Toronto, Can.



## Our *Okeh* Record

*“The Record of Quality”*

## Our Splendid Dean Needle

*“The Needle of Quality”*

This combination assures  
**Sales and Profits**

No better needle made to play *Okeh*  
Records and all other records *perfectly*

*We are at your service with new  
prices—it will pay you to investigate*

# GENERAL PHONOGRAPH CORPORATION

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*Branch Offices:* Chicago, Ill. Toronto, Can.









# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., October 8.—Business appears to be on the mend, so the trade generally seems to think. The present indications are that the Fall will show a much bigger increase in volume of business than was the case last season, and the jobbers are making ready to fill a large volume of orders. There are some types of machines of pretty nearly all makes that are running low and special efforts are being made, in view of the popularity of these styles, to get a replenished stock. The retail shops would scarcely be stocking up if they, too, did not feel confident that there is a good season ahead, and their confidence is warranted in large degree by the inquiries that are being made for machines of all the standard makes. That the corner has really been turned in general conditions is getting wide belief, and even banking institutions are sharing in the optimistic sentiment. Statisticians who keep their eyes and ears close to the prevailing economic situation are putting out highly encouraging statements and all this looks good to the man who has been holding on in the face of adverse conditions.

#### Music Men to Meet October 26

There was a special meeting yesterday of the committee of the New England Music Trade Association to arrange for the annual meeting of the organization, and it was decided to have a dinner at Young's Hotel, October 26. An effort will be made to get a distinguished speaker, for it was the opinion of the committee that the members—that is, the piano trade—are ready for serious things and anxious to hear from someone who has a real, live message to give touching the immediate future of business. The man whom the committee will try to get is Roger Babson, the famous statistician, whose views on current economic questions are being widely quoted. Mr. Babson conducts an Institute at Wellesley which has a number of students who are getting highly specialized instruction. The annual meeting of the Association really should have been held the middle of September, but the occasion was postponed until this later date.

#### New Brunswick Representatives

The latest best news coming from Kraft, Bates & Spencer, Inc., regarding the Brunswick, which, during September, found a bigger demand than in many a month. Harry Spencer is going over shortly to New York for several

days in the interests of the Brunswick, and Kenneth T. Finney, the wholesale representative, is also going on a trip in a few days, taking in fifteen or sixteen places through New Hampshire and Vermont and getting as far as the border—and he may decide to get across. He plans to be away ten days. The Brunswick has just been signed up for two new representations. One is The Brunswick Shop, at 60 Washington street, Salem, of which Francis B. Odell is the manager. The other is the New Tog Shop, at 127 Main street, Andover, the manager of which is A. Sutherland.

#### Marked Improvement in Vocalion Business

Manager Wheatley, of the Vocalion Co., reports that the September business, both in machines and records, was a marked improvement over recent months and he is looking confidently forward to a good holiday demand for the Vocalion line. A new record made by the Vocalion, for advertising purposes and therefore for private distribution, is that recently made for the Moxie Co. On one side is a Moxie song, so-called, which was written by Dennie Shea, a popular press representative for several of the Boston theatres, while on the reverse side the same thing is made into a one-step. The song was recorded by the Shannon Four, while the dance number was recorded by the Aeolian Dance Orchestra. Several months ago the Vocalion made a record for the Filene Co., the numbers being selections that were a feature of one of the Filene shows that was staged at the Tremont Theatre, and the Moxie people were so well pleased over that achievement that they wanted one of their own.

#### Wider Okeh Record Distribution

E. B. Shiddell, head of the company bearing his name, at 142 Berkeley street, this city, reports that September was a surprisingly good month in the distribution of Okeh records, and he is looking for still bigger business in part because of a circular which he sent to New England houses early in the month and which already has brought forth many replies from persons who are anxious to take hold of the Okeh line. With each letter were sent samples of twelve records, and a point was made in the circular that a man did not necessarily have to be a talking machine dealer, actually carrying machines, to handle the record proposition; that anyone could sell these as a side line. Person-

## EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



"In Union there is strength." We stand ready to unite with you in the merchandising of Victor products.

**Eastern Talking Machine Co.**  
85 Essex Street  
BOSTON MASS.

ally Mr. Shiddell has made several trips recently to nearby territory in the interests of his line. As he had no vacation this past Summer he is planning to go away on a hunting trip the latter part of October or early in November, and probably will select Canada as the most attractive place for good game.

#### W. F. Chick in Charge at Widener's

There's a new manager now in charge of Widener's, at 23 West street. He is W. F. Chick, who at one time conducted a shop in Worcester, where he featured the Harmonola. He has also had other experience in the selling line, so that he comes into his new post with a fund of valuable knowledge. Mr. Chick was

(Continued on page 84)

## DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer's order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of

## DITSON VICTOR SERVICE

With TWO Points of Contact

**OLIVER DITSON CO.**  
BOSTON

**CHAS. H. DITSON & CO.**  
NEW YORK





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

three years in service, one year of which was spent in the French army and two with the American forces, Twenty-sixth Division. Mr. Chick says that the Granby is finding rapid favor with the public and he is sure that there will be an increasing demand for it as time goes on, owing to its obvious merits.

Take on New Record Line

With the Hallet & Davis Co. eventually to retire from the retail business there is a special sale in the Pathé goods now going on at the Boylston street warerooms, and since September 25 a great many sales have been made. A new line of records on the market, called the Musica, put out by the Opera Disk Distributing Co. of New York, has been taken over by the Hallet & Davis house as distributing agents for the New England territory, and the catalog that is put out has surprised local people by the list of prominent musicians that are included.

Charles F. Bruno

Charles F. Bruno, president of the Tremont Talking Machine Co., of Tremont street, has returned from his Summer home at Gloucester, where he had a cottage for the season. He is about to make a change in his Winter residence from Cambridge to Arlington, where he is sharing a new home with Warren Batchelder, who is head of the retail sales force of the Tremont Co. Retail business at this house is showing manifest signs of improvement and a very good demand for goods is looked for from now on, say all those connected with the warerooms.

Hold Great Educational Conference

An educational district conference of the music supervisors of Greater Boston schools has just been finished. It was a three days' session at the headquarters of the Columbia Co. and proved eminently successful from every point of view. The conference was similar to others lately held in Cleveland and Kansas City. It was held under the auspices of the general

**HORTON-GALLO-CREAMER CO**  
**NEW HAVEN**  **CONNECTICUT**

**VICTOR SERVICE SPECIALISTS**

An essential factor in our service to New England dealers is our location in New Haven, from which freight lines radiate throughout New England.

education department of the Columbia Co., of which W. A. Willson is the manager, and during the three days there were two sessions each. Professor Mohler, of Columbia University, who is a recognized authority on music appreciation, directed the course, which followed the same general lines as the courses he conducts at Columbia. Many invitations had been sent out

to the music supervisors in the schools throughout Greater Boston, and many availed themselves of this rare opportunity. In addition to Professor Mohler there were present Miss Skilling and Miss McKee, of the Columbia education department in Canada; Miss Martin, of the New York State education department, and

(Continued on page 85)

**KRAFT-BATES AND SPENCER INC.**  
**NEW ENGLAND DISTRIBUTORS**

*Brunswick*  
 PHONOGRAPHS AND RECORDS

**"The Musicians' Phonograph"**

It is highly significant of the success of The Brunswick Phonograph and Brunswick Records that you will find them in the homes of many of the leading musicians of both Europe and America.

These exacting critics have at last found something in phonographic music which they can admire and which passes the severe tests they naturally make of any musical instrument.

Brunswick dealers find that it is easier to sell a Brunswick to a trained musician than to the untrained layman, because the musician is better able to appreciate the great strides which have been made in the Brunswick Method of Reproduction.

**KRAFT-BATES & SPENCER, Inc.**  
 1265 Boylston Street Boston, Mass.

NEW ENGLAND DISTRIBUTORS  
 Steel Needles Albums Record Brushes Khaki Covers





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

Mrs. Grace Drysdale, the Columbia Co.'s educational representative for the New England territory. The general subject of music appreciation in its various aspects was gone thoroughly into and those attending went away with a valuable fund of new ideas touching the proper presentation of music all along the line, from the kindergarten department up to the high-school grades. The evening sessions were attended by a number of the local Columbia dealers who could not attend at any other time.

**C. A. Buechner Now Traveling Representative**

Announcement is made by Manager Fred E. Mann, of the Columbia Co., of the appointment of C. A. Buechner, of Boston, as traveling sales representative for western Massachusetts and Vermont, succeeding J. F. Fagan, who has recently resigned. Through long association Mr. Buechner is well informed on the talking machine business. At one time he was associated with the Emerson and the Granby lines.

**Big Victor Demand at Steinert's**

Kenneth Reed, wholesale manager of the Victor department of M. Steinert & Sons, has had to roll up his sleeves and get right down to hard work lately and he, therefore, has not had the opportunity for playing golf that came his way earlier in the season. This is another way of saying that business with the Steinert house is showing up better and better as time goes on and there are several models of Victor machines which, because of the heavy demand for them, are actually out of stock for the time being. The present demand for goods Manager Reed looks upon as a healthy forerunner of what may be expected later, and, while he is not anxious to actually predict a shortage of goods, it is in order, he thinks, to warn the trade that it will prove good business in the end to place orders as early as possible. With a vision of good business ahead and the necessity for having increased accommodations for larger stocks, Manager Reed has arranged to enlarge the record stockroom by 50 per cent



**STEINERT  
SERVICE  
SERVES**

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.

AT YOUR COMMAND  
ANYWHERE IN NEW ENGLAND



**M. STEINERT & SONS**

*Victor Wholesalers*

35 Arch Street

BOSTON

On October 10 Manager Reed intends to go over to Camden to attend the second Victor jobbers' class, to be held, as usual, at the factory. Incidentally, about this time there ought to be something doing in Canton, for it is the tenth wedding anniversary of Mr. Reed and his wife. A few weeks ago Kenneth Reed met with a loss which has necessitated his purchas-

ing a new automobile. His old car was a Haynes twelve-cylinder. The stable on his estate at Canton, where he kept his machine, was found to be in flames. It took some time to put out the fire, which came near reaching the house. The Haynes car was a wreck by the time the blaze was extinguished, so now Mr. Reed owns a handsome Hudson speedster.

**Hovey Dodge Back From West Indies**

Hovey Dodge, of the Eastern Co., is home from a three weeks' trip taken to the West Indies. He sailed from New York on one of the United Fruit Co.'s vessels and while away he stopped at Panama, Costa Rica, Cuba and Colombia, having good weather all of the time, though the vessel went a long way out of its course to avoid the terrific hurricane which was experienced by so many craft. Hovey returns greatly benefited in health and filled with pep for the Winter's activities.

**Featuring the Operatone**

Arthur Erisman, head of the Grafonola Co of New England, has had a very busy time during September, and he is another who has good reason to look forward with pleasant anticipation to the next several months. Toward the end of the month he was over in New York on business. Manager Erisman has just taken on another device which is sure to make a hit with the public. It is the Operatone, based on "true scientific principles," which is controlled by the Naturelle Reproductions Corp., of New York City, and, though it has been demonstrated here only a couple of weeks or so, everybody is most enthusiastic who has heard it at this well-known shop at the corner of Tremont and Avery streets. A new addition to Manager Erisman's staff is Fred L. MacNeil, lately in charge of Widener's in West street. Mr. MacNeil has a host of friends in the trade and he knows the art of selling.

**Cullen Developing Emerson Business**

A. L. Cullen, of the Lansing Sales Co., has been making several trips by auto lately into New Hampshire and Massachusetts cities and towns in the interest of the Emerson machines, and he has been able to interest quite a number of substantial houses in this proposition.

**Welcome for Unico Man**

George Lyons, of the Unit Construction Co., called upon the trade throughout New England

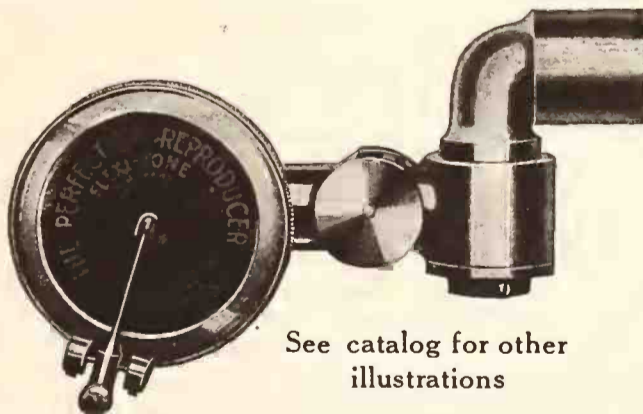
(Continued on page 86)

**"Perfection" Reproducers and  
"Perfection" Ball-Bearing Tone Arms**

*Attachments*

For Edison, Victor, Columbia

The "Perfection" Ball-Bearing Arm No. 4 combined with "Perfection" Flexi-tone Reproducer No. 7 makes the most perfect combination Arm and Reproducer available for playing all makes lateral cut records on Edison Disc Machine, requiring steel, tungsten or fibre needles.



See catalog for other illustrations

NOTE—Send for our latest catalog and prices.

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer (attached) plays all makes of records on the Edison Disc Machine.

**NEW ENGLAND TALKING MACHINE CO.**

*Manufacturers*

16 Beach Street

Boston, Mass.

*Factory Representative*

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



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

# LANSING KHAKI COVERS

The Pioneer Moving Cover



High  
Grade

Government  
Khaki

Dealer's Prices NOW:

**\$6.00** medium size  
43"x20"x23 1/2"

**\$6.50** large size  
49"x23"x24 3/4"

**\$7.35** extra large  
52"x22 1/2"x 23 1/2"

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.

the latter part of September and, as usual, got a pleasant welcome. He spent considerable time in and around Boston.

Lansing Supplementary Leaves

The Lansing Sales Co., New England distributor for a number of well-known accessories in the talking machine and piano field, has recently issued a sheaf of supplementary leaves to be inserted in the Lansing loose-leaf record catalog, which was issued in the early part of the year. In a letter accompanying the supplements A. J. Cullen, president of the company, calls particular attention to the material reduction in prices shown and requests that all previous price lists be taken from the catalog and the

### "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.

revised and latest price list be inserted therein.

Harry G. Russell Calls on Victor Jobbers

Harry G. Russell, of Providence, who now travels through Rhode Island and Connecticut in the interests of the Victor, made a special trip to Boston during September and called on the three Victor jobbers in this city.

Business Shows Up Satisfactorily

Manager Herbert Shoemaker, of the Eastern Co., spent several days at the factory the middle of September, in attendance upon the jobbers' class and at which there were twenty present. Mr. Shoemaker says business is showing up very satisfactorily.

Orders Steadily Increasing

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, reports a decidedly favorable increase in the business done during September, compared with the months of July and August, and is looking forward to a still larger volume for the following month.

### INTERESTING DATA FOR THE TRADE

The Musical Tastes of the New England Public Reflected in a Recent Report Showing Number of Farmers Owning Pianos or Talkers

BOSTON, MASS., October 1.—From the milk industry to talking machines seems a far cry, surely, but there has lately been an investigation hereabouts which tells a story touching the musical tastes of one part of the general public. Recently the New England Milk Producers' Association made a canvass among the farmers in those parts of New England that are especially devoted to the dairy business and five States were included, namely, Maine, New Hampshire, Massachusetts, Connecticut and Vermont. The canvass was to show the state of prosperity of the families, what they possessed in the way of comforts and luxuries, and while there are some items that have no bearing on the music trade even remotely there were some figures of more than passing interest to the trade. For instance, in the State of Maine it was found that 27 per cent of the farmers in the sections inquired into had pianos, 23 per cent had organs and 17 per cent had talking machines.

In Massachusetts the figures were these: Pianos, 57 per cent; organs, 25 per cent, and talking machines, 39 per cent.

New Hampshire: Pianos, 65 per cent; organs, 6 per cent; talking machines, 45 per cent.

Connecticut: Pianos, 58 per cent; organs, 8 per cent; talking machines, 6 per cent.

Vermont: Pianos, 52 per cent; organs, 24 per cent; talking machines, 44 per cent.

The figures are worthy of close study.

### H. S. BROWN OPENS BIG STORE

New Establishment in Fitchburg, Mass., Is the Largest in City—Complete Line of Pianos and Talking Machines Handled

FITCHBURG, MASS., September 30.—Henry S. Brown, of Lynn, Mass., opened one of the largest piano and talking machine establishments in this city by taking over the piano and musical instrument store formerly operated by A. F. Girouard and a pool room adjoining and turning the whole into one large store.

The ground floor contains the business quarters of the firm, as well as several large demonstration rooms. The second floor consists of a showroom, in which are displayed thirty-five different makes of pianos and sixteen lines of talking machines. The Shoninger pianos are featured. One of the many provisions for the comfort and convenience of patrons consists of a large rest room, beautifully furnished. The third floor of the establishment is used as a store room and a large reserve stock of pianos and talking machines is kept here. Hoisting apparatus and a special building which is to be used as a shipping department facilitate the handling of instruments.

### 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 Representative

20 Sudbury Street Boston, Mass.

### NEW GRANBY MODELS ANNOUNCED

Expansion of Console and Upright Line Interests Trade—News From the Granby Sales Department—Kiwanis Club Visits Granby Plant

NORFOLK, VA., October 5.—Two new Granby models, an upright and a console, are announced. The upright is known as the No. 10 Sheraton, is listed at \$100, and is furnished in mahogany, walnut and oak. The console's number is 50 and is also a Sheraton, listed at \$175. This machine is furnished regularly in mahogany and walnut. These styles have been added owing to the pressing demand for lower-priced models than those which heretofore have constituted the line.

J. G. Widener, president of Widener's, Inc., spent several days this week at the factory of the Granby Phonograph Corp., in Newport News, and at the Granby headquarters in this city.

D. D. W. Connelly, who recently joined the Granby sales organization, has been temporarily transferred from Philadelphia to headquarters here.

S. Bemis, a new salesman in the Granby organization, will cover Maine and New Hampshire, making his headquarters in Boston.

Harry Coplan has been working the Middle Western Cities of Cincinnati, Indianapolis and St. Louis for almost a month. He reports that business conditions are improving throughout the Middle West and he feels that the phonograph business is due for a prosperous Fall season.

Members of the Kiwanis Club attending a recent convention in Norfolk journeyed to Newport News, a large number being guests of the Granby Phonograph Corp. at its factory. Souvenirs were distributed by Irving Beckhardt, Granby credit manager and a member of the Kiwanis Club, who showed the visitors how a good phonograph should be built.

### G. W. B. MUSIC CO. MOVES

The G. W. B. Music Co., of Herrin, Ill., recently opened its new quarters in the Herrin State Savings Bank. Edison phonographs and pianos are handled. Paul W. Balance, well known in local business circles, has been made manager of the establishment.

Superior Quality  
**COTTON FLOCKS**

For Record Manufacture

Made by

**CLAREMONT WASTE MFG. CO.**  
CLAREMONT, N. H.



**You'll ring the bell on your cash register with these two fox-trots that ring the bell, "Molly O" and "Goodbye, Pretty Butterflies," by Art Hickman's Orchestra. Order a good stock. A-3458.**



**Columbia Graphophone Co.  
NEW YORK**

**NEW PATHE DISTRIBUTORS IN OHIO**

Alms & Doepke Co., of Cincinnati, Appointed Exclusive Pathé Jobbers for State of Ohio—A. R. Saunders Manager of Department

CINCINNATI, O., October 5.—The appointment of the Alms & Doepke Co., of this city, as exclusive Pathé distributor for the State of Ohio has been announced by the Pathé Frères Phono-

A. R. Saunders, who deservedly earned an enviable reputation during the years he was employed by the Fischer Co., has been appointed manager of the Alms & Doepke Co. wholesale Pathé division.

It is the plan of the new company to render the maximum of service to the Pathé dealers and to co-operate efficiently with each individual in merchandising helps.

**EXCISE TAX ARGUMENT ON RECORD**

Fred Gennett, of Starr Piano Co., Adopts Novel Means for Presenting Views to Congressmen

RICHMOND, IND., October 1.—The use of the talking machine record for the purpose of stating the case of the people to the legislators has been made for the first time by Fred Gennett, secretary of the Starr Piano Co., who recorded the views of the music industry on excise taxation on a special Gennett record and had it taken to Washington by the Starr Co.'s attorney, Guido Gores, for presentation to Senator Watson. Through the co-operation of the Gennett laboratories the finished record was ready for delivery within twenty-four hours from the time Mr. Gennett did the recording.

**JOHN STEEL VISITS CLEVELAND**

Popular Victor Artist Introduced to Cleveland Dealers—Cleveland Talking Machine Co. Presents Him to Trade in That Territory

CLEVELAND, O., October 6.—John Steel, Victor artist, made firm friends of the Victor dealers, who met him at a luncheon at the Cleveland Athletic Club during his appearance at the local Keith's Theatre. The luncheon was given by the Cleveland Talking Machine Co., Victor wholesaler, following its policy of acquainting the artists and trade with each other. Of the many artists who have met the dealers none has been so generous as Mr. Steel, who sang, gladly, "A

Rose, a Kiss and You," which, by the way, is a favorite of his; "Eli, Eli," which showed his splendid Hebrew diction; "Rose of Picardy" and "Gipsy Trail." He appeared the following day at the Rotarian luncheon and called on the Victor stores during his stay—a busy man who still had time to add to his list of business friends.

**OPENS SCHOOL RESEARCH SECTION**

Thos. A. Edison, Inc., Establishes School Research Department at 473 Fifth Avenue With Prof. C. H. Farnsworth in Charge

Growing out of its investigations of the use and need to humanity of music Thomas A. Edison, Inc., has established its school research department under the same roof with the headquarters of the Phonograph Corp. of Manhattan, at 473 Fifth avenue, New York City. Prof. Charles H. Farnsworth, of the department of music, Teachers' College, Columbia University, is the head of the new department, and Dr. Esther L. Gatewood, of the Ohio State University, is his associate.

The main purposes of the school research department are to study school music problems and the various uses of school music, together with the service of general research. That is, music teachers, supervisors and others who use the Edison phonograph in their work are cordially invited to ask questions or seek advice pertaining to their work. Suggestions for courses of music study, based on Re-creations, and any special programs desired, will be furnished to applicants. Edison dealers who desire to give school programs, and who wish to interest teachers or clubs in New Edison material, will be urged to seek the help of the new department. In connection with these questions Prof. Farnsworth and Dr. Gatewood will devote thought and energy to general and theoretic problems of music and their purpose and application to society and industry.



A. R. Saunders

graph Co., of Brooklyn, N. Y., taking effect September 28, 1921. From this date the requirements of all the dealers formerly supplied by the Fischer Co. will be taken care of by the Alms & Doepke Co. from a brand new stock of Pathé phonographs, Actuelles, Pathé records and Actuelle needle-cut records. The former stock of Pathé merchandise held by the Fischer Co. has been repurchased by the Pathé Frères Co.

**PHONOGRAPH RECORD LABELS**



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

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

**KEYSTONE PRINTED-SPECIALTIES COMPANY**

321-327 Pear Street  
SCRANTON, PA.

- Our Specialties—**
- Phonograph Record Labels
  - Gummed Stickers of large quantities
  - Trading Stamps, etc.





Record Department

Machine Department

## UNICO DEPARTMENT of the Gramophone Co., Ltd. London, England

### *There Is Still Time*

for you to re-equip your department before the Holiday season opens up. Unico Service can transform your Talking Machine Department into the Musical Headquarters of your Community in a few days.

### *We Are in Daily Receipt*

of orders by wire, mail and phone from all points extending from Coast to Coast. These orders, whether large or small, are going forward frequently the day received, always within a few days. Unico Service Men follow immediately and the new store or department is completely installed "before you can say Jack Robinson."

### *Speed—Yes, But Not at Sacrifice of Quality*

For months we have been preparing for this active trade revival. The Unico equipment we install for you in such miraculously short time has been made in the good old-fashioned slow way, completely finished, fitted and held ready for rush order shipment.

### *Better Still*

You need make but a very small immediate cash investment. The Unico Deferred Payment Plan enables you to finance the operation out of Profits from Increased Sales.

### *Unico Departments As Low As \$500.00*

and we mean complete departments, Room, Rack and Counter equipment. Whether your requirement is for \$500.00 or \$50,000.00, and irrespective of your geographical location, the Unico System is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

### *You Can Still Improve Your Selling Facilities*

in time to take advantage of the most active machine and record demand of the year, which is just ahead, but—

*Phone, Wire or Write Our Nearest Office TODAY.*

## UNIT CONSTRUCTION COMPANY

NEW YORK  
299 Madison Ave.  
Corner 41st St.

Rayburn Clark Smith, President  
58th Street and Grays Avenue  
PHILADELPHIA

CHICAGO  
30 N. Michigan  
Boulevard

See Our Full Page Announcement of New Unico Portable Stand in this Issue



**ANNOUNCE "DREAM PICTURES"**

**Collings & Co. Call Attention of Dealers to Value of De Cou's New Idea for Illustrating the Mood of the Music—Interesting Move**

Collings & Co., Victor wholesalers of Newark, N. J., have brought to the attention of their dealers this month the possibilities in the use of the "Dream Pictures" originated by Branson De Cou, who is well known in the trade for his work in the educational department of the Victor Talking Machine Co. and more recently as an educational director for an important jobber.

It is pointed out by Collings & Co. that through the showing of "Dream Pictures" in various localities, under the auspices of various dealers, it is not only possible to arouse the direct interest of talking machine owners in the records featured and in Victor records generally, but it is also possible to provide the means for assisting schools in securing the necessary funds for the purchase of Victrolas and suitable

libraries of records. "Dream Pictures," it is explained, are simply a program of five Victor records with the mood of each selection illustrated simultaneously upon the screen by many richly colored pictures fading one into another. For instance, when the October record, "In a Monastery Garden," is played there floats across the screen a wonderful series of pictures of the old California missions.

The "Dream Pictures" were seen at the Bamberger store in Newark, N. J., during the week of October 3 and were also shown at the Wanamaker store, New York, during the week of October 10.

For the purpose of attracting visitors to the store so that they may hear the new records and inspect the new line of machines it will be best for the dealer to conduct an invitation recital. Arrangements can be made with Mr. De Cou, however, for school recitals for the purpose of producing revenue for Victrola funds when tickets are sold for stipulated amounts.

Suggestions for handling the "Dream Pictures" are made in the Collings & Co. announcement.

**DEATH OF DAVID BISPHAM**

**Once Leading American Baritone, Interpreter of Wagnerian Roles and Columbia Artist—Made American Debut in 1896—A Great Favorite**

David Bispham, American baritone and Columbia artist, for many years one of the foremost figures in the American operatic and concert field, passed away of heart disease suddenly October 2 at his home in New York City.

The deceased, who was sixty-five years of age at the time of his death, was born in Philadelphia, of Quaker parents, in 1857. In 1866 he went to Europe, where he studied under Vanucinni in Florence, Italy. His first professional appearance was made in the Palace Theatre, London, in an opera "Bejoché." In 1896 he realized his ambition when he first appeared in grand opera at the Metropolitan Opera House, New York. In a short time his fame was established and for the next twenty years he was associated with every kind of baritone part in grand opera, singing in Italian, French, German and English. He was famed particularly as an interpreter of Wagnerian rôles. Mr. Bispham was one of the founders of the Society of American Singers and enjoyed membership in many clubs, including the Lambs' Club, Century, Players, etc. He is survived by his widow.

**SELLING AND ADVERTISING JOIN**

**Entire Separation of Advertising and Sales Department of Business Declared to Be Grave Mistake by W. A. McDermid**

With the modern tendency toward specialization there has been a noticeable inclination on the part of certain business concerns to divorce their advertising department from the sales department.

It is, of course, true that the modern advertising man must have an expert knowledge of many technical sides of the advertising profession which the sales manager, or executive responsible for sales, need not acquire.

Similarly, there is much knowledge pertaining to sales and sales promotion which those in charge of the advertising need not acquire, but that does not mean that the two can be divorced or even nearly so. They must be meshed in a

most perfect fashion to get satisfactory results.

As W. A. McDermid, vice-president of the New York Sales Managers' Club, said in a recent interesting article:

"Whoever ultimately determines a company's sales policy should co-ordinate the advertising program as an integral part of that policy before it is sent to the official who is finally to approve it. This rule will work hardship at first in some cases, but its observance is imperative to a final, satisfactory orientation of the sales-advertising enterprise."

In connection with this matter, a man hailing from Missouri might well remark: "Show me the concern where the man or men really responsible for the sales of a company are not always playing a directing part in the advertising effort and I will show you the concern that, if not approaching failure, is at least incurring a large percentage of waste in both its sales and advertising departments."

**THE EDISON LINE IS ADDED**

The Rooney Co., 1451 St. Nicholas avenue, New York, Victor dealer, has taken on the Edison line, and on Monday, October 3, gave an interesting concert of Edison Re-creations as a feature of a "grand opening." Striking advertisements were carried in the New York papers connected with this event.

**OPENS STORE IN HAMILTON, PA.**

A talking machine establishment, to be known as the Controla Music Shop, has been opened in Hamilton, Pa., by Michael Lonzetta.

**ANNOUNCEMENT OF SERVICE**

TO NEW YORK STATE DEALERS ON

**Vocalion Red Records**

FROM SYRACUSE

**October Specials**

14242	My Sunny Tennessee Sweet Lady	Yerkes S. S. Flotilla Orchestra	10"	85c
14240	Ilo—Fox-trot Yoo-Hoo—Fox-trot	Newport Society Orchestra	10"	85c
14237	Who Will Be the Next One to Cry Over You Cry Baby Blues	Ernest Hare Aileen Stanley	10"	85c
14236	Tuck Me to Sleep (In My Old Kentucky Home) Down in Happy Valley	Shannon Four Hart & Shaw	10"	85c
14241	Ma—Fox-trot Just Like a Rainbow—Fox-trot	Al Jocker's Dance Orchestra	10"	85c

*Our Business Experience of Over Fifty Years Leads Us to Believe That We Can Successfully Serve You. Your Inquiry Will Be Appreciated.*

**GIBSON-SNOW CO., Inc.**

WHOLESALE DISTRIBUTORS

SYRACUSE

NEW YORK



# WABASH BLUES

*"You can't go wrong with any 'Feist' song"*

**A SNAPPY BIT OF SYNCOPATION**

AS GOOD AS THE FAMOUS

**"WANG WANG BLUES"**

**ASK TO HEAR IT**

**FEATURED BY LEADING — ORCHESTRAS EVERYWHERE**

## GREATLY IMPROVED DEMAND FOR MACHINES IN ST. LOUIS

Dealers Report Increased Sales of Medium-priced Models—T. B. Hauk Buys Field-Lippman Co. Branch—New Quarters for Lehman Piano Co.—Some News Brieflets of Interest

St. Louis, Mo., October 8.—October is commonly looked upon as a good talking machine month in St. Louis, and it is starting off as though it meant to merit the good reputation it has won in the past. Toward the end of September there was a noticeable improvement in the movement of machines. It was not pronounced, but there was no mistaking the quickened demand and all the indications were and still are that the improvement will continue and increase as the holidays draw nearer. The best demand is for medium-priced instruments, ranging in price from \$100 to \$200, the better grade of popular-priced machines. The fancy machines that command fancy prices are still sold, but not as frequently as formerly. The present demand for medium goods is considered more healthy than

the other and is believed to have elements of greater permanence. The improvement is in both the wholesale and retail fields. Records are selling well with Caruso demand still evident.

### T. B. Hauk Now the Owner

The Field-Lippman Piano Co. has sold its North Side branch at 3702 North Grand avenue to T. B. Hauk, who has been manager of it since it was opened two years ago. Mr. Hauk, who will conduct the business in the future, will continue handling the Brunswick line.

### Tri-State Association to Meet

Great preparations are being made for the coming of the Eight Famous Victor Artists, on October 10, under the auspices of the Tri-State Victor Dealers' Association. The concert, which will be at the Odeon at 8 p. m., will be preceded

by a business meeting at 3.30 p. m. at the Claridge Hotel and a dinner at the same hotel at 6 p. m. After the concert there will be a dance at the Arcade Dance Hall from 11 p. m. to 1 a. m. The arrangements are in the hands of the Executive Committee, composed of T. W. Maetten, Val Reis, Charles Lippman, Frederick Lehman and E. C. Rauth.

### C. R. Salmon Goes to Los Angeles

C. R. Salmon, for the past year sales manager of the Artophone Corp., has severed his connection with that organization and has gone to Los Angeles, Cal., where he will locate and make his home in the future. Before going with the Artophone Corp. he was for eleven years with the St. Louis branch of the Columbia Co., and has been one of the best-known talking machine men in St. Louis. In California he will either embark in business for himself or will form a connection with an established firm as Pacific Coast representative. He has several propositions under consideration.

### Lehman Piano Co. in New Quarters

The Lehman Piano Co. took possession on September 30 of its new store at 1101 Olive street, the first floor of which will be given up largely to the demonstration and sale of talking machines and records. Attractive booths have been erected along the west wall of the store, facing the Eleventh street windows. Welch & Co., who handle talking machines along with furniture, will occupy the old Lehman store, together with their present store at 1109 Olive street. This gives them needed room.

### Some Edison Activities

T. J. Price, Edison dealer at Belleville, Ill., had an attractive float in the annual "Ding Dong" parade at Belleville last week.

The G.-W.-B. Music Co., of Marion, Ill., Edison dealer, made a display of Edisons at the Marion County fair last week.

The Silverstone Music Co., in recognition of the St. Louis celebration of the Missouri Centennial, had a window display designed to impress the progress in invention in 100 years through the inventiveness of Thomas A. Edison. An animated figure of Lafayette reminded sidewalk gazers that 100 years ago there was no Thomas A. Edison and no phonograph, electric light or motion pictures.

O. C. Gammon, an Edison dealer of Humboldt, Tenn., was a recent visitor to St. Louis.

The Wellston Talking Machine Co. has moved into a new building at 5956 Easton avenue, across the street from the former location.

J. H. Bennett, of the Brunswick Co., has returned from a business trip to Memphis, Tenn.

Manager E. M. Morgan, of the Columbia Co., reports a very large percentage of increase in the volume of sales for September over previous months. Large orders for Columbia Grafonolas and Columbia records from many dealers are a sign of confidence in all sections for big Fall and Winter business.

L. A. Miffin, proprietor of Miffin's Book Store, Herrin, Ill., spent a day in St. Louis, replenishing his stock of Columbia products. Carl



## Here's a Way to Sell Victrola IXs

Put your Victrola IXs with the UDELL Talking Machine Record Cabinet 1402. The cabinet is the thing that will sell the machine. This cabinet is made in either Mahogany or Quartered Oak. It holds eight Victor Albums.

\$13.50

F.O.B. Indianapolis

Victrola dealers all over the country have used the UDELL Record Cabinet as a selling tool with which to dispose of their Victrola IXs.

There are many little points of superiority about the UDELL Cabinets. The patented hinged rim makes the Victrola IX and Cabinet appear as one whole piece.

## The UDELL WORKS

1309 West Twenty-Eighth Street  
AT INDIANAPOLIS



**"BLACK DIAMOND"  
GRAPHITE  
Spring Lubricant**  
*The Lubricant  
Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tins; 1/4, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by  
**HARTZELL CRUCIBLE CO.**  
North Side, Pittsburgh, Pa.  
Manufacturers' Representatives  
**LOUIS A. SCHWARZ, INC.**  
1265 Broadway, New York City  
21 East Van Buren St., Chicago, Ill.  
525 Forsyth Bldg., Atlanta, Ga.  
FOR SALE BY ALL LEADING JOBBERS

Burchett, of Kirksville, Mo., also called at the branch headquarters.

G. H. Crossen, the Columbia dealer in Eldon, Mo., was here with his wife, and paid the Columbia branch office a call. Other visitors have been: Phil A. Dallmeyer and wife, of Jefferson City, Mo., and T. R. Burns, of Willow Springs, Mo. Both are live Columbia men and are out after the business.

O. C. Melchior has been appointed St. Louis city salesman for the Columbia, to succeed W. L. Peters, resigned.

**Places Machines in Schools**

Miss Florence E. Hazlett, representative of the Columbia educational department, spent several days recently in Murphysboro, Ill., and, with Rolens & Millikan, the Columbia dealers, placed Columbia Grafonolas and educational records in a dozen schools in Jackson County. She also spent a very profitable week in Springfield, Mo., co-operating with Columbia dealers there. Her

later activities include several teachers' institutes at Shelbyville, Marshall, Murphysboro, Ill., etc.

Assistant Manager J. Bryant made a special trip to Litchfield, Ill., where the Columbia dealer, M. E. Rubinowitz, is pushing the line in his usual energetic fashion.

**Remodel Kramp Store**

Charles Kramp has remodeled his store at 1305 South Broadway, St. Louis, refurbishing it throughout in first-class style, making it one of the best appointed phonograph shops in the city. He has inaugurated a series of Wednesday evening Columbia record demonstration concerts, which are proving very successful and profitable. His audiences test the capacity of the accommodations.

**Changes in Selling Staff**

Many changes in the selling staff of various St. Louis Victor houses are taking place. At Stix, Baer & Fuller the new ones are Miss Lacey McGhee, Miss Katherine Walsh, Mrs. Billie Ladd and Miss Evelyn Nagel. At Field-Lippman's are Miss Laura Hagge and Mrs. K. Holland, formerly with Saenger Bros., Dallas, Texas. At Glaser's Music Shop is Miss Betty Zlotnik.

Jerome Munie, O'Fallon, Ill., has just taken on the Victor line. Mr. Munie plans to discontinue his soda fountain business and devote his time to music. This is a Koerber-Brenner account.

It is with deep regret that we chronicle the death of Mrs. Glaser, wife of J. Glaser, Victor dealer in Sixth street.

**Opens Store in Collinsville**

Collinsville, Ill., is able to buy Victor records at home for the first time in years. Roy Sauer opened a handsome Victrola store at that place on September 10 with three sound-proof booths, record racks and all equipment of the latest. Friends are predicting great success for Mr. Sauer.

**A Delightful Hobby**

Highfill & Neifind, Victor dealers of Caruthersville, Mo., have an unusual customer in a physician of the town. This doctor's hobby after office hours is to train canaries. He releases them from their cages and allows them the

full freedom of the house. Then he starts the Victrola, using actual bird records, as well as those of the whistlers and nature singers. His success keeps him calling for new records.

H. Altemueller, of Washington, Mo., also has a couple of canaries whose taste in music is highly cultivated. When the representative from Koerber-Brenner Co. comes to play the monthly samples the birds are silent throughout the list of dance numbers and most popular songs, but they show their full appreciation of the Red Seal numbers by trilling ecstatically.

**Big Send-off for Wellston Co.**

They called the police to keep out the crowd whose pressure at one time threatened the glass of the beautiful show windows at the new home of the Wellston Talking Machine Co. F. Coleman has been a dealer solely in Victrolas and Victor records for many years. He opened a handsome new store last month. The booths and woodwork are finished in ivory and old ivory with silver lighting fixtures. Three thousand Penn dogs were given as souvenirs. Mr. Coleman's neighboring dealers showed the high esteem in which he is held by filling the house with flowers. This shop has the unique distinction of employing no outsider, the work being carried on by Mr. and Mrs. Coleman, with their daughter and son-in-law, Mr. and Mrs. C. A. Dieke.

**BIERMAN OPENS NEW EDISON SHOP**

NORTHFIELD, MINN., October 4.—C. A. Bierman, local Edison dealer, who for some time was located in A. W. Bierman's furniture store, is now located in new and larger quarters on South Division street. Mr. Bierman's stock is much larger than formerly and in addition to phonographs he now handles pianos and musical instruments.

The Coale Music Co., of Stockton, Cal., due to its rapidly growing business, has moved to larger quarters on South Sutter street. A complete line of talking machines and records is handled.

**IT PLAYS  
ANY & ALL  
DISC  
RECORDS**

**IT PLAYS  
THEM AS  
OTHERS  
CANNOT**



THE WARREN  
STYLE B

*The Manophone*

THE PHONOGRAPH FOR THE DISCRIMINATING. OUR SELLING PLAN OUTSTRIPS COMPETITION AND ASSURES UNUSUAL PROFITS;—SEND FOR IT.

WITH IT'S INCOMPARABLE QUALITY OF TONE

THE MUSIC-MASTER of PHONOGRAPHS

A MUSICAL INSTRUMENT BUILT BY MUSICAL INSTRUMENT BUILDERS. IT HAS THE VOX-HUMANA—A HUMAN THROAT, REPLACING THE COMMON THROAT OF PIPE.

**THE MANOPHONE CORPORATION**  
ADRIAN MICHIGAN



# LONG CABINETS (Illustrated) at REDUCED PRICES for OCTOBER



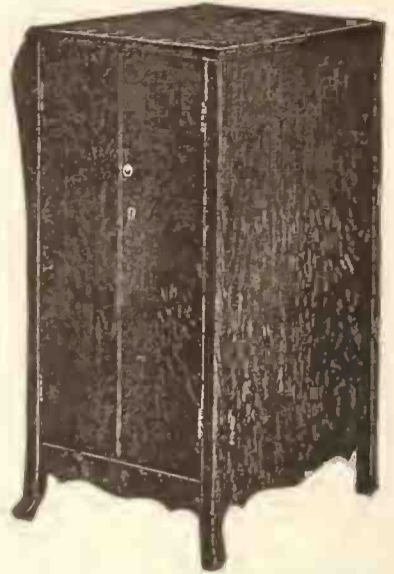
Style 71—Mahogany and Golden Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$9.37  
Flat top shelves .....10.12

This sale will close positively  
**OCTOBER 31st**  
**ORDER TODAY**  
to secure prompt deliveries.



Style 24—Mahogany and Golden Oak. Height 33 in. Top 17 x 17 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$6.93  
Flat top shelves .....7.68

This sale will close positively  
**OCTOBER 31st**  
**ORDER TODAY**  
to secure prompt deliveries.



Style 72—Golden Oak only. Height 34 in. Top 16 1/4 x 20 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$10.12  
Flat top shelves ..... 10.87



Style S6—Mahogany and Golden Oak. Height 30 in. Top 19 1/8 x 22 3/8 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$10.12  
Flat top shelves ..... 10.87  
Top moulding racks ..... 10.87  
Top moulding shelves ..... 11.62



Style 87—Mahogany and Golden Oak. Height 30 in. Top 19 1/8 x 22 3/8 in. Made with shelf interior only  
**OCTOBER SALE PRICES:**  
Flat top shelves.....\$12.37  
Top moulding shelves..... 13.12



Style 32—Mahogany and Golden Oak. Height 30 in. Top 24 x 20 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$10.12  
Flat top shelves ..... 10.87

*There is also a special September price list for LONG Player Roll Cabinets—Write for Details.*



Style 76—Golden Oak only. Height 34 in. Top 19 1/8 x 22 3/8 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$10.50  
Flat top shelves ..... 11.25  
Top moulding racks ..... 11.25  
Top moulding shelves ..... 12.00



Style 79—Mahogany and Golden Oak. Height 34 in. Top 19 1/8 x 22 3/8 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$14.25  
Flat top shelves ..... 15.00  
Top moulding racks ..... 15.00  
Top moulding shelves ..... 15.75



Style 77—Mahogany and Golden Oak. Height 34 in. Top 19 1/8 x 22 3/8 in.  
**OCTOBER SALE PRICES:**  
Flat top racks .....\$13.12  
Flat top shelves ..... 13.87  
Top moulding racks .....13.87  
Top moulding shelves ..... 14.62

## The Geo. A. Long Cabinet Company

HANOVER, PA.



# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., October 5.—The talking machine business in Philadelphia during the month of September showed an improvement over the previous month. It did not reach to the figures of 1920, but with many firms there was a near approach. Business was considerably better in the outlying territories than it was in this city and this is attributed to the fact that such districts are not feeling the pinch of hard times to the extent that they are in this city. A thing that the talking machine men cannot account for is that the piano business in this city is moving ahead faster than is the talking machine business, and in quiet times the dealers feel that conditions should be just the reverse.

The Philadelphia trade has, however, been stocking up heavily, and at the present time it does not look as if there was going to be any shortage of goods this Fall; at least, not to the extent that the dealers will be unable to supply something satisfactory.

#### R. M. Nelson New Brunswick Manager

There has been a change in the Brunswick management in this territory, in that Richard M. Nelson has come here as the Philadelphia manager, replacing C. P. Chew, who has represented the Brunswick here since its local introduction. Mr. Nelson was originally connected with the Brunswick in New York and for the past year has been in Atlanta, Ga., managing the Brunswick wholesale business in that section. He came here September 1.

Mr. Nelson states that the Brunswick business in Philadelphia during September has shown a decided improvement. He believes that his firm is going to have a very good, substantial business this Fall. He says: "I do not feel that it is going to be like the boom times of two

years ago, but I do believe we are going to have a satisfactory business—a good, staple business."

#### New Brunswick Agencies

Snellenburg Co.'s talking machine department has just added the Brunswick to the other machines it is handling, and it is going to give it prominence. The Brunswick was also placed, during the month, in the big department store of Isaac Bensch & Son, of Pottsville; with the Jacob Bros. firm, of Scranton, Pa., and with the firm of Eugene M. Goldman, 623 South street, Philadelphia.

Mr. Nelson says: "We have a big stock of Brunswicks, but we are not heavily stocked on certain lines. The new models have been going very good and there has been such a demand for these instruments that we have been entirely cleaned out on a few styles, but have several large shipments under way."

#### O. F. Jester Added to Staff

O. F. Jester, who until recently was the Granby representative here and previous to that was with the Columbia Co., has been added to the Brunswick sales force. Mr. Jester will represent the firm in the southern and central section of the city. The Brunswick Co. is just getting into the foreign record field and during October will come out with ten Jewish records, three of which are by the famous Jewish cantor, Kwartin. These records will be handled by all the Brunswick dealers and they anticipate a large demand. These Jewish records will be followed by those of other nationalities from month to month.

#### Penn Co. Reports Better Business

The Penn Phonograph Co. men, all four of whom are on the road at present, report business as being quite good in the outlying sections and

they are sending in some very good orders. The Penn Co. has been receiving large orders for its dogs, which are, no doubt, being secured for Winter and holiday window displays. It is also having a number of inquiries for the Victor miniature operatic figures, and particularly those of Caruso in his various characters.

#### Columbia Activities

At the Columbia Co. headquarters here the report is that business shows a tendency to pick up and that dealers are showing a much more active inclination to order. The firm is well stocked with both records and machines and has just put on several new salesmen. The sales meeting in the Columbia's Model Shop on the 17th was one of the most interesting and enthusiastic of any thus far held.

Among the Columbia Co.'s out-of-town visitors during the month were: J. E. Nace, of Hanover, Pa.; Sol J. Phillips, of South Bethlehem; Calver Anderson, of Atlantic City; Mr. Geyson, the talking machine manager of Lichtenwalner, of Allentown, Pa., and William Josh Daly, who went from here to visit the dealers in the vicinity of Wilkes-Barre and Frackville.

The Happy Six, well-known exclusive record makers of Columbia dance records, are about to invade this territory for several months and will give a number of concerts among Columbia dealers, assisted by Stanley Peters.

#### Join the Columbia Forces

The Columbia Co. has appointed, for educational work in this territory, Miss Margaret R. Martin, who will work from this branch in conjunction with any of the dealers who will desire her services. A. M. Laurie has been added to the Columbia sales force, replacing F. D. W.

(Continued on page 94)

## LEADERSHIP

**T**HE position expected of every Victor Dealer in his community—possible because of the class and quality of the merchandise he sells.

This organization aspires to leadership in this territory—and accepts such recognition, not as an honor, but as a responsibility.

Keeping the Victor business on a high and profitable basis these days calls for mature judgment and character dealing.

**The Louis Buehn Company**  
of Philadelphia



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Connelly, who resigned quite recently to enter the automobile business.

## Exhibition at Bethlehem Show

W. T. Briggs, of the Columbia Dealers' Service department, spent several days during the month in Bethlehem, assisting Sol J. Phillips with his exhibition at the Bethlehem Show, which was given by the various firms of that city, including the Bethlehem Steel Works. Mr. Phillips had a very attractive booth, and the P. 3 Adam period Grafonolas, which were featured, were the cynosure of all eyes, as placed in the uniquely dressed booths. Two Grafonolas were given away as prizes and a special stunt that was pulled off was the playing of the Grafonola with the orchestra during the intermission.

## To Retire From the Field

The Philadelphia Show Case Co., which relinquishes the representation of the Vocalion line by January 1, will retire entirely from the talking machine business, and it is said that a number of persons are after this valuable representation in this city. Manager Burkart has not been connected with the department for several weeks, but the business is being looked after by Graham French.

A recent visitor to the Sonora Co. of Philadelphia was Frank H. Coupe, vice-president of the Sonora Co. of New York. The Sonora pushed materially ahead in September and good reports from all sections are being received regarding business.

## H. W. Weymann Is Optimistic

Harry W. Weymann, head of H. A. Weymann & Son, reports that their business is picking up in very fine shape. Their business is better than last year. Mr. Weymann says: "September trade showed a decided improvement over the month of August and the advance orders that have been received from dealers for shipment this month indicate that the volume of business to be done during the next three months—the last quarter of the year—is going to be quite satisfactory. I believe there is going to be a marked improvement right along."

Mr. Weymann says that the reduced price of the new Motrola, of which they are the exclusive representatives in this section, which they sell to be retailed at \$19.50, has brought in a volume of orders from all the dealers in their territory, and in many cases has helped the dealers to increase the sales of their machines and records. Among their dealers here recently were E. T. Eiler, of Schuylkill Haven,



**“ROLL YOUR OWN”**

ASK ANY OF OUR OKEH  
DEALERS—THEY KNOW

**Okeh Records**

ARE PROFIT MAKERS BECAUSE  
**“THEY SATISFY”**

**SONORA**  
COMPANY OF PHILADELPHIA

1214 ARCH STREET PHILADELPHIA

Pa., and Mr. Britz and his son, of the Manigold Music Co., of Reading, Pa.

The W. C. Stiver Co., dealer in phonographs at 64 West Cheltenham avenue, Germantown, is now in the process of closing out its business.

Mr. Youngjohns, of Norristown, Pa., is adding new booths to his store, and he recently took over the adjoining building and is preparing to almost double his selling capacity.

## Joins the Ludwig House

Edward Toye, for a long time connected with the Gimbel Bros.' talking machine department, has resigned and has accepted a position to take charge of the talking machine department at the Ludwig House.

## Well Pleased With the Outlook

Everybody's Talking Machine Co. had a very much better business in September than it had in August, and it is very much elated with the present outlook. This company is making many

improvements in its store and has added a considerable amount of shelf capacity. A considerable amount of export trade is being done at present. In September shipments were made to Melbourne, Australia; Vancouver, B. C.; Juarez City, Mexico, and Ponce, Porto Rico. New sizes have been added to Everybody's Co.'s list of machine springs, which now number thirty-one. It expresses the wish that if anyone knows of any spring that it is not handling to write and it will gladly add it to its stock. For it means to carry everything that anyone may inquire for. It is having quite a heavy sale on its needle called Umantone, which is made expressly for its trade. Paul Baerwald, sales manager of the General Phonograph Corp., was a recent visitor.

## Harry Fox Makes Good Report

Manager Harry Fox, of the Emerson, states that its business is rapidly assuming a normal condition. September business was considerably ahead of August and more nearly approaches the Emerson business of a year ago. Plenty of machines and records are in stock and collections are excellent. Mr. Fox has spent considerable time in New York at the Emerson headquarters and says that everything looks to a very large business for the firm this Fall. All plans for handling it have been laid, as well as an Emerson advertising campaign. "The firm's policy is now set," says Mr. Fox, "and it is up to the distributors to put it over."

Recent Philadelphia talking machine men from the nearby territory who were here were C. C. Shelly, of the Arco Drug Store Co., of Newcastle, Pa., and Leon Wittich, of the Wittich store, of Reading, Pa.

## Opens New Store

The People's Talking Machine Co., on the 10th of September, formally opened up a new store at Seventh and Wolf streets, which is one of the finest-appointed stores in this city. It is a branch of the 502 South Fifth street store and reports that it is doing a very fine business. It has torn out the side of the former building and built a series of display windows, and has had seven booths installed.

## Some Changes in Sales Staff

Fred Adams is no longer connected with the Perfek'tone Co. and House Salesman Wright has been replaced by George H. Bein. Both Mr. Adams and Mr. Wright have gone into the automobile business. The Perfek'tone has been enjoying a very good business and has recently

# On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.  
Write them or us for prices.

## Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

*Victor Wholesale Only*



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

been putting some new models on the market. Harold Cregar, of the Penn Phonograph Co.'s sales force, was recently married and spent his honeymoon at the Delaware Water Gap.

**Buehn Business Steadily Advancing**

The Louis Buehn Co. reports that its Victor business each week in September showed a satisfactory improvement. On most of the records stock is being received in a most satisfactory way, but there is a shortage on some of the most popular of the numbers. Among the Buehn firm's recent visitors were: Mr. Taylor, of Shifler & Taylor, of Carbondale, Pa.; E. J. Youngjohns, of Norristown, and C. C. Shelly, of the Arco Drug Co., of Newcastle, Pa., which company, it is reported, will shortly handle the Victor products in its store in Waynesboro.

**Long Console Model Popular**

William S. Eitler, representative of the Geo. A. Long Cabinet Co., of Hanover, Pa., in this city and surrounding territory, reports that the new Long console cabinet is meeting with a demand that has exceeded all expectations. The other numbers of the Long line are also being ordered in noticeably increased quantities.

**Increased Demand for Cheney Products**

G. Dunbar Shewell, president of the Cheney Sales Corp., of New York and this city, reports a decided improvement in business. Large orders are being received as a result of the readjustment plan offered by the Cheney Talking Machine Co., allowing Cheney dealers a rebate on the old models in stock which were superseded by new models, provided a corresponding number of new models is ordered.

**Moves to New Quarters**

The Unico Talking Machine Co., wholesaler and retailer of talking machine supplies, has moved to 227 South street, this city.

**Joins the Granby Forces**

F. D. W. Connelly has joined the sales organization of the Granby Phonograph Corp. in this city. Mr. Connelly will cover Baltimore and most of Maryland, Delaware and Southern New Jersey as far as Trenton.

**Blake & Burkart Report Progress**

Blake & Burkart report that the end of September showed a considerably better business than the beginning of the month, but it has not yet reached the pace that it was going at this time last year. Mr. Blake states that while the majority of the machines and records they sell are the Edison, for they have come to be recog-

nized as Edison dealers, yet they have been doing very well with the Vocalion. He says that in the six months that they have handled the Vocalion they have yet to get a complaint of

any trouble with the instrument, and he believes the sales of this instrument will increase right along. Mr. Blake is very optimistic regarding the business outlook.

**UNICO EQUIPMENT DEMANDS TELL OF TRADE REVIVAL**

Over One Hundred Talking Machine Concerns Located in Various Parts of the Country Have Recently Placed Contracts for Unico Equipment—Will Hold Openings This Month

PHILADELPHIA, Pa., October 3.—The Unit Construction Co., of this city, reports that over one hundred talking machine concerns located in various sections of the country from coast to coast have recently placed contracts for Unico equipment and the majority of these concerns will have formal openings this month. This renewed activity on the part of the trade in

preparing for the usual rush of Fall and holiday business is, perhaps, one of the surest signs of the returning normalcy.

The Unit Construction Co., having anticipated this demand, is meeting it with a service which, it states, is eliciting great commendation from its customers. For example, a very large installation for the George J. Birkel Co., of Los Angeles, with special features throughout, was completely delivered in less than six weeks, shipment being made by way of the Panama Canal.

Rayburn Clark Smith, president of the company, pointed out that "Unico departments, complete in every detail and irrespective of size, can be shipped within twenty-four hours from the receipt of order and railroad deliveries are now operating on a very fast schedule, enabling the Unico service department to complete the final installation of the equipment in the dealer's store in a few days after the order is placed." He also remarked that among the new departments with Unico equipment which will be formally opened are the following: George J. Birkel Co., Los Angeles, Cal.; John Elliott Clark Co., Salt Lake City, Utah; Lamar & Johnson, Denver, Col.; Hellrung & Grimm, St. Louis, Mo.; Leopold Krchma, Chicago, Ill.; Krause Furniture Co., Chicago, Ill.; Frank Solar, Chicago, Ill.; J. M. Wilcockson Co., Hammond, Ind.; Noble Piano Co., Detroit, Mich.; Miller & McCracken, Royal Oak, Mich.; C. J. Duncan, Massillon, O.; Standard Talking Machine Co., Pittsburgh, Pa.; Aaron Furniture Co., Greensburg, Pa.; Hansen Melody Shop, Moundsville, W. Va.; W. B. Dutrow, Harrisonburg, Va.; R. S. Kishpaugh, Fredericksburg, Va.; C. F. Maxwell, Renova, Pa.; J. J. Kneis, Mahanoy City, Pa.; Henry Weltman, Glen Lyon, Pa.; L. H. Soper, Waterville, Me.; Stranburg's Music House, Jamestown, N. Y.; Weil Bros. Furniture Co., New York City; Cool & Shaller, New York City; H. Kahansky, Brooklyn, N. Y.; Jos. A. Herzenburg, Franklin, N. J.; Traco Co., Toms River, N. J.

**The "NEW" MOTROLA**

**WITH UNIVERSAL MOTOR**

Retail \$19.50  
(former price \$30)

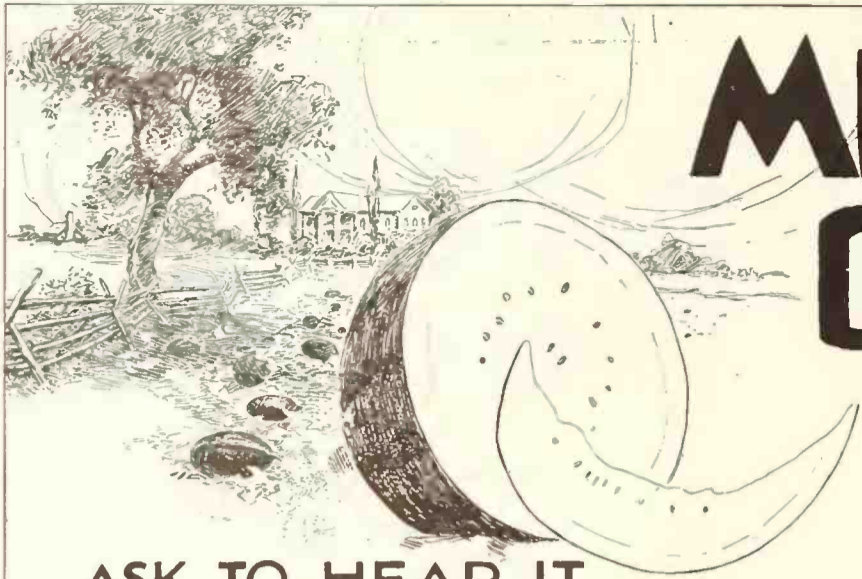
This marvelous little electric, self-winding mechanism attached to any type Victrola or any make Talking Machine will accomplish what the self-starter did for the automobile.

We, as exclusive wholesalers in Eastern Pennsylvania, New Jersey and Delaware, of the New Motrola with universal motor, are ready to fill your orders now.

*Write for Trade Discounts*

**H. A. WEYMANN & SON, Inc.**  
1108 Chestnut Street  
PHILADELPHIA





# MELON TIME *in* DIXIELAND

A SNAPPY ONE-STEP SONG

*"You can't go wrong  
with any 'Feist' song"*

ASK TO HEAR IT

## PROMISING TRADE IN THE WEST

Harry A. Beach, of Unit Construction Co., Brings Back Most Encouraging Report From Transcontinental Business Trip

PHILADELPHIA, PA., October 1.—Harry A. Beach, vice-president of the Unit Construction Co., manufacturer of Unico talking machine ware-room equipment, of this city, who recently re-



Harry A. Beach

turned from an extended trip as far as the Pacific Coast, reported many entirely encouraging conditions throughout the country.

In a recent interview with *The World* Mr. Beach stated: "The trip, as a whole, was an intensely interesting one, as it enabled me to become intimately familiar with conditions in the talking machine trade in the Far West. I was more than gratified over the amount of business being done during the days of my visits to the various cities. In fact, in Los Angeles business was up to the top notch. They, seemingly, did not experience any slump in trade. In

San Francisco it was somewhat tighter, although quite a large volume of business was being done. I did not get up to Portland, Seattle and Spokane, as I originally planned, but I learned that these cities were not doing quite the volume of business that Los Angeles and San Francisco were doing. In Salt Lake City the outlook was very good. Resumption of good business was already taking place just about the time I was there. In Denver business was improving and reports from a number of dealers were decidedly favorable. This same condition was to be found in Omaha and an even still better condition in Minneapolis and St. Paul. Both Chicago and St. Louis are also receiving better business and signs of good business resumption were also to be found in Toledo, Detroit, Cleveland and Pittsburgh.

"I was more than encouraged over the situation as a whole and both direct and indirect results were all that could be expected. One thing that impressed me, probably more than anything else, was the fact that where dealers were going out after business in the way in which they should results were forthcoming. There were innumerable instances of business reported which I would characterize as normal, not as based on 1919 figures, but normalcy of the present day, which I would compare more directly with those figures of 1917."

## A CLEVER BIT OF PUBLICITY

Spraytone Phonograph Corp. Issues Cutout of Room With Triangular Machine in Position

The Spraytone Phonograph Corp., of Ridgewood, N. J., manufacturer of a triangular-shaped talking machine made particularly to be set in the corner of a room, has just forwarded to the trade multi-colored cutouts of a miniature room with the machine fitting snugly in the corner. This is a unique method of placing before the trade the features of the product, and R. B. Lin-

den, president of the company, states that it has already created much attention and has brought in some substantial returns.

## CIROLA AN ALL-YEAR INSTRUMENT

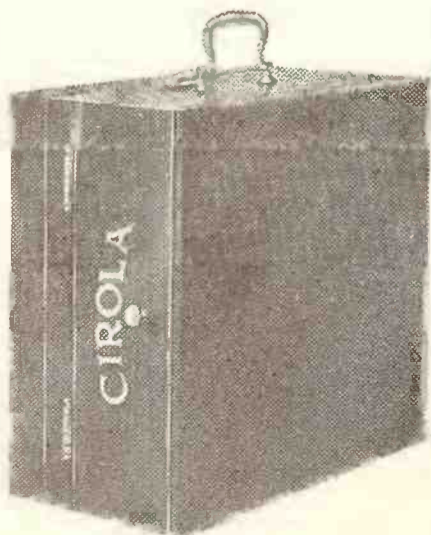
Big Summer Business Closed—Great Campaign for Fall and Winter Under Way—Two Important Appointments—U. S. Government a Buyer

PHILADELPHIA, PA., October 1.—The Cirola Distributing Co., Inc., distributor of the portable machine of that name, reports that the Summer of 1921 was the biggest season in its history. Meanwhile it is a mistaken idea that the portable machine is only for the Summer trade. The sales records of this company show that there is a good demand for portables all the year round. Interesting literature has recently been mailed stressing the all-year-round sales opportunities of the Cirola portable.

G. D. Giacomo, president of the company, announces the appointment of G. Porter in charge of the advertising and sales end of the business. Mr. Porter is well experienced in this work and under his able direction an intensive Fall campaign has already been launched. The appointment of Stanley F. Miller to the sales staff of the organization is also announced. The latter is thoroughly familiar with the talking machine trade, having been connected previously with the branch office of the Brunswick-Balke-Collender Co. in this city.

The United States Government was a recent pleased purchaser of Cirolas. Mr. Giacomo received last month an order to ship six Cirolas to the Marine Barracks at Quantico, Va. Some weeks later a testimonial of a most practical character was received in the form of a repeat order for six more.

J. Watson has been appointed receiver for Cushman & DeVerner, Inc., dealers in talking machines, at 1771 Amsterdam avenue, New York.



Size: 12½ x 11½ x 6  
Weight 16 lbs.

DEALERS SAY—Their Success With  
Popular Priced

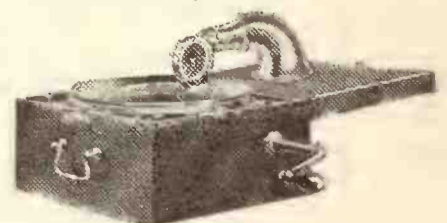
**"ALL—YEAR—ROUND"  
CIROLA PHONOGRAPHS**

IS  
**UNPRECEDENTED  
IN THE HISTORY OF THE TRADE**

**CIROLA DISTRIBUTING CO., Inc.**  
204 Colonial Trust Bldg.  
PHILADELPHIA, PA.  
U. S. A.

SMALL INVESTMENT  
FOR DEALERS

RETAIL PRICE \$35.00  
LIBERAL DEALERS' DISCOUNT



A Phonograph with three wonderful  
tones at a price which meets the  
demands of present-day  
business conditions



**INDUSTRIAL CONDITIONS AFFECT TRADE IN PITTSBURGH**

Talking Machine Fraternity Optimistic and Working Hard for Better Business—New Playertone Models—Brunswick Publicity—Novel Pathé Advertising—Edison Tone-tests Popular—Other News

PITTSBURGH, PA., October 5.—While there is some improvement noted in business in talking machine circles in the Steel City at this writing there have not come back the trade conditions that the live talking machine dealer wishes and hopes for. It is true that September has shown a marked increase in sales of talking machines and records over August, but the fact remains that the volume of business desired by the retail trade has not materialized. However, it must be noted that the industrial situation here, on which is predicated all of the material prosperity that Pittsburgh enjoys at any time, has not reached the plane which is commensurate with top level payrolls. It is true that many mills have resumed operations during the past three or four weeks, but there are still quite a number that are preparing to operate. When the iron and steel output has reached 75 to 80 per cent capacity (as it undoubtedly will) then there will be disbursed such payrolls as will have a most stimulating effect on business and on the talking machine trade as well.

The talking machine fraternity here, as a whole, is optimistic concerning the future and, while it has been rather difficult to maintain the morale of the sales staffs in times when business was abnormally sluggish, the various dealers believe that they are in for a good Fall and Winter season. The live dealers are using printers' ink to good effect and are taking advantage of every opportunity to form a liaison between buyer and seller.

**Buehn Reports Real Gain**

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in referring to business conditions, said: "We find that the closing days of September showed a real gain in sales in our wholesale department. I feel sure that with the coming of October and the cooler days when people seek the fireside and naturally turn to music for entertainment there will be a marked increase in the talking machine trade. We feel very hopeful concerning the future and are making our plans for business accordingly."

**Two New Handsome Playertone Models**

I. Goldsmith, president of the Player-Tone Talking Machine Co., with offices at 967 Liberty avenue, in speaking with The Talking Machine World representative, said: "We are now placing before the trade two handsome models of the Player-Tone that are bound to make a sensation in the retail line. One is the famous Sheraton console model, No. 250, priced at \$135 retail, and the other the popular Queen Anne console, Model No. 300, which sells at \$150 retail. These are models that will add grace and dignity to any shop in which they are displayed. The entire equipment, including cabinet hardware, is heavily gold-plated, making the most complete, artistic and perfect tone-producing instrument sold in America, with our guarantee against spring breaking or defective workmanship for one year." Mr. Goldsmith emphasized the fact that "the retail talking machine dealer will always buy an article that has merit and that will appeal to his patrons." Mr. Goldsmith is of the opinion that just as soon as the readjustment period is completed in the iron and steel trade and the mills are operating on something

like normal that business conditions in general will vastly improve.

**Brunswick Billboard Campaign**

A great publicity program has been started, whereby some 400 or more advertising billboards will be placed in various sections of the Pittsburgh district by the Brunswick-Balke-Collender Co., with the object of bringing more forcibly to the attention of the public the Brunswick phonograph and the Brunswick records. This was explained by J. A. Scanlan, Jr., manager of the Brunswick phonograph department here. He stated that a regular twenty-four-sheet poster would be displayed on the billboards through the co-operation of the Brunswick-Balke-Collender Co. and the several Brunswick dealers in the Pittsburgh territory.

New Brunswick dealers added the past few weeks are as follows: S. Seegman, New Kensington, Pa.; De Coster Bros., Jeannette, Pa.;

A. G. Ditmar, Butler, Pa.; Robinson Furniture Co., Saltsburg, Pa., and Ullomar & Bailey, Waynesburg, Pa.

**T. T. Evans Encouraged Over Outlook**

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co, who spent several weeks among his Victor clients in eastern Ohio and western Pennsylvania, stated that he was much encouraged by the outlook for trade and anticipated a good trade for the coming Fall and Winter.

**Novel Publicity Brings Results**

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., is much pleased with the results obtained by a novel publicity move by some of the enterprising Pathé retail dealers. During September a number of fairs are held at various county seats in western Pennsylvania and West Virginia. In co-operation with the Pathé dealers at the county seats, where the fairs were held, it was arranged to have a Pathé display. All women who visited the Pathé booths were given a numbered coupon card. On the closing day of the fair the cards were placed

(Continued on page 98)

**What the Franklin Line Offers for Your Fall and Holiday Business**



The Franklin phonograph is sold *direct* to you, thus reducing the cost considerably.

Each model has a distinct appeal and sells quickly, thus assuring a quick turnover.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin phonographs occupy a distinct position among high-quality phonographs.

Order a sample of this model and you will quickly re-order.

Our prices are reduced. Our terms most liberal.

**FRANKLIN PHONOGRAPH COMPANY**  
INCORPORATED

1711-13-15-17 North Tenth Street  
Philadelphia

**DECALCOMANIA**

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



## TRADE CONDITIONS IN PITTSBURGH

(Continued from page 97)

in a large barrel and thoroughly mixed. Then Major Jack Barnett, the Lilliputian demonstrator of the Pathé line, was utilized to draw out of the barrel one of the numbered tickets. The number on the card was announced to the throng around the booth and the holder of the stub with the corresponding number was awarded a No. 10 Pathé machine. The idea has already worked out well.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is back at his post again after a delightful vacation trip, followed by a visit to the Victor plant at Camden, N. J.

## Give Edison Tone Tests

Hardy Williamson, the noted English tenor, and the charming Fleming Sisters Trio have been giving a series of tone-tests in the Pittsburgh zone under the direction of the Buehn Phonograph Co., Edison distributor, during September, and have met with warm welcome.

On October 4 Mr. Williamson and the Fleming Sisters Trio appeared in Point Marion, Pa., under the auspices of E. S. Tyler, the local Edison dealer; on October 5, in Morgantown, W. Va., under the auspices of the S. A. Phillips Music Co.; on the 6th, in Grafton, W. Va., under the auspices of H. U. Tobias; on the 7th, in Philippi, W. Va., C. B. Smith; on the 10th, in Buckhannon, W. Va., Whitescarver Furniture Co.; on the 11th, in Clarksburg, W. Va., Palace Furniture Co.; on the 12th, in Salem, W. Va., C. C. Keys; on the 13th, in Shinnston, W. Va., Hursey Music Co.; on the 14th, in Mannington, W. Va., Furbee Furniture Co.; on the 17th, in Cameron, W. Va., E. E. Koontz; on the 18th, in McMechen, W. Va., E. E. Koontz; on the 19th, in Moundsville, W. Va., E. E. Koontz; on the 20th, in Marietta, O., Marietta Furniture Co.; on the 21st, in Spencer, W. Va., Spencer Phonograph Co.; on the 24th, in Parkersburg, W. Va., Varney, Jackson & Enoch; on the 25th, in Caldwell, O., Baughman & Law; on the 26th, in Cam-

bridge, O., Baughman & Law; on the 27th, in Wheeling, W. Va., New Music Shop; on the 28th, in Wilkinsburg, Pa., Puffinburg Furniture Co.; on the 31st, in Waynesburg, Pa., J. M. Burns & Son; on November 1, Washington, Pa., G. W. P. Jones Music Co., and on November 2, in Tarentum, Pa., Windsor Music Co.

H. F. Andres, formerly manager of the retail Victor department of the W. F. Frederick Piano Co., is now associated with the wholesale Victor department of the same company, which is under the direction of George H. Rewbridge.

The Howson Music Co., which has been featuring the Kimball phonographs, reports a brisk sale during September.

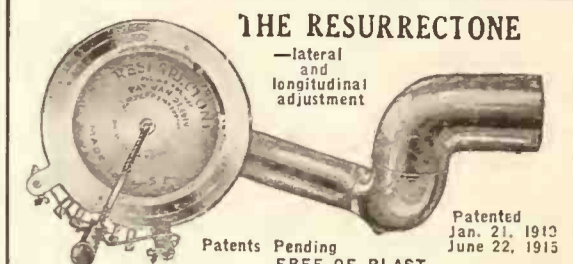
Marion Harris, the well-known Columbia artist, who is in the Keith vaudeville circuit, was one of the attractions at the Davis Theatre the week of October 3 and was well received with her songs and her playlet, entitled "Record-breaking Musicale."

## SELLS CARLOAD OF MACHINES

Jesse French & Sons Piano Co. Sells Carload of Grafonolas—Uses Publicity and Intensive Salesmanship in Securing Results

MONTGOMERY, ALA., October 6.—The Jesse French & Sons Piano Co., of this city, Columbia dealer, evidently does not feel the bugaboo of depression very badly, for this enterprising dealer recently ordered a carload of Columbia Grafonolas. Upon receipt of the carload the company used generous newspaper advertising which, coupled with intensive salesmanship, made the sale a decided success.

The sale officially opened on Saturday, and by the following Thursday eighty-one Grafonolas and over 2,000 Columbia records had been sold. At the end of the week's sale the Jesse French & Sons Piano Co. used advertising featuring individual types of Grafonolas, and at the conclusion of the second week's business only thirty-nine Grafonolas remained out of the carload of 146.



**THE RESURRECTONE**  
—lateral and longitudinal adjustment

Patented Jan. 21, 1913  
June 22, 1915

Patents Pending  
**FREE OF BLAST**  
**CLEAR AND SMOOTH SOUND**

Order a sample now. Subject to return if not satisfactory.  
"Tuned Up Like a Piano" Write for Quantity Prices  
**HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City**  
Makers of the "Afr-ight" Tone Arm and Hoffay Phonograph

## NEW EDISON SHOP IN CANTON, O.

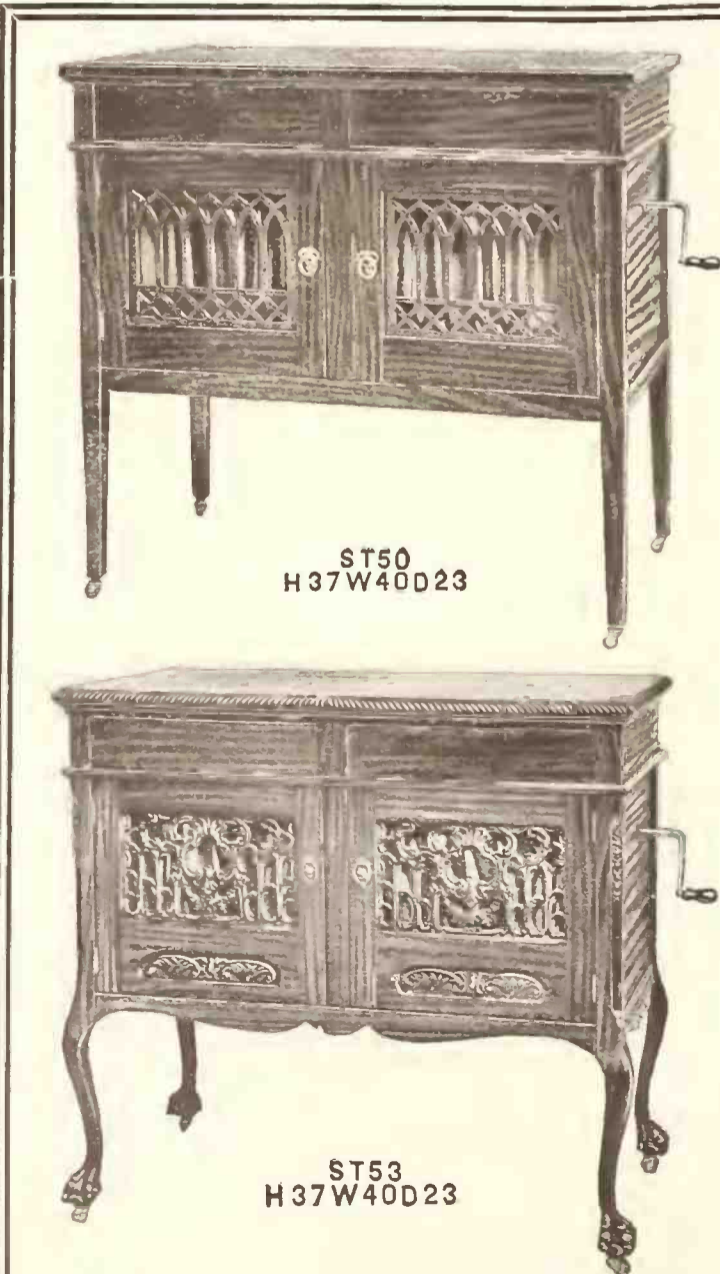
Rhines Edison Shop, of Massillon, O., to Open Well-equipped Branch in That City

CANTON, O., October 3.—Rhines Edison Shop will open about October 10 in a new storeroom in the new Witters Building, Third street and Cleveland avenue, N. W., it is announced. The Rhines Co. already maintains a high-class music store in Massillon, O., and this will be its first branch store. The new store will be modern in every respect and, according to the management, will carry Edison machines and Re-creations exclusively. The location is directly opposite the proposed new quarters of George C. Wille & Co., an old-established Canton music firm which now holds forth in Market avenue, N.

## BECOMES CONNORIZED DISTRIBUTOR

PHILADELPHIA, PA., October 4.—The United Music Stores Co., of this city, distributor of talking machine accessories, music rolls and sheet music, has also been appointed distributor of the new Connorized record, made by the Connorized Music Co., of New York City.

The talking machine department of the Haverty Furniture Co., Birmingham, Ala., is now under the management of Miss Maurine Bond.



## A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

**Natural Voice Phonograph Co.**  
**ONEIDA, NEW YORK**



The New Style No. 9 is a worthy addition to this complete line



## TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plan for Fall and Winter—Conditions in This Territory Most Encouraging—The Outlook

The retail talking machine trade in Brooklyn territory is showing marked signs of revival. The month of September produced substantial sales, not only in records, but in machines as well. Dealers worked aggressively during the Summer months, and this work has produced tangible results, influencing the public to buy and giving them renewed confidence generally.

### Columbia Dealers' Timely Aid

Emphasizing the fact that talking machine dealers can create good will among the consumers in their locality and at the same time add to their own prestige, the R. W. Olsen Co., at Fifth avenue and Dean street, well-known Columbia dealer, has volunteered to assist the ex-service men at the Fox Hills Hospital. F. C. Heiser, manager of this store, recently sold a large size Columbia Grafonola to an ex-service man who conceived the idea of auctioning a full-rigged miniature sailing yacht, the proceeds of which would be turned over to the soldiers at the hospital. In order to give this event greater publicity, Mr. Heiser volunteered to donate a large corner display window, where the yacht was exhibited.

### Victor Trade Is Optimistic

"Victor dealers are buying and stocking goods in satisfactory quantities and the prevailing opinion is that the public is entering the present market with indications of substantial buying," said G. T. Williams, head of the Victor distributing organization, the G. T. Williams Co., Inc. "There is a healthier tone to business generally and we are all making plans for an active Fall trade."

### Store's Location Produces Sales

The Olympic Talking Machine Co., Columbia dealer at 28 Myrtle avenue, corner of Adams street, has one of the most desirable locations for a retail talking machine store in Brooklyn. The store, being located on one of the busy corners of Brooklyn and near the entrance of the subways and elevated road, attracts many transient customers. Leon Goldapple, proprietor of this live Columbia store, reports that business has been exceptionally good, particu-

VICTROLAS

## "The Tide Has Turned"

COTTON has gone away up, bringing prosperity to the South. Tobacco growers are getting the highest prices they have ever received. Other industries are returning to normal—the tide has undoubtedly turned.

Your Fall sales will increase and gather momentum from week to week. A heavy holiday business is assured.

Plans to meet this improved situation are in order—the present is none too soon. Are you ready?

VICTOR RECORDS




# G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

larly in the early weeks of September, and that all indications point to an active Fall and Winter trade.

### Dealers Ordering More Stock

The American Talking Machine Co., Victor wholesaler, reports that signs for an active Fall trade are in evidence more and more each day. R. H. Morris, general manager of the company, states that many dealers who heretofore have been content to place their orders for records at the beginning of each month are now telephoning every day repeat orders for records and Victrolas.

Henry A. Heineman, of this company, has returned from a two weeks' vacation, which he spent in the Fulton Lakes region of the Adirondacks.

### Live-Wire Pathé Dealer

One of the most active dealers in Brooklyn is C. I. Sommers, a Pathé dealer recently estab-

lished. Mr. Sommers says that although many talking machine dealers near by were finding business difficult to obtain during the past few weeks, he has been able to place many Pathé machines in homes in his immediate vicinity through aggressive work. His enthusiasm is unbounded and, as he says, "with a little hard work we have been able to more than hold our own and, in fact, show a decided increase in selling."

### Renovates and Enlarges Store

Sofus Kjeldsen, Victor dealer at 5403 Fifth avenue, recently completed extensive alterations and redecorations in his store. New booths have been installed and a very attractive demonstrating and reception room is located near the entrance of the store. A complete new system of record racks has been built conforming with the construction of the rest of the store and the whole general appearance is an exceedingly attractive one.

### Enlarges Its Quarters

The Orinondo Music Shop, 1314 Fulton street, has found it necessary to greatly enlarge its present quarters, to take care of its increasing Victor business. New record racks have been installed and additional booths have been erected, and in general the entire plan of this already attractive shop has been materially changed. This exclusive Victor store is owned and managed by Herschenroder Bros., who have had a wide experience in the merchandising of Victor machines and records. Although they have been in this location but a few months, they have made an enviable record by their efficient and courteous service. They have a large and growing patronage.

### Giving the "Starr" Strong Representation

Breuer Bros., known throughout Brooklyn as accomplished musicians as well as live talking machine retailers, recently purchased an entire building at 775 Woodward avenue, corner of Madison street, where they moved their talking machine business. The first floor was entirely redecorated, new equipment installed and arranged generally into one of the most attractive shops in the city. Mr. Breuer stated that since moving into this new location they have been able to increase their business in both machines and records materially. They carry a complete stock of Starr phonographs and Gennett records, and are one of three exclusive Starr representatives in Brooklyn. In addition to a complete line of talking machines and records, they have a full stock of all musical instruments.



# AMERICAN TALKING MACHINE CO.

VICTOR  
WHOLESALE

BROOKLYN  
NY

# NEEDLES

THE BEST NEEDLES TO  
SUIT ALL TASTES

### VICTOR

- Full tone Steel
- Half tone Steel
- Extra loud Tungstone
- Full tone Tungstone
- Half tone Tungstone

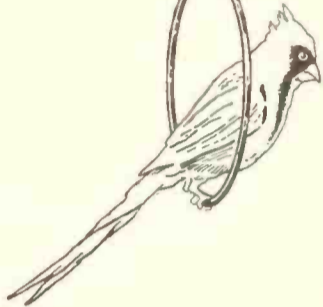
SEE THAT YOUR STOCK  
IS IN SHAPE FOR THE  
HOLIDAY DEMAND



# New Records

# New Hits

# The Cardinal Records



*Now Ready for Delivery. Send Your  
Order in at Once*

11—NEW POPULAR HITS—11  
10—NEW ITALIAN RECORDS—10  
20—NEW JEWISH RECORDS—20

**New Records Issued Every Month in Each of the Above Catalogs**

### CARDINAL NOVEMBER RELEASE

- |      |  |
|------|--|
| 2050 | { PLANTATION LULLABY—Tenor Solo, Orch. Accomp.      Sung by Vernon Dalhart   |
|      | { HONOLULU HONEY—Tenor Solo, Orch. Accomp.      Sung by Vernon Dalhart   |
| 2051 | { MA!—Baritone Solo. Accompanied by the Merry Melody Men. Sung by Arthur Fields  |
|      | { CRY-BABY BLUES—Accompanied by the Merry Melody Men. Sung by Ernest Hare  |
| 2052 | { TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Solo, Orch. Accomp.      Sung by Irving Kaufman                                     |
|      | { DAPPER DAN—Solo, Orch. Accomp.      Sung by Irving Kaufman   |
| 2053 | { I WANT SOME LOVING BLUES—Blues. Accompanied by the Merry Melody Men      Sung by Dorothy Dodd                              |
|      | { DANGEROUS BLUES—Orch. Accomp.      Sung by Dorothy Dodd  |
| 2054 | { SWEET LADY, from "Tangerine"—Fox-trot.      Played by Cardinal Dance Orchestra<br>Dir. Maurice C. Rumsey                   |
|      | { SOUTH SEA ISLE (Intro.: "She's Just a Baby," from "Scandals of 1921")—Fox-trot<br>Played by Ben Selvin's Novelty Orchestra |
| 2055 | { BABY FACE—Fox-trot.      Played by Ben Selvin's Novelty Orchestra  |
|      | { YOO HOO—Fox-trot.      Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey  |
| 2056 | { JUST LIKE A RAINBOW—Fox-trot. Played by Harry Raderman's Novelty Orchestra   |
|      | { ILO—Fox-trot.      Played by Cardinal Dance Orchestra, Dir. Maurice C. Rumsey  |
| 2057 | { ROSIE CHEEKS—Fox-trot.      Played by Harry Raderman's Novelty Orchestra   |
|      | { MOON RIVER WALTZ—Waltz.      Played by Ben Selvin's Novelty Orchestra  |
| 2058 | { COMRADES OF THE LEGION—March.      Played by Cardinal Military Band  |
|      | { GENERAL MIX-UP OF THE U. S. A.      Played by Cardinal Military Band   |
| 2059 | { SAXOPHOBIA—Saxophone Solo, Orch. Accomp.      Played by Rudy Wiedoeft  |
|      | { HUMORESQUE—Xylophone Solo, Orch. Accomp.      Played by George Hamilton Green  |
| 2060 | { ALL BY MYSELF—Fox-trot. Vocal chorus by Arthur Hall.<br>Played by Lenzberg's Riverside Orchestra                           |
|      | { PEGGY O'NEIL—Waltz. Vocal chorus by Arthur Hall.<br>Played by Yerkes' Metropolitan Dance Orchestra                         |

**DEALERS AND JOBBERS:** Write to-day for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

*An exceptional catalog of Jewish and Italian records ready next month*

## CARDINAL PHONOGRAPH CO.

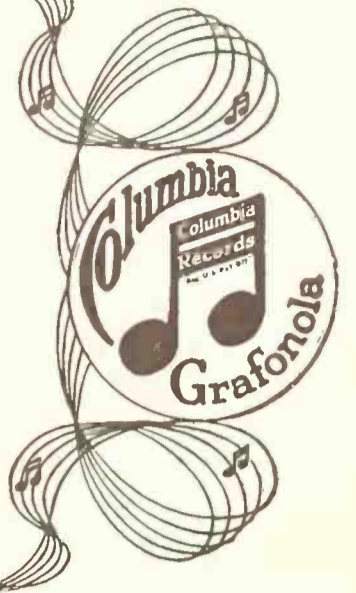
106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.



The voice of voices appears in all its grandeur in "Pace, Pace, Mio Dio" (Peace, Peace, Dear Lord) from "La Forza del Destino," by Rosa Ponselle, exclusive Columbia artist. A great seller by a great soprano! Columbia 49859.

Columbia Graphophone Co.  
NEW YORK



## UNIQUE SERIES OF CONCERTS PLANNED IN LOS ANGELES

Talking Machine Records of Various Makes to Furnish All the Music at Sixty-four Concerts—W. H. Richardson Has Narrow Escape—New Stores Opened Recently

LOS ANGELES, CAL., October 3.—A very interesting and novel idea "for the advancement of phonographed music" is about to be carried out in Los Angeles. Frederick W. Kellogg, famous managing editor and owner of the Los Angeles Evening Express, recently invited all of the various music merchants of this city who have phonograph departments, together with many of their managers and sales managers, to a luncheon at the Los Angeles Express Building. Visitors were promised an announcement by Mr. Kellogg which would show a new and novel method of increasing the popularity of phonographs and records. Everyone was on tiptoe with anticipation and curiosity—a man from the outside was about to point a new way. They were not disappointed. Mr. Kellogg's scheme consists of the holding of sixty-four afternoon concerts, a concert each day, except Sundays, in the Los Angeles Evening Express auditorium, where there is a daily attendance of four or five hundred persons, which will be, doubtless, much increased on account of the novel attraction created. These concerts will consist of the playing of ten phonograph records of one make; in other words, one day's concert will be all Columbia records, the next day all Victor records, the next Brunswick, and so on. Eight different makes of records will be used on different days; there will be no comparing or competing of different makes. The ten records at each concert will be played or operated by ten customers chosen by the different dealers and prizes of five, three and two dollars given for the best records as decided by the audience's vote. There will be fifty-six concerts by each of the eight makes of records, with a total of \$500 in prizes. Then eight more concerts will take place by the seven first and second prize-winners for grand prizes of fifty dollars each, another total of \$400. Thus, five hundred and sixty customers will have competed, any eight of the contestants having a chance of winning \$55, besides the other prizes.

The prizes, aggregating \$960, are being given by the Los Angeles Evening Express. The auditorium is provided and big publicity given free of charge by the generous donor. Nothing is asked in return and there are no strings attached to trip dealer or customer.

Although names and photographs of prize-winners will be published the dealer's name furnishing the winning customer will not be given—competition among dealers will not appear, nor will there be any comparison between the different makes of records.

Los Angeles dealers are to be congratulated on having such a fairy godfather—if such a term can be used.

### Dealer Narrowly Escapes Death

W. H. Richardson, well-known president of Richardson's, Inc., bears a charmed life. Turning over and over no less than eight times in

an automobile, which fell down a 250-foot precipice, "Bill" protested at being carried to a nearby house and rushed to the receiving hospital. Eye-witnesses, who hastened to the spot where he finally lay—he was hurled free from his sedan car after the eighth and final overturn—expected an undertaker's job rather than the hospital. Yet, he escaped with many bruises and a cut on his right hand and a scalp wound.

### Canadian Opens Store in San Diego

R. L. Tamplin, who recently arrived here from Canada and was formerly an exclusive Columbia dealer in Windsor, Ontario, Can., has purchased one of the two Frank stores in San Diego. The new store has been entirely remodeled and decorated and bears the blue and gold front of an exclusive Columbia store.

### Los Angeles Dealer Sells Out

The Musical Record Co. has decided to retire from business. Its entire Victor stock has been purchased by Story & Clark and the Victrola agency will be continued in its attractive department at 841 South Broadway.

### Pathé Dealer Reports Good Business

Alfred Danz, president of the Crescent Music Co., exclusive Pathé dealer, reports excellent business throughout September and good prospects for the Fall. The Crescent Music Co. is the only phonograph house on Spring street and has a clientele entirely its own.

### Vocalion Records Make Big Hit

E. R. Darville, sales manager of the Western Jobbing & Trading Co., Southern California distributor of Vocalion phonographs and records, states that his company had a phenomenal sale of the records "Canadian Capers" and "Why,

Dear?"; it also sold many thousands of "Mimi" and "A Second-hand Rose."

### New Brunswick Shops

Howard Brown, local branch manager of the Brunswick, reports, among others, a new Brunswick agency with the Searles Music Co., which has a most attractive music store on Western avenue, established about one year ago.

Mr. Brown also reported the opening of a new and up-to-date Brunswick store in Alhambra by M. D. Campbell in the new Alhambra Central Building.

### M. F. Fybush Visits North

M. F. Fybush, general manager of the Blue Bird Talking Machine Co., recently returned from a trip to San Francisco, where he arranged for the shipment of one thousand phonographs to one music house. Mr. Fybush also reported that Blue Bird phonographs were exhibited at the Fresno County Fair in Fresno by Chandler & Newman and at the Pomona Fair by the Sheets Music Co.

### Wireless on Hamburger's Roof

Harry N. Briggs, general manager of the music department of Hamburger's, has arranged for the transmitting by wireless of the six latest Brunswick records daily at 3 p. m. and 8 p. m. from the roof of Hamburger's Department Store. The records are played on a Brunswick phonograph and announcement is made by the operator. The wireless is an extremely powerful instrument and operates at a radius of 1,500 to 2,000 miles.

### Phonograph Man Weds

David Doughty, well-known member of the phonograph sales force of Barker Bros., married Miss Vera Mack a few days ago. At first he allowed Mrs. Doughty to carry the suitcase, so that people would not suspect newlyweds, but now he's an old married man. The World should know about it—good luck, Davey!

**Greater City Phonograph Co., INC.**  
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

**Sonora DISTRIBUTORS EXCLUSIVELY**  
for New York, Staten Island and the lower Hudson Valley

The superiority of the Sonora is as marked as the ease with which it sells.



## SONORA DEALERS HOLD CONVENTION IN INDIANAPOLIS

A Large Body of Retailers Attend Helpful Sessions—Edison Machines in Local Post Office—Increase in Volume of Sales Reported—Collins Exhibit of Emerson Records—Other News

INDIANAPOLIS, IND., October 5.—Fifty Sonora dealers gathered September 15 at the Severin Hotel, in this city, for the second annual convention, held under the auspices of the Kiefer-Stewart Drug Co., for the dealers of the State, of whom there are 119. O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., says that the meeting made up in enthusiasm and educational value what it lacked in attendance, which was kept down largely by the opening of schools. There has been a remarkable improvement in business since the meeting, he says.

The meeting was held on the roof garden of the hotel, where a buffet luncheon was served at noon and a banquet in the evening. The business session was held from 1:30 to 5:30 and was presided over by Mr. Maurer. Salesmanship and the mechanism of the Sonora machine formed the theme of talks given at that meeting. The principal speakers were George E. Brightson, president of the Sonora Phonograph Co.; Frank Coupe, vice-president and sales manager; G. Barrett Moxley, vice-president and general manager of the Kiefer-Stewart Co.; George Corrigan, salesman, and Frank Chance, Indianapolis advertising man. The latter spoke on the subject of advertising. Other members of the State sales organization also spoke, including Mr. Maurer.

### The Edison in the Post Office

W. O. Hopkins, of the Edison Shop, has taken advantage of the publicity given to the use of music in the post office at Minneapolis to induce the postmaster in this city to accept an Edison for trial in the mailing room until the first of the year. The postmaster and the foremen of the mailing room forces have announced themselves as well satisfied with the innovation and Hopkins is confident that the sale is as good as made, inasmuch as the latest report from Minneapolis is that after a trial of music there the post office employes formed a club to buy the phonograph used rather than go without music.

Mr. Hopkins, of course, stressed the importance of the mood change value of musical selections and has provided for the post office force such records as develop moods necessary for livelier and steadier work. Mr. Hopkins says he is realizing now on mood change parties he gave last Spring and that with the advent of cooler weather he is receiving numerous requests to put on the demonstration at church gatherings and private parties.

### Increase in Co-operation

As a result of the prize contest started last month by the Kipp Phonograph Co. among its Edison dealers in the State there is a marked increase of co-operation among the dealers in the sales plans of the company, says H. G. Anderson, general sales manager. The contest,

he says, has worked wonders in livening up dormant territory.

### Musicales Attract Public

Regular afternoon musicales, to be given once a week, are planned by A. C. Hawkins, manager of the Indianapolis Talking Machine Co. The first of the events was a Caruso concert on a Saturday night. The attendance at that concert was such as to tax the capacity of the store. Mr. Hawkins expects in the near future to construct a regular concert room.

The concerts or musicales planned for this Winter will be devoted to one particular artist. Miss Lucy Alice Wells, who formerly was with the company, has returned to take charge of the educational department. She will personally conduct the concerts and present as a feature of each one a lecture on the artist and the musical selections rendered.

Mr. Hawkins has employed Paul Richardt, of Evansville, an expert window dresser, to take charge of the floor sales and the window dressing for the company. One of the earliest Victor models was featured in a window Mr. Richardt prepared for the national encampment of the G. A. R. The machine was labeled "Our Old Veteran" and was displayed beneath the spread wings of an eagle that served as the setting for a picture of Lincoln. Other models of the Victor were shown. Business in Victor machines and records in August was double that of July, according to Mr. Hawkins, who says the prospects as he sees them point to a lively Fall and Winter trade.

### Increase in Volume of Sales

W. G. Wilson, manager of Widener's, Inc., which store handles the Granby and Columbia machines, reports a marked increase in volume of sales in September over August. He attributes the increase to the sale of the larger models, particularly the period models of the Granby line. The Columbia record business has shown an increase in the last few weeks, chiefly in the sale of the recent Ted Lewis numbers.

R. D. Duffy, representing the Granby Phonograph Corp., in Indiana and central Kentucky, reports prospects exceedingly bright for a good Fall business in his territory. He is having success, he says, in adding new accounts on the strength of having a line of popular-priced console models. He returned the latter part of September to his headquarters with Widener's after an extended trip through central Kentucky. Harry Coplan, sales promotion manager of the Granby Corp., spent considerable time with Mr. Duffy in the territory.

### Collins' Emerson Exhibit

C. E. Collins, of the Collins Phonograph Co., says that since the release of Emerson records for October the reorders on records have been more frequent and larger than at any time since last Spring. The outlook for October business



Free!

**TINTED PHOTOGRAVURE OF McCORMACK**

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

**Send Postage ONLY**

These photogravures are FREE to Victor Dealers, who send requests on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photogravures will be filled as long as a limited supply lasts. *Send immediately.*



**STEWART**  
TALKING MACHINE CO.  
*Victor Jobbers*  
INDIANAPOLIS

in both machines and records, he thinks, is such as to give promise of a better month than any month since last Winter.

The Collins Co. will have a booth at a manufacturers' exposition of made-in-Indianapolis goods to be held at the State Fair grounds October 10 to 15. All models of the Emerson machine are made in this city with the exception of the period models, and the Collins exhibit will show those Indianapolis-made models. In addition there will be exhibits of the machines by the various concerns that manufacture them.

### Great Volume of Victor Business

H. E. Whitman, of the Circle Talking Machine Co., reports a September business in Victor machines considerably ahead of the business of September a year ago. Inquiries, he says, lead to the belief that Christmas business this year will be much better than that of last year. His record business has developed a decidedly better tone in the last thirty days. It is his opinion that nothing but strikes can stand in the way of industrial progress that is leading rapidly to better days for the talking machine business.

E. W. Killgore, Victor field representative, was in this city last month and spent a week calling on the dealers. His work was along the line of suggestions helpful in creating a feeling

# THE PHONOMOTOR

## THE ELECTRIC PHONOGRAPH MOTOR OF THE AGE

Rather than just wait for business to come back we have adjusted our prices to lower levels, to where we feel volume of business can be done. Let us quote you prices—Remember—Lower prices, but always is our policy high grade guaranteed motor. *The best made today.*

The Phonomotor is the pioneer in the art. We have been giving satisfaction for seven years. We want you, Mr. Phonograph Manufacturer, Mr. Dealer and Mr. Repairman, to look into this motor before you purchase. We want you to start *right* on your equipment. Send for sample motor and let us quote you our new prices today.

## The Phonomotor is FOOL PROOF

Built right to stand the gaff—for years—oil it like you do your automobile or other mechanical apparatus. Once every six months or so. The motor—a well-known, reliable motor is used that will run silently on ac or dc current. The current consumption is negligible, it being less than a 25-watt lamp. The motor is protected by a 200-ohm resistance coil, making it practically impossible to burn out. The motor is hung on a spring rod, in connection with our patented silencing device, which eliminates the hum of the motor on the ac current.

The belt is woven endless cotton belt, good for long wear and quiet running. Cotton being chosen for flexibility and friction on the pulley wheels. The worm gear—built up of rawhide, backed with fibre and brass discs and accurately cut, protected by a simple clutch, which makes it impossible to harm the gear, even if the turntable is revolved backwards when the motor is running forward.

Office:

WRITE FOR QUOTATIONS

73 State Street

GEO. CLAY COX, *Manufacturer*

Rochester, N. Y.



of good will among the dealers in this city. The Levy Furniture Co., Victor dealer, of Henderson, Ky., accomplished a bit of good publicity work when it furnished a new portable Victrola No. 50 and a quantity of records for the Boy Scouts of this town to use at a camping party held along the Green River.

**Busy Times With Stewart**

George E. Stewart, vice-president of the Stewart Talking Machine Co., spent the last week in September at the Victor factory.

Encouraging reports of increased interest among buyers are being made to the Stewart Co. from its dealers in the State as a result of work of members of the educational department of the Victor Co., together with the work of Miss Caroline Hobson, of the Stewart Co.'s educational department, at the county school institutes.

**School Classification Helps Sales**

The Victor dealers have received additional encouragement from a report of plans made by the State Board of Education for the classification of all elementary schools in the State with a view to raising their scholastic standards.

What the Victor dealers consider of particular importance to them is a sub-classification which is found under the main head of Equipment. Two points is the grade given a room (or school in case all the grades are in one room, as is often the case in rural schools) if there is a talking machine in that room. This, of course, means that in order for a school to have a perfect grade or classification it is necessary that there be a talking machine in each room. Under the main heading of Equipment, article fourteen is as follows: "A good talking machine with ten good records for use in each school room."

**Eight Victor Artists to Appear**

All Victor dealers in Indianapolis are exerting themselves to obtain a capacity audience for the appearance of the Eight Famous Victor Artists, who are to appear at the Murat Theatre on October 16. Last year the artists appeared in the English Opera House and played before a packed house. These concerts did much to advance the sale of Victor records during the ensuing year both in the city and the State. The Murat Theatre seats a thousand more people than does the English Opera House, and the admission prices for the concert this year have been set at \$1, \$1.50 and \$2, which are cheaper than last year, when the highest price was \$3.

**Many Pathé Prospects Received**

Twenty-five thousand bona fide registrations were received at the booth of the Pathé Shop during the Indiana State Fair as the result of the advertising scheme of O. M. Kiess, manager, whereby tags numbered in duplicate were issued to the Fair visitors with a promise of Pathé phonographs given to all tag wearers who reported at the booth in pairs, each pair wearing tags with the same numbers. The registrations so obtained are being distributed by the Mooney-Mueller-Ward Co., distributors for the State, to the out-of-town dealers serving the territories in which the registrants live. The information is to be followed up by the dealers with the view of turning the prospects into buyers.

**The Pathé Was the Feature**

G. A. Palmer, of the Palmer Music House, of Portland, Ind., Pathé dealers, took advantage of a concert given in that city to raise money for a memorial to a Civil War general whose home was in Portland. Mr. Palmer obtained a place on the program for a Pathé machine which he hid behind a large flag. He played violin records of the old-time jigs and reels with such success that the audience was taken by surprise when the flag was drawn aside and it was revealed that a Pathé talking machine and not a violinist in person was rendering the music.

**Secures Pathé Representation**

The Mooney-Mueller-Ward Co announces that Campbell & Sons, furniture dealers of Coatesville, Ind., have taken on the Pathé agency formerly held by Otto Lakin.

**GRAFONOLA SALES VIA AIR ROUTE**

Morton R. Swinney, distributor of Columbia Grafonolas and records in Niantic, Conn., has made arrangements with the Aero Transportation Co., of New London, to send its six-passenger seaplane to Niantic any time that he has five passengers.

Mr. Swinney offers a free ride in the aeroplane with the purchase of any Columbia Grafonola from the C-2 to the F-2, and he offers two tickets for seaplane rides on models G-2, H-2, K-2 and L-2.

Mr. Swinney reports that this unique offer results in considerable advertising and profit for him. Other dealers in whose localities aeroplane, hydroplane or seaplane companies are operating could, with profit, simulate this example of business progressiveness.

**NEW YORK FIRM GETS CHARTER**

A charter of incorporation has been granted to the Recordophone Co., of New York City, under the laws of New York State, for the manufacture of talking machines, with a capital of \$70,000. Incorporators are: A. M. Frost, C. H. Hussey and J. F. O'Brien.

The  
*Tiffany*



MODEL B

**"Stands for Quality"**

Mr. Dealer

Tiffany Agents are making quick turnovers. Write us today for the reasons why.

**Tiffany Phonograph Sales Company**

Sales Offices  
1404 East Ninth St. Cleveland, Ohio



*Needles*

**Steady Customers**

are made through sales of Sonora 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 or the quality of the 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.

**CAUTION:** Beware of similarly constructed needles of inferior quality.

**Sonora Phonograph Company, Inc.**

GEORGE E. BRIGHTSON  
*President*

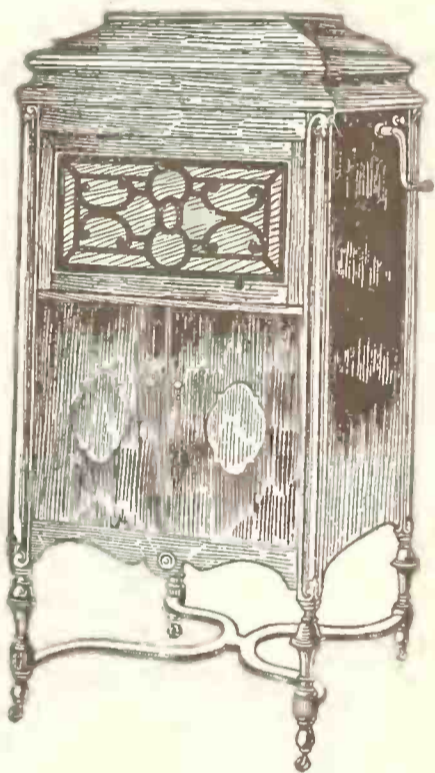
New York, 279 Broadway

Canadian Distributors:  
I. Montagnes & Co., Toronto



# What are your plans for Christmas?

THE holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.



This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a *value leader*. With as many exclusive features as any!

If you look *further than the product* in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

Dalion Model 40 is a veritable jewel among phonographs. It offers you a leader which will change the preconceived notions of any prospect. Featured as gift model.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.



**TRADE OUTLOOK IN BALTIMORE CONSTANTLY BETTERING**

**Leading Jobbers and Dealers Full of the Spirit That Triumphs Over All Difficulties—Cohen & Hughes Sales Force Meet—Association to Resume Meetings—Voluma Corp. Organized—News of Month**

BALTIMORE, MD., October 8.—While the trade here suffered a slump during the latter part of September, due principally to the unusually warm weather prevailing for practically the entire month, business started off with a rush the first of the present month and has kept up ever since.

"In fact," as H. T. Bosee, sales manager of Cohen & Hughes, put it, "we are oversold on all popular machines, especially the Three Hundred, and have been since the first of the month, with every indication of a shortage of these machines this Fall. Dealers generally are buying more liberally, ordering stocks which will give them more complete lines, than they have had for some time past. The outlook for the Fall and Winter business is very promising and this opinion seems to be shared by the retail trade generally."

This spirit, which is typical of the trade in general, is apparent throughout the city. Retail dealers are making improvements in their places, window displays are all on a more lavish and expensive scale and the majority of the trade is again using newspaper advertising in a more extensive way.

Pessimism, which had been evident during the past few months, has disappeared and a spirit of optimism is permeating the trade as a whole, showing, beyond a doubt, that the trade in Baltimore is again back to normalcy or at least as near normal as it is possible to get under business conditions.

W. T. Davis, Victor representative in this section, who has just returned from a trip through his territory, says there are unmistakable signs of a healthy business revival and that the improvement is not spasmodic, as has been the case for some time past, but is a good, steady increase that may be counted upon to continue right along now.

The Baltimore and Washington sales forces of Cohen & Hughes held a round-table conference here last month, at which business conditions generally were gone over thoroughly and it was the consensus of opinion that the tide in business had turned and every indication was for a healthy, normal business this Fall and Winter.

The Hub has discontinued its talking machine business at the Baltimore and Charles street store and transferred this line to its branches in west and south Baltimore.

The Victor Dealers' Association will resume its monthly meetings the latter part of the month, after the Summer suspension, and Cohen & Hughes, local distributors, have discontinued their monthly dealers' night, when new records were played and showed for the first time, and instead will hold a quarterly "get-together" meeting and smoker, at which general trade conditions will be discussed and suggestions for the benefit of the dealer offered by the best posted men connected with the talking machine industry.

October records are going strong, especially the dance records, and Eubie Blake's "Shuffle Along," "Baltimore Buzz" and "Inner Boat" are having a big run here. The demand for Caruso records is still good and in many cases dealers are unable to supply the demand.

D. P. Paul, of Paul-Gail-Greenwood Co., of Norfolk, Va., was in town the first part of the month and reports the Fall outlook very encouraging in his section of the country.

The jobbers' class at the Victor factory has made a big hit in this section and every session is being attended by a large number of talking machine jobbers here. The last session was attended by William Roberts, of the E. F. Droop & Sons Co.; E. Eisenbrandt, of Eisenbrandt's, and H. T. Bosee, of the Baltimore store, and F. S. Harris, of the Washington branch of Cohen & Hughes.

The Voluma Corp., 2826 Huntingdon avenue, has filed articles of incorporation with the State Tax Commission. The capital stock of the company is \$100,000, with par value of \$10, and is organized to manufacture and deal in talking machines, sound amplifiers and such products.

The incorporators are: James J. Cook, Louise M. Cook and Edward H. Wertz.

Robert Ansell, Inc., has changed the name of its store at 108 West Lexington street to the Lexington Shop, Inc., but will continue the store at 1108 Light street under the name of Robert Ansell, Inc.

**NOW THE PHONOGRAPH-CAMERA**

The phonograph-camera has now come into existence, according to an article appearing in a recent issue of the Popular Mechanics Magazine. A regular spring-wound motor drives the talking machine part of the combination. Practically all the modern features of a large machine are incorporated in this novel invention.

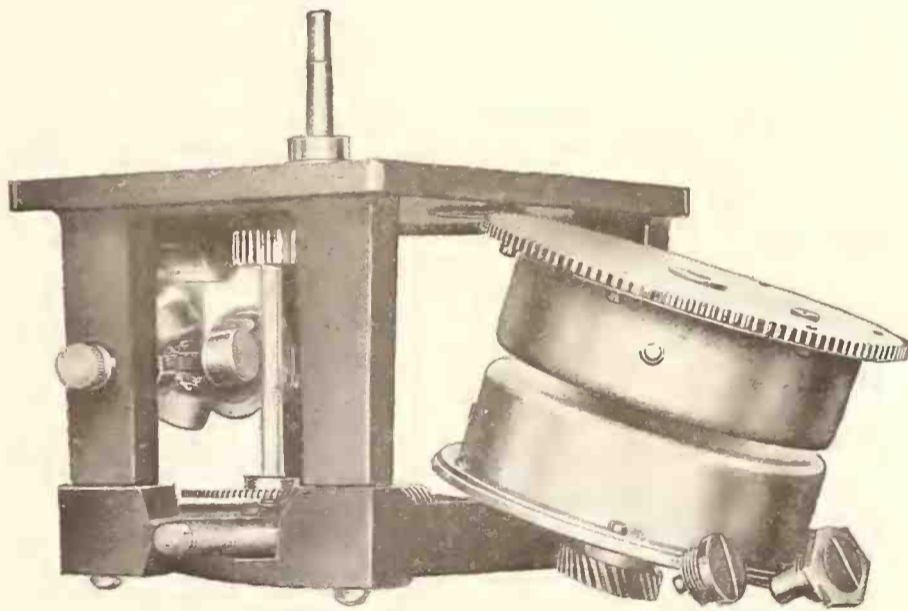
**OPEN NEW MUSIC STORE**

McKinley & Graber, formerly in the music business in Kingsburg, Cal., have opened a new music store in Hanford, Cal. Pathé phonographs are handled in addition to pianos.

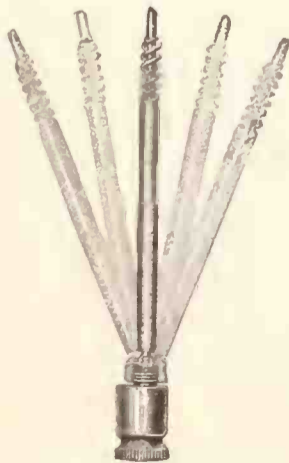
*Study the*  
**SILENT Motor**

Its Advantages for Your Line of Talking Machines Are Self-Evident

**Over 300,000 in Actual Use**



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive  
**SILENT MOTOR** Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

**Warbletone Record Renewer**

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

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

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

One bottle will last indefinitely. Very simply applied.

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

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

**WARBLETONE MUSIC CO.**

225 Massachusetts Ave. INDIANAPOLIS, IND.



## RECORD ARTISTS HELP AROUSE INTEREST IN CLEVELAND

Personal Appearance of Recording Stars Proves Strong Attraction—Elaborate New Granby Department Opened in Alliance—Circulating Record Library for Schools

CLEVELAND, O., October 4.—The second of the series of meetings between artists and talking machine dealers, arranged by the Cleveland Talking machine Co., was held at the Cleveland Athletic Club, in conjunction with the first vaudeville appearance here of John Steel, Victor artist, formerly musical comedy singer and church soloist. Mr. Steel spoke on record making, but his songs, covering a wide range, were even better received by dealers and their representatives, since few of them had known him other than by means of his voice on records. The meeting was arranged by Miss Grazella Puliver, educational director, assisted by George H. Deacon, W. D. Sayle, of Cleveland, and Miss Maybelle Rich, educational representative. Members of the Euclid Music Co., the Buescher Co., the Deutsch-Craigne Co., William Taylor Son & Co. and other prominent talking machine dealers attended.

### Resignation of J. L. Du Breuil

The resignation of J. L. Du Breuil as manager of the Cleveland branch of the Columbia Graphophone Co. was announced for October 1. Mr. Du Breuil, who has become a prominent figure in the trade during the four years he has been in charge of the Columbia northern Ohio territory, has been planning to go into other business for some time. His leaving was fittingly remembered by the Cleveland branch staff in the presentation of a fitted traveling bag, the presentation being made by William Inderieden, member of the staff. His future plans will be announced by Mr. Du Breuil at an early date.

### Recording Artists to Appear

The appearance of Columbia stars in concert here this season will be closely linked with dealers' activities, according to E. F. Hughes, service manager of the Cleveland Columbia branch. Special advertising matter, window dis-

plays and literature are being prepared for their use in pushing records of these artists. The first artist to be heard will be Jeanne Gordon, on October 13. Others include Rosa Ponselle, Eddie Brown, Florence Macbeth and Percy Grainger. The first allotment of the "Sally" record, made for the Columbia by Ted Lewis' Orchestra, has been practically cleaned out, according to George Krauslick, record department manager at the local branch.

The Victor artists who "appear in person" will appear in Cleveland once more some time in November, it is planned, according to deci-



Great Parade in Honor of Granby Phonograph in Alliance

sion made by members at the first Fall meeting of the Talking Machine Dealers' Association of Northern Ohio. Samuel Deutsch, of the Deutsch-Craigne Co., will look into the details of bringing the justly famous octette of singers to this city.

### Planning Fine Department

Plans for one of the largest and finest talking machine departments in this section were being made by A. C. Mayer, of the Unit Construction Co., here about October 1. Mr. Mayer has closed numerous deals with dealers throughout the country, all of whom assert that new

equipment is one big asset to bigger business.

Discontinued models of different makes of talking machines are being disposed of by E. A. Friedlander, of the Bailey Co., in a unique manner. Use of classified ads in daily newspapers turns the machines into cash quickly, he asserts, one ad bringing ten cash buyers in one day.

### Elaborate Opening in Alliance, O.

Among the first of the Fall openings of new stores has been that of the J. H. Johnson's Sons, Alliance, which starts operating a Granby phonograph department, in conjunction with Columbia and Okeh records. The event was a notable one, being linked with a comprehensive campaign put on by all Alliance merchants, who offered low prices to speed up their sales. In addition they gave away an automobile, which was drawn for by patrons who obtained tickets

with each one-dollar purchase. The Johnson organization's part in the festivities was planned and conducted by C. H. Kennedy, H. C. Schultz and E. H. Hart, of the Kennedy-Schultz Co., Granby Cleveland distributor.

For several days before the actual opening windows were used to display telegrams which told of the de-

parture of a carload of Granbys from the factory, while these telegrams were linked with newspaper advertising. Both forms of publicity concealed the fact that Granby was a phonograph until the opening day. On that day a two-page advertisement was taken in a local newspaper, the usual circulation of which is 18,000, but for this day was boosted to 45,000.

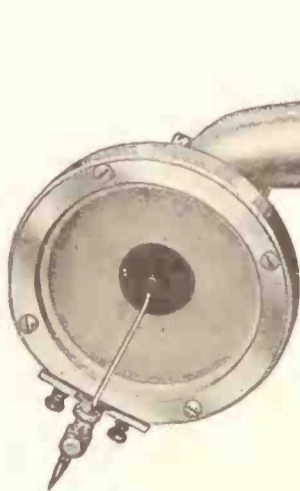
### Parades to Attract Attention

The opening day found a minstrel show in town, with its usual parade, and when the carload of phonographs arrived they were placed on trucks and, headed by an automobile parade,

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

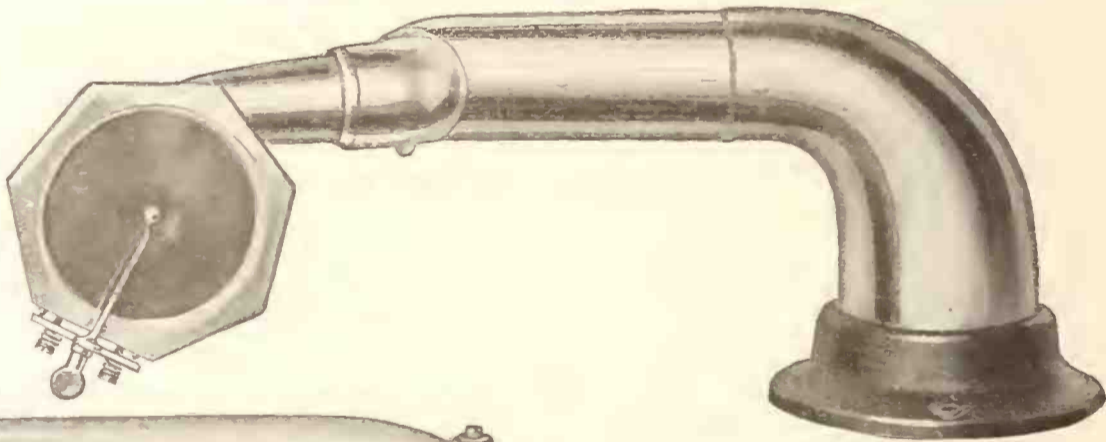
## The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



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

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



## The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President



Now **98 c.**

RETAIL

The "PHONO-MOVIES"

The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The animated antics of the "Phono-Movies" will produce the laughter and merriment you seek at a three-ring circus.

Now is the time to stock the "Phono-Movies" for the holiday trade and enable customers to enjoy this happiest of fun-making, mirth-producing novelties.

The "Phono-Movies" are irresistible in their appeal to the phonograph owner, and as the cost does not exceed the price of some records the outfit is within the reach of all.

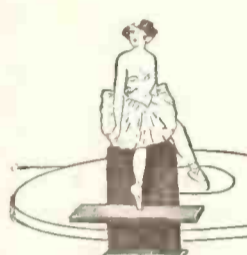


**PHONO-MOVIES**

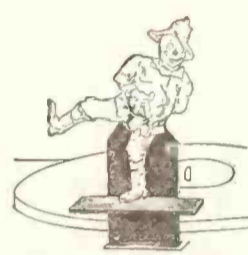
Patented Feb. 11, 1919 and other patents pending



Dancing Darky



Ballet Dancer



Scare Crow

COMMERCIAL ART SHOP, Covington, Ky.  
Find enclosed \$1.00 for complete "Phono-Movie" sample outfit and money-making particulars.

Name .....

Address .....

In addition to the three parts that comprise the working device, three "Phono-Movie" subjects are included with each set. Operated by disc phonograph without attachments of any kind.

This "made in the U. S. A." novelty of merit, well boxed, all complete with directions.

Use the coupon for sample and money-making particulars.

**Commercial Art Shop**  
Covington, Ky.

with the Alliance Boys' Band playing in the lead, this parade was hooked up with the minstrel show parade. Later an exclusive Johnson-Granby parade was held, following which a reception was held at the store, when the new machines were demonstrated. Many machines were sold on this occasion and Mr. Hart, of the Kennedy-Schultz Co., is continuing to work with salesmen in the Johnson territory and developing prospects and sales the while.

The Johnson firm is preparing for a series of monthly concerts, when, for an hour and a half on one evening of the month, the new records will be played for persons who have received invitations for the occasion. No records will be sold until after the concert is over.

All-Star Trio Meets Dealers

Wadsworth's All-Star Trio were the first guests of the 1921-1922 series of music sales talks to be held at the Cleveland Talking Machine Co. The object of these meetings, as during last season, will be to bring the makers of records and the sellers of records closer together. At this first meeting Mr. Wadsworth explained how saxophone records are made and offered the suggestion that work such as his company is doing is to music what the cartoonist is to art.

Series of regular salesmanship classes will be held by the Cleveland Talking Machine Co. during the Fall and Winter. First of these found F. C. Erdman, special Victor representative, in the guise of a salesman and Miss Grazella Puliver, of the company, as the buyer. Many points to emphasize, and others to avoid, were developed at this meeting. Criticisms and suggestions will be required of salespeople.

Spurt in Cheney Business

A new spurt in talking machine business has been attained by the Cheney Phonograph Sales Corp. since prices have been reduced, according to George R. Madson, president and general manager. Several new accounts were added by this firm during its display and demonstration at the convention of the Music Merchants' Association of Ohio in Columbus recently.

Business Review and Other Subjects

Miss Maybelle Rich, of the educational department, Victor Talking Machine Co., has arrived in Cleveland and will cover the territory hereabouts during the next two months.

Mrs. Loretta B. Flading, formerly manager of the talking machine department of the Aldrich Howey Co. and well known for several years in the trade in this section, has been appointed manager of the talking machine de-

partment of the Jones Music Co., in Mansfield

Careful survey of business conditions by leading jobbers in the talking machine industry here proves that the tide in favor of more business has turned. This is backed up by steady growth in demand from both old retailers and new dealers. According to figures compiled by one of the jobbers September has exceeded expectations—running ahead of August in volume, while August was better than both June and July combined. Of particular significance is the recent closing of an order by the Cleveland Talking Machine Co. for 177 machines with one dealer alone.

Circulating Record Library for Schools

Greater interest in the schools will be developed, it is believed, through the adoption of a unique plan by the Medina County school superintendents. At the meeting of the school and dealer interests at the Columbia Graphophone Co.'s model shop last month it was suggested that a circulating library of records, for use in

all schools, should be started. This suggestion has taken definite shape in the purchase of records, about 500, which will be used to start the library in Medina County, and give some fifteen schools the advantage of hearing all the music, a departure from the old method of each school buying its own records, which often results in duplication and does not offer the broad scope which the library system does. The plan is approved by W. A. Wilson, educational director of the Columbia Co., and may be developed in other communities.

Marion Harris was one of the first Columbia stars to be featured by the Columbia branch here, E. F. Hughes, service manager, co-operating with dealers in pushing her records and obtaining special hand-made posters, made by the Keith theatre organization, for display in dealers' windows.

Some Changes in Youngstown

One Okeh record firm discontinues at Youngs-

(Continued on page 108)

**The General Phonograph Mfg. Co.**

## Model "E" Table Phonograph

*The Greatest Value on the Market*

IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E"

Plays All Makes of Records Superior Tone Quality

*Write for our Proposition*

**The General Phonograph Mfg. Co., Elyria, Ohio**



**NEWS FROM CLEVELAND TERRITORY**

(Continued from page 107)

town and two new ones develop. The firm of Ress Brothers has been dissolved. Joseph Ress will continue the business under his own name and L. M. Ress, under the firm name of L. M. Ress & Sons, opens another establishment. Both will feature foreign records, as well as standard numbers. The foreign record business has taken remarkable strides during the last few weeks throughout the territory, according to A. H. Lichtig, manager of the Kennedy-Green Co., Okeh distributors in northern Ohio.

**New Brunswick Dealers**

New Brunswick dealers have been established in this territory. W. W. Lerch, Canton, in the music business for five years, installs the Brunswick machines and records and C. M. Huber, at Ada, takes on the line with the Pathé.

E. M. Scott, recently of the St. Louis branch of the Brunswick, has been appointed to the Cleveland branch of that firm and will assist V. K. Henry, branch manager here.

**F. W. Schwoebel With Eclipse Co.**

F. W. Schwoebel, long identified with the talking machine trade and expert on sales methods, has joined the Eclipse Musical Co. as territory sales representative. Mr. Schwoebel comes from a large Southern Victor jobber, where he was sales manager. Prior to that he was traveling representative for the Victor organization itself. His addition to the staff of the Eclipse is considered a big asset for that firm.

**Educators Attend Columbia Conference**

More than one hundred school superintendents, supervisors, teachers and salespeople attended the educational conference held in the Columbia Graphophone Co.'s model shop to hear Prof. M. L. Mohler and Educational Director Wilson, of the Columbia Co., explain the record and its use in school work. Prof. Mohler, who has conducted a course at Columbia University, used this course in condensed form. Cleveland is one of three cities given these conferences by the Columbia Co., Boston and Kansas City being the others. Assisting in the work were Mrs. Sharpe, educational director at Cincinnati; Mrs. Brigel, Pittsburgh, and Miss Quealey, Chicago. Edmund Vance Cooke, Cleveland poet, spoke. Assistant Branch Manager H. C. Cooley was host to the visitors every day at Liberty Inn. The event lasted three days. Many records were sold to teachers.

**Lecture on Caruso in Church**

The church is recognizing music in a new way. A Canton pastor, soon after the death of Caruso, conducted a lecture on the singer, using records to illustrate his remarks, these being supplied by the George E. Wille Co. The lecture was so successful, and his hearers demanding more of like character, this minister proposes to give several similar lectures on artists appearing in or near Canton during the coming season, using their records as illustrative matter.

**Take Over the Phillips Business**

The Deutsch-Craigne Co. has been organized



**Let One Man Deliver Your Talking Machine**

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

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

**Self Lifting Piano Truck Co.**

FINDLAY, OHIO

to take over the establishment formerly conducted by Joe Phillips, East Fifty-fifth street, Woodland. Members of the new firm are well known in the vicinity in the amusement industry. The staff will be enlarged and the store improved and special effort to develop the high-class trade in the neighborhood will be made.

**NEW PORTABLE CABINET STAND**

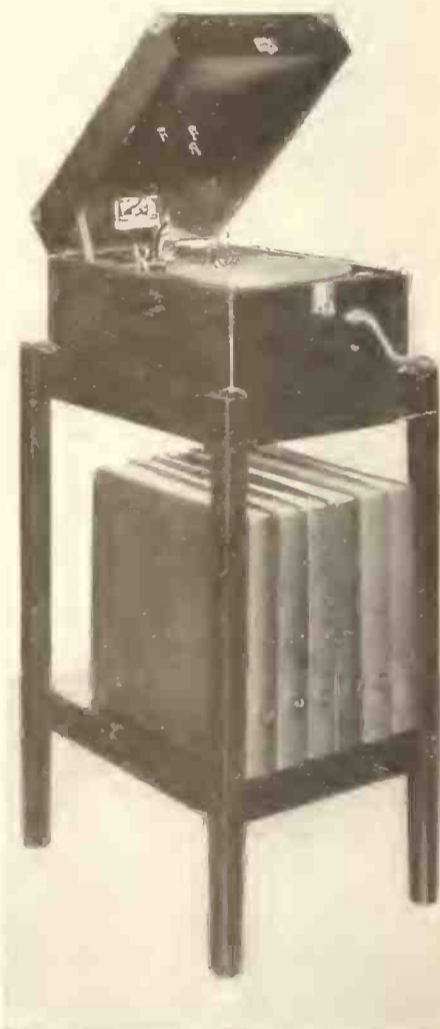
Product Put Out by the Unit Construction Co. for the Victor Portable Model Will Make a Strong Appeal to Merchants

PHILADELPHIA, PA., October 8.—A new and original product has been developed by the Unit Construction Co., of this city, in the Unico No. 50 portable cabinet stand. As will be seen from the illustration, the Victor portable model in combination with the Unico No. 50 is converted into a semi-cabinet style machine, and, while both machine and cabinet stand are absolutely portable, the combination furnishes an ideal machine for the home as well.

The Unit Co. emphasizes the fact that this is a quality product in every particular. Built of solid mahogany and harmonizing in design and finish with the Victor portable, the Unico cabinet stand is of sectional construction and shipped in individual cartons, the package size being only three by sixteen by thirty-nine inches and the weight of the complete package but fourteen pounds. It can be carried under the arm or delivered by local parcel post for 12 cents. Owing to its unique construction, this cabinet stand can be readily assembled by anyone in less than five minutes.

Another interesting feature claimed for the Unico cabinet stand is the fact that it may be assembled with equal facility either as a base for the Victor portable or as a mahogany table for use in either demonstrating rooms of the store or for any and every home purpose. The officials of the Unit Construction Co. report that those in the trade who have inspected this new product predict that it will greatly stimulate the demand

for the Victor portable and have a very active sale, not only because of its many unique fea-



The Unico No. 50 Portable Cabinet Stand features but also because of the pleasing design and the quality of workmanship and materials used in its construction.

A pleasant greeting to a customer brings golden returns.



THE ORIGINAL  
**"DOWN HOME BLUES"**



IS A  
**BLACK SWAN RECORD No. 2010**

Sung by **ETHEL WATERS**—The Best Blues Singer in America. Your customers want the genuine original. Why accept imitations?

Another **ETHEL WATERS** record soon. Place your order early.

MADE BY

**PACE PHONOGRAPH CORPORATION, 257 W. 138th Street, New York**





# ANTICIPATE

Your Orders for

# LONG

## Console Cabinets

The tide has turned, and the LONG factory is now working overtime to cope with the demand for LONG CONSOLE CABINETS.

Avoid disappointment and anticipate your orders as far ahead as possible. This is not an idle prediction, but a suggestion based on actual facts. We are receiving orders by telegraph, telephone and mail, and we are endeavoring to give our dealers prompt and efficient service.

LONG CONSOLE CABINETS are the pioneers in this field. They have won countrywide success through superb quality and unsurpassed workmanship, and they will bring profits and prestige to your establishment.

*Place your orders today.*

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



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite





## BUFFALO ASSOCIATION TO TAKE UP IMPORTANT MATTERS

Talking Machine Dealers to Guard Against Misleading Advertising—Business Is Showing an Improving Trend—Rural Trade Profitable When Properly Followed Up—News of Month

BUFFALO, N. Y., October 10.—Talking machine dealers of this city are going to take extra precautions this Fall to guard against any possibility of the use of misleading advertising during the holiday season. A careful check will be kept to see that there are no talking machine ads published in the papers in which the reader is given in any way an enlarged impression of what he is getting for the money he spends.

This is one of the important matters which may come up for discussion when the Buffalo Talking Machine Dealers' Association holds its first Fall meeting this month. Last year some ads which appeared in the papers from one concern caused much discussion among the dealers, it being claimed that the reader who did not go over them thoroughly, reading small type as well as large, might get the impression that he was getting more for his money than was really the case.

The matter of misleading advertising will probably also come up at the meeting of the music group of the Buffalo Chamber of Commerce, which will be held this month. Definite dates for either of these meetings had not been set at the time this letter was written.

Election of officers for the coming year will be held at the first meeting of the talking machine dealers. C. E. Siegesmund, president of the association, will give a talk on the organization's work during the past year.

"Looking up," is the way most of the talking machine men report business. Employment conditions here are on the mend, many large plants reopening. The dealers report that inquiries are more numerous now than they have been for some time.

Victor wholesalers here have attended the school for wholesalers at Camden.

V. W. Moody and O. L. Neal, of the Buffalo Talking Machine Co., were in Camden. "We had a most enjoyable and entertaining, as well as an instructive, time," said Mr. Moody.

Curtis N. Andrews also went to Camden. He has just returned. Mr. Andrews is chairman of the music group of the Buffalo Chamber of

Commerce, and will preside at its opening session.

H. B. Haring, manager of the Columbia local branch, has just returned from a trip through his territory and reports that all signs indicate general improvement in business.

H. J. Hermansdorfer, of the Brunswick branch here, has just become a benedict. He was united in marriage to Miss Lily Wagner, of this city. They went on a honeymoon trip through the East. The Brunswick branch is growing rapidly. Within the last few weeks sales of records have increased to such an extent that it has been found necessary to put three new men in the record-shipping department. Miss Edna Rosenbloom has been promoted to the position of chief assistant in the phonograph division of the Brunswick branch. Among recent visitors were Mr. Schwab, of Schwab Bros., Holland, and Oscar Steinberg, of Jamestown.

R. F. Bolton, manager of the international record department, and J. A. Marshall, assistant manager of the dealer service department, were recent visitors at the Buffalo Columbia branch.

A new music store has just been opened at Niagara Falls which will carry, among other things, a fine line of Grafonolas. It is the Music Shoppe, which is located at 210 Falls street.

J. A. Goldstein has just taken possession of his new Grafonola Shop at the Falls. The Columbia company wishes to extend, through these columns, to Mr. Goldstein, its sincere sympathy upon the death of his sister, and also to E. D. Sweet, of Perry, N. Y., upon the death of his brother, Clarence.

The following Columbia dealers have been visitors at the local branch: Mr. Sacli, of Jamestown; Jenss brothers, of Lockport; Mr. Dickinson, of Auburn, and J. A. Goldstein, of Niagara Falls.

Miss Florence Throm, secretary to Manager Haring, of the Buffalo Columbia branch, has just returned from a vacation in the Adirondacks.

Talking machine dealers are still finding it profitable to send salesmen into the country. Many of them report that many sales have been

made to people living in the rural districts.

Exhibits of talking machines to be seen at many of the county fairs, which are so numerous at this time of the year, are bringing many customers.

G. B. Satcye, who, for a number of years, has been Dictaphone manager of the Columbia branch here, has resigned and has gone to Cleveland. His successor has not yet been appointed. The local branch has also lost the services of R. A. Grant, formerly a company auditor, who has gone to New York to enter a new line of work.

C. E. Lehmann, of the Jewett Phonograph Co., Detroit, was a recent visitor to this city.

## EDISON ARTISTS IN RECITAL

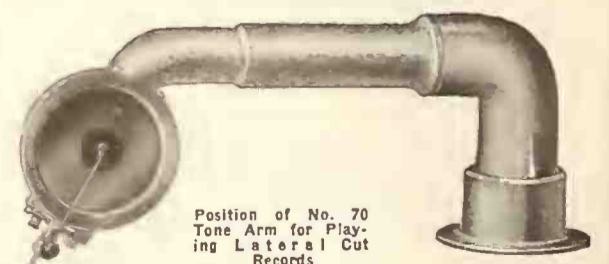
Hardy Williamson and Fleming Sisters Trio Appeal Strongly to Ohio Audiences

EAST LIVERPOOL, O., October 3.—Music lovers of this city were delighted by a group of artists who have thrilled large audiences throughout the country with their wonderful music when the Fleming Sisters Trio, instrumentalists, and Hardy Williamson, tenor, gave a joint concert Wednesday evening in the high school auditorium. The concert was made possible through the efforts of the Frank Crook Co., local Edison dealers. The program included selections sung and played in combination with the New Edison. The resulting effort proved to the delight of the audience the wonderful power of re-creating music.

A. E. Christensen has taken charge of the new Brunswick phonograph department of the Chipman Mercantile Co., at American Fork, Utah.

Money & Green, of Spencer, Ind., announce the opening of a new Edison shop.

## ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70  
Tone Arm for Play-  
ing Lateral Cut  
Records

Quality Construction  
Unusually Good Tone No Blasting  
For use in Phonographs retailing up to \$100.  
Price for sample—\$2.00.  
Quantity price on application.

Associated Phonograph Supply Co.  
Dept. 71 Cincinnati, Ohio

## Do You Throw Money Away?

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

**RENE MADE SPRINGS AND PARTS ARE BETTER  
COST LESS**

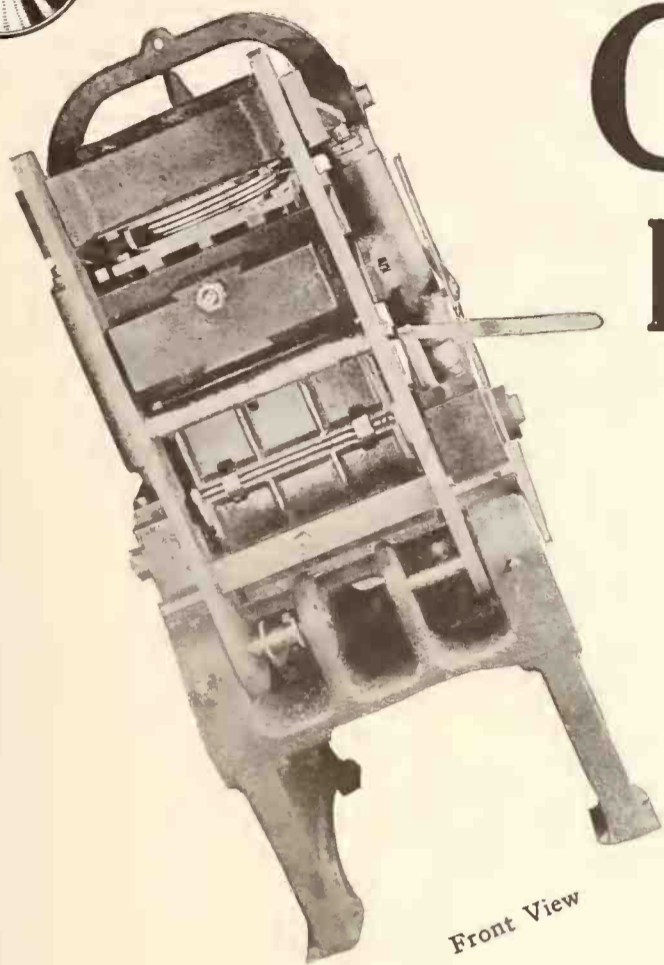
**RENE MFG. CO.**

**Montvale, N. J.**

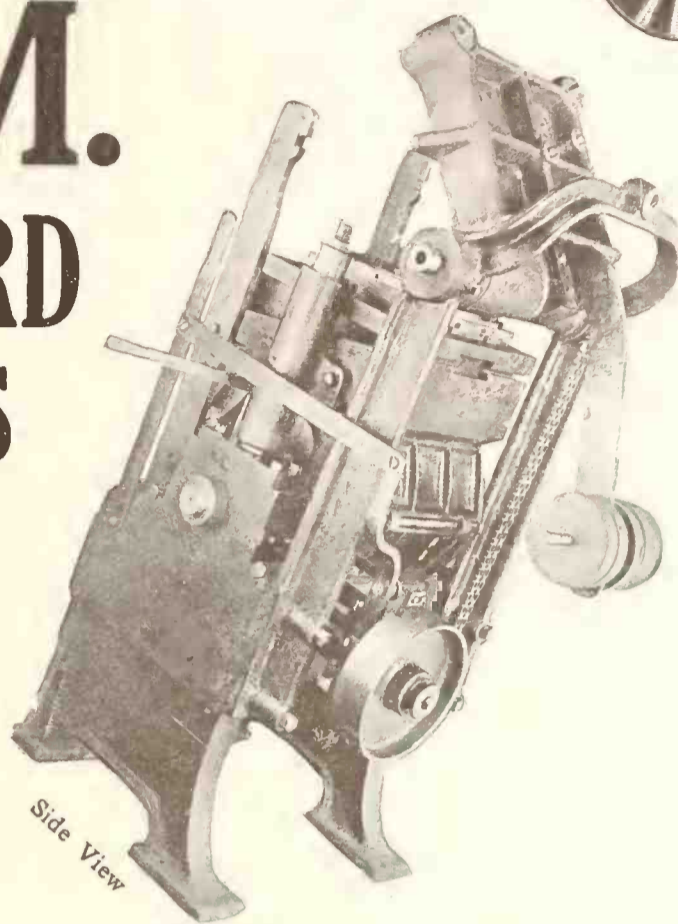




THE NEW  
**O.M.**  
**RECORD**  
**PRESS**



Front View



Side View

---

**HIGH-CLASS RECORDS**  
**PRESSED FOR THE TRADE**

---

*Samples and Prices on  
Request*

---

Write for Information to

**THE BRIDGEPORT DIE and MACHINE CO.**

170 ELM STREET

BRIDGEPORT,

CONN.





# Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., OCT. 10, 1921. WHEN we say that the farmer is the backbone of the business and general prosperity of the United States we say something which, to

**The Farmer Rules**

the mid-Western man or woman, needs no further evidence than the mere statement. Chicago is the center of the country's agricultural interests, and Chicago knows the farmer as no other great American city can know him. Out here we realize to the utmost the extraordinary importance of the farmer's buying power, his prosperity and his intentions. We know that when the farmer declines, or is unable, to buy, the business of the whole country is disturbed, if not actually crippled. The people of the Eastern and Western coasts know these things too, but they do not know them intimately, as we know them. For which reasons we present, without further apology or explanation, some vitally important facts about farmers, which we imagine will rather interest our readers.

THE Farm Journal has more than one million subscribers, and it is only one of a good many farm papers. Among these subscribers are

**Twelve Thousand Smiths**

more than twelve thousand bearing the name Smith. A month or so ago the research department of the Farm Journal was trying to determine how best to select a representative delegation from its subscribers, big enough and well enough distributed to represent the farming community genuinely, but small enough to be manageable. To such a delegation, numbering perhaps ten thousand, the Farm Journal purposed to put some questions about economic matters. A young man in the research department hit upon the really brilliant idea of selecting all the Smiths in the subscription files and sending the letter of inquiry to them. Twelve thousand such Smiths were found and each one was asked, in behalf of himself and of his family, what he proposed to spend on repairs, replacements, new buildings, new articles of convenience such as motor cars, washing machines, house and farm lighting systems, musical instruments, etc., etc., etc., during the next twelve months.

THE Smiths seemed to like the idea, for they responded in great

**The Smith Plebiscite**

form. And their answers indicate an amazingly interesting and encouraging state of affairs in every part of the country where farmers abide. Of those who answered, we find that:

- 74.9 per cent will paint, build or repair buildings, which would mean 513,700 if the percentage be held to apply to the entire subscription list of more than 1,000,000; that
- 56 per cent will build or repair fences, meaning 521,400 on the same proportion; and that
- 11.5 per cent will buy automobiles unless things go very wrong. This means 126,500 on the same proportion.

And, taking the smaller purchases, the replies received indicate that if the percentages among the Smiths hold good for the entire subscription list of the Farm Journal it is certain that

- 68,500 will buy lighting plants
- 33,100 will install heating plants
- 78,100 will buy washing machines

and, what is still more interesting to us, that 120,000 will buy musical instruments, including

Pianos .....	16,600
Talking Machines.....	31,100
Violins .....	8,000
Organs .....	8,300
Saxophones .....	8,200

The above figures are sufficiently remarkable in themselves, but it may be well to remind our readers that the Smith family, as the Farm Journal calls its Smiths, is a representative family. It is scattered all over the country and is predominately American. What the Smith family will do the great American farming community will do likewise. Now, conservative estimates have been made as to the money value of all the goods mentioned above, as well as of others of lesser general importance. These disclose the fact that, if the one million subscribers to the Farm Journal, or any other one million farm families, make purchases in the same proportion during the coming twelve months as the Smiths said they plan to make

the total figures will exceed \$911,000,000! Here is a lesson in the magnitude of the American farmer's collective buying power. Here, too, is a lesson in good sense; not in "optimism" but in good sense. The farmers of the U. S. A. furnish the backbone of the nation's buying power. The farmers are recovering confidence. They are also recovering their temporarily reduced buying power. As they go the nation goes.

THE talking machine man will note the important place which the talking machine takes in the list shown above. The talking machine,

**Dane County, Wis.**

in fact, is the farm musical instrument par excellence. No other gives so much music, whether as to quantity or variety, to the isolated household, as does the talking machine. Dealers who understand and are in sympathy with the ideas and thought of the farmer community are always sure of a profitable business with that community. But sympathy and understanding are needed. There lies before us, as we write, a booklet issued by the College of Agriculture of the University of Wisconsin, which is a State institution and very closely connected with the State Government in many of its branches. It is addressed to country school teachers and is intended to give advice as to the best methods of taking social surveys of school districts. A social survey is an investigation of the racial, economic, religious, educational and domestic conditions of the district and is made by the school teacher with the aid of volunteer workers secured from among the pupils. Every farm or village home in the district is visited and the occupants invited to give answers to questions about their property, their crops, their methods, their farm conveniences, their home conveniences, including musical instruments, and so on. Already in Wisconsin the rural study project has been wholly or partially carried out over the greater part of the State and the results are very interesting. For instance, statistics have been collected about the number of talking machines in farm homes. A talking machine map of Dane County, for instance, is one of many such which have been made from the results of the social survey. There are thirty-five townships in the county and the map shows that one township has more than eighty, several fifty or more, nearly all more than twenty, and only one has so few as one talking machine. There must be nearly eight hundred machines in the entire county.

What does that mean? Why, simply that the talking machine is a necessity to the modern farmer. But talking machines mean records. And if it be taken for granted—which is allowing far too much—that none of the machines in Dane County or in hundreds of other mid-West counties will be replaced the country dealer may well be asked: "Are you selling your share of the records to these farmers? And if not, why not?"

PERHAPS the city dealer will think that all this has no interest for him. But if he thinks so he is mistaken. There are two points for

**Tips for the City Dealers**

his attention. One is that as goes the farmer so goes the nation. When farmers have money we are all prosperous. The other is that if a social survey of Dane County shows that the talking machine is a household necessity, why is the same not true of the city? Likewise, it shows that wherever you go you will find opportunities for business if you look hard enough. But, best of all, it shows that the talking machine has come to stay and is as staple as wheat.

WHETHER in city or country the fact remains that those dealers who are going after business strenuously, and with an intelligent comprehension of the situation, are going to do a large

**Business for the Seekers**

volume of business this Fall and Winter. The talking machine makes a special appeal to a constantly widening constituency—for it brings into the home not only the popular music of the day, but the compositions of the greatest masters in the domain of music. It has a tremendous educational influence which is becoming more widely recognized year after year.



# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., October 8.—Is trade coming back? We believe it is. Our conviction is grounded on the fact of the many new organizations now coming into the field. Although we have not as many concerns in the business as we had a year ago new ones are continually coming in. The financial standing of these is generally much better and the products they are putting out are, on the whole, far superior to the goods of two years ago. There is also every reason to believe that the talking machine industry has now reached a price level at which it can resume business in earnest and in financial circles it is felt that the country in general is also rapidly coming to a similarly stable condition. What the purchasing public really demands is not so much a cut in prices as an improvement in quality. This applies not only to talking machines, but to everything.

The talking machine business in Chicago, as well as in the country towns, seems to be recovering fairly rapidly. Present indications point to a healthy increase during the Fall and holiday seasons. Accessories and records are still leading, but machines are coming up fast. No one in the trade, however, believes that there will ever be as many machines sold again in one season as during the war days, and anyone using horse sense will agree that this is a very logical way to look at future business.

We believe that one of the reasons for the vast sales of records during the war was that everyone was donating records to the war camps. The associations active during those

days made a specialty of collecting records for the benefit of the boys in the cantonments, and there were so many women out collecting records for this movement that very few people had much of a chance to accumulate an extensive library. Those who bought records in those days often just played them over a few days and then turned them over to the collectors. This movement alone increased record sales very materially and we wonder why a similar movement could not now be launched. Of course, there are no cantonments now, but we cannot see any reason why inmates of poor farms, orphan asylums, hospitals, prisons, reform schools and so forth should be neglected. Every town and city possesses, unfortunately, one or more of these institutions, so we can see nothing to prevent the local dealer, with the aid of the women's clubs and so forth in that neighborhood, from starting a movement for furnishing used records to these institutions. This would, in a great measure, tend to stimulate retail record business, just as it did during the war, and the publicity afforded would also bring many prospects.

### Busy Publicity Department

Over at the advertising department of Lyon & Healy there is exceptional activity. The work just now is upon Victor publicity in the main, and fifteen commercial artists are working at top speed turning out drawings for Victor ads. One of the big jobs of the Lyon & Healy advertising department is to get up text matter and drawings for the Lyon & Healy Victor dealer

advertising service. As the department is arranged, the overhead expenses are cut to a minimum, and lately the prices for this service have come down considerably. Victor dealers can now get the benefit of the experience of a large corps of highly trained advertising men at a very nominal sum. Dealers who subscribe for this service receive a weekly supply of advertising literature embracing fifty-two matrices and fifty-two sheets of letter press.

### Otto Tells of Conditions in Europe

Otto Schulz, president of the Magnola Talking Machine Co., of this city, has returned from a three months' trip through Europe, during which he was accompanied by Mrs. Schulz and their family of a daughter and four sons. The party visited Great Britain, France, Belgium, Germany and Czecho-Slovakia. President Schulz returns with strong convictions concerning the international economic political situation and its bearings upon the state of business and the prosperity of the United States.

As reported in The Music Trade Review for September 24, Mr. Schulz, in an informal talk with a representative of that paper shortly after his return to his desk, expressed the belief that there will be no permanent and complete prosperity in the world anywhere, including the United States, at this time. The finances and the economic relations of the whole world are so interlocked that trouble in one region inevitably affects the entire body of nations. At present the high figure of dollar exchange makes

(Continued on page 115)



Interior Views of GLICK'S Talking Machine Shop Installed by

**GEO. PETERSON MANUFACTURING CO.**

Manufacturers of Modern Talking Machine Shop Equipment

1801-11 No. Lincoln Street

Incorporated 1918

CHICAGO, ILL.





# Hire an Advertising Man for \$5.00 a month!

If you hired an advertising expert to write your ads for you and then you paid an artist to make drawings, their salaries for one week would be several times the cost for a whole year of the

## LYON & HEALY VICTROLA NEWSPAPER ADVERTISING SERVICE

formerly \$8.33 per month

Now \$5.00 a month

It is an exceptionally high-class series of ready-made newspaper advertisements at a very great reduction in price. 52 advertisements per year, 52 matrices and 52 sheets of letterpress—one a week. Each one written by our own advertising department with its years of experience in Victrola advertising. Drawings that are out of the ordinary, done by the best artists. At present there are fifteen artists on our staff.



The Victrola is instruments in d

As you wish, it is a voice, the pian violin, or a symphony orchestra. The trola brings to you all the best music and played by the great artists.

You may have your Victrola now if you Pay for the first selection of records and will deliver your instrument.

Outfits are carefully prepared by us show a few of them below.

(List Here the Outfits You Wish to Feature)

Outfit No. 1	Outfit No. 2
\$ 5.00	\$ 5.00
Outfit No. 3	Outfit No. 4
\$ 5.00	\$ 5.00

(Your Name)  
(Your Address)

Write for  
Free Samples

Exclusive  
Sold to only one  
Victor dealer in  
each city.

### A Song of Summer

—a golden haze spreads over the crisp yellow stubble in the meadows— great masses of cloud drift slowly across the sky— from a little village, dreaming quietly in the white, untroubled dust of summer, a woman's voice croons a lullaby in the midday calm.

### Victrola

(Your Name) (Your Phone)  
(Your Address)



### Artistic Temperaments

ARTISTIC Temperaments are ever the to appreciate the lovely new strains characterize the latest popular-classic E. The greatest charm in singing or ng may be such a delicate thing as to be altogether except under ideal conditions. is why it is so important to acquire a ola. The world's greatest artists entrust eproduction of their voices only to this ument. Victrola records are made to only on the Victrola and are heard at their only under such conditions.

### The Victrola

Prices range from \$25 up, a model for very purse. Our plan of small payments make it possible for every one to own a Victrola. Come in and permit us to explain to you.

(Your Name)  
(Your Address)

Write for  
Free Samples

# LYON & HEALY

Victrola Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

it virtually impossible for foreign nations to trade with this country, while conversely the manufacturing nations, like Germany, which have the lowest exchange values, are getting the business.

If the business of the world, which includes that of this country, is to get back on an even keel the debts incurred during the war must be liquidated, no matter how long the process takes. Further, the general economic position of all the former belligerents must somehow be restored. This cannot begin until all those nations are again manufacturing and trading freely. They cannot pay their debts held in this country unless they can trade with this country and with each other. The foreign trade of America is virtually non-existent to-day because of the abnormal rates of exchange, which are not a blessing but the reverse to the American business man who has goods to sell abroad. Moreover, we cannot do all the selling and none of the buying. We need foreign trade, but we cannot get it unless we, in turn, are buying from foreign nations. Prohibitive tariffs that shut out all foreign goods will be harmful to national prosperity.

Mr. Schulz is not favorably impressed with the superficial opinions of those who suppose that the European nations are ruined. He saw wonderful work of reconstruction in the devastated regions of France and was surprised at the evidences of returning activity in Belgium and Germany. He comes home quite convinced that there will be no revolutions in Great Britain, France or Germany, but that the big men of these nations are sitting up nights working for the recovery of their native lands from the devastation of war.

Mr. Schulz believes that American business is on the mend and reports that he returns to find the Magnola factory doing fairly well and likely to do much better a little later on.

L. C. Wiswell Married

L. C. Wiswell, the genial and accomplished head of the Lyon & Healy Victrola department, and known throughout the country as one of the talking machine industry's leaders, was married on September 17 to Miss Olive McCormick, of Pittsburgh, Pa. Immediately after the wedding Mr. and Mrs. Wiswell left for an extended trip through the East.

Publicity and Theatre

A contract has just been made between Holland's Music Shop and the Englewood Theatre whereby the former has secured exclusive advertising rights to the steel curtain of the Englewood. The Holland's Music Shop, as recently announced in these columns, is an exclusive Victor retail establishment at 6351 and 6353 South Halsted street. The new sign is circular and occupies nearly the entire curtain. Within the circle is a large facsimile of the famous Victor trademark. The text matter gives the location of the Holland's Shop, together with some clever little phrases directed toward the prospective purchaser.

Attractive Console Line

The Federal Phonograph Corp., of this city, has just brought out a very attractive line of console models, which it is announcing. The most prominent designs are the Adam, Sheraton and Queen Anne, which are furnished in selected figured mahogany with solid mahogany hand-carvings. The dimensions of these instruments are practically uniform, including one at the popular height of 36 inches with 39½-inch width and 23½-inch depth. The finish may be red, brown or satin.

"Peerless" Ravis in Chicago

A welcome visitor to Chicago last week was Phil Ravis, president of the Peerless Album Co., of New York, and one of the most popular members of the accessory trade. Mr. Ravis has a host of friends in the Chicago retail center and spent quite some time with all of them. In a chat with The World Mr. Ravis stated that he had received good-sized orders for Peerless albums from dealers in Chicago and that ap-

parently the retail trade is optimistic and confident as to Fall activities. Mr. Ravis visited Chicago after spending several weeks in the Western territory and his reports reflect increased activity all along the line.

New Brunswick Consoles Out

The advertising division of the Brunswick-Balke-Collender Co. has just issued an attractive four-page brochure featuring Brunswick console models. This folder can be used to excellent advantage by Brunswick dealers, as it typifies in every detail the quality standards of the Brunswick console models. This folder is noteworthy as the first official introduction of three new console models in the Brunswick line, these being the Cambridge, the Colonial and the Queen Anne, which are all illustrated

with adequate descriptions. These, together with the Stratford model, represent the Brunswick console line up to date. The new models, which are exceptionally attractive, will retail as follows: Queen Anne, \$225; Colonial, \$250, and Cambridge, \$350. In a foreword announcing these models the Brunswick Co. calls attention to the steadily increasing demand for the console phonograph and emphasizes the very individual and distinctive features of the three types it is placing on the market

Service Material Sought

As indicative of the increased activity in the Columbia field in Chicago, M. G. Peters, supervisor of the Dealer Service division at the local wholesale branch, stated that his department (Continued on page 116)

*The Oro-Tone*  
QUALITY FIRST

Just Say  
"Send Samples On Approval"

*For the Edison*


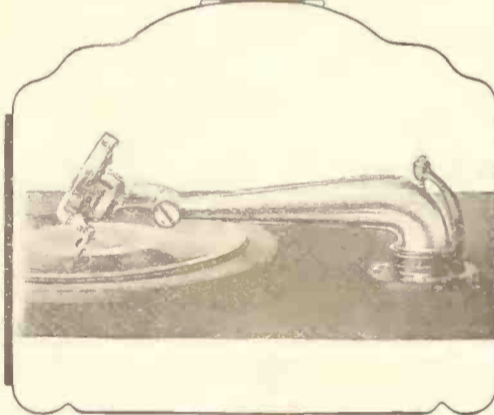
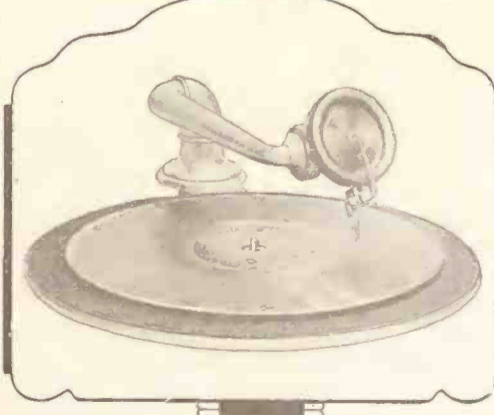
**No. I-E ORO-TONE**  
For Playing All Records on the Edison  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.

*For the Victor*

**No. LS-V ORO-TONE**  
For Playing All Records on the Victor  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

*For the Columbia*

**No. I-C ORO-TONE**  
For Playing All Records on the Columbia  
Reproducers Fitted With Special Oro-Tone Diaphragms  
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

SEND FOR  
Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

*The Oro-Tone Co.*  
QUALITY FIRST  
1000 to 1010 GEORGE STREET  
CHICAGO, ILLS.



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 115)

had sold more Dealer Service material to Columbia dealers from September 12 to September 16 than had been sold for the previous six months. He states that the dealers who are visiting the Dealer Service headquarters are evincing keen interest in all of the latest sales material, expressing a desire to use it extensively during the Fall season.

### Brunswick Exchange Proposition Pleases

When the Brunswick-Balke-Collender Co. announced recently the introduction of three new models to its line it offered Brunswick dealers a very liberal exchange proposition, whereby they could exchange the old models on the basis of one old for every two new machines they ordered.

The Brunswick trade was greatly pleased with the liberal spirit of this offer and it is interesting to note that the orders placed by Brunswick dealers in Chicago territory during the first three weeks of September showed an average of four new machines for one old one, instead of only two for one.

A. J. Kendrick, general sales manager of the Brunswick phonograph division, is naturally enthusiastic regarding the success of the exchange plan, and in a chat with *The World* stated that the sales closed by the Chicago wholesale branch in the first six days of September were greater than those of the entire month of August, and that the figures of the Chicago branch for the month were in excess of the total business closed for the previous three months.

### Ambassador Progress Gratifying

The Ambassador Phonograph Co., which introduced its product to the trade and public at the Chicago Pageant of Progress this Summer, has been attaining unusual success in the sale of Ambassador phonographs to the dealers. Quite a number of important agencies have already been established, and in order to keep pace with its growing business the company has trebled the floor space occupied by its sales offices at 19 West Jackson boulevard.

In a chat with *The World* F. K. Weston, general sales director of the company, stated that the dealers are giving the Ambassador phonograph an enthusiastic reception. Mr. Weston recently completed arrangements for some new models, with prices that enable the company to give the jobbers and dealers most desirable propositions.

Included in the equipment of the Ambassador phonographs is a new post electric flasher, larger than the flasher ordinarily used, and which furnishes a good talking point to the dealers; another part of the equipment is the Hutches "Pick-up" needle cup, which has won considerable popularity during the past few months.

An interesting feature of the Ambassador display at the sales offices is a demonstration phonograph, finished in four woods. The front is in mahogany, the back in burl walnut, one side in golden oak and the other in fumed oak.

Now—  
Secure Your Right to an Okeh Agency  
Why Lose Your Share of Fall Trade  
BY WAITING?

# Okeh Records

Play on any standard disc machine and are assured sellers. Write for Dealer Proposition.

## W. W. KIMBALL CO.

Wholesale Distributors

Established 1857

306 So. Wabash Ave., at Jackson Blvd.

Kimball Bldg., Chicago



By using this machine for demonstration purposes the Ambassador dealer can visualize the four wood finishes without being obliged to show the customer four different machines.

The company has just taken over its entire stock of hill-and-dale Okeh records from the General Phonograph Corp. of Illinois. Ambassador dealers have evinced keen interest in these records, which are being shipped to all parts of the country.

### Frank K. Pennington Visits Chicago

A welcome visitor to Chicago recently was Frank K. Pennington, formerly assistant general sales manager of the Columbia Graphophone Co., and one of the most popular members of the trade. Mr. Pennington renewed old acquaintances in the industry, calling at the offices of the Columbia Co., where he was given a hearty welcome by John McKenna, manager of the branch. In all probability Mr. Pennington will have an important announcement to make regarding his plans for the future within a few weeks, and in the meantime he is taking a well-earned vacation, which he is thoroughly enjoying.

### Pleased With Business Outlook

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., has been a recent visitor to the offices of the General Phonograph Corp. of Illinois. Mr. Fuhri conferred at length with S. A. Ribolla, general manager of the Illinois division, and was glad to learn that Okeh business in this territory is showing an increase far beyond all ex-

pectations. Mr. Fuhri was en route to New York after spending a few weeks in the Western territory, and his reports of general conditions indicate that Okeh jobbers are not only preparing for an active Fall trade, but are closing a healthy business.

### New Oro-Tone Tone Arm

The Oro-Tone Co., at 1000 George street, has just placed on the market a new tone arm, which will be known as No. 3D. This tone arm has several distinctive features, is of adjustable length and is designed primarily for moderate and low-priced machines. The company is also marketing a No. 03 reproducer, which is particularly adapted for use with the 3D tone arm. Leigh Hunt, secretary of the company, states that Oro-Tone business during the past month has been most gratifying. The attachments made by this company are steadily increasing in popularity and, from all indications, Oro-Tone business this Fall will be fully up to expectations.

### Active South Side Dealer

Solar's Music Shop, at 2025 West Thirty-fifth street, has always enjoyed an active trade in Columbia Grafonolas and records, due to the fact that Frank Solar is one of the most progressive and up-to-date merchants on Chicago's South Side.

His latest idea was the hiring of a four-piece jazz orchestra for a Wednesday night concert. A large wooden platform was built on the corner adjacent to the Solar establishment, and

(Continued on page 118)

# 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



# GOOD NEWS FOR YOU!!

*Disarmament is Here! No More War!!*

Automatic record repeating devices have never had a fair chance because of patent litigation. All that is now over. REPEATING DEVICES CORPORATION has succeeded to all the rights of Repeat-O-Graph Co. and the Repeater-Stop device, as well as the absolute control of all patents upon such form of devices including:

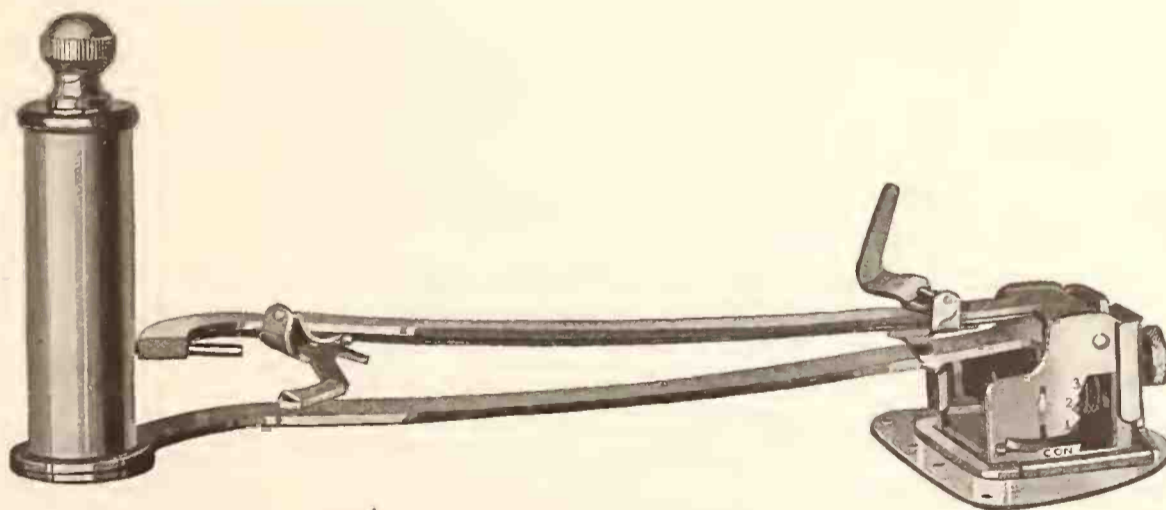


U. S. Patent No. 1060955, granted May 6, 1913.  
 U. S. Patent No. 1063369, granted May 20, 1913.  
 U. S. Patent No. 1275823, granted August 13, 1918.  
 U. S. Patent No. 1317257, granted September 30, 1919.  
 U. S. Patent No. 1317258, granted September 30, 1919.  
 U. S. Patent No. 1317259, granted September 30, 1919.  
 U. S. Patent No. 1218408, granted March 6, 1917.  
 Application No. 299698, filed May 26, 1919.  
 Application No. 294153, filed May 2, 1919.  
 Application No. 286819, filed April 2, 1919.  
 Application No. 324542, filed September 18, 1919.  
 Application filed October 23, 1919.  
 Canadian Patent 171377, granted August 15, 1916.  
 Canadian Patent 193406, granted October 21, 1919.



With one source of supply on all of these instruments come lower prices, better devices and improved management—all for your benefit.

The trade will no longer be vexed with injunctions or litigation and can turn its undivided energy to **SALES**. We have anticipated a big demand and are ready to make immediate delivery at rock-bottom prices. We stand behind these devices, guarantee material, workmanship and performance and solicit your orders.



## Repeating Devices Corporation

*For immediate Service write or phone our nearest office as listed below:*

(Other Offices to Follow)

**New York**  
 14th and Van Alst Sts.  
 Long Island City, N. Y.  
 Phone, Hunter's Point 6000

**Western Factory and  
 General Offices:**  
 408-10 Sullivan Street  
 Phone Diversey 8010 and 8011  
 Chicago, Illinois

**Chicago**  
 Suite 1109  
 537 So. Dearborn St.  
 Phone Harrison 7138



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

with the co-operation of Mort Green, of the Fred Fischer Music Pub. Co., a most successful concert was launched. The big feature of the evening was the new song hit "Ma." The orchestra played this song, Mort Green sang it and then led the crowd as a community chorus.

Mr. Solar introduced a unique publicity method, whereby he secured over 1,500 names and addresses, which will be used as Grafonola prospects, these names being secured by offering prizes that required registration by all contestants. It is estimated that over 2,500 people attended this concert, which was one of the banner events of the neighborhood.

**Duncan Sisters Sing "Hortense"**

The Duncan Sisters, playing in Fred Stone's popular hit, "Tip Top," at the Colonial Theatre,



The Popular Duncan Sisters

have a hobby of practising the songs that they use in their show with the records of these selections before they introduce them to the public. Recently they visited the offices of the Columbia

**THE \$1.00 CUTTER—HERE IT IS**

Retail Price **The ALTO**  
**\$1.00**

A better Fibre Needle Cutter for less money



Made Entirely of High-Grade Steel

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois

Graphophone Co., at 325 West Jackson boulevard, and in the accompanying illustration they are shown listening to Frank Crumit, exclusive Columbia artist, singing "Hortense" on a Columbia record. The Duncan Sisters were so delighted with this record that they introduced "Hortense" in "Tip Top," singing it in a manner similar to that used by Frank Crumit. The song "stopped" the show, being one of the hits of the performance.

**Open Exclusive Brunswick Shop**

The City Furniture Co., 6160 South Halsted street, which has been handling Brunswick machines and records for some time, has found the business so profitable that it has added an adjoining store and will equip it in the most modern manner, opening it as an exclusive Brunswick shop on October 1.

**Another Cole & Dunas Bulletin**

Service, quality, price and friendly feelings are the main topics in the new trade bulletin gotten out by the firm of Cole & Dunas. The cover page of this bulletin is taken up with some paragraphs pertaining to service, quality, price and friendly feelings. Regarding service, one reads that Cole & Dunas supply your immediate and future needs from large stocks and with forty-eight hour delivery. "Each and every article," says the bulletin, "is of first quality, perfect mer-

chandise and doubly inspected. All items are exactly as represented and if found to be not so will be taken back. In the matter of price," the bulletin continues, "large buying power guarantees prices against further decline. Should there be any further reductions below the present market price, the saving will be applied to invoice. In the matter of friendly feeling," the bulletin states, "that to satisfy you is the aim of Cole & Dunas." Within the bulletin the reader will find everything in the accessory line as well as complete talking machine repair parts. One will also find an exhaustive display of advertising relative to small musical instruments such as bugles, cornets, drums, ukuleles, etc.

**H. C. Brown Studying Conditions**

Henry C. Brown, of the Victor Talking Machine Co., passed through here recently on his way to the Coast. He is making a survey of business conditions in the various sections of the country which he is visiting.

**It Pays to Advertise**

We always knew that advertising in The World produced results, but this belief was strengthened the other day when F. K. Weston, general sales director of the Ambassador Phonograph Co., advised us that within twenty-four hours after the publication of the September issue of The World inquiries had been received

**Selling Resistance**

is reduced by this attractive line of

**Federal Consoles**

These are the same high-quality consoles that sold last year at 100% greater prices.



No. 16

Style—Adam.  
Wood—Selected figured mahogany. All solid mahogany hand carvings.  
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.  
Finish—Red, brown and satin.  
Trimmings and Equipment—Best quality gold plated.

Here is the big drop you have been looking for. Our special trade prices for all machines illustrated.

1 to 5 Machines, \$80.00 each  
5 to 10 Machines, \$75.00 each



No. 18

Style—Sheraton inlaid on doors and legs.  
Wood—Selected figured mahogany.  
Dimensions—Height, 36 inches. Width 39½ inches. Depth, 23½ inches.  
Finish—Red, brown and satin.  
Trimmings and Equipment—Best quality gold plated.



No. 20

Style—Queen Anne.  
Wood—Selected figured mahogany.  
Dimensions—Height, 36 inches. Width, 39½ inches. Depth, 23½ inches.  
Finish—Red, brown and satin.  
Trimmings and Equipment—Best quality gold plated.

**FEDERAL PHONOGRAPH CORPORATION**

1458-1464 W. Kinzie Street

CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

from several reliable and well-known firms in different parts of the country. Needless to say, Mr. Weston is giving these inquiries his careful attention.

**Ribolla Visits New York**

S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, spent a few days recently at the executive offices of the parent company in New York, where he conferred with Otto Heineman and other executives regarding plans for the Fall campaign. Before leaving for New York Mr. Ribolla spoke enthusiastically of the business improvement that had been noticeable in Chicago territory since the first of September. He stated that the demand for motors is showing a decided increase and that carload orders had been received for immediate shipment.

**Brunswick Boosts Isham Jones**

Under the direction of the Brunswick-Balke-Collender Co. the week of September 25 was celebrated in Chicago as "Isham Jones Orchestra Week," in recognition of the opening of the Fall season of the College Inn at the Hotel Sherman, where the Isham Jones Orchestra will officiate. The College Inn opened on October 3 and "Isham Jones Orchestra Week" served to impress upon the public the nationwide popularity of this orchestra and the fact that it records exclusively for the Brunswick library.

The Brunswick-Balke-Collender Co. used extensive publicity throughout Illinois, Indiana, Missouri, Wisconsin and Iowa in connection with this "Isham Jones Week" and also furnished Brunswick dealers with window displays, show-cards, etc. This publicity was used to excellent advantage and throughout these five States. Brunswick representatives co-operated with the company in making "Isham Jones Week" a notable success.

**Big Biese Boosts**

Two thousand five hundred two-sheet posters are now displayed on the elevated stations of Chicago, announcing the fact that Paul Biese and his famous orchestra are playing at White City, one of the most popular dance places in Chicago.

Paul Biese and his orchestra are exclusive Columbia artists and these posters have served to stimulate the demand for Paul Biese's records and to enhance the prestige of this well-known music director throughout the city.

**Many Tributes to Chamlee**

The officials of the Brunswick-Balke-Collender Co. are very much gratified at the high tributes paid by critics and musical experts to the artistic merits of Mario Chamlee, the famous Metropolitan Opera artist, who records exclusively for the Brunswick Co. One man, in commenting on Chamlee, also pays a high tribute to the Brunswick records of his voice, saying: "Those who have heard Chamlee or his records can appreciate his phenomenal voice, depth of feeling, appeal and mastery."

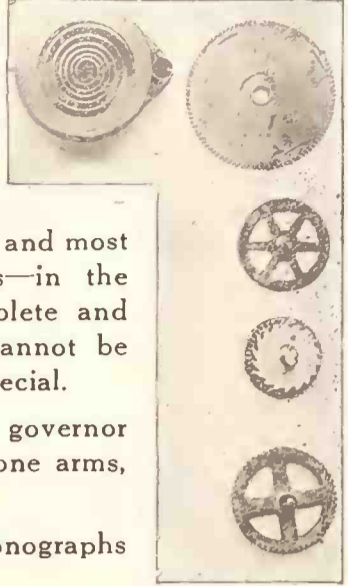
**Lyon & Healy Recitals Reopened**

Ever since Lyon & Healy began their noon-day concerts years ago their fame has been continually spreading. It has, therefore, been the ambition of the company to make a new record each year in the matter of public attendance. The 1921-22 season was formally



**Repair Parts**

**For All and Every Motor That Was Ever Manufactured**



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Ardino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK

"CONSOLA"

CABLE ADDRESS "CONSOLA"

opened the middle of September, and up to the time of going to press The World is informed that the record so far this year, as compared with the corresponding period last year, shows a great increase in attendance. The public is given highly diversified and interesting musical entertainment. Especially noteworthy is the artists' series, which is to be carried on right through the season. Most of the artists are exclusively Victor and they are giving each day a number of vocal and musical selections.

**Another Consolidation**

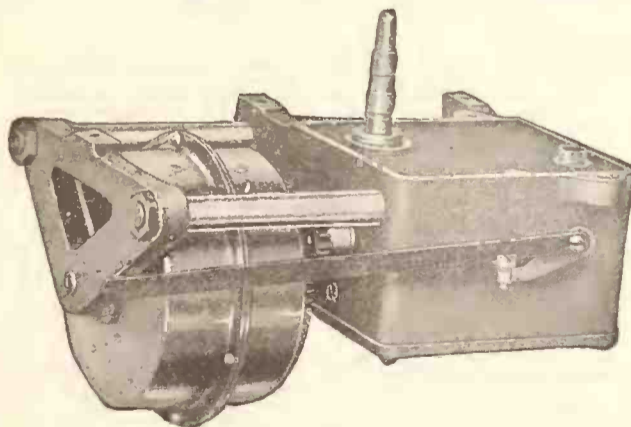
A new company, known as the Repeating Devices Corp., has just been incorporated under the laws of Illinois. The officers of the new organization are: Thomas M. Booth, president; George W. Sheppard, treasurer, and Rudolph Blash, secretary. The purpose of this new organization, according to President Booth, is to manufacture and sell under an exclusive license

agreement all forms of automatic repeating devices for sound-reproducing instruments under the patents heretofore used by the Repeating Co., by the Webster Novelty Co. and others. In other words, the new company states that the war which formerly existed among the Repeater Stop, Repeat-O-Graph and Webster Novelty Co. has come to an end and that the inventors of all patents used by these former companies have buried the hatchet and placed all of their eggs in one basket. The company now states that it controls thirteen patents, whose dates of issuance and application range from 1913 to 1919, and that it is now the sole and exclusively authorized licensee to manufacture, advertise, use and sell any of the devices made under any of the patents they control.

The previous experience of the sales organizations marketing these instruments shows that

(Continued on page 121)

**Price Reductions on Enclosed Motors**



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

**REMEMBER**

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

**United Manufacturing and Distributing Company**  
536 Lake Shore Drive CHICAGO



**Edison Diamond Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country

**William H. Lyons**  
Formerly Jas. I. Lyons  
17 W. Lake St. Chicago



This is positively the first and last opportunity for Manufacturers to buy the well-known and guaranteed

# S A A L

## MOTORS AT SACRIFICE PRICES

Far Below the Factory Prices

12,191—EE	With Swedish Springs	- - - -	40%	BELOW FACTORY PRICES
8,263—AA	With Swedish Springs	- - - -	40%	BELOW FACTORY PRICES
2,100—DD	Gold Plated Only	- - - -	45%	BELOW FACTORY PRICES
150—CC	Gold Plated Only, Three Springs	- - - -	40%	BELOW FACTORY PRICES

Cabinet Hardware at 30% Below List Prices

# CHICAGO PHONOGRAPH REALIZATION

(NOT INC.)

315 Union Park Court

Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

there is a ready sales for both, it only being necessary to demonstrate and show the merits of the devices. Patent litigations and other legal battles then existent among these organizations have come to an end. Now that all litigation is over and the consolidation of patents has been effected the new company is prepared to put these well-known articles on the market. Manufacturing is now well under way for a large output. The officers of the company state that all prices have been considerably reduced and that the instruments themselves have been simplified and improved in many ways.

**New Virtuoso Scores**

Visitors to the County Fair, held recently at Libertyville, Ill., were given a treat when R. R. Granquist entertained at the request of J. Blumberg, a Columbia dealer of Waukegan, Ill. While the fair was going on Mr. Blumberg presided over the Columbia display and, in order to cooperate, the Chicago branch of the Columbia Co. sent down Mr. Granquist. After a day full of thrills, such as baseball games, horse racing, etc., a crowd of about 25,000 people gathered at the huge platform for an evening's vaudeville entertainment. After the regular acts had been performed the management of the fair, which had previously been tipped off by Mr. Blumberg of Mr. Granquist's ability as a pianist, called upon the latter for a few piano selections. Although unprepared Mr. Granquist obliged and, after being introduced as an "artist of the Columbia Graphophone Co.," played Chopin's "Militaire Polonaise in A Major." His rendition was so pleasing and he received such a hearty applause that several encores had to be given.

**Some New Accessories**

The Alto Manufacturing Co., of this city, reports that its business is increasing and that it has quite a number of new articles to offer to the trade. One of these is a clever little invention, a self-anchoring nut. It can be used in a talking machine in places where a wood screw

### 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. Set correctly and it always works. Can be set in a second.





**154 West Whiting Street  
Chicago**

will not hold. The screw can be taken out as often as necessary, but the self-anchoring nut always stays in place. The company is also turning out quite a number of the well-known Alto fiber needle-cutters. It has two models of different construction to offer to the trade, one being the scissors type, the other modeled somewhat after the pattern of a pliers. The Alto Co. is also putting out a steel needle repointer. This is a little grinding instrument which fits over the turntable shaft and has at its edge a tiny groove. The needle to be sharpened is placed in its regular playing position and the point is laid in the trough of the grinder. The motor is then started and in a few twirls of the turntable the needle is re-pointed.

**Marigold's Victor Week**

An event most pleasing not only to music lovers of Chicago, but to Victor dealers as well, was the announcement of the opening of the Winter engagement of Benson's Chicago Orchestra at the Marigold Gardens October 3. As everyone knows, Benson's Chicago Orchestra records exclusively for the Victor Co. and Chicagoans familiar with the Benson records kept the orchestra busy with encores. Victor officials, who happened to be in the city, as well as dealers from all parts of the city and State,

were present during the week of the third to the tenth.

**Columbia Artist Entertains**

At the recent luncheon of the Piano Club a delightful form of entertainment was given members in the appearance of Furman and Nash, Columbia record artists, who sang three humorous selections. This pair, at present playing upon the Orpheum and Keith vaudeville circuits, received the enthusiastic applause of the piano men.

**Imperial Piano Co. Opens New Store**

One of the most attractive stores outside of the Loop was opened recently on the corner of Ashland boulevard and Van Buren street by the Imperial Piano Co., of which Louis Lowenthal is president. Mr. Lowenthal has been a West Side dealer for many years and until a few weeks ago conducted the Lowenthal Piano Co.

The new store occupies the ground floor of the Ashland Boulevard Auditorium Building. It has an eighty-foot frontage on both Ashland boulevard and Van Buren street and nearly that much crystal frontage in the corridor of the building. The big auditorium upstairs, which is in use nearly every evening of the week, has a seating capacity of four thousand and literally thousands of people pass through the corridor

*(Continued on page 122)*





**Two New Models  
Available for the  
CHRISTMAS TRADE**



MODEL No. 500

MODEL No 52

Here are two live, snappy, new models in our line made of the finest materials and moderately priced.

---

**You can't go wrong on these!**

**Wire or write for samples and prices.**

---

## The Wolf Manufacturing Industries

*Manufacturers of High Grade Phonographs*

**QUINCY ILLINOIS**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

and consequently view the Imperial Co.'s crystal front display of pianos and talking machines during the evening.

The decoration of the store is simple but artistic and has a very elaborately designed tiled floor. A complete line of pianos and players and also of talking machines, records and player music rolls will be carried. The store was crowded Saturday evening at the opening and there were plenty of music and flowers.

Now Reichard Manager

A change of managers was recently effected at the Reichard Piano Co., whose retail establishment is at 1311 Milwaukee avenue. The new manager is A. Lynn Minzey, who was formerly connected with the firm of Elbel Bros. Co., of South Bend, Ind.

Shine to Jazz Music

One often hears of new applications of music and especially as to how it is applied commercially. While going down Wabash avenue this week, The World representative ran across a new application of the talking machine and

thought it worth investigating. The place was none other than a shoe-shining parlor owned by a Greek. He had some half dozen or more colored boys doing the shoe shining, and up on a sort of pedestal in back of the store there was mounted a talking machine. By the side of the talking machine was a big pile of up-to-date fox-trots, jazz and blue records. The Greek, himself, was sitting by the side of the talking machine, and he not only played the part of the cashier for the establishment but also operated the instrument. Upon inquiry as to why he selected jazz and fox-trot music, he remarked: "I have watched those colored boys work for a long time and I noticed that the majority of them keep sort of a drumlike rhythm with their brushes and rags. In fact, it sounded like they were keeping time to a piece of music that was going on within their minds. I thought that by installing this talking machine and playing records to their liking they would be happier and do better work. However, since I have put the machine in I find that they are not only happier but during a rush I can



**FILING CABINETS**

of the Art Model Console Type especially adaptable for Victor IX's.



Size 8x13x15

Our line of Talking Machines covers your trade from

**PARLOR to PICNIC**

whether you are in the market for Console Art Models, Upright Cabinets (all sizes), Table Machines, or the

**Illinois Portable**

(of which we are the sole manufacturers).

*Write us today, if quality and price interest you*

**Illinois Phonograph Co.**  
400-412 W. Erie St., Chicago, Ill.

SUPERIOR 8598

regulate their speed by playing the machine faster. They unconsciously keep time to the music with their brushes and polishing rags and turn out more work in faster time and seem to be less tired."

**Introduce New Panel Material**

A Western manufacturer recently put on the market a new panel material which is having great success in the automobile field, and which may be equally well suited to the manufacture of talking machine panels and similar parts. The material is called Plymetl and consists of built-up wood stock faced by a very thin sheet of steel. A special cement is used to fasten the wood and the metal together, and the finished article is said to be entirely waterproof, extremely durable, highly resistant to heat and at least five times as stiff as sheet steel of the same weight per unit of measurement.

Plymetl may be either single-faced or double-faced—that is, the metal sheet may be in front only or on front and back of the panel. The commonest thickness is five-sixteenths inch and

*Two Certain Winners*

**JACK DEMPSEY** KNOCKS OUT EVERY CHALLENGER

**THE AMBASSADOR PHONOGRAPH**

KNOCKS OUT EVERY OBJECTION

Made Right—Priced Right—Outsells Competitors—Pays You Larger Profit—"Others May Follow—But None Shall Lead"

*That's The Ambassador*

Mr. Dealer,

Everywhere:

We want

Your Busi-

ness-NOW!



*Jack Dempsey  
World's Heavyweight Champion  
and his Ambassador Console*

Mr. Jobber

Write Us  
—If Your  
Territory Is  
Open, You  
Are Losing  
Money and  
So Are We.

**SIX BEAUTIFUL MODELS  
ASK US ABOUT THEM**

**AMBASSADOR PHONOGRAPH CO.**

EXECUTIVE OFFICES:  
Suite 201  
312 SO. CLARK STREET  
PHONE WABASH 6827

**CHICAGO  
ILL.**

SALES OFFICE:  
Suite 300  
19 W. JACKSON BLVD.  
PHONE HARRISON 9530



**Mr. Phonograph Dealer!—Any One Of These Four Salesmen Will Make Money For You and Their Services Cost You Nothing.**

Just put a Hohner Display Outfit on your show case and you will be surprised at the gratifying results. Every purchaser of a Hohner Harmonica is a good prospect for a phonograph or records and needles. Wide-awake merchants are taking advantage of this situation and are using Hohner Displays.

The "Hohner" Harmonica is known the world over. Has given absolute satisfaction to the public for the past sixty-three years and is guaranteed perfect in tone and construction. There is nothing made that equals the tone, durability and artistic qualities of the genuine Hohner product. Hohner goods stay sold—they never come back.



Assortment No. 410



No. 410. Just out: this new assortment consists of (12) genuine Hohner Harmonicas in the three most popular 50c styles, in assorted keys. Packed in handsome folding display carton. Retail value of outfit, \$6.00. Your cost .....

**Collapsible Display Outfit**

This cabinet simply sells Harmonicas. It consists of three trays made of the best seasoned wood, arranged so ingeniously as to permit the opening and closing of the entire cabinet in a moment's time.

**Contents**

Outfit contains 33 of the best selling Hohner Harmonicas, assorted in 16 different styles. All keys. Assorted as follows:

16 pieces, retail at 50c .....	\$ 8.00
6 pieces, retail at 60c .....	3.60
6 pieces, retail at 75c .....	4.50
10 pieces, retail at \$1.00 .....	10.00

**Total Retail Value \$26.10**



The Cabinet is elaborately finished in a rich, dark mahogany piano finish. It is not a cheaply constructed affair, but is thoroughly and rigidly put together to stand hard usage, and—it costs you nothing! When the Cabinet is closed it resembles a handsome jewel case. Occupies less than a square foot of space.

Retail Value, \$26.10

No. 400N—Price for Complete Outfit..... \$18.00

**This Revolving Stand Surely Sells Harmonicas**

**You Receive**

Assorted Harmonicas	Retail at
12 .....	\$ .50 ea.
4 .....	.60 ea.
4 .....	.75 ea.
8 .....	1.00 ea.
2 .....	1.50 ea.
4 .....	2.00 ea.
2 .....	2.50 ea.

**Total Retail Value, \$35.40**

**The Stand Is Practically Free of Cost**

We consider this one of the most wonderful merchandise displays ever produced. The display revolves for over 3½ hours with just one winding.

Imagine this beautiful exhibit in your show window or on the display counter. Can there be any doubt in your mind as to the substantial increase in the sales of your merchandise and in the attractiveness of your store with such an attention-getting display?

Is finished in dark mahogany, highly polished. 32 inches high and holds 36 assorted harmonicas. Your cost for this stand and harmonica assortment, complete, is but \$26.50. Additional harmonicas can always be obtained from us at regular dealer's prices.



No. 425. "Hohner Boy" Assortment. This consists of a very attractive lithographed cut-out printed in six different colors measuring 31 inches in height. Attached to the stand by means of metal clamps are one dozen genuine Hohner Harmonicas in a variety of styles and keys, which retail at 50c each. Show the people that you have the genuine Hohner Harmonica for sale—that's all they want to know. Price per dozen, 1 set..... \$4.50

**COLE & DUNAS MUSIC CO.**



**50-56 W. Lake St., Chicago, Ill.**

**FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)**

this is found to be most suitable for nearly all cabinet work, while its weight and cost compare favorably with any kind of built-up all-wood construction. The metal faces of Plymetl will take any finish required, while they can also be faced in turn with any fancy veneer whatever.

**Columbia Dictaphone Exhibit**

A. B. Walker, branch manager of the Dictaphone division at the Columbia headquarters, 321 South Wabash avenue, had an extremely interesting exhibit at the Chicago Business Show week before last. Not only were the latest models of the Dictaphone shown, but a demonstration was made of the method in which the Dictaphone is taught by means of multiple tubes in the Chicago high schools. By means of this device one machine with one record will dictate to from one to twelve pupils. Several high school students demonstrated the use of the multiple tube system. The rhythm ring for instructing beginners was also demonstrated. By the use of this accessory a rhythmical click-clack is produced, by which the typist learns to speed up, much as a piano student learns tempo by the means of a metronome.

**Will Wholesale Accessories**

C. B. Cordner, president of the Symphony Music Co., of 120 Wilson avenue, who has conducted for some years a notably prosperous talking machine business, has added a wholesale department and is now giving to mid-Western dealers not only the complete line of talking

machine accessories, and especially a large line of needles of various kinds, but also musical novelties and small goods.

Albert E. Nelson, who has been with Mr. Cordner several years and is well known to the music trade in Chicago, is in charge of the wholesale department. Although this branch of the business has just been added it already has a man visiting the dealers in Chicago and a traveler visiting the Illinois trade.

The company is making a special push just now on a quick-selling holiday novelty, the baby phonograph. Mr. Cordner took this up in a wholesale way because of his gratifying experience with it last year, when he sold large numbers of "Babys" from his retail store in the weeks preceding the Christmas holidays.

**Good Kimball Shipments**

The W. W. Kimball Co. last month shipped straight cars of Kimball phonographs to two exclusive phonograph dealers and also filled a number of single shipments of twenty-five to fifty phonographs each. The Kimball phonograph has now been on the market for several years and occupies a very high position in the trade. It has recently brought out two new console types, one, Model R, retailing at \$425, and another, Model M, at \$375.

J. V. Sill, who has traveled for the company for several years and who is well known by the piano and talking machine dealers generally, has been promoted to the head of the Kimball credit

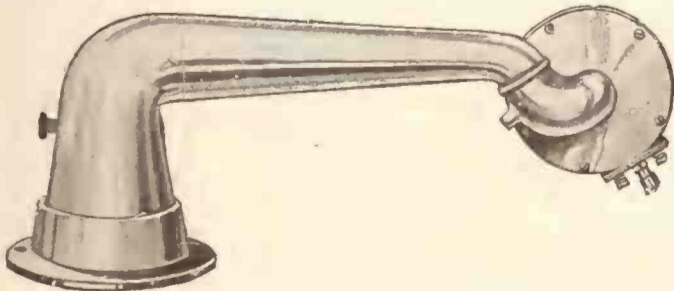
department, succeeding L. A. Crittenden, who recently resigned to become general manager of the Pacific Garden Missions, of this city, a work in which he has been interested for some years.

**A Sale Diversifier**

The Lakeside Supply Co. has taken on the manufacture of a new side-line, which it recently introduced to the trade and which it found to be quite acceptable for retail shops. This is a non-electric vacuum cleaner, which generates its own power. Many dealers who have investigated this new proposition say that as a side-line it has proved its worth. As a window display it has aroused the curiosity of women living in the vicinity of the dealer's store and has not only brought many sales of vacuum cleaners but has in many instances aided in getting new prospects. The little machine is about the size of any ordinary vacuum cleaner and simulates in appearance the standard makes. All metal parts are of die-cast aluminum. W. P. Atkinson, an old-time talking machine man, is managing the sales of the new vacuum cleaner for the Lakeside people. Mr. Atkinson states that he has just perfected an extensive selling plan that is directed toward intensive sales creation and that will help the dealer to liven the business.

**"Victor Night" at Marigold Gardens**

Two hundred or more Victor dealers and their friends of Chicago spent a very enjoyable evening at the Marigold Gardens Monday evening. (Continued on page 124)



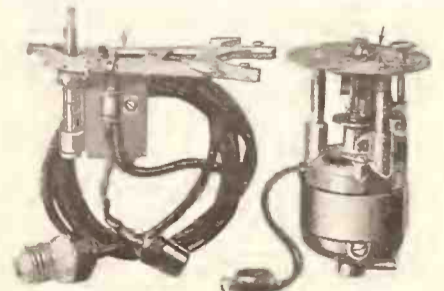
Have you tried our No. 776 Arms? We say they are the best small arms on the market.

Sample, \$2.75

**LAKESIDE PHONOGRAPH PRODUCTS**

OUR F-26 AUTOMATIC STOP has only two moving parts. We have hundreds of satisfied customers.

Sample, \$1.40



We have sold about 3,000 of these Electric Motors. Are you getting yours?

Sample, \$19.50

Send for our proposition on complete electric phonographs known as the "Electrophone." Send for our parts catalogue

**SAAL MOTORS } AT SPECIAL REDUCTIONS**

Write for prices.

Sold in quantities only.

LAKESIDE SUPPLY CO., 416 So. Dearborn St., Chicago, Ill.

Phone Harrison 3840



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

when the famous Benson Orchestra opened its engagement at that center of entertainment in Chicago. It was "Victor Night" from start to finish, and the Victor people who attended had an opportunity of listening to the orchestra, which is making Victor dance hits popular all over the country. In co-operation with the Chicago jobbers the Victor Dealers' Association of this city put the thing through in a most successful manner. Invitations were mailed out enclosing tickets to the Marigold Revue, good for the entire week of October 3. The show started at 7 o'clock and at 1 o'clock was still going strong. Roy Bargy, well known in musical circles here, together with his eight assistants, outdid himself in giving patrons an even more inspiring brand of music than usual.

Reports Successful Truck Campaign

R. R. Hoss and S. J. Smith, owners of the Crystal Lake Music Co., located at Crystal Lake, Ill., exclusive Victor dealers, report an excellent business throughout what has been termed an unusually poor Summer. These two gentlemen were recent visitors at the offices of Lyon & Healy and The World representative had the pleasure of talking with both of them. During July, August and September these two gentlemen campaigned their territory by motor truck, and with much hard work and consistent plugging have so far succeeded in doing a better business in 1921 than in 1920.

Song Shop Manager

Sylvester Hein has been appointed manager of Ted Snyder's song shop, at Monroe and State streets. This is one of the liveliest retail music centers in the Loop and sells a great number of talking machine records and music rolls. Mr. Hein reported September a rather poor month, following an excellent August. The first few days of October, however, showed quite a pick-up.

Krause Co. "Opening"

September was marked by the opening of two elaborate new talking machine stores in Chicago. The Krause Furniture Co., at 5615-17 West Twenty-second street, opened a brand new

## 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 So. Wells St., Chicago

### Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer

Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Water-proof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weighs only 18 pounds.

PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.



Size 8x13x15

Take It With You Anywhere!  
Have Music Where You Want It!  
In Your Home—In the Nursery  
—At the House Party—Camping  
Out—At the Summer Home—  
Boating or Canoeing—



Portable

Weights 18 Pounds

**MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.**

Victor department, devoting its entire first floor to Victrolas and records exclusively. This was largely attended and Mr. Krause, the proprietor, who is well known as a prominent furniture man in Cicero, received a number of floral pieces from his business associates.

New Solar Shop

By the time The World reaches the trade there will have been opened on the Southwest Side of Chicago another exclusive Victor retail store. This store is known as Solar's Music Shop and is operated by Frank Solar, of 2025 West Thirty-fifth street. It is a corner store and has been fitted throughout by the Unit Construction Co. Eight "hearing rooms," each six by nine feet, and two machine demonstrating rooms, each nine by twelve feet, are being put in. Many of the ideas which have helped make this shop almost unique on the Southwest Side of Chicago were given to Mr. Solar by Hans Schoessling, manager of the wholesale Victrola department of the Rudolph Wurlitzer Co.

Quincy Factory Active

Word comes from Quincy, Ill., home of the Wolf Mfg. Industries, that this concern, instead of wasting time in the discussion of business conditions, has made a study of the situation and has brought out several new models, which are expected to make a strong sales appeal. The new machines possess many individual points and features calculated to interest the trade and the public. The Wolf Co. believes that there is a peculiar something about the phonograph that will usually make a buyer out of a looker, and it is this something that they feel they have brought into their new models.

Another important feature is said to be the concern's jobber plan, which, it is claimed, has been warmly received among large jobbers and has brought an increased volume of business. A great amount of this business is from dealers who are stocking up for the Christmas trade. The Wolf Mfg. Industries is strongly urging its dealers and jobbers to place orders as early as possible and not wait until the last moment. This latter is a very good idea and, in passing, we would suggest that it might be a good idea for every one having to do with sales for jobbers and dealers to point out that there is going to be a decided car shortage this year and a great amount of freight congestion. It is, therefore, a good idea for every one who expects to take on a new supply of goods for the holiday trade to be sure and "Do your Christmas shopping early" in order to have enough merchandise on hand to take care of holiday business.

Historical Window Display

A glimpse of the piano business fifty years ago is contained in the window display now being made by Lyon & Healy commemorating the Chicago fire of 1871. A ledger in the handwriting of P. J. Healy himself records a number of pianos burned in the Lyon & Healy store. Photographs of the earlier Lyon & Healy establishments permit of an interesting comparison with the wonderfully equipped Chicago house as it stands to-day.

### CHICAGO CONCERN CELEBRATES

Glick's Talking Machine Shop Marks Tenth Business Anniversary With Formal Opening of Handsomely Remodeled Quarters

Glick's Talking Machine Shop, 2100 West Division street, Chicago, celebrated the tenth anniversary of the establishment of the business on September 17 by holding a formal opening of the company's remodeled store, containing new furnishings and equipment throughout. The entire equipment is of the most elaborate character, with rich paneling and plate glass. All windows are curtained, floors are richly carpeted, and potted plants along the tops of the partitions lend to the attractiveness of the whole.

There are ten sound-proof demonstration rooms in all, devoted exclusively to the display and sale of Victor talking machines and records.

### A HUSTLING YOUNG SALESMAN

PITTSFIELD, ILL., October 4.—One of the youngest Pathé boosters in the United States is said to be Marion C. Allen, seventeen years old, and son of the proprietor of the Allen Jewelry & Music Co., enterprising Pathé dealers in Pittsfield, Ill. Mr. Allen has selected as his territory the surrounding country and makes daily trips into his territory with a motor truck.

### "Does It Play All Records?"

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

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

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

Send your name and let us tell you more!

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.



**Jeanne Gordon's clear contralto rises to great heights in *Samson and Delilah*—“Amour viens aider ma faiblesse” (Love, lend me thy Might). Lovers of opera will want this record in their collections. Columbia 49740.**

**Columbia Graphophone Co.  
NEW YORK**



**NEW JEWEL ATTACHMENT A SUCCESS**

Jewel Phonoparts Co. Introduces New Attachment for Edison Phonograph That Is Proving Very Popular—Embodies Several Distinctive Features—New Folder Illustrating Attachment Now Being Distributed to Trade

The new attachment recently introduced by the Jewel Phonoparts Co., of Chicago, for playing all records on the Edison phonograph has met with a tremendous success, and the company has received enthusiastic letters from Edison jobbers and dealers throughout the country. This attachment represents extensive experimenting and hard work on the part of A. B. Cornell, sales director of the company, and T. E. Davidson, superintendent.

Both of these well-known talking machine men devoted considerable time to the production of an attachment for Edison phonographs that would be controlled by the lever as is the Edison phonograph itself. They concentrated on this phase of the subject, for they had been told by prominent Edison executives that any successful attachment for the Edison phonograph must absolutely synchronize the difference in the automatic feed of the Edison and that of lateral cut and Pathé records, must look like part of the Edison phonograph and not like an attachment, that it must have no harsh nasal metallic tone but be perfectly natural, that its volume must be

very great, must be simple and automatic in construction, fool proof and the price must be very reasonable.

They profited greatly by valuable suggestions given to them by the Edison jobbers and dealers, and the new Jewel attachment for Edison phonographs is well entitled to the praise that it is receiving everywhere. The reproducer used with the attachment has been on the market for several years, many refinements and improvements having been made on it so that it has long passed the experimental stage and has been accepted by the trade as a standard of true tone reproduction, volume and simplicity. The Nom-Y-Ka diaphragm with which it is equipped is the invention of the Jewel Phonoparts Co. and has distinctive qualities which, according to the company, make this diaphragm practically unbreakable. The company also states that it has the property of absorbing needle scratch and bringing out all overtones.

The new attachment is thoroughly automatic as regards changing from lateral to hill-and-dale position and vice versa, without the necessity of loosening and tightening thumb screws, etc., and the reproducer turning up automatically to a convenient position for changing needles is a new departure. The air-tight ball and stock principle, used to give perfectly free up and down and side-wise movement, not only gives it a floating action, but synchronizes the difference between the automatic feed of the Edison phonograph which has 150 record grooves to the inch and that of lateral cut records which have 100 record grooves

to the inch with the Pathé having ninety to the inch. As a consequence of this synchronization the reproducer travels over the record in the proper relative position and equalizes the weight of the reproducer so that at all points it is the same.

A copy of a very handsome folder has just been received, fully illustrating and describing the device, and the Jewel Phonoparts Co. and Mr. Cornell, who compiled it, deserves to be congratulated on its completeness and practical value.

**GRINNELL BROS. PLAN ALTERATIONS**

KALAMAZOO, MICH., October 6.—Plans are under way here for extensive alterations at the Grinnell Bros. store, at 107 East Main street, which, when finished, will make this one of the finest establishments in the State. The main floor of the store will house the talking machine and record departments. The plans include the construction of a service and sales counter in the front, backed by a record rack which will have a capacity of 5,000 records. A series of sound-proof demonstration booths will also be located on this floor. The offices and shipping room are in the rear. A balcony with comfort and retiring rooms will be one of the features of the place. Colonial type of architecture will prevail, the color scheme being white and old gold. The basement will contain the player-piano department and the second and third floors will also be devoted to a most imposing display of pianos.

**A High-Class Cutter**

Sharpens 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**

832-840 So. Central Ave., CHICAGO

**The BABY Phonograph**

will not only add sales to your fall and holiday business, but its display will act as a stimulus to attract buyers into your store.



Write or Wire for Dealers' Proposition.

**SYMPHONY MUSIC COMPANY**

1020 Wilson Avenue

Chicago, Illinois



# H.K. Lorentzen

Manufacturer of  
**Exclusive Cabinet Hardware and Accessories**  
 60 Grand Street  
 New York City

## NEW LOCAL BRUNSWICK ACCOUNTS

Several Important Accounts Opened in Metropolitan Territory—Exclusive Brunswick Shops Will Give Line Important Representation

Among the recent additions to the already large Brunswick dealer list on Long Island is the new exclusive Brunswick shop opened at Freeport by Chris. Chapman. Mr. Chapman is a well-known musician of twenty-five years' experience and has attained quite a reputation in the talking machine industry, where he has made many recordings for several leading record manufacturers. This experience well fits him for his new line of endeavor. T. J. Garland.

Long Island and New Jersey representative of the New York office of the phonograph division, was responsible for the opening of this new exclusive Brunswick shop, which is one of the many deals closed by him within the past few months.

Another exclusive Brunswick shop opened in Long Island City is that of the Queensboro Furniture Co. which will be under the management of W. Chapello, who has had a wide experience in the merchandising of talking machines in metropolitan New York. He intends to make this new Brunswick shop one of the most attractive in Greater New York.

"Stacks," a well-known Brunswick dealer in New York City, is announcing the opening of a

new store featuring Brunswick phonographs and records, at 224-226 East Fordham road, by sending out very attractive invitation cards to a large number of people in uptown New York. On this occasion a professional orchestra, together with several prominent vocalists, will render selections during the day.

## SEEK ASSESSMENTS FOR CHAMBER

Talking Machine Manufacturers to Be Asked to Contribute Monthly Sums Based Upon Volume of Business for the Support of the Music Industries Chamber of Commerce

At a meeting of the board of directors of the Music Industries Chamber of Commerce, held at the Chamber's headquarters, 105 West Fortieth street, New York, it was voted to request officially each talking machine manufacturer to pay a monthly assessment of one-twentieth of one per cent of gross sales each month in support of the Chamber, with a maximum assessment of \$1,500 for any one month. It was stated that a number of talking machine manufacturers have contributed substantial lump sums from time to time for the support of the Chamber, but there has not been developed any definite basis of income from the talking machine trade. The assessment system has worked out very successfully with various other branches of the music industry, and it is believed to be the fairest system inasmuch as each company pays only in accordance with the actual volume of business handled.

At the same meeting a proposal to engage publicity agents to develop a more general interest among musicians and the public at large in the music industry was placed in the hands of a committee for early consideration.

The progress of tax legislation and the work being done under Chamber auspices, in the fight against the continuance of excise taxes on musical instruments, were discussed at some length.

## L. J. UNGER'S SUCCESSFUL TRIP

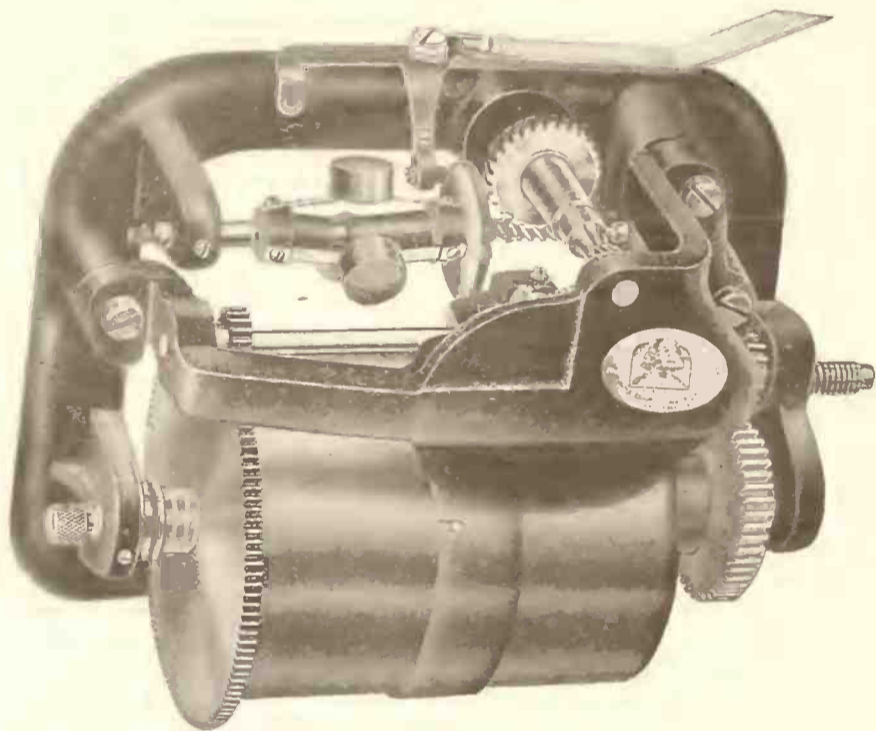
L. J. Unger, of the Brilliantone Steel Needle Co., recently completed a ten weeks' trip which carried him as far as the Pacific Coast. Mr. Unger reported that business was improving all over the country and that dealers expected good business during the Fall season. He brought back with him a large number of orders for immediate and Fall delivery which visualized in concrete form the dealers' expectation.

## FIGHTING ROOSTERS POPULAR

The Pathé Frères Phonograph Co., Brooklyn, N. Y., reports that its dealers are finding the fighting roosters, a phonograph toy attached to the turntable of the phonograph, particularly appropriate, due to its similarity to the well-known Pathé trade-mark. This toy is made by the National Co., of Boston, Mass., which also manufactures Shimandy, Ragtime Rastus and the Boxing Darkies. It consists of two fighting roosters, which furnish much entertainment as the turntable revolves.

The Farrar Furniture Co., of Bangor, Me., has added a Grafonola department to its store. Columbia machines will be handled exclusively.

# The SPHINX MOTOR



## Motor Refinement

*Better Designed*

*Better Built*

*Better in Operation*

**SPHINX GRAMOPHONE MOTORS, Inc.**

21 EAST 40th STREET, NEW YORK

## COTTON FLOCKS

.. FOR ..

**Record Manufacturing**

**THE PECKHAM MFG. CO.,** 238 South Street  
 NEWARK, N. J.



THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



RECENTLY I strolled through Central Park, and during my perambulations made the acquaintance of a friendly squirrel. Now, the squirrel is to be admired for his cleverness and foresightedness. If he cannot carry a large nut with the outside shell on it, he carefully gnaws off the outside shell and then carries it cheerfully along and hides it. And his storing of nuts for the Winter months shows foresight on the part of the little animal that points a moral.

It is time for the talking machine dealers to look far enough ahead for Christmas sales, yet at the same time not to jeopardize the impetus directed toward current business. Many dealers have started the Christmas Club Plan as one way of commencing Christmas sales. Such a club plan will often stop present high instalment sales and cash sales. A dealer in southern Pennsylvania recently devised a method by which he prepared for Christmas, and at the same time got a maximum amount of sales at the present moment. He had his Christmas Club Plan neatly printed upon cards giving full details as to down payments and small weekly payments, time of delivery, etc. These cards he distributed to his sales force. He instructed every one of his sales staff to try to make a direct sale of machines with a large down payment. If, however, the customer, after selecting his machine, decided that the amount of payment was too large, or decided that he would defer buying for a limited time, the salesman would then present the Christmas Club Plan to the prospective customer. The prospect, having selected the machine, the salesman would give him the different amounts of payments necessary on the club plan. The small weekly payment demanded in the club plan in comparison with the regular instalment sale is so small that the customer would immediately take the opportunity offered. If, however, the price was not a sufficient inducement a short talk by the salesman on the pleasure of a talking machine in the home for Christmas would soon close the deal.

Thus, a sale for the Christmas season was made when every other type of sales argument had failed. Yet the salesman had in no way jeopardized a chance of making a better sale through offering the Christmas Club Plan in the beginning.

\* \* \*

MARK TWAIN is credited with saying, "A classic book is a book that everybody admires but nobody reads." Truthfully, of course, this expression was made for cleverness, not for accuracy. Yet, at the same time, there is food for thought in this statement. Too many talking machine dealers are today presenting operatic music to the public in a manner which causes these selections to take the same place in awe and respect as do the musty shelves of great classics that one sees in the library, but which are read sparingly. After all there is nothing dry nor uninteresting in classical music. In fact, it is extremely entertaining and pleasing, so why not in the future sell your classical records to the public as a source of entertainment, the same as the more popular types of music? Why continue to sell them under the old cut-and-dried formula of "high-class music"? You may flatter some people when you suggest to them that they are buying high-class music, but for every one you flatter you scare out ten.

\* \* \*

YOU can go and talk Greek to the average layman, and you can advertise in your newspapers to stimulate trade with boys and girls. Neither has much value because both are out of place. Yet, there is a place for the Greek language, and there is an opportunity for sales with the students. Most dealers have found it unusually good business to advertise in whatever student literature is produced by local high schools and colleges. A small advertisement written in a light vein will create good will with the students and bring you many good customers. Don't overlook this channel for stimulating business with the younger crowd.

\* \* \*

OUR three illustrious Americans, Hart, Schaffner & Marx, who are now clothing the American business man, recently issued a booklet entitled "What Puts the Pull in Advertising." This booklet emphasizes the great importance of illustrations in advertisements, and points out that the handling of type alone to make an attractive advertisement is a special gift which few possess. Hence they do not often advise their customers to use plain type advertisements. After conducting exhaustive tests on the pulling power of advertisements with and without illustrations, results proved that the adver-

tisements which score highest are invariably those which are illustrated. The reason for this is simple. We all like to look at pictures. When you pick up a newspaper the first things to catch your eye are the illustrations. Therefore, the above-named company is absolutely correct in its assumption that illustrations invariably increase the value of the advertisement.

Great care must be taken, however, that the illustrations are of a high type, as good advertising requires really artistic illustrations.

The moral of this little chat is, don't try to do good advertising without good illustrations. Use type ads intelligently. Be careful in the layout so as to make them pleasing to the eye and appealing in a literary way. For the most part, however, it is best to use illustrations which can be obtained from the manufacturer whose machine you handle. I suggest using those that manufacturers supply, not because they are *their* illustrations, but because manufacturers' artwork is usually very good.

\* \* \*

THE following cleverly written essay is clipped from the P-B News of Washington, D. C.:

"In the beginning the Creator made all the good creatures in the world, the spirit of evil brooded mightily, and he introduced into the mind and heart of men the seed of jealousy and ill-will. When the evil work had become manifest in many deeds by men against each other, the devil gathered all the worst thoughts of all men, caused them to take shape, clothed them with suspicion, shod man with envy, gave him a yellow streak for a backbone, and christened him 'A Knocker.'

"The product was fearful to contemplate, so the All-wise Creator decided to make something to counteract it; so He took a sunbeam, the heart of a child, the sense of beauty in flowers, fields and the great outdoors, formed them into the shape of an upright man, girded him with equality and justice, armed him with mercy, righteousness and good will and named him 'A Booster.'"

And I might add that customers choose the shops that they will deal with; and that they usually choose shops which praise their own line of merchandise, and do not knock their competitors.

\* \* \*

OCTOBER is the birth month of Verdi, the great composer. This gives you a chance to put in a special window that will call attention to the numerous records of the operas composed by this famous Italian.

Cover the sides and back of your window with rich, plush throws or other neutral material. About the floor of the window group records, selected from the operas by the great composer. In the center mount a card neatly printed in black lettering with the following inscription:

"This is the birth month of Verdi, the great Italian composer. Born in October, 1813, the son of a poor innkeeper at Roncole, he wrote his first grand opera at 26 and his last at 80, including 'Rigoletto,' 'Il Trovatore,' 'Traviata,' 'The Masked Ball,' and many others. Commissioned by the Viceroy of Egypt to compose 'Aida' for \$20,000. We have in stock many beautiful selections from his operas sung by world-famous artists. Come in today and hear them."

Such a window as this will stimulate sales in records of this immortal type of music.

\* \* \*

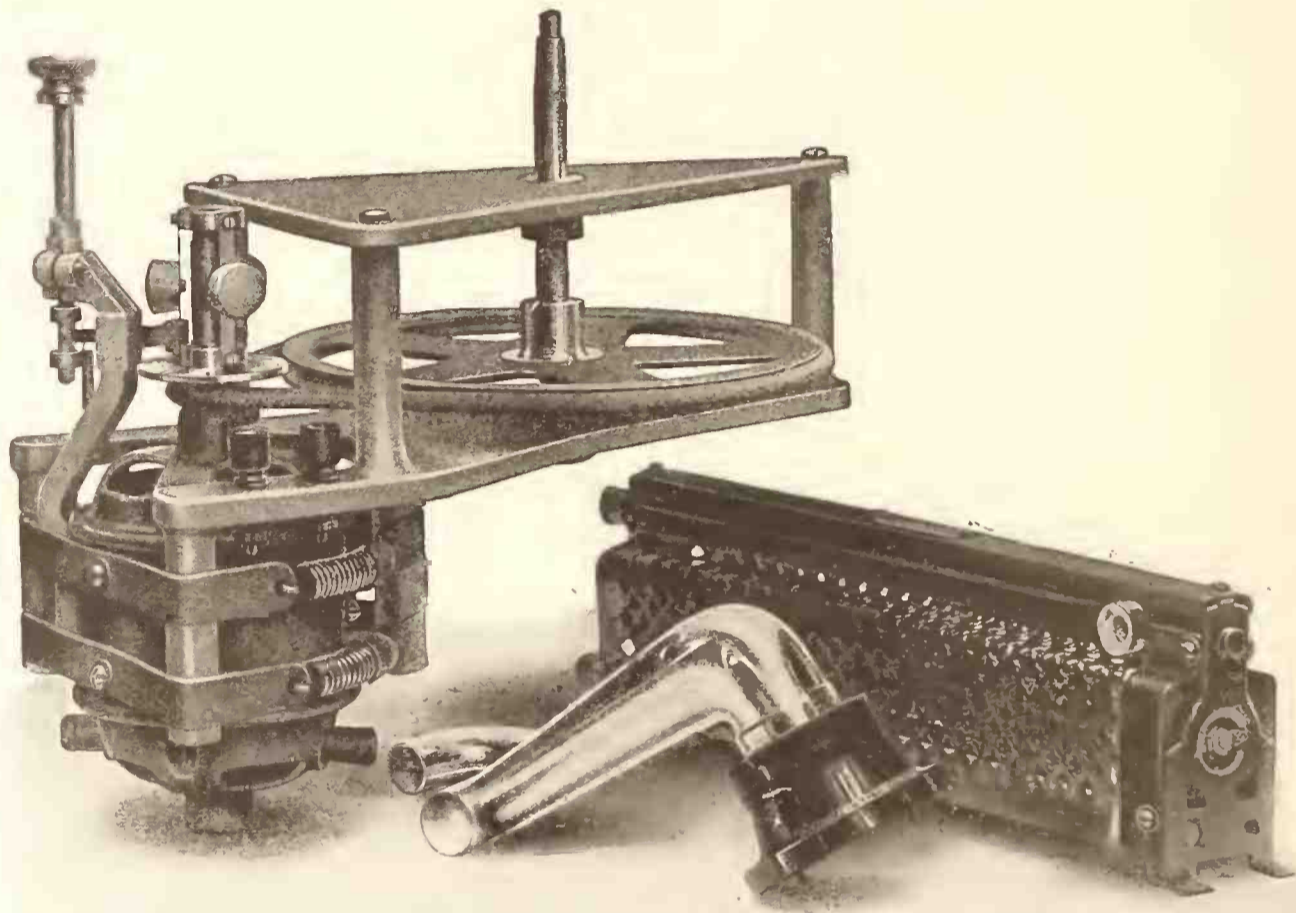
THE man who can apply a clever expression to his business often gains considerable publicity from people quoting or referring to the cleverness of his idea. Recently a dealer connected up one of the famous expressions of one of the most noted actresses in America with the sale of cut-out records. He piled a large number of cut-out records in his window and then placed in the center a sign which said in small type, "This is the last opportunity the public will have to buy these selections as they are no longer being manufactured. In other words, act quickly if you wish these selections, for, in the words of the illustrious actress, Ethel Barrymore, 'That's all there is, there isn't any more.'" The name, Ethel Barrymore, and the quotation appeared in large letters. If this idea has not already been worked in your city, try it, and you will find it successful as an attention catcher.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.



# *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

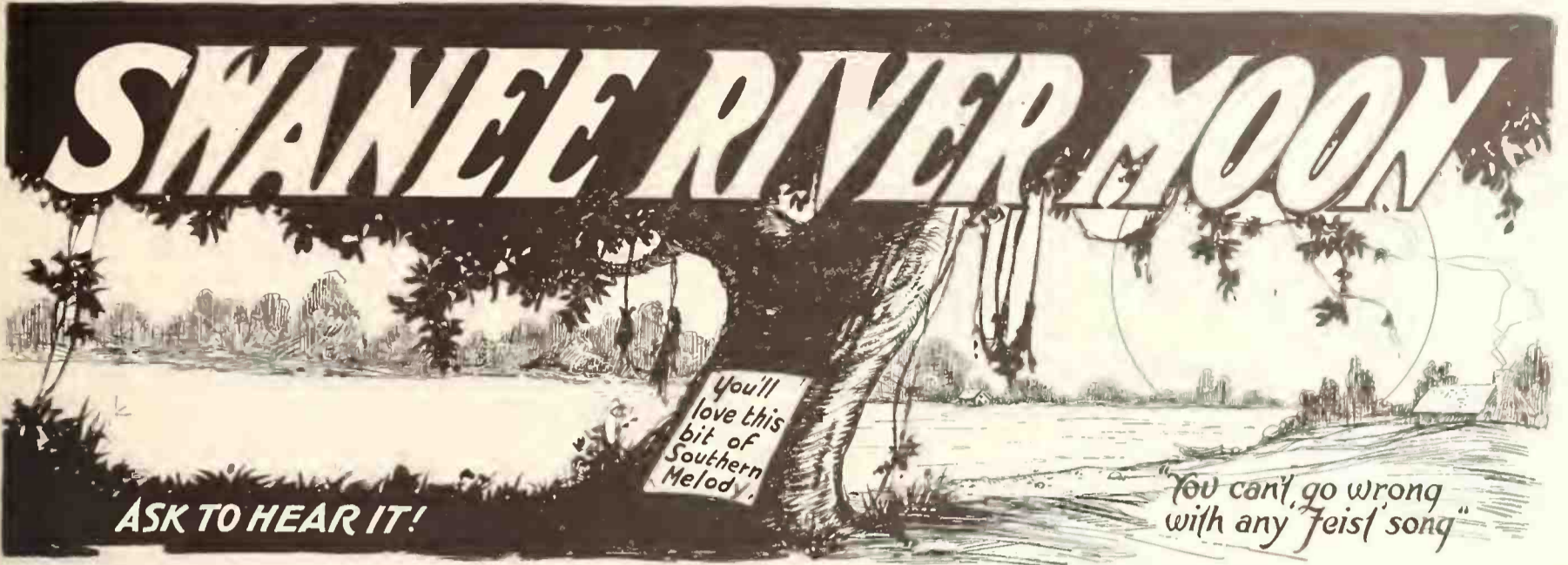
Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD . . . . . LONDON, E. C., ENGLAND





**NO REDUCTION IN EDISON PRICES**

Official Statement Just Issued That No Reduction Is Contemplated in Prices of Edison Phonographs This Year or During 1922

ORANGE, N. J., October 10.—The following official statement regarding Edison prices was issued by William Maxwell, first vice-president of Thos. A. Edison, Inc., to-day to distributors of Edison phonographs:

"As is well known, the selling prices of Edison phonographs have increased less than 15 per cent since 1914. Mr. Edison absorbed most of the increased cost of manufacture rather than increase his prices to a point where they would have to be reduced at a later date. The prices of Edison phonographs cannot and will not be reduced on January 1, nor is there the slightest indication that they can be reduced at any time during 1922."

**A TONE MODIFIER OF MERIT**

The Mutual Phono Parts Corp., New York City, is placing on the market, in addition to its line of tone arms and sound boxes, a tone modifier of an original nature. This modifier is placed directly upon the sound box itself and actually modifies the tone through the controlling of the vibrations of the stylus bar. Through the means of a sliding weight the vibrations are controlled to a varied degree, thus permitting a wide range of tone volume. As the tone is modified directly upon the sound box the Mutual Phono Parts Corp. is featuring this modifier to the manufacturers of portable machines, although it is equally advantageous upon all other models. The manufacturer claims many advantages for it—that it is simple, indestructible, protects the mica and is readily adaptable to every known make of sound box. Those who have tested this modifier speak highly of it.

**GENERAL MANAGER OF ECLIPSE CO.**

Edward B. Lyons Appointed General Manager of Eclipse Musical Co., Victor Wholesalers in Cleveland, Succeeding Charles K. Bennett

CLEVELAND, O., October 3.—Announcement of the appointment of Edward B. Lyons as general manager of the Eclipse Musical Co., Victor



Edward B. Lyons

wholesalers, was made to-day by T. H. Towell, president of the company. Mr. Lyons assumes the executive position made vacant by the resignation of Charles K. Bennett, who has been general manager of the Eclipse for the last six years. Mr. Bennett has contemplated going into business for himself for some time. He expects to be able to announce his plans at an early date.

Mr. Lyons has been sales manager of the Eclipse for the last six years. During that period

he has become a factor in the talking machine industry in northern Ohio. Prior to joining the Eclipse Mr. Lyons was with the Victor Talking Machine Co. in the Camden factory. Later he joined the traveling sales staff, and finally was appointed district manager for the company in the South. In all he has been in Victor service for the last twelve years.

As secretary of the Talking Machine Dealers' Association of Northern Ohio, which post he resigned some time back, Mr. Lyons was instrumental in making it one of the strongest talking machine trade organizations in the country. He also has managed Victor artists' concerts in Cleveland for the association, always making these events financially successful.

T. H. Towell, founder of the Eclipse business, and P. J. Towell, vice-president of the company, will be active in the direction of the company's affairs.

**J. C. DUNAS VISITS NEW YORK**

J. C. Dunas, of the Cole & Dunas Music Co., Chicago, was a visitor to New York early last week, calling upon some of his many friends in the trade. Mr. Dunas stated that business conditions in the West were steadily improving, and he also mentioned the fact that he had closed a very important deal in New York, calling for the immediate shipment of a large number of phonographs and other talking machine products handled by his house.

**JAFFE SAILS FOR EUROPE**

Henry Jaffe, the well-known Victor dealer of Hoboken, N. J., left for Europe early this month, where he will spend six weeks visiting the trade.

Many dealers spend money advertising service and when customers enter the store they find service a minus quantity.

**CHARMAPHONE PORTABLE WITH REAL HORN AND WONDERFUL TONE**

**Retails at \$30.00**

Weight 15 lbs., size 13"x13"—fine mahogany cabinet with nickel corners, holds ten 12" records, equipped with Heineman double spring motor and universal tone arm.

**ATTRACTIVE—COMPACT—DURABLE  
BIG SALES GETTER AND PROFIT MAKER**

The Charmaphone Co. finances all your leases. No additional capital required to do an unlimited business.

Send for our proposition

**CHARMAPHONE COMPANY**

39 West 32nd St., New York City

Factory: Pulaski, N. Y.





RETAIL AND WHOLESALE "OPENINGS" IN WASHINGTON

Rogers & Fischer Open New Wholesale Establishment—Louis & Co. and the Gibson Co., Inc., Hold Formal Openings of New Retail Quarters—Business at the Capital City Brisk

WASHINGTON, D. C., October 9.—The opening of a new Victor wholesale house and of a large addition to a retail talking machine shop, together with the formal opening of a new Victor retail house, mark the beginning of the Fall trade in Washington.

Though the trade, especially in records, has been above the Summer normal, a definite increase in trade volume has already set in and an unusually prosperous Winter is expected by the majority of local dealers.

Rogers & Fischer, for years one of the city's leading Victor houses, opened their new wholesale establishment at 1219 I street northwest, October 1. The new building, a three-story structure, 142 by 26½ feet in size, has not yet been completed and only the two lower floors are now in use. The top floor will be poured during the week, walls and floors being of rein-

forced concrete, and should be ready for use within two or three weeks.

The formal opening of Louis & Co., at the corner of Seventh and G streets northwest, was also held October 1. This concern, which took over the retail trade of Rogers & Fischer, is one of the largest exclusively Victor retail houses in the city. Under the active leadership of Gus Louis the new store, opened for trade September 1, has had an exceedingly auspicious month's business. The store is ideally located, with the Seventh street and the G street car lines crossing in front of its door and with the F street line one short block south and the Ninth street line two short blocks to the west. The store is especially convenient for women shoppers and during its first month has been largely patronized by them. It has the added advantage of being the only Victor house in the

immediate neighborhood, which is important.

The Gibson Co., Inc., handling the Edison and Brunswick lines, held the formal opening of a new music shop, adjoining the old store at 917 G street northwest. This company has handled the Edison line for several years in rooms on the second floor of the old building, which is devoted to the sale of surgical instruments.

With the opening of the new addition the Brunswick line has been added. One of the finest libraries of the Edison "Re-Creations" in Washington is a feature of the store. A balcony has been built in the rear of the store and will be used for phonograph recitals during the Winter. One of the features of the opening week was the exhibition of Edison's original phonograph, patented in 1878, which was loaned by Mr. Edison for the occasion.

McHugh & Lawson, 1222 G street northwest, report an increasingly brisk demand for Aeolian-Vocalion and Pathé records as the Fall trade begins to pick up.

The Victor houses are all doing well. Demand for Caruso records seems to be holding up almost to the standard of the week following his death, according to the majority of the dealers.

With the completion of two new booths and substantial enlargement of the record cases J. Edgar Robinson, at 1306 G street northwest, is experiencing a decided increase in the volume of Columbia trade.

"GREAT RASSO" USES THE ACTUELLE

Great Vaudeville Entertainer Uses Pathé Actuelle in His Various Startling Acts

In company with the "Great Rasso" the Pathé Actuelle is touring the country under the auspices of the Orpheum Vaudeville Circuit. The marvelous act of this variety entertainer consists of playing the Actuelle while in the air balanced on the butt of a long horsewhip, the loop of which rests on his forehead. At the same time he juggles three Actuelle records with his right hand while he keeps another record spinning with his left. The music from the Actuelle emanates just as clearly as if the instrument were set on a table. "Great Rasso's" performance is typically Pathé. During his entire act the Actuelle and a large Pathé rooster statue are prominently displayed on the stage.

Pathé also figures prominently in another of Mr. Rasso's stunts, which consists of juggling three articles differing extremely in size and density, the first being a heavy ball about eight inches in diameter, the second a small piece of tissue paper crumpled into a ball and the third a real egg. Incidentally, the egg is concealed under the rooster statue until he is ready to perform this trick, and when revealing the egg he always gets a laugh from the audience with the remark, "Some rooster!"

Mr. Rasso is on his first tour of the country. He comes to us from Europe, where he has long been famed for feats of delicate jugglery requiring nerves of steel and a super-delicate sense of equilibrium.

Pathé dealers in the towns where Mr. Rasso will perform are planning to capitalize his appearance.

UNICOS FOR BELL TELEPHONE CO.

PHILADELPHIA, PA., October 4.—The Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine wareroom, has recently closed a large contract with the American Bell Telephone Co. for the installation of Unico equipment for its offices. There were many contestants for this work and the awarding of this contract, which will amount in the neighborhood of \$50,000, is a decided tribute to the product of Unit Construction Co.

John Charles Thomas, baritone, and exclusive Vocalion record artist, is now appearing as star in the operetta "The Love Letter," being presented at the Globe Theatre, New York, where he is achieving a genuine triumph.



- 3001 { Wang Wang Blues (Mueller-Johnson-Busse).  
Fox-trot..... Bennie Krueger's Orchestra  
Home Again Blues (Berlin-Akst). Fox-trot,  
Joe Colemau's Orchestra
- 3002 { Pucker Up and Whistle (Franklyn-Vincent).  
Fox-trot..... Merry Melody Men  
I Found a Rose in the Devil's Garden (Fisher).  
Fox-trot..... Harry Raderman's Orchestra
- 3003 { All By Myself (Berlin). Song, Orch. Acc.  
Sung by Flo Bert  
Peggy O'Neil (Pease-Nelson-Dodge). Song,  
Orch. Acc..... Sung by Arthur Fields
- 3004 { Ain't We Got Fun? (Whitting-Kahn-Egan).  
Fox-trot..... Lanin's Roseland Orchestra  
Cherie (Wood-Bibo). Fox-trot,  
Knecht's Dance Orchestra
- 3005 { Lucky Dog (Warshauer). Fox-trot,  
Lanin's Roseland Orchestra  
Jabberwocky (Kendis-Brockman-Brown),  
Harry Raderman's Orchestra
- 3006 { Stars and Stripes Forever (Sousa). March,  
Knights of Columbus Band  
National Emblem (Bagley). March,  
Knights of Columbus Band
- 3007 { Mon Homme (My Man) (Yvain). Fox-trot,  
Hazay Natzy's Orchestra  
Every Night (Natzy-Moscow),  
Hazay Natzy's Orchestra
- 3008 { Nice People (Brown-Walsh). Song, Orch. Acc.  
Billy Jones, Tenor  
Wana (When I Wana You No Wana)  
(Friend). Song, Orch. Acc.... Arthur Fields
- 3009 { Beale Street Blues (Handy). Fox-trot,  
Bennie Krueger's Orchestra  
St. Louis Blues (Handy). One-step. Al  
Bernard Singing Chorus,  
Bennie Krueger's Orchestra
- 3010 { Crooning (Dubin-Wise-Caesar). Fox-trot,  
Max Fells' Orchestra  
Listening (Harris-Bell-Solman). Fox-trot,  
Raderman's Orchestra
- 3011 { Shake and Break Blues (Handy). Fox-trot,  
Connorized Jazz Hounds  
Aunt Hager's Children's  
Blues (Handy).  
Connorized Jazz Hounds
- 3012 { Oh Me! Oh My! (Youmans). Fox-trot. From  
"Two Little Girls in Blue,"  
Harry Raderman's Orchestra  
In a Boat (for Two) (Lange-Liggy-Klap-  
holz). Fox-trot... Lanin's Roseland Orchestra

- 3013 { Honolulu Honey (Weslyn-Applefield-Dyson).  
Hawaiian Guitars Acc. Sung by Hart & Shaw  
Vocal { Sweet Hawaiian Girl of Mine (Sam A. Perry).  
Hawaiian Guitars Acc., Sung by Hart & Shaw
- 3014 { Who'll Be the Next One (To Cry Over You?)  
(Black). Fox-trot..... Van Eps Quartet  
Inst. { Second-hand Rose (Clarke-Hanley). Fox-trot,  
Van Eps Quartet
- 3015 { Ma (Clare-Conrad). Fox-trot... Van Eps Quartet  
Inst. { All By Myself (Irving Berlin). Fox-trot,  
Merry Melody Men
- 3016 { My Daddy (Morgan-Norworth-Swaustrom).  
Orch. Acc..... Sung by Sam Ash  
Vocal { Tuck Me to Sleep in My Old Tucky Home  
(Meyer-Young-Lewis). Orch. Acc.,  
Sung by Sam Ash
- 3017 { Rosy Cheeks (Parish-Young-Squires). Fox-  
trot..... Biltmore Orchestra  
Inst. { Ilo (Black). Fox-trot..... Biltmore Orchestra
- 3018 { One Kiss (Wood-Burnett-Arnheim). Fox-  
trot..... Lanin's Orchestra  
Inst. { Saturday (Mitchell-Brooks). Fox-trot,  
Lanin's Orchestra

NUOVI DISCHI ITALIANI

- 116 { Una Gentilezza (L. Canora). Polka,  
Orchestra Siciliana  
Il Canto dell La Serana (L. Canora). Waltz,  
Orchestra Siciliana
- 117 { O Capo E Sugguta (Pugliese-Narciso). Acc.  
dell' Orchestra Napoletana,  
V. Di Maio, Tenore  
E Bellizzi D'A Stagione (Sica-De Lucia).  
Acc. Dell' Orchestra Napoletana,  
V. Di Maio, Tenore
- 118 { A Cerenara (Mattiello-Falvo). Coppia Voccia.  
Duetto Drammatico. Acc. Dell' Orches-  
tra Napoletana.  
Mala Nova. Coppia Covia. Duetto Dram-  
matico. Acc. Dell' Orchestra Napoletana.
- 119 { I'M Aricardo E Napoli (Esposito-J. Gioe).  
Acc. Dell' Orchestra Napoletana,  
Sung by M. Scialpi, Tenore  
Santa Lucia Luntano (E. A. Mario). Acc.  
Dell' Orchestra Napoletana,  
Sung by M. Scialpi, Tenore
- 120 { 'A Luna 'E Napule (L. Borrio-G. Spagnolo).  
Acc. Dell' Orchestra Napoletana,  
Sung by M. Scialpi, Tenore  
Che Bella Cosa 'Oi Ne' (Barbieri-Capolongo).  
Acc. Dell' Orchestra Napoletana,  
Sung by M. Scialpi, Tenore

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., - - - New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE



S. B. DAVEGA CO. OUTING

Employes of Five Stores Have Very Enjoyable Time at Bear Mountain—Some Notable Participants in Sports Programmed for Event

The employes of the five stores of S. B. Davega Co., Victor retailer, together with their friends and representatives of several of the New York Victor distributors, journeyed to Bear Mountain on Sunday, October 2. About 150 were at the pier of the Hudson River Day Line early in the morning ready to board the "Washington



Davega, Blackman and Berlow on the Run "Irving" for a trip up the picturesque Hudson. Entertainment was provided en route by four singers of Fred Fisher, Inc., music publisher.

Arriving at Bear Mountain, luncheon was partaken of, after which athletic events were the order of the day. The accompanying photograph shows S. B. Davega, head of the organization; J. Newcomb Blackman, of the Blackman Talking Machine Co., Victor distributor, and Max Berlow, of the sales staff of the Knickerbocker Talking Machine Co., Victor distributor, in a spirited sprint. The first race was won by Mr. Berlow and the second race by Mr. Blackman. After a day full of enjoyment the tired picnickers enjoyed a twilight sail down the river back to their homes in New York.

Honesty, truthfulness and belief in the commodity he sells are necessary to the salesman.

REINCKE-ELLIS CO. MAKES CHANGE

New York Office Closed and J. J. Davin Goes to Headquarters in Chicago—Explained That Move Is Designed to Promote Efficiency

The New York office of the Reincke-Ellis Co., creators of publicity material for the talking machine trade, was closed on October 1 with James J. Davin, who has been in charge of the Eastern office, going to Chicago to make his headquarters at the general offices of the company there. In announcing the change, the Reincke-Ellis Co. states:

"The broad experience of Mr. Davin in the Victor field, his long and intimate contact with and study of the Victor dealers' problems, plus his natural creative ability and good judgment, are factors which can be made much more valuable by having his personal contact and activities center in our main office.

"From the standpoint of delivery or any mechanical feature of service we can serve the trade just as well from Chicago as from New York, if not indeed better, and from the standpoint of enabling dealers to inspect our productions our New York showroom is no longer necessary, as the majority of Victor wholesalers now make it a practice to show all of our items in their own service rooms. Furthermore, practically every distributor's salesman has during the past year been furnished with our complete and fully maintained loose-leaf binder showing all of our products and giving full data concerning them, thus making inspection and information on all of our items available to every dealer in his own store."

NEW VOCALION RECORD ARTIST

Grace Kerns, Soprano, Notable Addition to Growing List of Singers

A recent addition to the list of Vocalion record artists is Grace Kerns, one of the leading American concert oratorio sopranos, who is soloist at St. Bartholomew's Episcopal Church, New

Blue Ribbon Saxophones Quality

When you buy a Blue Ribbon instrument, you are taking no chances. Blue Ribbon instruments are built by master builders with unlimited facilities and equipment. First-class workmanship is the outstanding feature of the Blue Ribbon line. There is that immaculate little dash of class about them that stamps them as the handiwork of highly skilled and well experienced workmen. Each instrument is thrice tested before it leaves the factory, and has been played and approved by an inspector of professional experience.



Order Now Right From This Ad

The Cole & Dunas guarantee of absolute satisfaction stands behind each sale. If you are not absolutely satisfied in every respect you may return the merchandise to us at our expense.

C. Melody

Each Saxophone equipped with the single-octave key. Standard American method of fingering. Supplied with silver-plated music lyre, mouthpiece, reed holder with protecting cap, one reed and carrying strap. Low pitch.

No. 1100A—Brass, highly polished, Each \$58

No. 1101A—Silver-plated sand blast, points burnished. Gold Bell. Each \$76.00

Carrying Case

No. 1120A—High grade keratol case, lined with purple velvet. Snug fitting, well made and wonderful appearance. Price each \$6.95

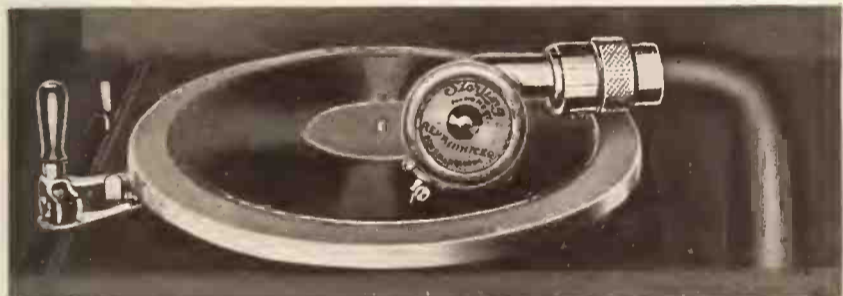
COLE & DUNAS MUSIC CO. 50-56 W. Lake St., Chicago

Write for Bulletin

Our new fall bulletin shows everything in phonographs, musical instruments, supplies and accessories. Our bulletin is used as a buying guide by hundreds of dealers because our prices are so low. Send for it. It is free.

York, and is said to receive the largest salary of any church soprano in the country. Miss Kerns' first Vocalion recordings appeared in the October list, one being a duet arrangement of "Whispering Hope," with Nevada Van der Veer singing contralto, and the other a soprano solo, "The Nightingale's Song."

M. Guy Archibald is a new dealer in Mechanic Falls, N. Y.



A Statement of Purpose and Principle

NEARLY three years ago the Sterling Devices Company designed and placed on the market the now well-known Sterling Reproducer and Edison Attachment.

In designing this Attachment the engineers of the Sterling Company had clearly in mind the distinctive features of the wonderful Edison phonograph. They had no expectation of improving the Edison Reproducer, for there is no reproducer that will play all Edison records better than the Edison Reproducer. They were actuated with the single idea of making it possible to play Victor and other lateral cut records perfectly on the Edison machine.

The purpose of the Sterling Edison Attachment is to play other than Edison records (either lateral or vertical cut) on the Edison phonograph; at the same time if one wishes to play Edison records on the Edison machine with the Sterling Edison Attachment he will not be disappointed.

The combination of the wonderful Edison phonograph and the no less wonderful Sterling Reproducer makes all other records perform better than on the machines for which these records were originally intended.



STERLING

Reproducer with Edison Attachment

PLAYS ALL RECORDS

Write for New Prices on Sterling Tone Arms and Reproducers.

Sterling Devices Co.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.





*Mr. Dealer*

AT LAST IT'S HERE  
LET YOUR CUSTOMERS MAKE THEIR  
OWN RECORDS AT THEIR HOMES

**THE "RECORDOLA"**

*Just what you have been waiting for*

The Perfect Recorder and Reproducer. May be  
attached to any phonograph

SIMPLE TO USE, POSITIVE IN OPERATION

*Every Phonograph Owner a Prospect*

Complete "Recordola" outfit, handsomely nicked, including a double-faced recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE \$26.00, usual trade discount

**RECORDOPHONE CO.**

Suite 1105, 220 Broadway, New York, N. Y.

**MERCHANDISING IDEAS FROM EDISON SALES CONTEST**

Edison Dealers in Kansas City Territory Sell 1,283 Edison Machines in a Campaign Carried on for Fifty-one Days—Some Interesting Details of the Contest and Some Pertinent Conclusions

KANSAS CITY, Mo., October 7.—Edison dealers of the Kansas City territory are rejoicing over their success in the contest, recently closed, in which they sold more Edison machines than the dealers in the Detroit, Chicago and Milwaukee districts combined.

The contest, as announced in the August number of *The World*, was for a period of fifty-one days, and was conducted along lines of a previous contest held in the Kansas City district under the leadership of H. A. Bailey, sales manager. So successful was the former contest that the other three districts were induced to join in the new contest, starting about the first of August and running up to the middle of September. During the fifty-one days, the 134 dealers in this territory sold 1,283 Edison machines. The leader in the selling was Frank Runenberger, who sold

ninety-four machines in the fifty-one days of the contest.

From this territory there were five winners who made the trip to New York and Orange to see Mr. Edison, and these five were accompanied by Mr. Bailey, and the manager of the district, M. M. Blackman. From Chicago and Milwaukee there was a delegation of ten, and from Detroit a delegation of seven. These went down the Hudson, into the offices and factory of the company in New York and Orange, met Mr. Edison, and had a half hour's visit with him, dropped down to Washington, where they were presented to the President by Senator Capper, and back to Chicago, where they were given a great day by Mr. Babson, the manager of the territory including the four districts.

In each of the districts the towns and cities

were divided into classes according to size. The first class was for towns under three thousand population. From this class came the leader, Frank Runenberger, of Harrisonville, Mo., who led with ninety-four sales. In this same class there were two others who would have been leaders had they been matched against dealers in another class, for B. G. Hall, of Lincoln, Kans., sold seventy-four machines, and W. E. Cahill, of Windsor, Mo., about sixty, while in this same class there were quite a number who sold from fifteen to twenty-five.

In the class from 3,000 to 7,000, Miss M. L. Marcus, of E. M. Chapell & Sons, of Concordia, Kans., won with forty-four sales.

In the class of towns with a population of from 7,000 to 15,000, Carl Latenser, of the Carl Latenser Music Co., of Atchison, Kans., won with thirty-nine sales.

In the class of towns numbering over 15,000, the Eshelman Music Co., of St. Joseph, Mo., won with forty-nine sales. W. H. Young, salesman for the firm, was its delegate on the trip.

The winner of the lucky number prize was John Uden, of Drumright, Okla., who won the prize, although he had only two sales to his credit.

The achievement of Mr. Runenberger was very remarkable. At the home office he was given the title, "The Man of War," and was toasted and praised, Mr. Maxwell declaring that his record of sales had never been equaled.

In discussing the campaign which led to his signal victory, Mr. Runenberger was decidedly modest about it, and declared that it was not so much to the credit of the man as it was the successful methods used. But Sales Manager Bailey insists that the devising of the plans and working them through were to the credit of the winner, whatever he might say to the contrary.

The plan followed was about as follows: So soon as the contest was started, Mr. Runenberger wrote a letter to each of the Edison owners in his territory, explaining that he was in a contest with Kansas, Oklahoma and Arkansas, and that he needed their help. He asked that each one of the Edison owners send him a list of names of persons who were interested in music and who might buy an Edison. From this first circular letter he received a list of over 700 names. This list of prospects was the basis of his campaign. He wrote a letter to each of the prospects asking the privilege of giving a demonstration, if they were at all interested, and followed up the letter with such sales activities as possible. He used the local paper every week, and in seven issues of the weekly he had a full-page advertisement telling of the contest and of the merits of the Edison. One result of the newspaper advertisement was an order received from Colorado. There were fourteen of the instruments sold by mail and the whole ninety-four are so well "sold" that Mr. Runenberger says that they all will stick.

The contest, as a whole, is counted by the Edison people as one of the greatest they have ever put on, and is counted as valuable, not only because of the 1,283 instruments sold, but because of the sales possibilities revealed.

It is noted that the largest sales were made in the smaller towns—towns under three thousand people. There has been a disposition to believe that because the farmers were hard hit, therefore, they were not in the market at all for musical instruments. But it was in these communities that depend practically altogether upon the country for support that the largest sales were made. The plan of the follow-up along the line of Edison owners was again demonstrated to be a great winner. Then the fact that intelligent and liberal advertising pays big and sells the goods was again demonstrated.

The further fact that this great sales campaign was put on in the middle of the dullest time of the year—during August—and that it was such a signal success, shows that there need be no dull seasons, but that Edisons can be sold at any time of the year and under any climatic conditions. The further fact that one of the winners was a woman demonstrates that there has opened up another field for the activities of the fair sex.

**W A R N I N G**

*Wall Kane Needles Are  
Being Imitated*

**WALL KANE NEEDLES**

are the standard, trade-marked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

**Beware of Imitations**

*Inquire for our new  
jobbing proposition*

**The Greater New York Novelty Co.**

3922 14th Avenue

Brooklyn, N. Y.



# GLEANINGS *from the* WORLD *of* MUSIC

## MEETING THE COMPETITION OF THE SYNDICATE STORES

Tendency of Chain Store Organizations to Open More Record, Music Roll and Sheet Music Departments Offers a Problem for Many Dealers—Question of Fighting Fire With Fire

Of particular news value to the majority of talking machine dealers is the series of announcements of contemplated openings of chain stores to handle talking machine records, player rolls and sheet music. Of course, not every dealer will find this of interest, as his situation may be such that he need not take cognizance of this sort of competition, but there are numerous dealers so situated that the entry of a chain store into their territory means something other than ordinary competition.

The merchandising methods of such organizations, their efficiency, sales methods, etc., can hardly be overlooked and even the talking machine dealer who has connections with well-known, reputable and established lines of merchandise will lose a certain amount of sales by chain store activities. To the smaller dealer, however, the opening of chain stores in his territory is of extreme importance and he must necessarily use every means possible to combat the activities of such organizations and make an effort to meet such competition.

The chain stores invariably carry only goods that have a quick sale. The main idea is to have a rapid turnover and deal almost exclusively in such products as mean quick profit. This has been the important element behind their success. They probably will not attempt to carry a standard catalog of records other than those titles that are universally accepted as

popular, but they will stock and feature the songs of the moment, the popular hits, just as fast as they are released, and this, too, in record, player roll and sheet music form.

It therefore behooves dealers in certain localities to give the opening of a chain store in their districts their most earnest consideration and among other things there should be the advisability of stocking the fast-selling, popular songs in sheet music form. There is no doubt that, aside from the profit involved in its sale, sheet music has an attraction in itself and is the means of bringing buyers into a store; there is something magnetic about a title page that has value other than the mere sale of such goods. This is proved by the success attained with sheet music departments by the various syndicate stores, who invariably place their departments in the back of the store, in the basement or on a balcony, the purpose being to bring the possible purchasers through the entire store. There is hardly any other merchandise that can be used in so advantageous a manner.

The importance of sheet music as an attraction has been admitted by several large piano retailing organizations which in years past refused to open sheet music departments in their warehouses, saying that there was no profit in such goods. That idea, however, is passé and several large piano concerns who have a number of retail stores have opened up sheet music de-

partments. The present retail prices of music assure them of a profit, but, of more importance in their eyes, is the fact that they have found that sheet music serves to attract customers who may be developed into piano purchasers.

Sheet music departments pay. Under the present wholesale and retail prices a dealer can handle the fast-selling popular numbers with a very small outlay of capital. The fact that the goods can be obtained overnight from centrally located distributors has its advantage and as there are at the most only fifty titles or less to be stocked at the outset the opening of such a department is simple. Then, too, the amount of space necessary to display such goods is not large, for with an up-to-date music rack six feet of wall space is all that is necessary.

We have elaborated upon the advisability of stocking sheet music, for we believe that sheet music is the most important piece of merchandise handled by syndicates. If, therefore, the talking machine dealer sees the contemplated opening of a chain store in his territory it would be well for him to give consideration to the advisability of opening a sheet music department, and if he thinks it is not possible that the syndicate store is likely to become his competitor the announcements of the latest activities of established and new chain store organizations should give him reason for thought.

It is announced that the Piggley Wiggle stores, with headquarters in Memphis, Tenn., have arranged to open "miscellaneous" stores carrying sheet music departments similar to those operated by the Kress and Kresge houses.

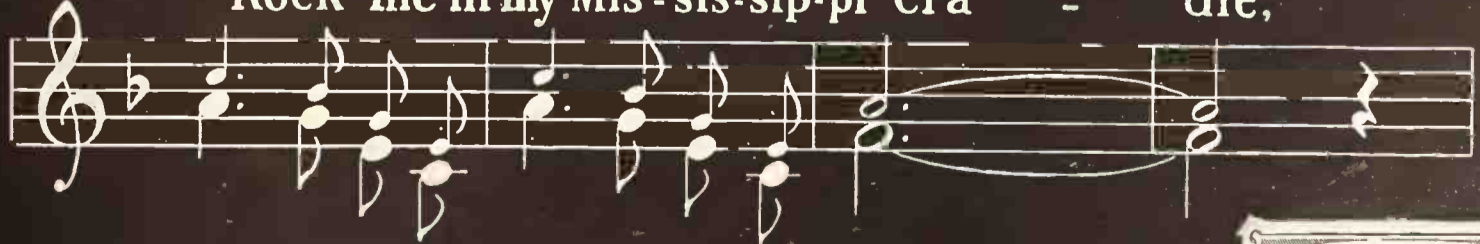
(Continued on page 134)

*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;

FORSTER  
MUSIC PUBLISHER INC.  
235 SOUTH WABASH AVE.  
CHICAGO

Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"



EIGHT HITS from the GREATEST MUSICAL SHOW EVER PRODUCED  
**IRVING BERLIN'S "MUSIC BOX REVUE"**

**"SAY IT WITH MUSIC"**

**"THEY CALL IT DANCING"**

**"EVERYBODY STEP"**

**"THE SCHOOLHOUSE BLUES"**

**"IN A COZY KITCHENETTE APARTMENT"**

**"MY LITTLE BOOK OF POETRY"**

**"LEGEND OF THE PEARLS"**

**"BEHIND THE FAN"**

**IRVING BERLIN, Inc., 1607 Broadway, New York**

**SYNDICATE STORE COMPETITION**

(Continued from page 133)

In addition, the United States Music Stores, Inc., a Maryland company, with headquarters in Baltimore, recently organized with Thomas E. Noonan as president; George West, who is a member of Hecht Bros., of Baltimore, as vice-president, and H. E. Paetow as secretary and treasurer, contemplate opening one hundred retail stores during the year 1922, carrying sheet music, player rolls and talking machine records.

Joseph Reinhorn, the well-known music dealer of New York, who operates a number of stores on Broadway, through his attorney, Julius Rayfield, is now carrying on negotiations for the purpose of opening a national chain of retail stores.

The Ohio Securities Corp., of Newark, O., is also arranging plans to operate a chain of retail stores carrying sheet music, player rolls and talking machine records.

**TO PRODUCE "HANDS OFF"**

"Hands Off," a farce with music written by Frank Bacon (the "Lightnin'" star), Joe McKiernan and Milt Hagen, is slated for Fall production sponsored by private capital. The two last-named collaborators hail from California, and are better known as popular songsmiths. Mr. Bacon supplied the libretto.

The same trio completed a musical comedy, "Tahoe," which will soon be produced.

**SINGING "JUST LIKE A RAINBOW"**

John Meyers, baritone, and Frank Croxton, basso, exclusive Victor artists, started on a tour early this month and will give 175 concerts with "The Eight Famous Victor Artists." One of the song numbers that this team will feature is the



JOHN MEYERS



FRANK CROXTON

Mary Earl and Ted Fiorito ballad, "Just Like a Rainbow." They sing this song in a most appealing manner and the applause it receives induced them to place it permanently in their program. Shapiro, Bernstein & Co., Inc., are the publishers of this successful song.

**"WABASH BLUES" FOR FEIST**

Leo Feist, Inc., will shortly release a new song and dance entitled "Wabash Blues." According to the professional department of the company, "Wabash Blues" is a "natural" and will be more popular than "Wang Wang Blues."

**NEW IDEA IN SONG PLUGGING**

**Song Leader Teaches Remick Songs to Theatre Audiences With Much Success**

An intensive campaign is being waged by Jerome H. Remick & Co. on their songs "Springtime" and "Dearest One." In some cities the company is receiving the co-operation of many motion picture houses, the method being to close contracts with the theatre managers to allow numbers to be rendered and slides of the lyrics thrown on the screen. The song-leader invites the audience to sing and teaches them the song line by line, and then verse by verse. According to sheet music dealers of Indianapolis, where this means of song exploitation was used, it created an exceptionally large sale for the numbers.

**"TAKE IT FROM ME" AGAIN ON TOUR**

"Take It From Me" looks like developing from a hardy annual into a mighty healthy perennial. This merry musical comedy by Will B. Johnstone and Will R. Anderson opened its third season in Cleveland recently and proved as fresh and mirth-provoking as ever. All the old musical hits remain, and with good reason, for it would be hard to find anything better to take the place of "The Call of the Cozy Little Home," "Take It From Me," "The Tanglefoot" and half a dozen other of Mr. Anderson's successes published by M. Witmark & Sons.

**THE COUNTRY'S QUICKEST "BLUES" HIT**  
 Everywhere is heard the



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"





# Ten Little Fingers and Ten Little Toes

*"You can't go wrong with any Feist song"* **A "Peach" of a song!**

ASK TO HEAR IT!

### "BLOSSOM TIME" OPENS

New Operetta, Based on Life of Schubert, Acclaimed by Critics

"Blossom Time," a musical play in three acts, based on incidents in the life of the great composer, Franz Schubert, with melodies by the same composer and H. Berte and adapted by Sigmund Romberg, was presented by the Messrs. Lee and J. J. Shubert at the Ambassador Theatre, New York, last month. The book and lyrics are by Dorothy Donnelly, being adapted from the original of A. M. Willner and H. Reichert. J. C. Huffman has staged the production, which is made under the personal direction of J. J. Shubert. A special orchestra of thirty pieces, under the leadership of Oscar Radin, has been assembled for the New York engagement.

A special cast assembled to interpret Schubert's music includes Olga Cook, in the prima donna role; William Danforth, Bertram Peacock (as Franz Schubert), Zoe Barnett, Frances Halliday, Eugene Martinet, Paul Ker, Emmie Niclas, Dorothy Whitmore, Ethel Brandon, Howard Marsh, Yvan Servais, Robert Paton Gibbs, Roy Cropper, Percy Askam and Lucius Metz.

"Blossom Time" has already been heard in Vienna, where it was produced in 1916; in Berlin and in Paris. As a matter of fact, it is still running in the latter city, under the title "Chanson d'Amour" ("The Love Song"). The "Song of Love" is the hit of the show, and, as is the other music, is published by Leo Feist, Inc., by arrangement with the Karczag Pub. Co., Inc., and M. Witmark & Sons.

### MUSIC SCORES FROM HUNGARY

Adorjan Otvos, recently arrived in this country from Hungary with several musical comedy scores to his credit, has composed a new fox-trot song "Tamayola," which is a new idea in fox-trot rhythm. The song is being published by the Tama Music Publishing Co.

### SELLS INTEREST IN MUSIC SHOP

Johnny Cooper, who operated the sheet music department in the Hancock Music Co., of Pasadena, Cal., has sold his interest to W. G. Hancock. Cooper also operates the Melody Shop in Los Angeles, Cal., and conducts the orchestra at the Vista del Arroya Hotel. He will devote his time to the two last-named enterprises.

### HUMPERDINCK PASSES AWAY

Prominent German Composer Dies at His Home in Germany

BERLIN, GERMANY, September 28.—Professor Engelbert Humperdinck, the well-known composer, died of apoplexy in Neu-Strelitz to-day.

The composer of "Hansel und Gretel" and "Die Konigskinder," both successfully produced in this city, was born at Sieburg, in the Rhine Provinces, September 1, 1854. After a thorough musical education he associated himself with Richard Wagner, whom he assisted in preparing the "Parsifal" productions of 1880 and 1881. It was at this time, too, that he began work on "Hansel und Gretel," originally designed merely for the amusement of his nephews and nieces.

Herr Humperdinck first visited this country in 1905 and again in 1910, when "Die Konigskinder" was given at the Metropolitan Opera House, New York City.

Earl Burtnett, writer of "Do You Ever Think of Me?" and other successes, has just placed with the A. J. Stasny Music Co. a new song entitled "Broken-hearted Doll." The Stasny organization plans an intensive Fall campaign on the number.

REFRAIN



MON-AS-TER-Y BELLS — SUN-SET FARE-THEE -WELLS,—

We Have Purchased from Lee S. Roberts, Inc., New York City

# MONASTERY BELLS

We Predict This Will Be The Biggest Waltz Song Hit Of The Season

Order Copies Now—At Special Introductory Prices

Sam Fox Pub. Co.  
CLEVELAND NEW YORK

*This Melody will haunt You!*





"PRESENTED BY THE ORIGINATOR"

# FRANKIE

DON'T BE LED ASTRAY



**FOX-TROT**  
WRITTEN and PUBLISHED BY  
**JACK SNYDER**  
1658 BROADWAY, NEW YORK

SINGLE,  
DOUBLE,  
QUARTETTE,  
& COMEDY  
VERSION,  
NOW  
READY



### MUSIC FESTIVAL IN BUFFALO, N. Y.

Annual Event to Encourage American Composers and Artists Occupies Entire Week—Curtis N. Andrews a Member of Advisory Board

BUFFALO, N. Y., October 8.—This has been a notable week for music in Buffalo, for it has been the occasion of the annual National American Music Festival, which occupied six complete days with three sessions daily, the headquarters being in the Elmwood Music Hall. The annual festival, which was originated by A. A. Van DeMark, and was held for a number of years in Lockport, being moved to Buffalo to give it wider scope, is designed primarily to provide means for enabling American talent among composers and artists to have a public hearing. American artists of national and even international reputation take part in the festival, lend their support to the cause of American music through that medium, and men prominent in every walk of life make addresses during the course of the week. Curtis N. Andrews, well-known Victor distributor in Buffalo, has for some time past been a member of the Advisory Board of the festival, and has taken an active part in the work.

### OPENS BRANCH IN LOS ANGELES

SAN FRANCISCO, CAL., October 1.—Edward P. Little, manager of the sheet music department of Sherman, Clay & Co., has returned from a motor trip to Los Angeles, where he established a professional department for Sherman, Clay & Co. Leonard Van Burg will have permanent charge of the department and will call on members of the trade and arrange song recitals at the local theatres. Mr. Little reports that "Melody," by Brigadier General Charles G. Dawes, is having a good sale among musicians in Los Angeles and San Francisco.

### NEW SHOW AT THE HIPPODROME

Much Music of the Lighter Sort in Latest Production—Some Elaborate Scenic Effects and Excellent Entertainment Features

The annual show at the Hippodrome, opened recently in New York, is full of good and lively music, as well as stage surprises. The show this year, entitled "Get Together," is not quite so elaborate as some of the previous Hippodrome productions, but nevertheless, in point of quality, measures up well with its predecessors and has the advantage of being offered at a considerable reduction in price. Each of the two big acts ends with a gigantic climax and there are some beautiful ballets staged by Michael Fokine and his spouse, Vera Fokina.

This year there is again introduced an ice ballet at the close of the second act, featuring Charlotte as premier skater, assisted by Katie Schmidt and others. There are elephants, jugglers, a trained crow and musical specialties.

The music in the new show is fully up to the Hippodrome standard and fits in well with the piece. There are, in fact, one or two numbers that will probably find considerable popularity outside of the show proper, but it is to be remembered that every production cannot have its "Poor Butterfly." The music is published by the Harms Co., New York.

### TO PROVIDE MUSIC FOR "ELSIE"

Sissle and Blake, the colored writers, who are appearing in the musical success "Shuffle Along," have been commissioned to do the musical numbers for a new Broadway production. The play, which is to be called "Elsie," will be given under the direction of Edgar MacGregor. M. Witmark & Sons, who publish the music for "Shuffle Along," will also publish the score of "Elsie."

### MELODIES TAKING PLACE OF JAZZ

Old-fashioned Ballads Superseding Jazz for Dancing—Prove Less Strenuous for Dancers

That melody songs are fast taking the place of jazz and novelties has been conceded in publishing circles for some time. Apropos this new type of song and dance we reproduce below an article which appeared in the Feist News, a monthly publication prepared for the general information of the trade:

"Despite the clamor for jazz the old-fashioned ballads with pure rhythmic melodies are fast coming into their own during the Summer months. Many of these are ballad fox-trots and revive the grace and charm of the old-fashioned waltz, which meets the requirements of dances with their very ease rather better than the peppy just-can't-keep-still jazz tunes.

"Proof of this was given recently in Atlantic City, when at Young's Million-dollar Pier 60,000 persons fox-trotted to the dulcet strains of 'Sweetheart,' played by Charles Strickland's famous orchestra.

"'Sweetheart' made its debut on the Strickland orchestra program along with several other 'buds.' The calls for repeat and encore were so insistent that the orchestra was forced to play it thirty times during three sessions. Its 'dolce far niente' rhythm caught the holiday crowds just right. 'Sweetheart' is by Benny Davis and Arnold Johnson.

"We believe it is one number which will begin the turn of the tide of music back to the days when beautiful melodies with lyrics of endearing sentiment were what the public asked for. It has been made on practically all the records and rolls."

The Gillette Motor Co., of Batavia, N. Y., has opened a special department for the sale of Victrolas and records.

## HITS of—"PUT AND TAKE"—HITS

BROADWAY'S FASTEST MUSICAL COMEDY

# "MY JUNE LOVE"

By SPENCER WILLIAMS

Alan Dale, America's Greatest Critic, says: "MY JUNE LOVE" is a wonderful song.

## "PUT AND TAKE"

The One-Step Hit of the "PUT AND TAKE" show

NOTE—Edith Wilson and Johnny Dunn's Original Jazz Hounds have made "NERVOUS BLUES" and "VAMPIN' LIZA JANE" on a Columbia Record. Special release in October.

**PERRY BRADFORD, Inc., 1547 Broadway, New York**



**TOURS OREGON TO PROMOTE MUSIC**

Mrs. E. M. McClusky, Educational Director of Sherman, Clay & Co., Campaigns State to Promote Music Memory Contests

PORTLAND, ORE., October 6.—An extensive campaign covering several States is being carried on by Evelyn M. McClusky, educational director of Sherman, Clay & Co., for the promotion of State-wide music memory contests. Mrs. McClusky is at the present time touring Oregon in its interests.

While traveling over the district, arousing the State regarding the contest and addressing institutes, she will endeavor to teach the value and possibilities of the Victrola in homes and schools. She will not only show the dealer how to "tie up" with the school work, but by reason of her experience in the "sales end" be of assistance with sales suggestions for the Victor line.

Subjects to be discussed are: How Music Educates, Rhythm in the Primary Grades, What We Mean by Contraction Drills, A Group of Musical Stories, The Evolution of the Orchestra. Before mothers' clubs the subjects will be: An Antidote for Jazz, the Kind of Music Children Should Hear, When and How, and Our Home Duty to the School Child.

In the city of Portland on her return she expects to be of assistance to the sales forces by supplying them each week with special news items regarding certain records and reporting on her activities in, and suggestions made to, the schools, clubs, etc.

**TO PRODUCE "LITTLE WHITE HOUSE"**

Leo Feist, Inc., to Publish Score of New Musical Comedy at Vanderbilt Theatre

The musical play which is to be the successor to "Irene" at the Vanderbilt Theatre, New York, is now in rehearsal and had its premiere performance at New Haven, October 3, after which event it is to come here for a run of in-

definite length. Its title is "The Little White House," and James Montgomery is the author of the book, while Harry Tierney wrote the music and Joe McCarthy the lyrics. The piece is being staged under the direction of that famous English directress, Mme. Claire, who came here from the London Gaiety Theatre under contract with the Vanderbilt Producing Co. to stage their productions. In the cast are Virginia O'Brien, Bobby Higgins, John Junior, J. O. Doud Clark and others. Leo Feist, Inc., publishes the music.


**REVIVAL OF "THE MERRY WIDOW"**

Lehar's Music, Though Familiar, Makes Strong Appeal to Present-day Audiences

The revival of Franz Lehar's operetta, "The Merry Widow," at the Knickerbocker Theatre, New York, recently, aroused much interest from both the public and the critics. In view of the tremendous success enjoyed by "The Merry Widow" when first presented there is considerable interest evinced in the revival from the standpoint of observing how the present-day public take it. Although much of the music has not lost its familiarity to the theatre-going public, the familiar airs were hailed with acclaim. The New York Journal, in the course of its criticism, said: "The famous 'Merry Widow' waltz weaves its lure about the audience as surely as ever, and lusty cheers arise from the orchestra to topmost gallery at Mr. Pasch's singing of 'I'm Happy at Maxim's.'"

"One by one the old favorite tunes, 'Vilia,' 'Women,' 'For I'm a Dutiful Wife' and 'I Love You So' lay their spell. Nevertheless the affair is thoroughly up-to-date, though the old waltzes are dance supreme here.

"'The Merry Widow' is one of those pieces that can be revived again and again. It will never grow old. Those who witnessed and heard its reopening will tell of the much-cheered event for some time to come." Chappell-Harms, Inc., publish the score.



**"Arkanssas Blues"**  
*Classic Blues*  
*A Down Home Chant*  
*Snappy Toodle*  
**Player Rolls, Sheet Music & Records**

**FRANCES CLIFFORD MUSIC CO.**  
*"Publishers of Real Songs"*  
**CHICAGO, ILL.**

**WYOMING**  
 LULLABY  
 WALTZ SONG  
 THE RAGE OF TWO CONTINENTS  
 GENE WILLIAMS

**CROONING**  
 FOX TROT SONG  
 by AL. DUBIN, HERBERT A. YEISE and WILLIAM F. CAESAR  
 THE OUTSTANDING SUCCESS

**JABBERWOCKY**  
 THE FOX TROT ECCENTRIQUE  
 by KENDIS AND BROCKMAN  
 WRITERS OF "I'M FOREVER BLOWING BUBBLES" "FEATHERY YOUR NEST" etc.  
 BROWN, EASTWOOD AND WESLYN

**FANCIES**  
 THE BEAUTIFUL  
 FOX TROT  
 LYRIC BY FLETA JAN BROWN  
 MUSIC BY HERBERT SPENCER  
 WRITERS OF "UNDERNEATH THE STARS" etc.

**WITMARK BIG 4 DANCE SUCCESSES**

Small Orch & Piano 25¢ net each      Full Orch & Piano 45¢ net each      Band 25¢ net each

**M. WITMARK & SONS · NEW YORK**  
 CARL FISCHER, Sole Selling Agent · COOPER SQUARE NEW YORK

See Advance Bulletin  
 FOR  
**RELEASES**  
 ON THIS  
**Big Selling Blues Hit**  
 and Order on Your Favorite RECORD



KAPTIVATING—KLEVER

KAPTIVATING—KLEVER—KOMIC

KLEVER—KAPTIVATING

WATCH FOR THE SPECIALS  
ON THE TIMELY AND SENSATIONAL HIT

## "THERE'S A BUNCH OF KLUCKS IN THE KU KLUX KLAN"

ROBERT NORTON CO., 226 West 46th St., New York City

KOMIC—KLEVER—KAPTIVATING

### FINE NEW STORE IN BAKERSFIELD

Don C. Preston Holds Formal Opening of Handsome and Commodious Music Store in That City—Provides Excellent Concert Program

BAKERSFIELD, CAL., October 1.—Don C. Preston recently held the formal opening of his handsome new music store at the corner of Nineteenth and H streets, this city, and the event proved of sufficient interest to attract attention of many local citizens.

Mr. Preston had prepared an elaborate pro-



Interior View of Don C. Preston's New Store

gram for the opening, which included the appearance of Hawaiian serenaders, who rendered elaborate programs of music and dancing both in the afternoon and evening.

Mr. Preston some time ago suffered considerable loss when fire damaged his former store and the stock therein, but from all appearances the fire was a blessing in disguise, for it provided the opportunity for Mr. Preston to secure larger quarters and to fit them up in a manner that compares most favorably with any music store in the West.

Each department of the store has been allotted plenty of space in which to operate, Mr. Pres-

ton handling pianos, player-pianos, Victrolas and Victor records, sheet music and musical merchandise. The new store provides over 120 feet of plate glass front for the display of instruments of various sorts.

### "GREENWICH FOLLIES" SONGS

M. Witmark & Sons Publishing Four of the Hits of That Popular Production

The "Greenwich Village Follies" of 1921 is considered to be one of the best musical comedies that has hit Broadway this season. It is especially rich in song material and some of the "novelties" in particular are assured success.

M. Witmark & Sons are the publishers of four of these numbers, "Down the Old Church Aisle," by Ray Perkins, and sung by the inimitable comedian, Ted Lewis; "Kill 'em With Kindness,"

featured by Al Herman; "I've Got the Red, White and Blues," introduced by James Duffy, and "Sundown Brings Memories of You."

### ENJOY HARRY A. YERKES' MUSIC

Harry A. Yerkes' popular orchestra, whose Vocalion dance records are in much demand, is now supplying the dance music of the Flotilla Restaurant, the unique resort opened recently at Sixth avenue and Fifty-sixth street, New York.

The Mount Sterling Furniture Co., Mt. Sterling, Wis., has become a Columbia dealer.

### RADIOPHONE CONCERTS FOR SHIPS

Portland Remick Song Shop Radios Latest Song Hits to Vessels at Sea Every Night—Plan Boosts Columbia Record Sales

PORTLAND, ORE., October 4.—Ships at sea are now enjoying the very latest musical hits as soon as they are given to the public. Frank Philip, of the Northwestern Mfg. Co., of this city, in conjunction with Clyde Freeman, the new manager of the Portland Remick Song Shop, is putting on a radiophone concert every evening for the benefit of ships that are on their way to and from Japan, Australia, San Francisco and South American points. Mr. Freeman and Carl Jones, the Columbia manager, are very enthusiastic over the success of these concerts and have furnished a Columbia Grafonola D-2 to the radio company, with a weekly supply of Columbia record hits for the nightly concerts. Many of the ships are installing a Magnavox so that everyone on board can hear the concert at the same time. During the past several weeks between 1,000 and 5,000 persons have been entertained nightly by the radiophone, and ships as far away as 1,750 miles have been able to pick up the concert and hear it distinctly. The name and number of the record are announced before each selection is played, and every night an average of twenty calls come back requesting the number of the hits and where they can be purchased. They are informed that the concert is being given through the courtesy of the Portland Remick Song Shop, and if on their way to Portland are directed to the local shop, but if bound for some other port they are directed to a Remick shop or other Columbia agency.

Ray Miller and his Black and White Melody Boys have signed to play for the season at the "Folies Bergere." New York City, where they opened on Thursday evening, September 15.

A SOLID, SMASHING, SURE-FIRE HIT!

STOP! REST AWHILE  
Blues Novelty Fox-Trot-Song

L. WOLFE GILBERT MUSIC CORP., 165 West 47th St., N. Y.





## Important Statements

After a most careful analysis of conditions, I feel justified in making the following statements:

Over-production, financial obligations and lack of demand will force further and drastic liquidation on the part of the large majority of talking machine manufacturers. This is being reflected in special inducements to the trade, but more particularly in cut-prices at retail, which are absolutely necessary to move the goods.

The opinion prevails that October, November and December will be a great "clean-up" period.

You, Mr. Victor Dealer, should decide immediately what part you are going to play during this enforced liquidation or clean-up period. Will you be a "speculator" or an "investor"? Will you disregard lessons of the last year and allow extra discounts or other inducements to sway your sound judgment, or are the following facts going to deter you from speculation?

The position of the Victor Talking Machine Co. today is enviable and exceptional by reason of the natural and permanent demand for Victrolas and records, based on increasing good-will born of the best value in quality embodied in both material and workmanship. The Victor Company's financial strength calls for no enforced liquidation; over-production has been avoided and the demand continues to be beyond the supply.

You, Mr. Victor Dealer, can invest in Victrolas and records without fear of being a victim of liquidating sales and enforced cut-prices.

The Victor Dealer who decides to invest in Victrolas and records and represents the line whole-heartedly, rather than to speculate in the uncertainties of the "clean-up" period with other lines, will have, in my judgment, not only the safest but the most profitable investment.

There never was a time when you, Mr. Victor Dealer, should pick your Victor Distributor with as much care. You cannot possibly realize the preparation we have made to take care of the requirements of Blackman Dealers during the coming holiday season unless, or until, you have visited us in our new quarters.

The slogan of Blackman to-day is "Everybody on the Job."

I welcome an opportunity to explain to Victor Dealers why and how Blackman as your Distributor will prove, in connection with the Victor line, your most dependable and profitable investment to insure a successful holiday season.

Prompt action, however, will be necessary, for our undertakings will be limited.

J. NEWCOMB BLACKMAN.

*Blackman*  
TALKING MACHINE Co.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTORS





**GRAND OPERA HELPS RECORD SALES IN SAN FRANCISCO**

General Business Shows Improvement—F. B. Corcoran Becomes Brunswick Manager—Rothlin Opening in Richmond—Talking Machine Store in Honolulu—New Sonora Agent—Other Items

SAN FRANCISCO, CAL., October 5.—For two weeks we have been enjoying grand opera through the delectable medium of the Scotti Grand Opera Co. San Francisco is a city famous for its musical interest and when San Francisco does not accord a high-class opera company the support it deserves there is surely something the matter. Grand opera may be taken as a criterion of general conditions here. If the San Franciscans flock to the performances it is a sure sign that San Francisco is flush; if the people stay at home it is a sign that money is tight. Thus far the opera has been attended approximately upon a 50 per cent basis and this means that the spending power of the citizens is still below normal, though the unusually high prices demanded for opera seats aroused the ire of many music lovers, who consequently boycotted the opera. Three dol-

lars for the cheapest seat at the feature performances, and a thirty-cent war tax on top of this, is a little too stiff for even the free-and-easy San Franciscan.

The music houses of San Francisco featured opera records in show windows the last two weeks and the sale of classics is reported rather heavy with the leading concerns. Business has improved slowly, but steadily, in the last two months and most firms are preparing for a big holiday business with splendid confidence.

**Public Likes New Machine Styles**

With the great diversity of styles in talking machines now available it is interesting to note the public interest in new models. Morley Sommers, manager of the Sonora Phonograph Shop, says that the people seem to know the latest styles in phonograph cases just as readily as they do the styles in clothes. He placed

three new Sonora models in the show window this week—models with the bulge front—and this bulge feature was not lost on a single person who came into the shop to purchase or make inquiries. Verily, it is little things that count in promoting popularity, but the little things must have a real meaning.

**New Brunswick Manager Appointed**

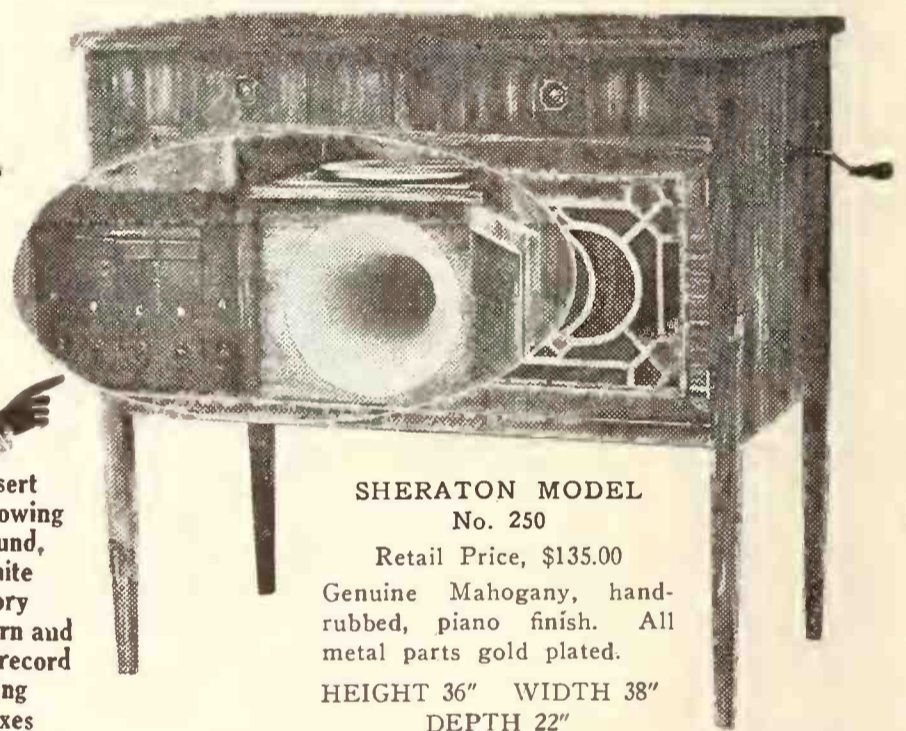
F. B. Corcoran, the handsome, genial and popular manager of the talking machine department of the Wiley B. Allen Co., has resigned his position to take a new responsibility—that of Pacific Coast manager for the Brunswick phonograph. He succeeds Irving Franklin, who recently accepted the post of general sales manager for the Burnham Co. Mr. Corcoran was with the Wiley B. Allen Co. for twelve years and in that time developed steadily in talking machine wisdom and psychological discernment. Handling the Brunswick phonograph most successfully in a retail way—the Allen Co. has the exclusive retail agency in San Francisco and elsewhere—it is logical that he is qualified to forge ahead along progressive lines in his new

**Two New Period Models Added to Player-Tone Line**



**QUEEN ANNE MODEL**  
No. 300  
Retail Price, \$150.00  
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.  
HEIGHT 36" WIDTH 38"  
DEPTH 22"

Insert showing round, white ivory horn and 5 record filing boxes



**SHERATON MODEL**  
No. 250  
Retail Price, \$135.00  
Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.  
HEIGHT 36" WIDTH 38"  
DEPTH 22"



HEIGHT, 51½"  
WIDTH, 24"  
DEPTH, 25"

**Five Wonders of the Age**

- 1st. Unusually low retail selling price!
- 2nd. Big profits to the dealer!
- 3rd. Perfect cabinet work and finish!
- 4th. Exclusive design of latest type!
- 5th. Perfect tone and volume unsurpassed!

**SEVEN UPRIGHT MODELS IN ALL FINISHES  
BACK TO PRICES BEFORE THE WAR.**

**We also sell cabinets only. Write us for price on large and small quantity.**

*Write us today for Booklet and Discount to Dealers. We have got something good for you.*

**PLAYER-TONE TALKING MACHINE CO.**  
967 LIBERTY AVENUE, PITTSBURGH, PA.



position. He has the best wishes of a host of friends in the California trade.

**Reasons for Optimism**

Miss Kingston, manager of the Victrola department of the Emporium, typifies in her magnetic personality the spirit of optimism, but no wonder when the Emporium Victor sales continue to increase with every passing week. Times are surely picking up, if the department store phonograph departments represent true tendencies of purchasing power.

**Dancing School for Children**

A novel feature of the Emporium department is the dancing school for children, which is held every afternoon in the recital hall. There are six hundred children enrolled in the various dancing classes and the music for dancing is furnished exclusively by Victor records. The lessons are given to the children free of charge.

**New Sonora Agent**

The latest Sonora agency to be placed in San Francisco is that with F. B. Piccirillo, 1447 Stockton street, in the heart of the Latin quarter, where music is one of the vital necessities of life.

**Charles Mauzy Resigns**

Charles Mauzy, sales manager of the Rudolph Wurlitzer Music Co. store in this city, has resigned his position. The Wurlitzer store is holding a mammoth stock-reducing sale, with cut prices and advantageous part-payment terms.

**Wm. Gaston a Visitor**

William Gaston, representative of the Victor Co. in Washington, Oregon, Idaho and Montana, is making a business visit to San Francisco this week.

**To Open Store in Honolulu**

H. F. Millnor, formerly San Francisco manager for the Columbia Co., is at present in the city, calling on old friends in the trade. He is planning to establish a music store in Honolulu. Mr. Millnor has acquired considerable interest in music enterprises in the Orient in the last few years.

The long-dreamed-of model shop in the

wholesale house of the Columbia Co., in this city, is now materializing. A large room on the second floor adjoining the main offices is being luxuriously fitted up and will serve as an example of efficiency for Columbia dealers on the Coast.

**G. E. Morton Shines at Golf**

G. E. Morton, manager of the White House Victor department, has been devoting a large part of his leisure in the last year to the study of the "ancient and honorable game" and he participated in a golf tournament at Santa Cruz this month, acquitting himself with honor. The White House sale of Red Seal records has been heavy during the opera season.

Robert Porter, field sales manager of the Columbia Co., paid his respects to San Francisco and California this month, after a tour of the Northwest.

**Formal Opening in Richmond, Cal.**

The Rothlin Music Co. formally opened its fine new store on MacDonalld avenue, Richmond, Cal., recently. The mayor of Richmond and the members of the City Council attended the opening. The souvenirs of the occasion were little Victor dogs. Mr. Rothlin was, until recently, assistant manager of the wholesale Victor department of Sherman, Clay & Co., with business for himself. Mr. Rothlin is practically assured of success by reason of his full understanding of merchandising musical goods.

Addison Clark, sales manager for the Edison Co. on the Pacific Coast, is taking a business trip in northern California this week.

Clark Wise & Co., San Francisco, featured grand opera records with success the last two weeks and look forward to lively holiday business, but say that it is illogical to expect normal conditions to return suddenly. With the tide turned the improvement promises to be steady, but not sensational.

**Plans New Jobbing Agencies**

The Burnham Co. is planning to have five central jobbing agencies in the West within a reasonable time. There are two agencies now—

those of the Kohler & Chase Co. Mr. Abrams, wholesale and retail manager of the Kohler & Chase phonograph departments, can promise the trade better service on Okeh records now, as the factory has increased its manufacturing capacity. Mr. Abrams reports increased business in California and says that the number of cash sales is gratifying. Collections are still somewhat under normal on time payments.

**Some Managerial Changes**

L. H. Bushnell, formerly with the Rudolph Wurlitzer Co., has accepted the post of manager of the talking machine department of the Breuner Furniture Co., of Oakland, and Mr. Sloat, the former manager, has gone over to the Oakland store of the Wurlitzer Co.

**LONG CONSOLES IN DEMAND**

Geo. A. Long Cabinet Co. Reports Business Boom—Factory Working Overtime to Cope With a Steadily Expanding Demand

HANOVER, PA., October 6.—In a recent chat with The World, H. C. Naill, of the Geo. A. Long Cabinet Co., of this city, commented upon the fact that there has been a tremendous revival in business during the past few weeks. The Long factory is working overtime at the present time in an endeavor to cope with the heavy demand for Long cabinets, and orders are being received by telegraph and long-distance telephone from dealers in all parts of the country.

The new console cabinets introduced by this company last year have been an important factor in this business revival, and Mr. Naill states that the dealers are only beginning to realize what a splendid sales possibility is afforded by the introduction of these cabinets. The factory executives are doing everything possible to give the dealers these cabinets promptly, and Mr. Naill has suggested that the retailers anticipate their requirements as far ahead as possible, so that they will not be disappointed in the receipt of their cabinets.

Write for **ADDITIONAL BONUS DISCOUNT NOW!**

To prove to the trade that prices can come down without lowering the standard of the product, the manufacturer and distributor of Prima Donna have arranged a co-operative discount which all dealers will enjoy. This special additional discount has been called a DEALERS' BONUS DISCOUNT plan and will be in effect until further notice. Full details furnished on request.

Only Phonograph  
Unreservedly Guaranteed  
For One Year

**Prima-Donna**  
"The Instrument Inspired"

Send  
for Handsome  
Catalog

For the information of dealers who may not know, we might state that the Prima Donna phonograph has led the market for the past five years, considered from a price and quality viewpoint. Prima Donna is now offered you at a further reduction by our DEALER BONUS DISCOUNT mentioned above. Dealers who know have proven this a reorder proposition.

**The quality is unequalled and the price closes the sale**

That's why the factory in back of the dealer can operate on such a small profit margin, as it has proven from the time it first introduced Prima Donna for public approval that the phonograph was made right and priced right, and the selling force had but to gain proper trade introduction and Prima Donna sold itself from the start wherever introduced.

**Made in Six Models**

Bungalow	..... \$ 95	Astoria	..... 160
Stratford	..... 115	Majestic	..... 200
Blackstone	..... 135	Parlor Grand	... 225

**Quality, Style and Finish**

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear. Its tone value is increased by our scientifically constructed all-wood amplifier. Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft. All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high-class piano finish. In tone and craftsmanship it is truly an inspiration realized.



**Frederick P. Altschul**

PRIMA DONNA DISTRIBUTOR

112 WEST 23rd STREET

NEW YORK



## DEALERS IN CINCINNATI REPORT SPLENDID FALL TRADE

Talking Machine Trade Closing Profitable Volume of Business—Hard Work and Optimism Winning Out—Bubble Book Party—Great Memorial to Caruso—All the News

CINCINNATI, O., October 5.—The long-looked-for and much-predicted Fall business is here. Talking machine men of Cincinnati have just closed one of the most profitable and successful months of the year, with the exception of the holiday season, and every indication points to a continuance of the good business. Marked by extensive advertising campaigns, elaborate show window displays and novel contests, the month also will go down in the annals of the talking machine men as one of the most active in the history of the business. The keen competition which has sprung up among the Cincinnati dealers is easily explained by the fact that so much new and young blood has been injected into it recently. The effect of the activity in the music shops has extended to the large department stores of the city, several of whom have devoted entire show windows to the display of their talking machine lines this month.

### Caruso Memorial Attracts Crowd

Exceptionally large sales were reported on Caruso records, which were a feature of the large Caruso Memorial Services and Concert at Eden Park Sunday, October 2. The music festival, which was conducted under the auspices of the Cincinnati Board of Park Commissioners and Community Service League, with the cooperation of music trade men of the city, was attended by more than 50,000 people. The voice of the late Enrico Caruso, reproduced on a talking machine and projected by a Magnavox, furnished by the Baldwin Co. Victrola department, was heard in the following pieces: (a) "Una Furtiva Lagrima" (Elisir d'Amour), Donizetti; (b) "La Donna e Mobile" (Rigoletto), Verdi; (c) "Rachel" (La Juive), Halevy; (d) "O, Sole Mio," Neapolitan folk song.

### Features Sixty-minute Service

The Baldwin Victrola Shop has arranged for a performance at Emery Auditorium on October 18, at which the Eight Famous Victor Artists are to appear in person. The artists are: Henry Burr, Billy Murray, Al. Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta. The Baldwin Co. has a unique way of advertising its service under the name of "Sixty-minute Sam." This person, according to the company, has full charge of the service department. He guarantees (and so far has never failed) that within just one hour after you purchase a machine it will be set up in your home.

### Expects to Select the Best Records

Chubb-Steinberg Music Shop, of Cincinnati, has engaged Harry Spindler, of Spindler's Hotel Sinton Orchestra, formerly of New York, and a recognized authority on music, to select, to the best of his judgment, a few of the best records each month. This list, in the order in which he chooses the records, judged by their musical value, recording qualities and order of popularity, will be handed to customers as they enter

the store, thereby saving them considerable time in their selections. Another one of the Chubb-Steinberg novel plans in the way of exploitation is the "harmonizing service." The customer selects the machine and the company harmonizes it with the surroundings in his house. Mr. Chubb reports an exceptionally good month, records and machines both going strong.

### Hard Work Gets Business

"Our business in both machines and records has been exceptionally good the past month, but we worked much harder than ever before," says Robert Morris Fantle, manager of Widener's Columbia Shop. "Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for our Granby line, is opening accounts at the rate of four a week. He has been ably assisted the past month by Mr. H. Coleman, sales manager for Granby."

E. M. Abbott, proprietor of three stores in Cincinnati, reports a decided improvement in the past month's business. "We have surpassed all expectations in the opening of the Fall season," says Mr. Abbott. "Our Walnut street store, which is located in the heart of the theatre district, was able to report the greatest amount of business for the month, due, no doubt, to the fact that we push the songs being featured in the shows, thereby doing considerable business with the theatre crowds, which business other stores do not get on account of their location." Remodeling operations, which Mr. Abbott just completed in anticipation of the Fall business, have added approximately 1,000 feet of space to the talking machine and piano departments.

### Planning "Bubble Book Party"

Plans for a children's "Bubble Book Party" are being completed by F. X. Donovan, manager of the Victrola department of the John Shillito Co. The party will be staged in the large music department of the store on November 23. An especially arranged children's playlet is to be staged with a number of story-book characters, all played to the strains of appropriate music from children's records. "Business for the month has by far exceeded our expectations," says Mr. Donovan. Demand for Caruso records was very large for the month, due to the Caruso Memorial Concert at Eden Park.

A large Fall and pre-holiday trade is anticipated by S. Reis, manager of the talking machine and record department of the Brunswick Co. Business has been on the increase each month and prospects are growing better with each day, he reports.

### C. M. Shute Resigns

C. M. Shute, assistant manager of the Columbia Co.'s local wholesale branch, has resigned to enter other work at New Brunswick, N. J. Mr. Shute refused to let his future plans be known. J. B. Kruse has been appointed to take the place left by Mr. Shute.

## Retail Experience

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

## C. C. MELLOR CO.

Victor Wholesalers

1152 Penn Avenue  
PITTSBURGH, PA.

Ross H. Wilson, manager of the Dealer Service department of the Columbia branch, is arranging an extensive advertising campaign to combine dealers in Cincinnati during the stay in this city of Miss Marian Harris, noted Columbia artist, who appears in person at a vaudeville house in the city during the week of December 12.

### An Antique Musical Chair

The Chubb-Steinberg Music Shop has on display a chair which contains a hidden mechanism so arranged that when one sits on the chair he is greeted with music from an invisible music box. Mr. Chubb found the chair in a second-hand store. He was attracted by its Venetian design and after careful scrutiny discovered the music box. The chair is said to be many hundreds of years old and its value is undetermined. This chair is of carved walnut and inlaid with pearl. Mr. Chubb states that a New York concern recently applied for a patent on a music-reproducing machine arranged in a chair similar to the antique now on exhibition.

Professor Yuen Ren Chao and his bride have arrived in the United States to make records of the Chinese language for use in lectures at Harvard University. Professor Chao will occupy the chair of language and logic at Harvard.

If you don't think co-operation is necessary watch what happens to a wagon when one wheel comes off.

### FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, 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



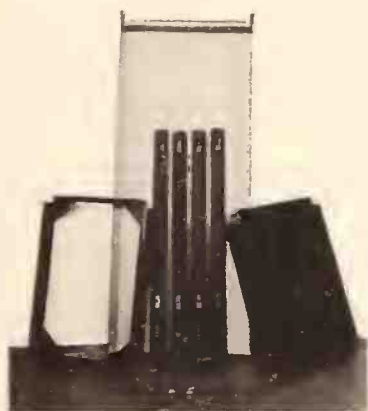
# THE SEASON'S BEST SELLER

## THE UNICO No. 50 PORTABLE CABINET STAND

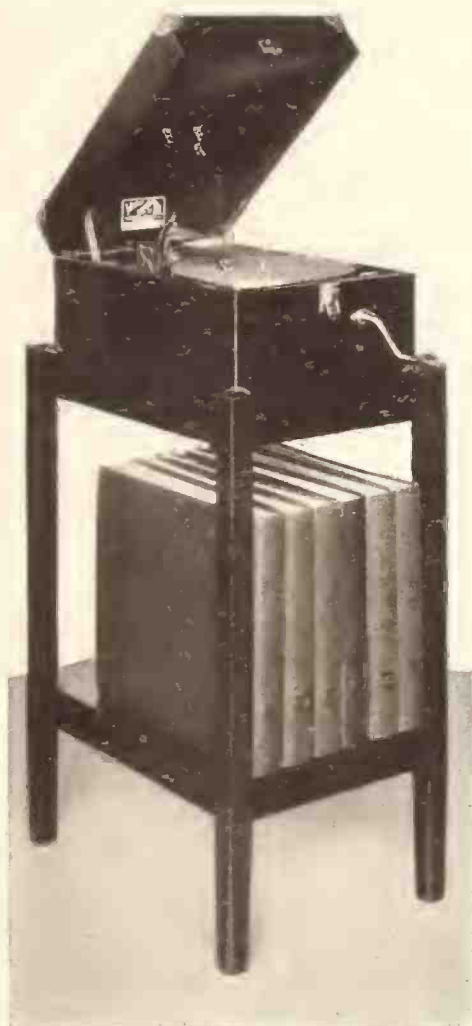
(Construction and Design Patents Applied For)

Retail Price \$15

Dealer Price \$10



1. Parts and Container ready for shipment



5. Ready for use



3. Assembled as stand for No. 50



2. Easy method of assembling



4. Assembled as table

Solid Mahogany and Quartered Oak  
Finish Matches Victrola  
Harmonious Design  
Sectional Construction  
Assembled in 5 Minutes

CONVERTS THE NO. 50 VICTROLA  
INTO A SEMI-CABINET MACHINE  
IDEAL FOR THE HOME  
ABSOLUTELY PORTABLE  
ANSWERS EVERY PURPOSE

Individual Cartons  
Shipping Weight, 14 lbs.  
Local Parcel Post, 12 Cents  
Package Size 3x23x29  
Space for 6 Albums

May Also Be Used as Table for Demonstrating Room or Home

*A QUALITY PRODUCT—NOT A CHEAP NOVELTY*

**THIS WILL BE A BIG SELLER—THE DEMAND WILL EXCEED THE SUPPLY**

**Cover Your Fall and Holiday Requirements at Once**

Order through your jobber  
or  
Fill in order coupon and  
mail today.



UNIT CONSTRUCTION CO., Date.....  
58th St. and Grays Ave., Phila., Pa.

Kindly ship at once { Parcel Post } ..... UNICO NO. 50 PORT-  
Freight }  
Express } ABLE CABINET STANDS. Above stands to be billed to us through  
our jobbers at \$10 per stand f.o.b. jobber's city. Specify finish.

Jobber's Name.....

Dealer's Name.....

Dealer's Address.....

# UNIT CONSTRUCTION COMPANY

NEW YORK  
299 Madison Ave.  
Corner 41st St.

Rayburn Clark Smith, President  
58th Street and Grays Avenue

PHILADELPHIA

See Our Other Advertisement, Page 88, in this Issue

CHICAGO  
30 N. Michigan  
Boulevard



# HAPPENINGS IN THE DOMINION OF CANADA

## TALKING MACHINES AT CANADIAN NATIONAL EXHIBITION

Imposing Display Made by Various Exhibitors—Growth of Exposition Idea—W. B. Puckett Returns From European Trip—Music in the Schools—An Interesting Budget of News

TORONTO, ONT., October 7.—The success of the Canadian National Exhibition held in this city has strongly brought to mind the great advance in musical matters made by the people of Ontario within recent years. The exhibits, the buildings and the arrangements for presenting Canada's musical efforts to the visitor and the quality of music on the grounds all emphasized the wonderful achievement of the people who have labored in the cause of music for thirty years back.

When pianos and talking machines were first exhibited there were no special sound-proof booths, and the result was bedlam. In 1902 the Manufacturers' Building was erected and the piano firms fittingly housed. In more recent years the talking machine exhibitors were given space in a wing of the Horticultural Building. The first talking machine was exhibited in Toronto as a side show like a freak. It was in a tent near Dufferin street that it was shown, and the curious had to pay 10 cents admission.

It's a great change from then to now, for the talking machine has assumed a national importance as an educational factor in the domain of music. Despite the great popularity of the talking machine and its general use, many imagine that as high an average as 50 to 75 per cent of the homes in this city are supplied with some make of machine, but the fact remains that only 16.66 per cent of Toronto homes have one. This leaves some 84 per cent of the homes where there is no talking machine. A prominent music dealer of this city stated recently that possibly as high as 50 per cent of the homes of Toronto did not possess either a piano, player-piano or talking machine.

The exhibitors at the fair included the Starr Co. of Canada, Ltd., of London, which displayed for the first time a Starr console design, Style XV, which is suitable for libraries and dens and can be readily used as a writing table. The regular designs were also shown, as well as a fine exhibit of Gennett records.

The Scythes-Vocalion Co., Ltd., made a very handsome display of Vocalion instruments, including a Florentine in antique walnut, Queen Anne and upright types and a new Queen Anne console and a William and Mary console, with overlaid scheme. Vocalion Red records were also demonstrated and attracted a great deal of attention.

The Columbia Graphophone Co. made a splendid showing of its various styles of machines and records.

Five new Victrolas were displayed in the booth of His Master's Voice, which, in addition to a fine display of His Master's Voice records, attracted thousands of people to this booth, which was capably managed under the control of R. H. Murray, manager of His Master's Voice, Ltd., Toronto.

R. S. Williams & Sons Co., Ltd., had an attractive display of both New Edison phonographs and Edison Amberolas. Various console models were shown and presented a most attractive appearance.

I. Montagnes & Co., Canadian distributors of the Sonora, showed four period instruments, Louis XVI, Queen Anne, Italian Renaissance and Adam cabinets, which reflected the high standards of Sonora workmanship. There were also a number of upright models in styles and prices to suit everyone interested.

The Musical Merchandise Sales Co. made an artistic exhibit of Brunswick phonographs of various styles, as well as records.

The Magnavox was a prominent feature of

the exhibition this year and through its instrumentality the address to Lord Byng and his reply were heard by the thousands who attended the fair. The Magnavox was also used in many of the booths.

There was also a great showing of Canadian talking machines and, all in all, the talking machine display was very creditable and did much to establish the very important position occupied by this instrument in the music trade field to-day.

W. B. Puckett, of the Musical Merchandise Sales Co., Canadian distributor of the Brunswick phonograph, has returned to Toronto from a two months' absence on a European trip. A splendid voyage over and a rough one on the return summed up his sailing experience. Mr. Puckett did not observe that business in the British Isles was active to a degree over which one could enthuse. On the contrary, his observations led him to believe that Canada has little to complain of by comparison. Nevertheless, the characteristic determination of the Britisher was there and the spirit that has made the British Empire what it is.

The Nordheimer Piano & Music Co., Ltd., has been using large space in the daily papers this month to announce it having taken on the "His Master's Voice" record agency.

Harry G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Edison jobbers, is back at his desk in the head office after a trip of several weeks' duration in Britain and the Continent. Mr. Stanton, who occupies the high position of a district governor in the Rotary Club organization, was a delegate to the big Rotary convention in Edinburgh. Although his trip was primarily in connection with Rotary business and pleasure, he had opportunities of looking into trade conditions in the music industry and he states that, from his observations, he cannot be other than impressed with evidences of its status and stability.

While on his return visit from a trip through the West E. C. Scythes, president of the Scythes Vocalion Co., Ltd., received word of the death of a sister at Edmonton, Mrs. C. F. Newell. Mr. Scythes had visited his sister, who had been ill for some time, and had reached Regina on

his way East when the sad news overtook him. F. G. Scythes, Regina, is also a brother of deceased.

Piano and vocal competitions were held in connection with the National Exhibition here, under the direction of the committee selected by the talking machine manufacturers. There were fourteen or more contestants.

J. D. Ford, well known in the talking machine industry through his being manager of the retail talking machine department of R. S. Williams & Sons Co., Ltd., has returned from a three months' holiday in Algonquin Park. While in the North country "Jeff" was created an Indian chief with the Indian title of "Big Elk."

Gordon Bender has been appointed sales manager of I. Montagnes & Co., the Canadian distributors of the Sonora and Magnavox lines. Mr. Bender has had a thorough training in the talking machine trade and has come into contact with many of the retail dealers of the country.

Mr. Corrigan, of the Magnavox headquarters in California visited the National Exhibition.

Joseph Wolff, treasurer of the Sonora Phonograph Corp., New York, and Mrs. Wolff, during their stay in Toronto, while visiting the fair, were entertained by I. Montagnes, of I. Montagnes & Co.

Mechanical music, far from aiding in killing instrumental or vocal music, is a close ally and one which will increase the range of vocal and instrumental music more and more, is the opinion of Miss Mae Skilling. She has had charge of the music revival in the public schools for some time and is still demonstrating in the schools upon invitation, though she is now in charge of the educational department of the Columbia Graphophone Co. here. In her visits Miss Skilling declares that she finds the phonograph is developing a love for music among the school children and that she notices a revival of interest in all forms of music as the result of its use.

During the fair arrangements were made with the Marconi Wireless Co. whereby daily concerts were held on the exhibition grounds. The music originated with the Sonora playing at the Marconi headquarters and was conveyed to the grounds by means of the Marconi wireless system. The instrument was supplied by I. Montagnes & Co.

The trade generally has expressed deep regret at the assignment of the Cecilian Co., Ltd., on account of the personal standing in the trade of John E. Hoare, president of the company.

## IMPROVING TREND OF TRADE CONDITIONS IN MONTREAL

H. S. Berliner Returns From Europe—Recent Incorporations—Fairbairn Sales Co. to Feature the Pathé—Starr Products Being Pushed by Gay's Stores—Other News

MONTREAL, CANADA, October 6.—H. S. Berliner, head of the Compo Co., at Lachine, Que., and the Sun Record Co., of Toronto, has returned to the former city from a flying visit to England. He was absent only twenty-nine days on this successful and enjoyable trip.

The Canada Gazette announces the incorpora-

tion of the Bourniv Piano & Gramophone, Ltd., with a capital of \$200,000.

N. G. Valiquette, Ltd., is doing considerable newspaper advertising in the interest of "His Master's Voice" machines and records, and since taking on the line has had considerable success.

(Continued on page 146)

## 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 110



**I**F you are a subscriber to our service, you get tried, tested, effective methods and not theories.

You get advertising that makes your store the pre-eminent music center—that makes your store stand out as it never has before.

You get merchandising ideas, window display suggestions, and drafts of letters for circularizing, that if you tried to duplicate would cost you far more than you could afford. You get a service equal to that of the very largest retailers and manufacturers, and while the expense to you is trifling—absurdly low in fact—*the value is phenomenal!*

No red tape and **NO RISK ON YOUR PART.** Have us give you full information. Remember—*this is an exclusive service, obtainable by but one dealer in a territory. This is YOUR chance; don't pass it by!*

*Yours for a big business,*

*Robert Gordon*

Director  
Talking Machine World Service

The Talking Machine World Service  
373 Fourth Avenue  
New York City

Kindly send me complete details concerning The Talking Machine World Service.

NAME .....

FIRM NAME .....

CITY & STATE.....





## NEWS FROM DOMINION OF CANADA

(Continued from page 144)

C. W. Lindsay, Ltd., recently sold the Eastern Publishing Co. a Columbia Grafonola which it is utilizing in its circulation contest as one of the capital prizes.

The Compo Co., Lachine, Que., is putting on the market the Apex ten-inch double-sided record, which is being sold retail at 65 cents.

The Fairbairn Sales Co., which has been asked to act as wholesale and local distributor for the 1921 and the other American and Canadian made Pathé models, including the Actuelle, has just been advised that in future the Canadian trade will be supplied with Pathé phonographs and records direct from Paris, France, headquarters of the Pathé Frères organization, and to prepare for the arrival of French machines and records they must clear out their entire stock immediately.

S. H. Brown, proprietor of Brown's Talking Machine Shop, recently motored to Providence, R. I., Boston and other points, spending a two weeks' vacation visiting his home and friends along the way. Mr. Brown states that the recent demand for Caruso records has been most phenomenal, this artist's records in French being prime favorites in the Province of Quebec.

The Starr Phonograph Co. of Quebec, Montreal, has opened a department for the sale of Starr machines and Gennett records in Gay's Stores, Mount Royal avenue East. A number of improvements are being made on the premises of the Starr company, including an additional private office for Manager L. R. Beaudry.

Goodwin's, Ltd., is advertising the Brunswick phonographs in a very striking manner.

The new Brunswick models are taking exceptionally well, said Layton Bros., and business last month bettered the mark of the same month of last year.

## CONFERS WITH NEW DISTRIBUTORS

Oscar W. Ray Holds Conference With Executives and Sales Staff of Gibson-Snow Co.

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., spent a day in Syracuse, N. Y., recently, conferring with the executives and sales organization of the Gibson-Snow Co., that city, which concern has recently become distributor for the Vocalion records in New York State. Mr. Ray was enthusiastic regarding the prospects of developing New York State business through that organization. During the past month Mr. Ray has also visited Boston, Philadelphia, Baltimore and other cities for the purpose of conferring with Vocalion jobbers regarding the campaign for the coming months.

Nellie Kouns, one of the Kouns Sisters, whose Vocalion records have proven very popular, was married recently in Buffalo, N. Y., to Sherman C. Amsden, of Chicago.



**BRUNS  
MADERITE**

One Man Delivery Cover



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

## QUALITY PLUS

### Phonograph Delivery Covers Rubberized Dust Covers

BRUNS MADERITE delivery covers are produced in either jacket type—closed type or for Console or Period cabinets. Grade A of eight-ounce Brown Duck—Grade B Khaki Drill.

Delivery of phonographs in original cases is objectionable in that unpacking is an untidy process. A BRUNS MADERITE Cover is just slipped off and machine is ready to be played—no fuss—no dirt—no possible damage from wet or cold, dust, bruises, scratches, finger marks, etc.

BRUNS MADERITE delivery covers are padded with extra thick one-piece layer of cotton (no shoddy). Fleece-lined and durably constructed throughout. All covers include one-way strap equipment.

Anticipate your requirements and place orders now—prices on request—order direct or through your jobbing connection.

*Ask us for quotation on Fleece-lined, Rubberized phonograph dust-proof covers.*

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

## MUST GO AFTER BUSINESS

President Chase, of the Pathé Co., Says Orders Should Be Developed on the Outside—Some Inspiring and Helpful Ideas

Many inspiring and helpful ideas are given in a general letter to Pathé dealers, written by W. W. Chase, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and which is reproduced on the first page of the September 27 issue of Pathé News. In this letter Mr. Chase states that whereas there are some dealers who complain about poor business, there are many others who are doing a splendid business and in every case the successful dealer is doing his work on the outside. Mr. Chase stated that "this proves conclusively that a dealer cannot operate a store like a spider operates a cobweb." He gives a concrete example in referring to one store, which sold nearly three hundred phonographs during the month of August, only 2 per cent of which were actually sold on the floor. Mr. Chase urges the Pathé dealer to energetically go out after business this Fall, "as the men who go out and do business have an opportunity which is unequalled in the history of business."

Many other interesting articles are included in this issue of Pathé News, covering the vari-

ous scheduled appearances of Pathé artists throughout the country, the value of attractive window trims, retail advertising ideas and sales helps. Taken as a whole, this little paper is full of timely topics.

## VISITS TRADE IN CANADA

C. A. O'Malley, of Silent Motor Corp., Reports Considerable Business Activity There

Charles A. O'Malley, president of the Silent Motor Corp., Brooklyn, N. Y., returned recently from a trip, in the course of which he visited the trade centers of Canada. Mr. O'Malley reported that Canadian production is rapidly picking up and the worst effects of the post-war deflation have evidently vanished. Also that bumper crops and the absence of unemployment are making the Dominion quite prosperous and the music trade in that territory looks forward to a healthy business during the holidays.

In speaking of the Canadian business situation, Mr. O'Malley stated: "Notwithstanding the duty which Canada maintains upon imports of phonographs or parts, the Silent Motor Corp. has been successful in placing its motor with several large talking machine manufacturers who have made the Silent product their standard equipment."

# JUNIUS HART PIANO HOUSE, Ltd.

## NEW ORLEANS, LA.

Are pleased to announce to the trade that they are now distributing

# Okeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

**"THE RECORD OF QUALITY"**



## EXTENSIVE BUBBLE BOOK CAMPAIGN

Bubble Book Sales Service Will Introduce Bubble Book Parties in Leading Cities—Dealers Enthusiastic Regarding Practical Value of Parties—Dealers Are Co-operating

Due to the interest shown last year by talking machine dealers all over the country in Bubble Book Parties, the Bubble Book division of Harper Bros., New York, has just completed extensive plans for a larger series of these parties for the coming Winter months. In conjunction with the parties an intensive advertising campaign is being instituted to tie up the dealer's local publicity with the national advertising of this company. In addition to using space in the leading trade journals several nationally known magazines are included, which will give Bubble Books a valuable consumer publicity.

During the past year the attendance at these parties has been so large that in many cases all could not be accommodated and, whenever practicable, other parties were arranged in these localities to take care of the surplus attendance. Thousands of children, with their mothers, attended the Bubble Book Parties and, as they were extensively advertised in the local newspapers, the public showed a keen interest in them. It was the unanimous opinion of the dealers who staged these parties that they attracted the better class of talking machine record enthusiasts and, in consequence, the dealers enjoyed a lively response in actual sales. It is calculated by the Bubble Book Sales Service that the average attendance at the parties given last year was considerably over two thousand people.

To accommodate as many dealers as possible during the coming Winter months three separate units have been prepared, who will travel with a complete equipment to stage a Bubble Book Party. This equipment is elaborate and perfect in every detail. It is carefully designed to give the stage a professional appearance and to insure the scenery and equipment being correctly executed. The costumes were designed by Fay Behrens from the original sketches of Rhoda Chase, who is one of the best-known Fairyland character artists in New York. The scenery used is the product of the Cosgriff Studios, of New York, which spared no effort to make this scenery as realistic and lifelike as possible. The Bubble Book stories cover every well-known character in Fairyland stories. Among

the most popular of these stories are those of "Old King Cole," "Jack and Jill," "Mary and Her Little Lamb," "Tom, Tom, the Piper's Son," and many others.

Bookings for these Bubble Book Parties are being made through Harry E. Sherwin, 130 West Forty-second street, who is in charge of this campaign. H. E. Foster, general manager of the Bubble Book Sales Service, is sparing no effort to make these parties valuable to the dealer.

The following cities, which are arranging for these parties this Winter, are divided into three separate groups, comprising three routes:

Route No. 1. September 24, Jordan Marsh Co., Boston, Mass.; September 28, Wallace Co., Pittsfield, Mass.; October 5, Frederick Loeser & Co., Brooklyn, N. Y.; October 8, Boggs & Buhl, Pittsburgh, Pa.; October 15, McWilliams Stores, Wilkes-Barre, Pa.; October 22, Shepard Co., Providence, R. I.; October 26, T. Eaton Co., Toronto, Can.; October 29, J. N. Adam & Co., Buffalo, N. Y.; November 2, J. L. Hudson Co., Detroit, Mich.; November 5, The May Co., Cleveland, O.; November 19, Pettis Dry Goods Co., Indianapolis, Ind.; November 23, John Shillito Co., Cincinnati, O.; November 26, Stewart Dry Goods Co., Louisville, Ky.; November 30, Castner Knott Co., Nashville, Tenn.; December 3, H. P. King Co., Bristol, Tenn.

Route No. 2. September 24, Harned & Von Maur, Inc., Davenport, Ia.; September 28, Roshek Bros., Dubuque, Ia.; October 1, Paul Davis Dry Goods Co., Waterloo, Ia.; October 5, Denecke Co., Cedar Rapids, Ia.; October 8, Younker Bros., Des Moines, Ia.; October 12, J. L. Brandies Co., Omaha, Neb.; October 19, Pelletier Stores, Sioux City, Ia.; October 22, Towle & Hypes, Clinton, Ia.; October 27-28-29, Golden Rule, St. Paul, Minn.; November 2, Duluth Class Block Stores, Duluth, Minn.; November 5, Dayton Co., Minneapolis, Minn.; November 9, Pettibone-Peabody Co., Appleton, Wis.; November 12, Henderson Hoyt Co., Oshkosh, Wis.; November 26, J. Goldsmith Sons Co., Memphis, Tenn.; November 30, Gus Blass Co., Little Rock, Ark.; December 3, L. Grunewald Music Co., New Orleans, La.; December 7, W. G. Munn Co., Houston, Tex.

Route No. 3. September 24, Famous & Barr, St. Louis, Mo.; September 28, Geo. Ennis Dry Goods Co., Wichita, Kan.; October 1, The Boston Store, Fort Smith, Ark.; October 5, Calhoun Store, Muskogee, Okla.

Additional bookings are now being made, and will be routed as soon as all cities are listed, this route to be announced by the Bubble Book Sales Service at a later date.



## Can You Sell Foreign Records?

Now is the time to stock up on Fall and Holiday sure-fire sellers.

### A. G. KUNDE

now has a complete stock of German selections and is ready to fill orders for samples in Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian languages.

Retail Price, 85c  
Regular Discounts

Write Now for Our  
Interesting Catalog

### A. G. Kunde

U. S. Importer and Distributor  
of Homokord Records

344 East Water Street  
Milwaukee, Wis.

## THE DIAPHRAGM

THE LARYNX  
of the  
TALKING  
MACHINE

In the human, the larynx reproduces the sound emitted by tongue and palate. It determines the quality of the individual's voice.

In the talking machine, the diaphragm reproduces the sound vibrations generated by needle and record. In great measure, it determines the tone of the machine.

### "UMANTONE" MICA DIAPHRAGMS ARE CERTIFIED

Certified as to quality of material and dimensions. "Umantone" diaphragms are made of the very highest grade of India Ruby Mica—micrometer, tested to one thousandth part of an inch—in strict conformity with the specifications of the respective talking machine manufacturers.

#### Conveniently Packed

Each diaphragm conveniently packed in individual envelopes, on which is printed the number corresponding to the number on our special diaphragm chart.

Insure Your Customers' Satisfaction—Sell "Umantone"  
Certified Diaphragms

### EVERYBODY'S TALKING MACHINE CO.

38 N. 8th Street

Philadelphia

HONEST QUAKER SERVICE



Write NOW for  
Combination Chart  
and Price List

### EDISON TONE-TESTS IN CHICAGO

CHICAGO, ILL., October 5.—Glen Ellison is giving tone-tests of his Edison Re-creations in the Chicago zone. Last night he appeared at the Madison Square Auditorium at Madison and Cicero streets, under the auspices of the Electric Co., which has its store at the same location. The big hall was filled with an appreciative audience.

C. E. Goodwin, head of the Phonograph Co., the Edison distributor for this zone, is now happily on the job again after six months' absence on account of illness. It is well known that Thomas A. Edison, Inc., is making a remarkable record with its series of Broadway hits, under the general title of "Broadway Flashes," and the trade in this city and territory seems to be quite delighted with them, judging from the sales of records.

The Litwin Music Corp., Newburgh, N. Y., has been granted a charter of incorporation in that State, with a capital of \$10,000. Incorporators are: M. B. and F. Litwin and S. S. Pipkin.





# When Francis Dances With Me

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

**ASK TO HEAR IT!** INSTANTLY POPULAR IN VAUDEVILLE and for DANCING

## ANNOUNCES PRICE REDUCTION

**New Prices on Entire Cheney Phonograph Line  
—Company Will Absorb Reduction on Stock  
in Dealers' Hands by an Adjustment Plan**

CHICAGO, ILL., October 9.—In a notice sent to its dealers under date of September 17, the Cheney Talking Machine Co., of this city, announced substantial price reductions on the entire Cheney line. The reductions on the various models are from 25 to 35 per cent and Cheney dealers will be glad to learn that the company, fully appreciating the unprecedented conditions which have affected business during the past year, will absorb the loss on goods the dealers have in stock by a method similar to the new model adjustment plan which was announced August 1.

Under this adjustment plan Cheney dealers will be given credit for the difference between the old wholesale prices and the new, provided they order as many instruments of each model as they ask credit for under the plan. In the

case of Cheney models 4, 5 and 6 the company will allow the dealer credit for the difference in price for stock on hand, provided he orders as many of those models as he asked credit for. In the case of the Cheney art models the dealer will receive credit up to the extent of his stock on hand, provided he orders new art models to the same number.

The Cheney Talking Machine Co. is able to make these substantial price reductions as a result of increased activity in all departments of the factory at Grand Rapids, Mich. This increased production not only means a reduction in the overhead on each unit, but it enables the company to become an active buyer of materials in large quantities under to-day's market conditions, which are much more favorable than those of some months or a year ago.

The company reserves the right to terminate this adjustment plan offer after a reasonable time, but states that shipping dates as late as December 1 may be specified.

The announcement is also made that the

Cheney New Model Adjustment Plan, announced August 1, is withdrawn October 1.

This reduction in Cheney prices, coming just as we are entering into holiday selling activities, will, it is predicted, result in a wonderfully increased business on the part of Cheney dealers during the next three months. Moreover, the increase in production at the Cheney factory is in itself a reflection of the steady increase in general business.

## HE SHOULD BE INDESTRUCTIBLE

PORTLAND, ORE., October 4.—"Another victory for Edison." Thos. T. Record and his wife, at 567 Powell street, were presented with a baby boy last month and before the arrival it had been decided to name the child either "Edison" or "Victrola," all according to the sex of the new arrival. The poor child will have to go through life known as "Edison Record." If it had been a girl she might at least at some future date have been able to change her last name.



### SOME OF THE NEW RELEASES

"Say It With Music"  
"Bimini Bay"  
"Baby Face"  
"Tuck Me to Sleep"  
"Ten Little Fingers"  
"Yoo-Hoo"  
"Moon River"  
"Ma!"  
"Dangerous Blues"  
"Plantation Lullaby"  
"Sweet Lady"

## A Record Achievement

and an achievement of Record is the accomplishment of the Clarion.

An actual demand of the market and the public today is a quality record offering the hits of today in record form while they are hits—not after. To fill this demand is the purpose of the Clarion.

The organization is one of long experience and operates its own recording rooms, electroplating, pressing and other plants.

Service will be the keynote of the Clarion Company, and its plans to care for dealers and distributors not only comprise all the recognized methods, but include some original dealer "helps."

The reception of the first Clarion releases in September may be taken as an indication of the readiness of the trade and public to accept this new record. The second list is now released to a larger trade organization and is available to new dealers.

Success seems assured, dealers and distributors are being appointed, requests are being filled. To the live-wire organization our proposition will be of genuine interest and will aid in producing increased sales. We suggest an examination of our dealer proposition, which will cost you nothing.

*Write for Particulars*

## CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY



## MUSIC WEEK WILL HELP TRADE IN DETROIT TERRITORY

Great Music Drive Starts October 16—Business Steadily Improving—Leading Distributors Tell of Increasing Demands for Stock—New Establishments Opened—Other News

DETROIT, MICH., October 6.—October looks as if it is going to be a very good month for the talking machine business; in fact, already it has shown a great improvement, and particularly so on account of the cold weather that was ushered in with the first of the month. It is all that the industry needed to give business a boom—cold weather. As one dealer explains it: "People don't think of staying home nights if the weather is nice and warm; they either go out riding or they drive out to some amusement place or else attend the theatre. But when they get a cold snap they hug closer to the fireside and they will have music and they will buy the latest records. We notice this every time the weather gets cold and this year is no exception to the rule."

### Much Expected of Music Week

So many things will happen from now on straight through to the coming Spring that will prove stimulants to the talking machine business. Music Week is the big thing right now. It starts on October 16 for a full week in Detroit and thirteen of the largest cities in the lower peninsula of Michigan. It will be, without doubt, the biggest musical event that the State has ever had, and probably ever will have. Being something new, naturally everybody is co-operating with Robert Lawrence, manager, to the fullest extent, and Mr. Lawrence is so enthusiastic over the splendid co-operation he is getting that he keeps doing new and bigger things every day that will make the event even a greater success than he had hoped to achieve. Just what the talking machine dealers will do, outside of helping financially, to further the movement has not been decided. In fact, it is likely that each dealer will create or originate his own ideas, but you can wager that every live dealer will do something to participate in Music Week. It is a glorious opportunity. The whole movement was planned last Winter by the piano and talking machine interests.

### Good Demand for Vocalion Line

Sam E. Lind, of the firm of Lind & Marks, local distributors for the Aeolian-Vocalion, reports that business in September was the best it ever has been and that the month of October will be even better. He predicts a good year, despite the poor start. "When we started last Winter we did not expect any business during the Spring and Summer and yet we got more than we anticipated," he remarked. "We are getting splendid repeat orders and dealers are very enthusiastic over the line after they put it in. Our records are proving very popular. It is remarkable the number of sales we have made on the record by the Theis Ritz Detroit Orchestra, which is still very popular. We have had to reorder at least four times." Among the new Vocalion dealers reported by Mr. Lind during the past few weeks are Lampe & Tanner, at the corner of Tuxedo street and Hamilton boulevard, Detroit, and the Woodward Talking Machine Store, in Highland Park. The first-named concern is brand new in the talking machine business. Their location is in the heart of a thickly populated section of Detroit's best families. The Woodward Talking Machine Co. is an old-established concern and it also handles the Columbia line.

### Progress of the Jewett

A. A. Fair, sales manager for the Jewett Phonograph Co., is just as busy as he can be these days. Not alone has he considerably increased his selling force, but he has been busy answering applications from all over the country for the Jewett line. As fast as he can get salesmen to see the applicants he is doing so. He has closed many fine accounts the past thirty days, all of them being for the complete line. The Jewett is increasing the number of models and in the past thirty days has changed some of the models, so that to-day the line is declared to be just 100 per cent better than it

was a month ago. The Jewett line was exhibited at the recent State fair in Detroit and also at Columbus a few weeks ago during the convention of the Ohio Music Dealers' Association. Mr. Fair personally supervised the exhibit at Columbus and took on several new dealers. The Michigan exhibit was really in the nature of stimulating sales for the dealers.

### Victor Jobbing Business Active

C. H. Grinnell, manager of the wholesale Victor department of Grinnell Bros., advises us that the jobbing business is showing great improvement, that merchandise is coming through much better, both as to machines and records, and that dealers are showing an inclination to buy liberally, indicating that their stocks are becoming depleted. Mr. Grinnell anticipates a good Fall trade—probably not as big as some other years, but yet sufficient to be more than

satisfactory. "Of course, after all, a great deal depends on the dealer himself—his own selling ability and creative ability," said Mr. Grinnell. "The Victor Co. is doing more than its share when it spends millions for national advertising, which directly helps every dealer. A great deal depends entirely on the dealer, however."

### Opens Attractive Quarters

A. Ginsburg has opened the Grand Talking Machine Store in the new market which opened last week at the corner of Grand River and Trumbull avenues. He is handling the complete Columbia line and his store is, indeed, a very coy and attractive one. One entrance faces on the avenue and the other on the inside of the market. He has installed a number of booths and, all in all, his store is an example of what can be done with a limited amount of space.

The J. L. Hudson Music Store has been advertising reductions on Cheney phonographs. Sales on this instrument have been very brisk the past thirty days. The Hudson store handles the Victor, Cheney, Widdicomb, Sonora and Brunswick lines.

## Well Prepared to Care for Your Victrola and Record Needs

We have made preparation for a big Fall and Winter business.

The supremacy of Victor products (always unquestioned) is constantly becoming more firmly established and widely recognized—the demand for Victrolas and Records continually growing greater—business is good and steadily improving.

### Take Full Advantage of the Opportunity for In- creasing Your Business

Avail yourself of our ever-ready stock—of our rule of filling every order same day received—of the care we unfailingly maintain in packing and shipping—of the exceptional transportation facilities at our command—of the predominant factor having to do with everything entering into our service: That of being of real help to you in selling more Victrolas and Records.

*Write for list of Records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.*

# Grinnell Bro

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



## CONDITIONS IN PORTLAND TRADE STEADILY BETTERING

Shipping, Building and Banking, as Well as Talking Machine Business, Show Improvement—Many New Victor Agencies—Dealers Furbishing Their Stores—Budget of News

PORTLAND, ORE., October 5.—September was a top-notch month for Portland in shipping, building and banking. Wheat exports were 150 per cent greater in volume than in September of last year. Building permits exceeded those of the corresponding month of last year in number, and in spite of the decline in the cost of construction the total value was greater and the total bank clearances were the largest of any month this year.

This condition gives the talking machine merchants a demonstration that industrial affairs in the Pacific Northwest are turning the corner toward normally good times. All Portland music houses have been feeling this condition throughout the month of September and more activity in buying musical instruments is going on than for some time.

J. H. Dundore, manager of the Sherman, Clay

& Co. store, reports a good steady business and is planning to resume the monthly Victrola concerts in the company's concert hall, which proved so popular last Winter.

Frank M. Case, manager of the Wiley B. Allen Co., sees a marked improvement in business and reports many more sales coming in from the country, which shows that the farmers are getting back on their feet once more. Mr. Case made a business trip to Walla Walla, Wash., and to Pendleton, Ore., where he incidentally took in the Pendleton Round-up, September 24.

Many changes have been made in the personnel of the Portland Remick Song Shop since the arrival of Clyde Freeman, the new manager. William Maxwell, who had charge of the Columbia Grafonola department, has been made assistant manager; Paul Kuhl, for seven years with the Ling Piano Co., has been put in charge

of the record department; Mrs. Minette Elliott has been added to the sales force in the Columbia record department, and May Shurr, for seven years the manager of the sheet music department, has gone to San Francisco to study the pipe organ.

Elmer B. Hunt, manager of the Sherman, Clay & Co. wholesale department for this district, reports that during the past month he has installed new Victor agencies in four of the following Oregon and Washington towns: Monroe, Ore., A. Willhelm & Sons; Brownsville, Ore., Dunlap Drug Co.; The Dalles, Ore., Service Drug Co.; and at Goldendale, Wash., L. E. McKee. Mr. Hunt expects to move the wholesale department of Sherman, Clay & Co. into new quarters and expects to have things in shape inside of a month at 487 Glisan street, where equipment is being installed and where more room is available for the firm's goods.

W. G. Gaston, Jr., field representative of the Victor Co., spent a week in Portland looking over the field with Mr. Hunt.

Robert Porter, of New York, sales manager of the Columbia Co., visited Portland and, with Wm. H. Lawton, of Seattle, visited the Portland branches and Oregon district with Carl W. Jones, Portland's representative. Mr. Porter was greatly pleased at the conditions he found throughout the Pacific Northwest.

J. J. Collins, vice-president of the Reed, French Piano Co., reports sales for September far exceeding his expectations, with sales of Edison machines, which the firm handles exclusively, showing a big improvement. Edison records also are growing in popularity, with the "Flash records" being asked for persistently by an increasing number of customers.

At the last weekly meeting of the officers of the Oregon Music Dealers' Association J. J. Collins, vice-president of the Reed, French Piano Co., was elected secretary to take the place of H. H. Thompson, who recently retired from the music business.

D. C. Peyton, manager of the talking machine department of the Meier & Frank store, with the assistance of Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., staged a most successful demonstration to over 400 children with Victor records and instruments in the auditorium of the store, which adjoins the talking machine department. Mrs. McClusky talked on musical appreciation and children from the audience were used to demonstrate games and dances. Over 400 children were made happy by being presented with a Victor dog before leaving. Mr. Peyton expects to continue these affairs every Wednesday afternoon during the Winter. Mr. Peyton reports a big sale of machines in both period and conventional models and says he is doing a lively business in the Victor 80 and 90 models.

Each week the ninety-odd buyers of the Meier & Frank firm meet and Mr. Peyton demonstrates with the new records talking machines of different models at each weekly meeting.

Mr. Davis, sales manager of the Brunswick wholesale department, attended the Oregon State Fair at Salem, Ore., and assisted the Moore-Dunn Co. and the H. L. Stiff Furniture Co., of Salem, with their Brunswick exhibits, which attracted a great deal of attention. Theo. Karle, the American tenor, who sings exclusively for the Brunswick, visited the various Brunswick shops during his recent Portland visit, accompanied by Mr. Davis.

The G. F. Johnson Piano Co. had a most attractive Victor and Cheney talking machine display at the Oregon State Fair. H. L. Stoner was in charge of the exhibit.

R. S. McDougall, of the McDougall Music Co., has sold out his interests in the firm to the Conn factory, of Elkhart, Ind. The McDougalls recently opened up a fine new store on Tenth street and are exclusive Columbia dealers, with C. H. Williams in charge of this department.

Mrs. C. E. Gribble, manager of the Columbia department of the Applegate Furniture Co., of Eugene, Ore., spent her vacation looking over and getting ideas from the various Columbia agencies in Portland.

The slogan of the Buying Public today is  
**"Be Sure Your Walnut is ALL Walnut."**



AN  
 AMERICAN  
 WALNUT  
 PHONOGRAPH  
 CABINET.

"SELL THE  
 EYE AS  
 WELL AS  
 THE EAR."

**AMERICAN  
 WALNUT**

"The Cabinet-wood Superlative."

**"A Trade Winner"**

must be keyed to the trend of the times.

The powerful appeal which a genuine American Walnut phonograph cabinet exerts upon the trade is the big reason for the steadily increasing use of this superlative Cabinet-wood by all leading manufacturers.

Write for data for *makers* or data for *dealers*—and the "Brochure de Luxe" for your *salesmen*. Address the responsible producers of American Walnut lumber and veneers, the

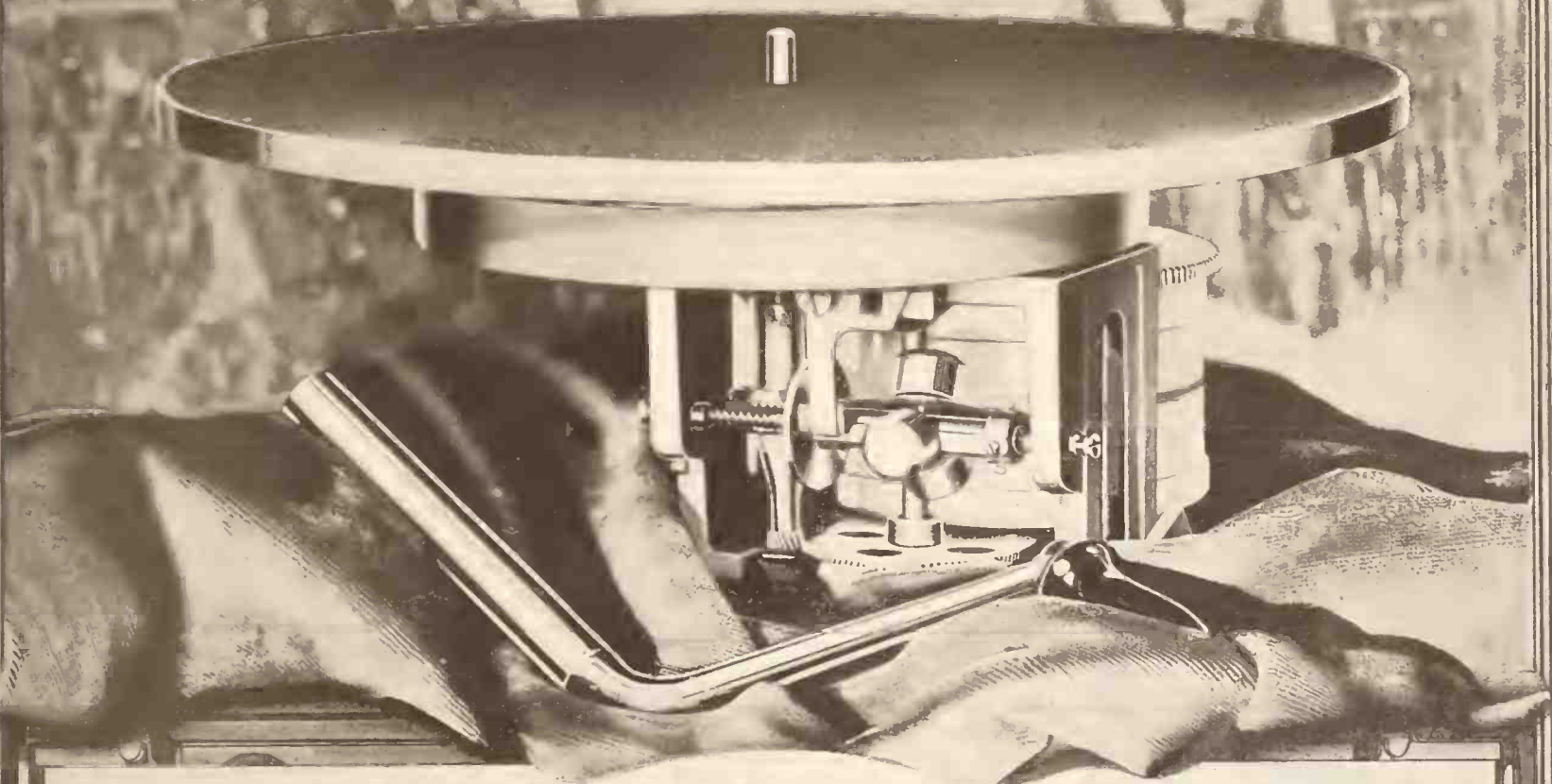
AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
 Room 1022, 616 South Michigan Boulevard  
 Chicago, U. S. A.





# THE STEPHENSON MOVEMENT

## Quietness



To aid in the illusion that one is listening to the artist rather than to a mechanical rendition, that one is in the presence of the artist rather than sitting before a mechanical instrument, the phonograph motor must operate silently and quietly—as silently and as quietly as the canoe glides over

the unbroken surface of the mill pond. The triple thread worm of the Stephenson Movement\* and a perfect coordination among all moving parts make for quiet running—and help in the illusion the phono-

graph manufacturer is seeking. The Stephenson Movement\* is Precision-Made.

**STEPHENSON**  
 DIVISION  
 DE CAMP & SLOAN INC.  
 One Hundred and Seventy Pennington Street  
 Newark, New Jersey



\*Trade Mark



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the twelfth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

## COLOR SCHEMES AND SALES

What has color to do with the musical possibilities of the talking machine? The answer to that question depends, of course, upon the interpretation of the words "musical possibilities." The reader may guess for himself, after he has read what follows, whether I know what I am talking about or not.

The talking machine has to be demonstrated before it can be sold and, in order that it should be demonstrated, the attention and desire of the prospective customer must somehow be aroused. Advertising in the newspaper and otherwise constitutes one of the methods which can be, and is, constantly used. But advertising will only get a man or woman into the store. It will not do the selling after they are landed. That point once reached, the art of salesmanship begins.

Now, the art of salesmanship is a large art and a great deal of nonsense, as well as some sense, has been talked about it. There are plenty of learned and astute persons who are ready to talk the sense and plenty of unlearned and dull who are equally ready with the nonsense. Personally, I prefer to attempt neither, but rather to direct attention to another and incidental, but extremely important, feature of the work of selling the customer after said customer has arrived in the store.

Talking machines are sold by demonstration. Demonstration involves rooms duly shut off from outside noise and furnished so that the prospect may recline comfortably while listening and looking. Much skill and labor have been lavished on the design and furnishing of demonstration rooms by various merchants. And yet, strange to say, one extremely important point in all of them has been constantly missed. That point is found in the queer and rather obscure region where sounds and color mix up in the mentality of the prospect.

### Music and Colors

If anyone thinks that this remark presages a learned dissertation on color sensation in sound he is doomed to disappointment. What I have in mind is something far simpler. It is a well-known fact, but one which is taken for granted and therefore not generally brought forward, that there is a very close connection between the effect of certain kinds of music and of certain kinds of color. The talking machine is a demonstration machine and can only be sold by means of the music which it is enabled to furnish. Now, seeing that the furnishing of demonstration rooms and their general decorative design form the subject of much thought and the object of much expenditure by all up-to-date merchants, it is surprising that the connection between color schemes and music is not more often thought about and worked out in practice. For if it were then talking machine salesmanship would be much easier than it is. This is a serious statement, as shall soon be seen.

When a merchant gives the order for equipping a floor of his store with demonstration

booths and everything to match he is likely to accept some stock design for interior decoration. But if he is more fussy and perhaps more thoughtful he will call in an interior decorator and tell him to go ahead, only insisting that he produce something beautiful. Now, the interior decorator can usually be trusted to produce something classy, as their saying is, but can he usually be trusted to produce a color scheme and a design which will assist in the selling of music to the people?

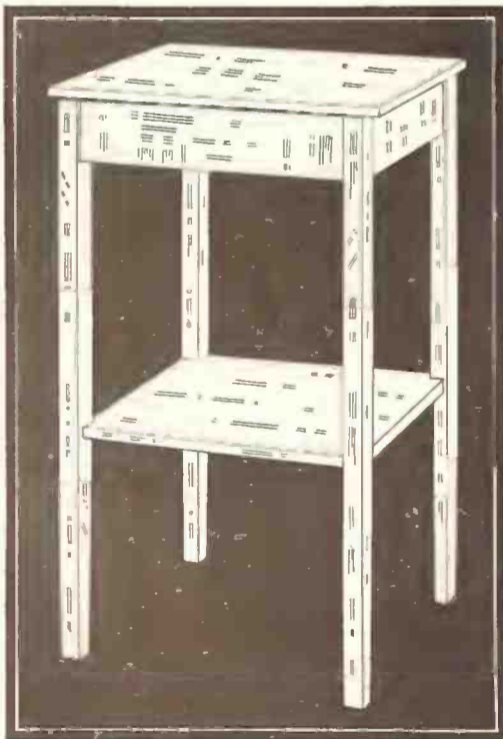
The fact of the matter is that, in general, the interior decorator is not likely to be able to do anything of the sort. He has probably never thought of the connection. Yet, the connection is there.

What follows may seem to be somewhat advanced, somewhat ahead of the time, perhaps even a little fantastic. But if it is thought over carefully it will be seen to be truly practical in every way.

### Suiting Color to Music

A design for a row of demonstration booths should never include the idea of uniform color and uniform decoration. Music is not uniform and the kinds of music on the basis of which the talking machine is to be sold are almost as various as the kinds of people to be found by looking into the classified section of the telephone directory. Now, every talking machine merchant knows that, in order to sell talking machines successfully, he must demonstrate half a dozen different kinds of music to as many different classes of prospective customers. Some want dance music and nothing else. Some want old-time and national airs. Others want violin music and sweet, soft stuff of that kind. Some,

## Service Tables and Display Stands



### SERVICE TABLES

Enamels, Oak & Mahogany Finishes \$4.75

### DISPLAY STANDS

Solid Quar. Oak	Net \$3.60	Retails \$5.00 or \$6.00
Mahogany Finish	Net \$3.85	Retails \$6.00 or \$7.00
Solid Mahogany	Net \$4.25	Retails \$7.00 or \$8.00
Utility Detachable Top	.90	

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.

Every Booth needs a Table as a Service Convenience for the Sale and Selection of Records and Displaying Catalogues, etc., etc.

Display Stands Sell with the Small Machine at a profit to the Dealer and Satisfaction to the Customer. They "Boost" your Record Sales because they create new customers.

Packed 2 in a Mailing Case (Knock Down), delivered by frt., ex. or P.P. at small cost. Order samples direct and we will charge to your Jobber.

### Knock Down Display Stands

Are Patented

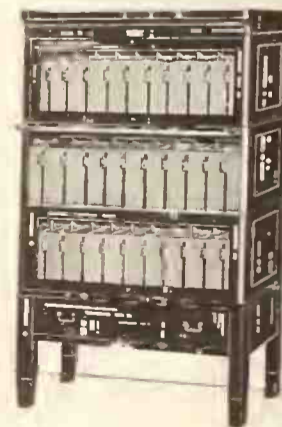
## NOW IS THE TIME TO IMPROVE YOUR SERVICE

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

Sectional Models Fit Any Size Stock and Help You Grow



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 Sectional Equipment which you can install any evening and be "Up to Date" next day.

## Ogden Sectional Cabinet Co.

LYNCHBURG, VA.



again, want operatic voices. A few want orchestra numbers of high class. And so on. Moreover, the sale of records is just as important as the sale of machines. If a business is to make money it must manage to attract and maintain a steady flow of customers to the counters where records are sold. Much of this selling of records also demands demonstration and that brings record sales into the same position in which we have placed machine sales.

#### Refinement vs. Jazz

When a prospect goes into a room delicately colored in a light fawn or champagne color, with light blue coverings on the furniture and delicate pink lighting, that person is mentally affected by the environment in a certain way. If to that person is now introduced music of the most modern, jazzy style, with cowbells and saxophone sobs, there will be an immediate reaction. The delicate colorings will seem stupid and flat, and conversely the music will stand out in all its naked crudeness. The probability is that a normal young woman, for instance, itching to dance, will suddenly find herself languid and bored and a sale may be lost.

Such a young woman ought to have been put into a demonstration booth made a little larger than usual, with a waxed floor and a good, bright art nouveau decorative scheme; in other words, with colors and furnishings just as jazzy as the jazziest jazz there is. Bright red with blue as a trimming and shaded red lights will stimulate the mentality that likes noisy, peppy dance music; and if the floor be large enough and smooth enough for a few good steps back and forth sales will come easily.

On the other hand, the delicate colorings and the furnishings of a Watteau drawing room, of which I spoke just now, are the very thing for delicate violin or quartet music. If one is offering a record by the Flonzaley Quartet or by Fritz Kreisler to an educated, music-loving lady one should put her into an environment that will not jangle with the music she is to hear and make her impatient, critical and irritable.

#### General Principles

Along similar lines can be worked out a whole series of ideas for the decoration and coloration of the rooms in which record and machine demonstrations take place. It would be the greatest mistake in the world to suppose that there is anything visionary in what is here suggested. I could discourse for pages, giving details, but the reader who is capable of grasping the idea at all is also capable of understanding how it can

# A.F.Co.

# felts

BOSTON  
100 Summer St.

NEW YORK  
114 East 13th St.

CHICAGO  
325 S. Market St.

A turntable cushion of lustrous, uniform, serviceable Felt has a favorable effect on  
1st, the Appearance  
2d, the Performance  
of a Talking Machine.

The former is a direct aid to the seller.

The latter is an assurance of lasting satisfaction to the customer.

That's why certain leaders in the Talking Machine Industry use American Felt Company Turntable Felt exclusively.

## American Felt Company

TRADE MARK



be carried out. Just a few general principles may, however, be laid down and they can be added to or modified by each one, according to his own experience.

Bright lights, reddish colorings and sharp contrasts of color harmonize with music of the ultramodern type. This applies not only to dance music, but to the impressionistic stuff of the moderns, like Cyril Scott, Stravinsky, etc.

Music of stringed instruments also, such as quartet music, harmonizes best with delicate colorings, ranging through the light browns and light tans to the light pinks and light blues. Lighting arrangements should always subdue the general effect and the decoration should be chaste in the extreme.

On the other hand, those who love the brisk military music, the national airs and the old-time sentimentalities are best put into the receptive frame of mind by listening to them in

rooms decorated in plain, American style, with plain colorings and, if possible, with simple, unornamental lightings.

Violets and blacks should be avoided. Whites should also be taboo. Dark blues are melancholy and should never be used, if possible. The best all-round colorings are light pinks, reds, light tans, fawns, champagnes, light blues and others of the same genre.

All this, let me now remark, comes as the result of careful study of the relations between color and musical appreciation. More than one interior decorator agrees with me in the conclusions reached. There is a good deal of literature on the subject and to those who are desirous of pursuing the subject further I recommend the study of a work on color. If anybody supposes that this is not practical stuff, however, let him talk with an experienced decorator and an experienced musician and then put the conclusions of the two together. He will find that this is all practical. In any case, here is something to stimulate thought in these days of aggressive selling.

#### BIG SALES OF RED SEAL RECORDS

G. F. Martin Says This Is Due to Educational Work of Victor Salesmanship Classes

DETROIT, MICH., October 6.—G. F. Martin, of the Victor wholesale department of Grinnell Bros., says that the results of the Victor school on Red Seal records is now bearing fruit in unmistakable fashion. He says there has been a very material increase in all sales of Red Seal records and he attributes it largely to the school on Red Seal records, which the Victor Co. had the foresight to institute. Another tendency which is unmistakable in Michigan is the demand for Style 300. Then, too, the Style 50, which sells at \$45, is immensely popular. This portable is one of the big sellers to-day.

"So far as Detroit goes business is reviving materially, with the number of machine and record sales constantly increasing. The Fall revival, together with the new spirit of optimism, seems to be permeating the entire community, and then, too, Detroit is to-day a spender's town. Years ago this was not so.

"I recently had the pleasure of witnessing the opening of the new Victor department of A. G. Millar, at Royal Oak, Mich. Mr. Millar has a fine department and has beautifully fitted it with Unit Construction booths."



## SOSS

# INVISIBLE HINGES

## Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are *invisible*.

*Write for Catalogue*

**SOSS MANUFACTURING COMPANY**  
778 Bergen Street, Brooklyn, N. Y.







**"You may be sure that the best I have, in both voice and art, will go into what is to endure permanently," said Charles Hackett in signing his new Columbia contract. You can sell "Because," the great tenor's newest triumph. Columbia 79879.**

**Columbia Graphophone Co.  
NEW YORK**

**MILWAUKEE TRADE LOOKS FOR A BIG HOLIDAY BUSINESS**

**Jobbers Start Fall Campaign—Retail Stocks Attenuated—Optimism Prevails Regarding Outlook—Brunswick Progress—Sonora With Kaun Co.—"Victrola Land" Opened—"Dalion" Demand Grows**

MILWAUKEE, Wis., October 12.—Encouraged by the wholesome revival of interest in talking machines since the beginning of Autumn the retail trade in Milwaukee and throughout Wisconsin feels that holiday business this year will be active and probably in excess of the volume of transactions a year ago, at which time the full force of the economic depression had struck the people and their purses. Every effort at this time is being bent toward making the business of the last three months of 1921 so big that the total for the year will average up to at least an equality with normal years. This re-

quires, admittedly, a very ardent new business campaign to overcome the low spots which were formed by slow trade in the hot months this year. It is generally recognized by all dealers that to accomplish this end the most vigorous sales promotion methods it is possible to conceive must be put into practice.

**Jobbing Trade Starts Campaign**

The jobbing trade in Milwaukee, which, as a rule, handles the entire State of Wisconsin and Upper Michigan territory, already has started a drive for holiday business, which centers mainly in the direction of getting dealers to anticipate their requirements for November, December and January. Of course, there is now no particular shortage of instruments or records, but the point jobbers are making is that unless retailers make their requisitions for stock promptly they are likely to encounter a "jam" just about the time that they need goods most for prompt deliveries to customers.

**Retail Stocks Are Low**

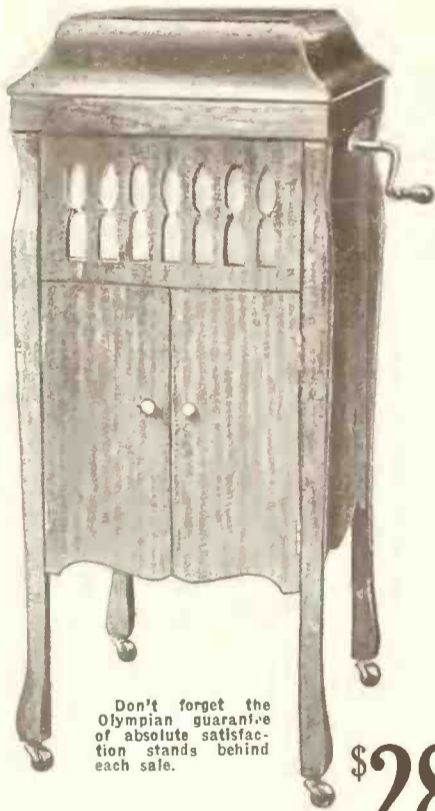
"Stocks in the hands of retailers at this time are considerably below the normal for the first half of October, due to a number of reasons, but we find that the trade is keenly alive to the necessity of doing something without further delay to fortify itself against possible shortage when the real busy season comes on," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Buying has been light for several months because of the usually dull Summer season, with the result that the revival of interest already evident, and

the excellent prospects for an active Fall and holiday season, find most stores rather poorly provided. We all know that no matter how well production may be going forward in the factories it is a different matter to get stocks into the hands of retailers promptly, especially when all of them are clamoring for goods at the identical moment. Consequently we are canvassing our field organization carefully, with a view to preventing our dealers from getting caught short in a month or two from now. The response so far has been gratifying, for the trade is realizing the situation."

**Yahr & Lange Co. Enlarges Staff**

In pushing its campaign for Sonora business the Yahr & Lange Drug Co., exclusive distributor in Wisconsin and the Upper Peninsula, is engaged in a correlated drive to put the new Sonora piano line on the map in the same distinct manner in which the talking machine line has been popularized in this territory. Fred E. Yahr, president and general manager of the company, who also is personally in charge of the musical merchandise division, has recently enlarged his staff. One of the latest acquisi-

**Olympian Special**



Don't forget the Olympian guarantee of absolute satisfaction stands behind each sale.

**\$28.50 ea.**

No. 75A—Dealer's Price

The only phonographs selling today in any quantities are those retailing as low as \$50.00.

The Olympian Special is creating a whirlwind sale for dealers because it offers every appearance of a \$100.00 model and all the tonal qualities of the higher priced machines. Quantity production—small profit—quick sales—that's why the price is so low. And the Olympian quality has been maintained throughout.

**High Quality Maintained**

It stands 40 1/2" high, is 17" wide and 19" deep. It is finished in mahogany, golden waxed oak or dull flamed oak.

Is equipped with the well-known double spring Heineman motor, and will play at least three records to one winding. Has Universal tone-arm, and plays all makes of records—right!

Has an all-wood tone-chamber and tone modulator. The filing space has a capacity of 75 records. Your profit is exceptionally large, and the sales on these machines are easy to get. Weight is 80 lbs. packed ready for shipment. All war tax paid.

**Cole & Dunas Music Co.  
50-56 W. Lake St. Chicago**

**FIRST-CLASS GERMAN FACTORY**

Specializing in

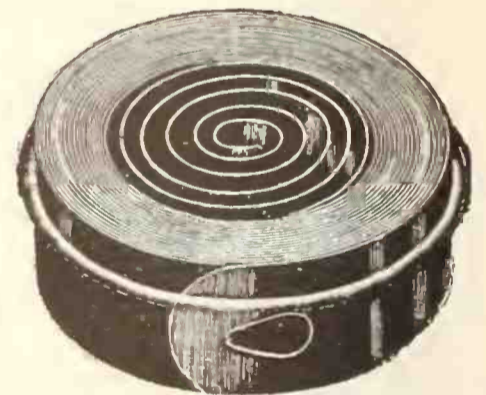
**Phonograph Motors**

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

**Main-Springs**



**For any Phonograph Motor  
Best Tempered Steel**

3/8 inch x 10 feet for all small motors.....	Each \$ .40
1/2 " x 10 " " Pathe, Columbia, Heineman....	.45
1 " x 10 " " Columbia .....	.50
1 " x 11 " " Columbia with hooks.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heineman and Pathe.....	.55
1 " x 10 " " Saal, Silvertone, Krasberg.....	.55
1 " x 13 " " Saal, Silvertone, Brunswick.....	.65
1 " x 16 " " Sonora, Brunswick, Saal.....	.75
1 3/16" x 18 " " Heineman and Pathe.....	1.00
1 1/2 " x 25 " " Edison Disc .....	1.80

**SAPPHIRES—GENUINE**

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

**STONE-ARMS**

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

**PHONOGRAPH NEEDLES**

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

**ORDER RIGHT FROM THIS AD**

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

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



tions is Walter Pugh, formerly in charge of phonograph sales for the John Hoffman & Sons Co., who is now covering Milwaukee County on the Sonora line.

#### Brunswick Business on Increase

One of the real successes of the day in the local and State field is the remarkable growth of Brunswick business, instruments as well as records, under the able direction of Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co. The Brunswick to-day has taken rank as one of the most popular lines in the city and State. The local dealer organization has recently been distinctly favored by the entrance of two widely known dealers, Edmund Gram, Inc., and Charles J. Orth, Inc. These two prominent downtown houses, on the east and west sides of the river, respectively, have done much in the last month or two to strengthen the already strong position held by the Brunswick phonograph and Brunswick records in Milwaukee.

#### Growing Demand for the Dealer

The Milwaukee Talking Machine Co., manufacturer of the Dalion, not only is busy now, but has been running at capacity throughout the Summer to keep its large and growing dealer organization adequately supplied. Officials of the company believe that the Fall and holiday demand will be such that it will constantly be pressed for deliveries, as so far this year the volume has been in excess of the very best previous year. The Dalion has built up a wonderful reputation for tonal qualities, besides which it has the advantage of a beautiful appearance, excellent cabinet work and finish and the Auto-file feature.

#### Bradford Featuring Aeolian-Vocalion

The J. B. Bradford Piano Co. is at present establishing new records on Aeolian-Vocalion sales in its downtown store at 411 Broadway. The Victor also is featured in this store. At the southside store, at 596 Mitchell street, the Sonora is being pushed with excellent results. This is one of the largest and highest class music stores in Milwaukee and the combination is one of the most desirable in this field.

#### Forward Strides of Edison

Edison business in Milwaukee and the State in the last month or two has made further strides under the careful cultivation of the field by the Phonograph Co., wholesale distributor.

#### Sonora Line With Wm. A. Kaun Co.

The William A. Kaun Music Co., one of the oldest corporations in the music business in this city, has taken on the Sonora phonograph line and will give it a splendid display in its very attractive warerooms, which are equipped with approximately fifteen demonstration booths. This establishment is right in the heart of the downtown district and in the near future an illuminated Sonora sign will adorn the top of the Kaun building. The deal was closed by F. H. Klingel, manager of the musical division of the Yahr & Lange Drug Co., Sonora distributors.

#### Clever Record-selling Scheme

The Home Furniture Co. recently utilized a novel method of selling Columbia records. Manager B. W. Worthmann engaged the services of two accomplished dancers from a local academy, who performed to music by Art Hickman and Ted Lewis in the main display window of the store for a half hour on Saturday night, when Mitchell street was crowded with people. The window was dressed as a modern ballroom and the two dancers appeared in modern as well as classical costume.

#### Opens "Victrola Land"

The American Household Furniture Co., Nineteenth street and Fond du Lac avenue, the latest addition to the group of Victor dealers, made much of the opening of its new Victrola shop toward the close of September. As already noted, the American Co. has taken over the Victor franchise until now held by the R. H. Zinke Music Co., which retired from business October 1. The American Co. does a large retail furniture and housefurnishings business in a six-story building of its own. To accommodate the new Victrola department and

give it proper dignity and facilities the handsome two-story building adjoining the main store was acquired and fitted up throughout as "Victrola Land." This is unquestionably one of the finest and most inviting Victor shops in Milwaukee and already is doing an extensive business.

#### Blossom Seeley at Winter Piano Co. Store

Blossom Seeley, the famous vaudeville star, who appeared at the Majestic in Milwaukee in the final week of September, gave a recital on September 30 at the store of the Winter Piano Co., Columbia dealer. Following a number of selections Miss Seeley autographed a large number of her records for those who desired a souvenir of the occasion. Several hundred people crowded the store and greatly enjoyed the novelty.

#### Exhibits at Inter-county Fair

The William D. Sproesser Co., a leading jewelry house of Watertown, Wis., had an exclusive Victor exhibit at the Inter-county Fair in that city at the close of September, which attracted wide attention. The James D. Casey Co., a music house which features the Bruns-

wick and Pathé, also staged a fine display, combining a splendid line of pianos with talking machines.

#### Progress of the Columbia

The Columbia line, under the aggressive promotion work of Robert H. Walley, local wholesale representative, has made further excellent progress in Milwaukee and eastern Wisconsin during the past month and Mr. Walley expresses himself as highly gratified with the results of the co-operation among his dealers.

#### READY FOR HOMOKORD SHIPMENTS

MILWAUKEE, Wis., October 8.—A. G. Kunde, importer and distributor of Homokord records, 344 East Water street, this city, announces that he now has a complete stock of German records made by the Homophon Co., of Berlin, and that the retail price of Homokord double-face records is now 85 cents. Mr. Kunde is also ready to fill orders for samples of Homokord records in the following languages: Polish, Bohemian, Hungarian, Jewish, Italian and Scandinavian

# Over the Hill



**T**ODAY we are just over the hill of depression with the sun of prosperity in view. As the Fall progresses and Winter sets in, business is going to increase tremendously.

The Victor merchant will unquestionably share in this prosperity.

Always with the idea in mind of co-operating and being of service to Victor dealers, we stand ready to help you make preparations for, and enable your securing, this increased Victor business.

## CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



### WORKING A DAY AND NIGHT SHIFT

Bridgeport Die & Machine Co. Busy Record Producers—To Introduce Mother Goose Series of Records—The Plant and Personnel

BRIDGEPORT, CONN., October 3.—The Bridgeport Die & Machine Co., of this city, manufacturer of phonograph records, reports continuously increasing demands for its services. The company was organized in 1912 and, although it has enjoyed a steady growth since that time, the most phenomenal expansion of the company has been noticeable since it entered the line of pressing records, last April. The officials report that the plant is being worked sixty hours a week at the present time and that they plan to inaugurate a day and night manufacturing program by the addition of a night shift within



James W. Ogden, President

a very few weeks. With present capacity for producing 250,000 records a week plans are made to ultimately expand so that a capacity production of 75,000 a day may be obtained. Equipment is in operation for producing both ten-inch and six-inch records at the present time.

This company also has a number of contracts with many well-known manufacturers of records for the pressing of their releases. In addition to these contracts the Bridgeport Die & Machine Co. will shortly produce a series of records of its own, consisting of a Mother Goose series of six records, designed for the children, and which will be known as the "Kiddy Record." This series will be embellished with

music by the Waldorf-Astoria Orchestra, decorations by the well-known magazine illustrator, Miss C. M. Burd, and animal imitations by Gilbert Gerard.

The plant of the Bridgeport Die & Machine Co. is large and well planned. The ground floor and two upper stories are occupied by the company and additional space is available for expansion purposes. A trip through the plant is an entirely interesting one. It is possible to see the production of a record, from the mixing of the secret compounding material through to the trimming and buffing of the finished product. Specially designed machinery is used throughout, which is reported to be giving the maximum results. The company is receiving many commendations on the quality of the finished product.

At the present time all distributing agencies



W. A. Macfarlane, Secretary-Treasurer

in which the company is interested are in New York City and all shipments are made via motor truck, a daily run being made each evening when the factory is closed down. As the night shift is installed it is planned to inaugurate a morning trip as well.

The personnel of the organization consists of James W. Ogden, president; Frank H. Hurd, vice-president, and William A. Macfarlane, secretary and treasurer. These officials are well-experienced men, having occupied important executive positions with various large manufacturing plants throughout the country in the past. They have organized the Bridgeport Die & Machine Co. on an entirely efficient basis and

are devoting their entire energies to future success of the company.

An entirely complimentary tribute to the results of the efforts of these able executives is given in a two-column news article in a recent issue of the Bridgeport Times. It states "The fact that the concern has been among the first to thrust its head through the veil of depression has caused notice to be taken of the remarkable growth of the company."

### OPEN "CAPITOL" SHOP IN CHICAGO

Attractive Quarters at 858 North State Street Being Conducted by J. W. Gleason

CHICAGO, ILL., October 8.—Another "Capitol" shop was opened here this week by John W. Gleason, at 858 North State street. Although the new shop has only been opened a few days Mr. Gleason has been successful in placing quite a number of "Capitols" in North Shore homes. Mr. Gleason has been in the electrical business for a number of years in Chicago. This new venture of his has appealed to him so strongly and he has been so successful in the short time he has been handling "Capitols" that he has made arrangements to open two newly equipped shops within the next few weeks. He has already leased a store in the Wilson avenue district and has opened negotiations for the leasing of another store in Waukegan. The "Capitol" is none other than the well-known combination of high-class talking machine and electric lamp that is being manufactured by the Burns-Pollock Electrical Mfg. Co., of Indiana Harbor.

### ANNOUNCES CHRISTMAS GIFT "BAG"

Halsted Williams Corp. Distributing Christmas Record Bag—H. W. Service Is Popular

The Halsted Williams Corp., Brooklyn, N. Y., manufacturer and distributor of Dealer Service material, reports that dealers throughout the country have received its sales and envelope service enthusiastically—in fact, the H. W. Service is being used by the trade in all sections of the country with excellent results.

In addition to its regular line of record envelopes and delivery bags the company is announcing a new "Christmas-gift bag," which is now being distributed to dealers who are getting ready for Christmas activities. These gift bags are made of a very fine quality paper, heavier than the ordinary envelope, and with an appropriate Christmas design in green and red. The drawing for this design was executed by a leading artist in New York and represents a home scene showing St. Nicholas delivering a Christmas Victrola with a package of Christmas records. The upper left-hand corner is left for an appropriate Christmas greeting, with the name of the dealer.

The purpose of this gift bag is to give the dealer an appropriate container for the delivery of gift records to friends. The Halsted Williams Corp. has received from its dealers good-sized orders for the product and Mr. Williams is certain that dealers will welcome this attractive bag for their Christmas trade.

### LITTLE THINGS THAT COUNT

It is the little things that count. Convenient interior arrangement of the store exerts considerable influence on customers.

**NEEDLES**  
WE MANUFACTURE

Diamond needles for Edison  
Sapphire needles for Edison  
Sapphire needles for Pathe  
*in stock ready for delivery*

MERMOD & CO., 874 Broadway, N. Y.

## 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



## A FEW TRIANGLE RECORD BREAKERS

## SPREAD YO' STUFF

A "BLUES" DE LUXE

## DADDY, YOUR MAMA IS LONESOME FOR YOU

MAMIE SMITH'S SENSATIONAL SONG HIT—SOME BLUES

## RIGHT OR WRONG

A BEAUTIFUL FOX-TROT BALLAD

## WEEPIN'

ANOTHER MAMIE SMITH SONG THAT SHOULD BEAR WATCHING

## OH! BROTHER, WHAT A FEELIN'

A GREAT CHARACTER SONG—FEATURED BY ERNEST HARE

145 West 45th Street

TRIANGLE MUSIC PUB. CO.

NEW YORK, N. Y.

## TRADE MOURNS PASSING OF FOUNDER OF GRINNELL BROS

Death of Ira L. Grinnell a Loss to the Entire Industry—Starting at the Bottom, He Built Up a Business Which Has Long Stood Among the Leading Enterprises in the Music Field

DETROIT MICH., October 7.—Ira L. Grinnell, president of Grinnell Bros., the prominent music house of this city, and with branches throughout Michigan, died suddenly at his home here last Thursday, September 29, after an illness of but a few days.

Heart trouble was given as the immediate cause of death, and though the family felt he was gradually failing he was at his office up to within forty-eight hours of his death.

Mr. Grinnell was born in Barre, N. Y., seventy-three years ago, and came to Detroit in 1866 fol-

lowing the death of his parents, who passed away within a month of each other. He entered into business when he was twenty years old and was an active and successful figure in the mercantile life of the city for over fifty years. The music business founded by him grew from one small store until at present it includes a chain of twenty-six retail stores, three piano factories controlled by the company, the distributing franchise for Victrolas and records and a gross annual turnover exceeding \$8,000,000. He was also president of the Grinnell Realty Co., which has been active in Detroit for the past ten years.

He was unostentatious and modest, a man who always shrank from publicity, and would not accept political or other recognition, much though he had been urged by his associates and close friends. He was of an inventive turn and from an analytical viewpoint was almost a genius. He was an incessant worker and scarcely knew what vacations meant, though for the past few years he always spent a portion of the Winter at his Florida home in Seabreeze. He was fond

of fishing, though not of any other sports. He was of a most charitable tendency, always holding out an assisting hand to any unfortunate whom he thought worthy. It was largely through his wonderful courage and determination that the Grinnell business, in its present magnitude, has been made possible. His word was unquestioned, and his advice much sought. He had a marvelous memory, and was a great reader and student, having studied law considerably while a young man, his early education having been at Albion and at the business college in Poughkeepsie, N. Y.

His record as a retail merchant on Woodward avenue, of approximately forty years, is perhaps approached by no other retail concern in the city of Detroit. He and his only living brother, Clayton A., who will naturally succeed as head of the house, have been shoulder to shoulder all these years in the establishing and development of this great institution.

I. L. Grinnell was a very domesticated man, and though a member of the Masonic order, as well as of many clubs and institutions of the city, his spare time was devoted to reading and to study and after business hours he could always be found at his home with his family. He leaves a widow, two sons, Elmer W. and Charles L.,

and two daughters, Hazel and Gladys. His son, E. W., is one of the directors of Grinnell Bros., and Charles has been an active member of the organization for many years.

He had large personal real estate holdings outside of the music business, which have taken considerable of his time during the past two years, he having acted more in an advisory way in Grinnell Bros.' business during the latter part of his life. The business of Grinnell Bros. was incorporated July, 1912, and the affairs of the company will no doubt go on practically the same as before, the founder having made it possible through the incorporating of the business to establish capable men who have won recognition after years of service, so that the future of the business will be practically in the same hands as heretofore, and his heirs will undoubtedly prefer to continue their holdings undisturbed in the business, the same as though he were still its president.

The funeral was held at his residence, 650 Boston Boulevard West, on Monday, October 3, at 2 p. m. Burial was in Roseland Park cemetery. There were eight active pallbearers, selected from members of the organization, and some forty honorary members, constituting employes who have been in the service of the house for ten or more consecutive years. In addition to this honorary group there were a number of prominent Detroit citizens as well as important members of the industry from various sections of the country.



Ira L. Grinnell

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## VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard

VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

## A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845



## KANSAS CITY JOBBERS' GREAT MUSIC CAMPAIGN

Fine Work Being Done by Jenkins' Sons—Some Prosperity Facts—Good Business Here, Say Jobbers—Appearances of Artists Help Record Sales—Kansans Appreciate The World

KANSAS CITY, Mo., October 6.—Quite in accord with the advice of the president of the Ohio Music Merchants' Association, given at the recent State convention, Kansas City jobbers are working out plans to give the people music and trust them to come to the merchant for the instruments upon which to produce the music—to sell music, not furniture.

The J. W. Jenkins' Sons Music Co. is using its Victor department to carry on a campaign in this manner, in connection with the symphony concerts which are to be given in Kansas City this Winter. The program for the five afternoon concerts, the five which the school children are to be urged to attend, is all made up of music which has been recorded on Victor records. In the work of the music supervisor in the schools there is scheduled the presentation of these selections and the giving of lectures, which will give the pupils a clear understanding of the selection and an appreciation of its beauties and special characteristics. Then, when these selections are rendered by the orchestra, there will be a group of appreciative, informed listeners to enjoy it. In the same way the music will be presented to music clubs and groups of music pupils, not only in Kansas City, but also in other cities where there are Victor dealers. The wholesale department has already taken up the matter and is arranging not only with the dealer, but also with the music clubs and music supervisors in all these towns for these special free concerts in their towns, giving the same numbers as are to be given at the concerts in Kansas City. The field force of the company and their special representative, Miss DeForest, who has spent the Summer with teachers' institutes, will co-operate. In connection with the concerts there will be newspaper advertising of the records. These advertisements will not only be run in the Kansas City papers, but throughout the territory.

The Brunswick has a number of new dealers, among them quite a few firms that have heretofore given little or no attention to the music business. These additions are taken to indicate that the interest in music is growing and that there is an increasing number of people with a conviction that business this Fall in the talking machine industry is going to be pretty good.

### Be on Guard!

A number of dealers in the Kansas City district have learned, to their sorrow, that there is no time when the jobber, or a representative, cannot be found on the job at the territorial headquarters. A man claiming to be a representative of one of the larger talking machine companies has been picking up easy money by calling on

## TONE ARMS and REPRODUCERS

Various styles and designs to meet every requirement

Prices from \$2.50 to \$6.00

Samples on request

TRIANGLE PHONO PARTS COMPANY  
722 ATLANTIC AVENUE  
BROOKLYN, N. Y.  
TELEPHONE STERLING 1120

dealers and reporting automobile accidents, demanding immediate cash, and that he has been unable to reach the jobber. He got some money.

### Noted Brunswick Artists to Be Heard

The sale of Brunswick records will be stimulated in Kansas City territory this Fall by the visit of Mario Archer Chamlee, tenor of the Metropolitan Grand Opera Co., and Marie Tiffany, soprano of the Metropolitan Opera Co., both Brunswick artists. Chamlee will be the artist in the opening of the Fritchie series in Kansas City.

### Some Facts That Spell Prosperity

Among the reasons why Kansas City territory is expected to yield a big business this Fall are these, set forth in a recent issue of The Star: There is more than 250 millions of wheat money pouring in; we have the second largest corn crop in the history of the country, the South has 500 millions of dollars in cotton as a result of a rise of approximately \$40 a bale over the low price of two months ago; business in every other line is good and improving, and in every line business is unusually good with the man who is going after the business. Home building in Kansas City is almost 100 per cent greater than it was in 1920. For the first eight months of the year there were in 1921, the records of the superintendent of buildings show, 1,138 permits for dwellings alone, as against 676 for the corresponding time of 1920. The value of the homes in 1921 is estimated at \$3,791,150, as against \$2,545,000 in 1920. The September report will be far greater in proportion than during the first eight months.

### Good Business Already Here

The merchants and jobbers are not only saying that there is to be good business, but that it is already here. Merchants in various lines are reporting August sales greater than those of July, and September sales in excess of those of August by a very large percentage, and that as the weeks are passing there is a steady gain. The jobbers report that the dealers are stocking up for a heavy Fall trade and there is optimism all along the way.

### Handling the Columbia Line

The Dodge City Music Co., of Dodge City, Kansas, is a new business concern, operating under the management of A. O. Drake. It will handle exclusively the Columbia products.

The Royal Music Shop, exclusive Columbia

dealer, at 617 Independence avenue, Kansas City, Mo., will open a new shop at Eighteenth and Paseo streets, October 1. It is enjoying a splendid Grafonola and Columbia record business at its present location and expects to secure a good business at its new location.

### Noted Artists to Appear

The 1921-1922 concert season will soon be in full swing in Kansas City territory and among the artists to visit this city during the next few weeks is Cyrena Van Gorden, an exclusive Columbia artist. She will appear in concert in Kansas City October 10 and will be in the territory about two months. Columbia dealers are preparing for a large sale of her records in connection with her appearances. Riccardo Stracciari and Leon Rother, also Columbia artists, will appear with the Scotti Grand Opera Co., October 14, in the "Barber of Seville."

### Conditions Show Improvement

Conditions in Missouri, Arkansas, Oklahoma and Kansas, according to E. A. McMurtry, branch manager of the Columbia Co., who has just been on a tour of the territory, are showing considerable improvement and the dealers are preparing for a big Fall business. The business of the Kansas City branch during September was 30 per cent larger than in August.

### Crossed the Burning Sands

M. C. Schoenly, manager of the Victor department of the J. W. Jenkins' Sons Music Co., was among those who were initiated into the Shriners last week, during the convention that was held in Kansas City. There were several hundred who crossed the burning sands.

### Appreciate The Talking Machine World

Kansas City music jobbers are appreciating the service The Talking Machine World is giving the music trades and are co-operating in a very aggressive manner in increasing its circulation. They say that the value of a news story is in proportion to the number of people who read it, and it is to their interest to see that the largest number of dealers possible read what is going on in the territory. They also say that the main factor in sales is the dealer and that if he is informed and filled with optimism he will sell many more instruments than he would otherwise do. They are, therefore, interested in the circulation of The World among their dealers and are, in varying ways, pushing the campaign for a larger circulation.

Of course, Fox Trots are in vogue—but to publish an original and appealing Fox Trot song is unusual

# GYPSY ROSE

is a magnetic and rhythmic melody that is already an assured success.

PUBLISHED BY THE

ROBERT NORTON CO. - 226 West 46th St., N.Y.C.



## VICTOR CO. BUSINESS ENJOYING A STEADY INCREASE

Each Month This Year Has Shown a Material Business Increase Over Corresponding Month in 1920—Plant in Full Operation—Feeling That Worst of Readjustment Period Has Passed

The Victor Talking Machine Co. is one of the few concerns in this or other lines of industry that have no general complaint to make regarding existent business conditions or trade prospects, according to Ralph L. Freeman, director of distribution for the Victor Co., who, in an interview with *The World*, stated that the company's business each month this year has shown a material increase over the volume of business for the corresponding month of 1920. At the present time, too, every department of the great plant at Camden is in full operation to take care of the demand that is current or that is actually in prospect.

The officials of the Victor Co. feel that the most difficult point in the post-war readjustment has been passed and are basing their plans for some months ahead on the expectation of a steady and healthy growth in the demand for Victor products. The visitor at the big Camden plant is impressed with the feeling of confidence with which each man is going about his work. No suggestion of doubt or excitement is in evidence.

### NEW COLUMBIA ARTIST

Miss Edith Wilson Signed as Exclusive Columbia Artist—Scored Success in "Put and Take"

The Columbia Graphophone Co. has announced that Miss Edith Wilson, one of the stars of the musical show "Put and Take," has been signed as an exclusive Columbia artist. Miss Wilson



EDITH WILSON  
ORIGINAL JAZZ HOUNDS

is well known in the musical field as one of the most talented exponents of the "Blues" type of song, and she scored an unusual success in the "Put and Take" show.

In the rendition of her Columbia records Miss Wilson is ably assisted by Johnnie Dun's original jazz hounds, who contribute considerably to the distinctiveness of Miss Wilson's records. Columbia dealers have evinced keen interest in the "Blues" selections and are planning to feature them extensively.

### NIFTY-LIFTER GROWS IN FAVOR

SCHENECTADY, N. Y., October 6.—The Nifty-Lifter Co., of this city, reports that the record-lifting device of the same name which it produces has met with much success throughout the trade. The names of several hundred dealers and six distributors have already been added to the books of this company since its initial announcement in September. Added machinery and other production economies effected at the factory of the company, in this city, have already made possible a reduction in price. Judging from the results of the first month's sales it would appear that this device has a bright future ahead of it.

R. E. Daynes, who was for many years leading floor salesman in the phonograph department of Barker, Los Angeles, has opened a music store in South Pasadena, where he is featuring the Brunswick exclusively.

Pointing to the fact that the requirements of the past month have been very accurately gauged in all departments of the business, Mr. Freeman said: "The problem is not one of avoiding overproduction, as some of our friends put it, but rather one of keeping production at the point where every demand of our trade is taken care of properly. Right now some of our wholesale customers could undoubtedly use more goods than we are in a position to offer them. Taking the business as a whole, there appears to be reason for real optimism of a practical, but not fanciful, sort. There has been, and will continue to be, a noticeable improvement in the general business situation, as the various elements entering into our business life are rearranged on a normal permanent basis."

Mr. Freeman referred to the improvement in the agricultural situation, particularly in the Southern States, and the more adequate supply of money for legitimate purposes as indicating very clearly the trend toward improvement in the fundamental conditions controlling industrial activity.

### ANNOUNCES FOREIGN RECORDS

Brunswick Foreign Language Catalog Launched in New York at Dinner Given to Dealers—Well-known Artists Will Record for Library—Chester Abelowitz Important Factor in Preparing Catalog—Brophy and Dwyer Speak

At a recent meeting and banquet given by the phonograph division of the New York offices of the Brunswick-Balke-Collender Co., the first records of the Brunswick foreign catalog were introduced to Brunswick dealers of metropolitan New York. This meeting was held at the Hotel Pennsylvania under the direction of E. A. Strauss, manager of the New York branch, who acted as toastmaster for the occasion, introducing the artists and speakers present.

The first Brunswick foreign records are ten selections by Cantor Kwartin, and this introductory list was prepared through the efforts of Chester Abelowitz, New York district sales representative of the Brunswick Co., who did sterling work in securing this noted Cantor for the Brunswick library. Cantor Kwartin, who will make records exclusively for the Brunswick Co., was introduced to Brunswick dealers by Mr.

Strauss, and was given an enthusiastic reception. Other artists present on this occasion were Theodore Kittay, an exclusive Brunswick artist, Simon Paskel, Sam Silberbusch and Mischa Wachtel, all of whom favored the diners with several selections.

William A. Brophy, head of the Brunswick recording department, was introduced and discussed interestingly the work of the recording laboratories in the making of these new foreign records, stating that these records were some of the best ever reproduced by the Brunswick organization.

T. W. Dwyer, treasurer of the Brunswick Co., made a short address on the Brunswick financing plan for the benefit of the dealers present, after which Mr. Abelowitz closed the meeting with a few friendly remarks on the new foreign catalog, in which he stated that these first records by Cantor Kwartin are being received most enthusiastically by dealers and record buyers throughout the country.

### JOIN BLACKMAN SALES STAFF

Geo. A. Baker and E. M. Sheetz Join Blackman Traveling Force—Both New Salesmen Are Well Known in Local Trade

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., announced recently the appointment of George A. Baker and E. M. Sheetz as members of the Blackman sales staff. Mr. Baker will cover Brooklyn and Long Island territory, and Mr. Sheetz will visit the trade in Pennsylvania and New Jersey.

Both of these new salesmen are well known in the talking machine trade, having been associated with the industry for several years. Mr. Baker was for many years identified with the Columbia Graphophone Co. in New York and his thorough knowledge of the dealers' merchandising problems will enable him to give Blackman dealers efficient service and co-operation. Mr. Sheetz was formerly identified with the C. B. Haynes Co., Edison jobbers at Richmond, Va., and other jobbing interests.

Besides these new men, the Blackman sales staff comprises E. S. Palmer, who has been connected with the Blackman organization for many years, and Walter Grew, who is well known in the local trade. Mr. Palmer is visiting Blackman dealers in New York State, Connecticut and a part of Massachusetts, and Mr. Grew is calling on Blackman dealers in New York City and Staten Island.

## YOUR DEALERS

Will push your goods if you give them the kind of lithographed dealer helps that actually make SALES.

*Consult us for window displays, counter displays, cut-outs, posters, car cards, etc.*

# EINSON LITHO INCORPORATED

*Executive Offices, Art Studios and Manufacturing Plant*

327 East 29th Street

New York City



**J. A. JOHNSON WITH ORMES, INC.**

Joins the Sales Force of This Prominent Victor Wholesaling Organization

Clarence L. Price, vice-president of Ormes, Inc., Victor wholesaler, New York City, has announced the appointment of J. A. Johnson to the sales staff of this well-known distributing organization. Mr. Johnson has assumed, in a general way, the duties of the late H. E. Beuregard, whose recent sudden death was a shock to his many friends in the trade. Mr. Johnson will give much of his attention to the northern New Jersey territory.



He is well known to the metropolitan trade and is a forceful salesman of long experience. Mr. Johnson has been associated with the New York branch of the Columbia Graphophone Co. and the Okeh record jobbing firm of Ziegler, Baker & Johnson. He has already taken up his new duties with his characteristic enthusiasm.

**TONEPEN NEEDLES AT LOWER PRICE**

The Tonepen Co., New York, manufacturer of the Tonepen needle, has sent out an important announcement to the trade, stating that the price of the Tonepen needle has been reduced to three for fifteen cents, instead of three for twenty-five cents, as stated in the company's advertisement, which appears on page 65. The company found it possible to make a reduction in price, owing to enhanced efficiency in its manufacturing facilities and, as soon as the exact amount of this possible reduction was ascertained, it immediately gave the trade the full advantage of it.

**THIS DEALER GETS THE BUSINESS**

HOUSTON, TEX., October 8.—A sales stunt which is getting the business for a music dealer here is to send salesmen out with two machines loaded in a special compartment of their machine. The salesmen carry index cards and make a report of every house canvassed. The reports are followed up by the music dealer, who sends out literature to the prospect.

To be successful a talking machine salesman should develop a pleasant personality.

**ANNOUNCING—**

THE OPENING OF OUR NEW EASTERN FACTORY FOR THE

**Manufacture of Record Envelopes**

Eleven years' experience—Specializing in such manufacture. For many years supplying record envelopes to all the largest manufacturers.

SEND FOR SAMPLES and QUOTATIONS on our latest style envelope—with highest grade printing. Immediate deliveries



**Western Envelope Corporation**

55-67 Hope Street

Brooklyn, New York

**ARRANGES ARTISTIC OKEH DISPLAY**

How the Cunningham Drug Store Utilizes Its Window in a Very Effective Arrangement

DETROIT, MICH., September 30.—The Cunningham Drug Store, of 1055 Woodward avenue, this city, recently featured in a very attractive window



Latest Okeh Records Featured by Cunningham Drug Store, Detroit display the latest release of Okeh records. The store is located within a block of Cadillac Square.

in the heart of the business district, and was much admired. This store is a live Okeh enthusiast, as the use of this prominent show window indicates.

**DEALERS HOLD FALL MEETING**

The first Fall meeting of the United Phonograph Dealers' Association was held at the Hotel McAlpin, Friday afternoon, October 7, and was attended by an enthusiastic number of dealers.

The question of the establishment of a record exchange was reported favorably and by the next meeting definite plans will be presented to the members for their approval. Dealer grievances were discussed and, in addition, the 10 per cent monthly record return was taken up. Agitation on this record return is to be started again this Fall, in the hope that, in the near future, the organization may be able to induce all the record manufacturers to effect this monthly record return.

This was the first Fall meeting since the Association's Summer recess and much business of importance was discussed by those in attendance.

**VICTROLA CLUB BOOSTS BUSINESS**

The Mickel Bros. Music House, of Omaha, Neb., has solved the problem of increasing sales by organizing a Victrola club, which is limited to two hundred members. The machine offered is a Model 80, selling at \$100. Members of the club pay one dollar for three successive weeks and then \$1.50 until the machine is paid for. The only stipulation made by the music concern is that when joining at least \$7.50 worth of records be purchased. Twenty Victrolas were sold in the two days following the formation of the club.

**PRICES REDUCED**

We wish to announce a decrease in price on our "FULTON" MODEL 35 TABLE MACHINE

Samples now \$13.50, Three or more \$12.50



There is a large demand for a good, serviceable table machine. Here is your opportunity to secure an instrument that will sell at any time and yet net you a large profit.

Phonographs and accessories, repair parts for all makes. Best steel needles of American manufacture at 30 cents per thousand. Distributors of the Arto Records and Arto Music Rolls. (Write for dealers prices.)

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn

ORDER TODAY as these discounts are for a limited time only

Terms on all merchandise—cash or deposit with order, balance C.O.D.

**FULTON TALKING MACHINE CO.**

253 Third Avenue,

New York

**ACME-DIE**

**CASTINGS**

ALUMINUM-ZINC-TIN & LEAD ALLOYS  
Acme Die-Casting Corp.  
Boston Rochester Brooklyn, N.Y. Detroit Chicago



**RAVIS REPORTS TRADE GOOD IN WEST**

President of Peerless Album Co. Finds Dealers With Depleted Stocks—Fall Activity Apparent in Many Localities, He Declares

Philip A. Ravis, president of the Peerless Album Co., recently returned to his desk after a trade trip covering many of the larger cities in Middle West territory.

In speaking of the general business situation in the territory visited, Mr. Ravis said: "From all evidence Fall business is opening up nicely. The dealer has little or no surplus stock and more often than not the shelves of the retail warerooms are depleted. With a more active demand on the part of the public it will naturally become necessary for the dealer to order goods in substantial quantities to meet the requirements of his trade. This is resulting in a very healthy situation. I have spoken with numerous heads of large concerns during the past few weeks and the consensus of opinion is that we are to have a very active Fall season."

Mr. Ravis was successful in closing negotia-



Philip A. Ravis

tions with several dealers in Middle West territory who will, during the coming months, feature Peerless albums. The new classification labels for albums issued by the Peerless Co. are seemingly meeting universal approval, as the requests for shipments of these goods have been very heavy.

**VOCALION STRONG IN CHICAGO**

Advertising Campaign Launched by Aeolian Co. in That City Getting Results

CHICAGO, ILL., October 7.—During a recent interview with Manager H. B. Levy, of the Chicago branch of the Aeolian Co., that gentleman stated that the recent advertising campaign launched by the Aeolian Co. in this territory has met with a splendid response from all Chicago dealers. "Our volume of Chicago business during the Fall and Winter months will undoubtedly smash all records," he continued; "the new Vocalion Red records are certainly going over big and dealers in general are well satisfied with their general make-up as regards surface smoothness and arrangements."

The first announcement heralding the new Vocalion Red records to appear in the local papers featured Frank Bacon in his famous bee story and in the Reno divorce court scene from "Lightnin'," now playing at the Blackstone Theatre, in which Mr. Bacon is star.

Vocalion dealers in this city are reporting to Mr. Levy that the demand for the Bacon records is unusually strong.

The Singer Music Co., Columbia distributor, Ritzville, Wash., is getting the people of the community into its store through the medium of a dance floor, where dances are held regularly. A recent innovation, which proved popular, was the alternate playing of a dance by the orchestra and Grafonola.



the Most Exclusive

**Mr. Dealer:  
It Is Time NOW to Order  
CHRISTMAS GIFT BAGS**



Yet Offered

Merchandise of unusual merit that has won the commendation of dealers everywhere. Beautiful containers for gift records (very heavy white paper). A prestige-building bag for the high-class dealer.



Design A



Design B

One Size Only  
12x13 inches

No Strings  
No Buttons

2-inch Flap

The bags are printed in two colors—red and green. Space provided for imprints, if desired, at bottom of panel.

If your sample has not been received PLEASE notify us at once.

Ask us to send you our price list, which explains the H-W service items.



**HALSTED WILLIAMS CORP.**

815-819 Monroe Street

Brooklyn, N. Y.



**KNIGHT-CAMPBELL CO. CHANGES**

Felix B. Beyer Appointed Assistant Manager of Victor Wholesale Division, While H. W. Norfolk Becomes Assistant Sales Manager

DENVER, COL., October 7.—The Knight-Campbell Music Co. has announced that Felix B. Beyer, formerly in charge of the Dealer Service department of that company, has been promoted to the position of assistant manager of the Victor wholesale department, succeeding James A. Frye, formerly sales manager, whose resignation became effective on October 1. At the same time H. W. Norfolk becomes assistant sales manager.

Mr. Beyer has been identified with the Knight-Campbell Co. for the past eleven years and is well known and popular in the trade. He is possessed of a thorough and practical knowledge of all phases of Victor merchandise, both wholesale and retail, and his advice should prove

of great value to dealers. Mr. Norfolk is also well known to Victor dealers in the Rocky Mountain region and is thoroughly familiar with their needs and problems.

**BRUNSWICK BILLBOARD CAMPAIGN**

The phonograph division of the New York branch of the Brunswick-Balke-Collender Co. has advised Brunswick dealers of the completion of plans for an extensive billboard advertising campaign in metropolitan territory. These billboards are now being displayed in many of the most strategic points in Greater New York. In addition to this billboard campaign artistically designed posters are being placed in the subway stations and in the Hudson tube system; practically every station will display one of these distinctive posters. The local Brunswick trade is evincing keen interest in this campaign and co-operating with the Brunswick-Balke-Collender Co. in every possible way.



**If You Sell Musical Instruments  
You Need This Book**

DON'T think of it as just a catalog. Think of it rather as a vast stock of Musical Instruments and Accessories, condensed within the covers of one handy book—a true Buying Guide to Musical Merchandise.

It opens up to you a safe, sure buying source, bringing the markets of the world within your easy reach. It backs you up with all the resources of our comprehensive stocks and ready service—helps you offer your customers a greater selection than ever, without increasing your inventory one cent. That means turn-over. Turn-overs mean profit!

And more than that, it will sell goods for you!

Leave it on the counter for your customers to look over. Perfectly safe! There isn't a wholesale price in the book—retail prices only. And with your name and address in the shield on the cover, it's YOUR catalog and YOUR merchandise that the customer sees.

Write today on your own letter head for these two books. We are glad to send them (FREE, of course) to any Music Dealer

**THE FRED GRETSCH MFG. CO.**

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

**And Here's Another Book  
You Ought to Have**

Our catalog isn't complete, though, without another book—our Confidential Trade Price List. There you will find the wholesale cost to you of the merchandise listed in the catalog. And quoting, as it does, the new, low, 1921 Fall prices, it's a mighty interesting book for every retailer of Musical Merchandise. Even if you don't buy from us, you should have this book, if only as a guide in your buying.



DEALERS IN THE TWIN CITIES ARE MOST OPTIMISTIC

Wholesale and Retail Talking Machine Men Are Doing Very Satisfactory Business—Heads of Various "Talker" Institutions Give Reasons for Their Faith

MINNEAPOLIS and ST. PAUL, MINN., October 7.—For the time being talking machine dealers, both wholesale and retail, are having a very fine grade of business and their hope now is that the present pace will be maintained. Financial experts agree that if the farmers will be able to liquidate their obligations to the banks and the local merchants the rural Northwest will be on its feet, notwithstanding the combined handicaps of light harvest and low prices. The three iron ranges, however, are at a standstill and no great business is to be expected until the steel industries need ore in large quantities.

"Some stimulation has been manifest for some time," remarked Sewell D. Andrews, of the Minneapolis Drug Co., distributors of the Sonora phonographs and Okeh records, in analyzing the situation. "We can't say, however, that this is an indication of a permanent revival of trade. At the same time we may safely say that the talking machine trade is on a wholesome and substantial basis. The past year has served to eliminate many of the 'fly-by-night' concerns and this class of competition has been removed. Price adjustments also have made things much easier for the jobbers. As far as the Sonora machine is concerned we can report that the new models selling from \$140 to \$175 announced last July are taking extremely well. These machines are beginning to arrive here in quantities and they have quite captured the dealers."

Victrola dealers in Minneapolis and St. Paul have experienced a distinct improvement, both as to machines and records. Beckwith-O'Neill Co. says so, and they should know. F. M. Hoyt, the company's sales manager, has been on the road for more than six weeks and is likely to be out several more weeks, as he is meeting with cheering results. At last accounts he was out in Montana, more than a thousand miles from home, but going strong.

W. L. Sprague, who manages the Northwestern interests of the Columbia Graphophone Co., recently returned from a tour of South Dakota. Money still is tight in the rural districts, he reported, but there were indications of a general loosening of purse strings and in consequence trade should be brisker within the next thirty days. A notable achievement of the company has been the opening of an exclusive Columbia

store in Minneapolis, the Majestic Music Shop, at No. 6 South Seventh street, a fine location. The St. Paul House Furnishing Co. has obtained Edward Harding, a well-known phonograph man, as manager for its Grafonola department.

The heads of the Edison distribution in the Northwest declare that every month of 1921, with one exception, has shown a gain over its 1920 contemporary and that exception fell behind so little as to be a trivial matter. This truly is a unique record. It was obtained by persistent and energetic "go-getting" methods. Twin City music lovers were treated to a series of tone-tests by the Edison stars during the first week in October. Seven concerts were given in St. Paul and five in Minneapolis. The following artists participated in the storming of the Twin Cities: Harvey Hindemyer and the Dann Trio, Helen Davis, Victor Young and Samuel Hungerford, Edith McDonald Carpenter, Rienzi Thomas and Charles Young. After their Twin City series the three groups separated for various sections of the Northwest.

Brunswick people are happy over the their phonograph is winning its way. George M. Nye announces that Howard, Farwell & Co. have gone heavily into the Brunswick line in both their St. Paul and Minneapolis stores. Likewise the S. E. Murphy Music Co., St. Cloud,



**No. 35114 G. Hanging Basket**  
filled with Artificial Flowers, Vines, etc., each \$3.50; other baskets from 75c up.  
Ask for my Fall Catalogue No. 35 with illustrations in colors of Artificial Flowers, Plants, etc. Mailed Free for the Asking.

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

and the Taylor Music Co., Duluth, have taken on the line. Mr. Nye, who has made a tour of Iowa and the Dakotas, finds the general situation about as indicated in the foregoing. Trade is picking up, but hardly is up to what it should be. Mr. Nye is greatly pleased over the acquisition of Edward Nelson to his road staff. The two were associated in the Brunswick Shop in Minneapolis before the war. Both answered the call to the colors, and now they are united again after a separation of more than four years, under the Brunswick colors.

"Buzz" Rubel, head of the Grafonola department of the Rubel Furniture Co., has returned from his honeymoon and is again demonstrating Columbia Grafonolas and records.

FUTURE COLUMBIA PLANS

F. S. Whitten Issues Statement Regarding the Policies to Be Followed

The following interesting letter was forwarded last week to Columbia dealers by Francis S. Whitten, chairman of the board of directors of the Columbia Graphophone Co., this letter representing a concise statement as to the company's plans for the future:

"The attention of the officers of this company has been called recently to numerous rumors which have the earmarks of organized unfavorable propaganda in regard to the policies and the future of the Columbia Graphophone Co., consisting in the main of insinuations as to further reductions in the price of Grafonolas, new product, change in policy, management, etc.

"The management desires at this time, and once and for all, to set at rest any such rumors that may have come to your attention.

"No price reduction is contemplated, as present prices were fixed without consideration of labor and material costs, but with a view of offering, at a time when low prices are expected, the biggest possible phonograph value, both for the benefit of the buying public and Columbia dealers. No new standard types will be put out without giving dealers ample notice in advance, and in no case until after April 1, 1922.

"The recent business slump has been an unusually severe one, but I believe the corner has been turned and that loyal and efficient Columbia dealers will in the closing months of 1921 and early in 1922 again reap the profits to which their splendid efforts and hearty co-operation with the Columbia Co. entitle them.

"With thirty-five years of Columbia success and progress in phonograph development be-

hind the company the management is not at all discouraged by the recent business slump.

"There is no doubt in the minds of the management that the continued future of the Columbia Graphophone Co. is assured and that an uninterrupted flow of Grafonolas and Columbia records will continue to you."

DISPLAY AT COUNTY FAIR

Music Dealer Features Pianos and Phonographs at Recent Fair

MALONE, N. Y., October 3.—George E. Trick, progressive piano and talking machine dealer of 34 East Main street, this city, had an attractive booth at the Franklin County Fair held here a week ago. Mr. Trick occupied generous space



Geo. E. Trick's Booth at Franklin County Fair with an exhibit of Hallet & Davis and Conway pianos and players, together with Brunswick phonographs, of which he showed several models.

Patience is as necessary as courage in the conduct of a business. Don't lose your temper when a customer becomes irritable and unreasonable.

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching the Music Come Out

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

**MAGNOLA TALKING MACHINE COMPANY**  
OTTO SCHULZ, President  
General Offices 711 MILWAUKEE AVENUE CHICAGO  
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

**"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.**

Pamphlets with fac-simile illustrations and prices mailed on request.

**SMITH-SCHIFFLIN CO.**  
149 Church Street New York City

**DORAN CO.** 45 MICHIGAN AVE. DETROIT  
SOLD BY **MURTEAU WILLIAMS & CO.** MONTREAL - OTTAWA  
**Kunkel Piano Co.** BALTIMORE

**THE PHONOGRAPH** 1240 HURON ROAD CLEVELAND  
SOLD BY **WALTER D. MOSES & CO.** RICHMOND, VA.  
SOLD BY **J. E. STRATFORD** AUGUSTA, GA.



*The Publishers of*



ANNOUNCE A

# TRADE DIRECTORY

OF THE

# TALKING MACHINE INDUSTRY

This Directory, or handbook of the industry, will be the first of its kind and will be devoted exclusively to the talking machine and phonograph field, every phase of which will be adequately covered.

Throughout it will be a work of fact, and in no part a book of opinion.

It is both natural and logical that the authoritative directory of the industry should be issued by the publishers of "The Talking Machine World," the largest, oldest and dominant trade paper of the industry.

This directory is being published in response to the demands of the trade, which have become more and more insistent during the past five years. Moreover, the publishers of "The Talking Machine World" now regard the industry as sufficiently stabilized to warrant the compilation of an accurate and reliable directory.

Manufacturers and wholesalers of Talking Machines, Records, Parts, Cabinets, Accessories, etc., etc., to insure proper listing, should communicate as soon as possible with the

*Directory Division*

**THE TALKING MACHINE WORLD**

**373 Fourth Avenue**

:-:

:-:

**New York City**



**L. A. MURRAY POPULAR IN TRADE**

**New President of Iowa Victor Dealers' Association Well Known in Industry—Thoroughly Experienced Victor Man**

L. A. Murray, who was recently elected president of the Iowa Victor Dealers' Association, at its convention in Des Moines, is one of the most popular Victor dealers in Iowa. He has been connected with the industry for many years and has given particular attention to the rendition of practical service to his clientele.

Mr. Murray formerly owned the Murray Co., located in the Harned-Von Maur store, in Daven-



L. A. Murray

port, Ia., having purchased the stock of the Schiller Piano Co. When recruiting for the World War was at its height he sold his business to a brother and sister and enlisted in the service. Upon his return home he realized that the Victor field offered him unlimited opportunities and he immediately started negotiations to own a Victor store. Through his persistent efforts he finally bought out the Tri-City Piano Co., of Davenport, Ia., and shortly after established one of the most up-to-date and prosperous exclusive Victor stores in the Middle West. He has met with unlimited success, all of which is well deserved.

**JOHN MCKENNA HONORED**

CHICAGO, ILL., October 10.—At the annual election of the Piano Club of Chicago, last Thursday evening, John McKenna, manager of the local branch of the Columbia Graphophone Co., was elected secretary. Mr. McKenna's election to this office is a well-deserved tribute to the excellent work he has done the past year in promoting the interests of the organization in every way and especially in securing the appearance of Columbia artists at the special Monday noon meetings of the Club.

**ROOS BROS. IN NEW FIELD**

B. R. Forster, president of the Brilliantone Steel Needle Co., New York, has advised the trade that Julius and Nestor Roos, who had been connected with the company's sale staff, had resigned, the resignation taking effect October 1. Both of these sales representatives are planning to enter another line of business, which they will announce in the very near future.

**NEW EDISON ADVERTISING MANAGER**

**C. G. Wood Appointed to That Position, Succeeding J. B. Gregg, Resigned—Warren F. Taylor in Charge of Promotion Department**

Several important changes have occurred recently in the advertising department of Thos. A. Edison, Inc. C. G. Wood, who has been in the department for some time past, has been appointed advertising manager, succeeding J. B. Gregg, who resigned recently to become advertising manager of a prominent fountain-pen company. Mr. Wood will take up his new duties on October 15.

Warren F. Taylor, a man of considerable experience in the advertising and merchandising field, was appointed, on October 1, to take charge of the promotion department of Thos. A. Edison, Inc.

**OPEN NEW VICTOR STORE**

**Weil Bros. Open Attractive Victor Establishment in Harlem Section of New York—J. E. Dunham in Charge of Store**

Weil Bros.' new Victor store, at 2252 Third avenue, New York City, was formally opened on October 10 as one of the finest exclusive Victor stores in the city. The entire equipment and furnishings are new throughout and the location on the first floor gives the store an exceptional opportunity to attain success. J. E. Dunham, whose wide Victor experience covers a period of several years and who was formerly a traveling representative of the Victor Talking Machine Co., is in charge of the new store.

Attractive announcements for the formal opening were sent out to a large mailing list and during the afternoon and evening a concert orchestra entertained the visitors. It is estimated that more than a thousand people took advantage of this formal opening to visit and inspect this new and up-to-date Victor store.

**MAYOR HYLAN MAKES OKEH RECORD**

**Mayor of New York Makes Special Campaign Record—Will Be Merchandised Through Okeh Dealers of Varied Political Faiths**

Mayor John F. Hylan, of New York City, candidate for renomination on the Democratic ticket, visited the Okeh recording laboratories this week for the purpose of making a special Okeh record. This record comprises portions of Mayor Hylan's speech of acceptance of the renomination for Mayor and, according to present plans, there will be featured on the reverse side a popular march. This special record will be merchandised through Okeh dealers and there is no doubt that there will be an active demand for this timely recording.

**SELL EQUIPMENT OF TWO PLANTS**

CHICAGO, ILL., October 10.—The S. L. Winternitz Co., auctioneers, announce the sale to-morrow of a large number of phonographs and motors, as well as woodworking and other machinery, consisting of stock and equipment of the bankrupt Masterpiece Phonograph Co.

The factory equipment and finished and unfinished phonograph motor stock of the bankrupt Roemer Mfg. Co. is also advertised to be sold to-morrow at auction by M. Tauber & Co.

**ODEON ARTIST WILL VISIT AMERICA**

**Miss Maria Ivogun, Exclusive Odeon Artist, Will Appear With Chicago Opera Co.—Will Also Make a Concert Tour of Country**

The American Odeon Corp., New York, manufacturer of Odeon records, has advised its dealers that Miss Maria Ivogun, an exclusive Odeon artist and one of Europe's most popular coloratura sopranos, will soon arrive in this country for a concert tour and to appear with the Chicago Opera Company, having been engaged to sing in several important roles. At the close of the Chicago season she is planning to visit New York when the Chicago Opera Company makes its annual trip to this city.

The American Odeon Corp. is planning an extensive advertising campaign, calling the at-



Miss Maria Ivogun

tention of the public to Miss Ivogun's fame and prestige and emphasizing the fact that she makes Odeon records exclusively. This artist has made fifteen selections for the Odeon catalog, including some of the most popular opera arias, and Odeon dealers will undoubtedly take advantage of her visit to America to feature her records.

It is understood that other Odeon artists will visit America this season, so that Odeon dealers will have ample opportunity to capitalize the prominence of these artists and use practical means to stimulate the sale of their records.

Jascha Heifetz, world-renowned violinist and Victor artist, who arrives soon from Austria, will go directly to San Francisco, where he will appear in a number of concerts.

**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA**  
**"Built by Tone Specialists"**

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1550 CANDLER BLDG.  
ATLANTA, GA.

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.

G. F. RUEZ  
Pres. and Treas.

H. A. GOLDSMITH  
Secretary

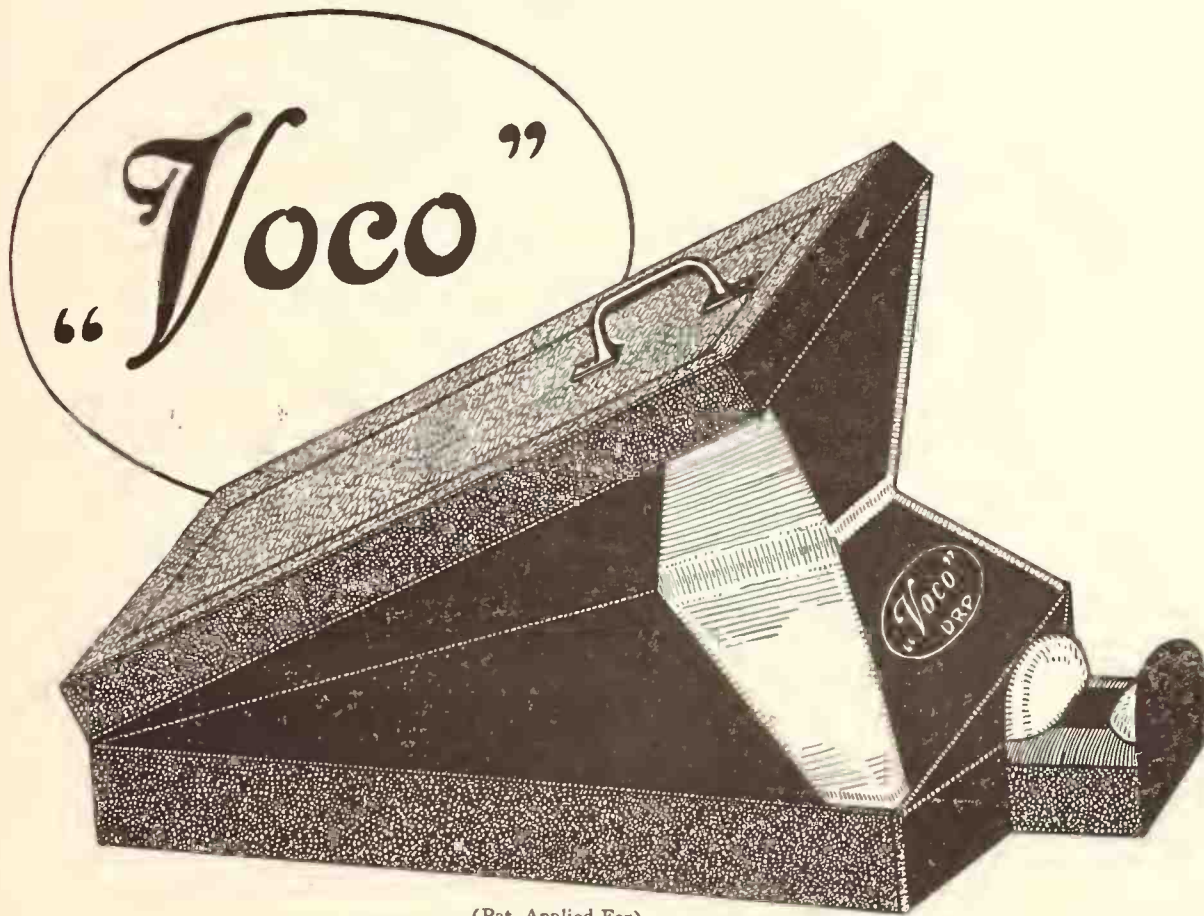
S. W. GOLDSMITH  
Vice-Pres. and General Mgr.



# A New Modern Hygienic Device for Making Mouth Harmonica Sales

No more need to allow your stock of mouth Harmonicas to become ruined or disease-carriers. The old method of demonstrating the harmonica is obsolete in every respect. The new method is the "VOCO" way, which not only eliminates all danger, but is an added sales feature because the prospective customer will prefer to purchase from the dealer who can offer the assurance, made possible by the use of the "VOCO."

**CLEAN — SANITARY — PRACTICAL — SIMPLE**  
**Indorsed and Recommended by All Health Authorities**



(Pat. Applied For)

The community drinking cup was condemned long ago as it was a public health menace. So is the present method of testing the mouth harmonica and health authorities will take the same step to eliminate this disease-spreading practice. The "VOCO" is the answer to this problem, as the harmonica is tested for the customer by this "ingenious mechanical device" with positive satisfaction, as the action of the "VOCO" is *exactly the same* as when played by the mouth; in other words, the "VOCO" will produce every tone or effect that can be obtained by the individual player. Hundreds of harmonicas can be demonstrated in the shortest possible time. Think what this means in the saving of time and the added attraction for the purchaser to buy from you.

The "VOCO" is a time-saver for everybody connected with the selling of mouth harmonicas. Jobbers, as well as dealers, are enthusiastic about the "VOCO" DEVICE. It will test hundreds of harmonicas in a small fraction of the time now required by the present method.

Dealers and jobbers can feature the "VOCO" in all their advertising as an added service they can offer. It will make new sales and enthusiastic customers for you. Don't delay! Write us now for full particulars!

**We will appoint Live Distributors in United States and Canada**

Be the first in your city to  
use the VOCO

**A Very Attractive Proposition**  
*Write us today for Full Particulars*

A few desirable territories  
still open

**VOCO SALES CO., 114 E. 28th St., New York City**

*Sole Agents for United States and Canada*



# Southwestern Victor Dealers Convene

**Dealers from Points in Texas, Louisiana, Oklahoma, Arizona and Arkansas Meet at First Annual Convention of Southwestern Victor Dealers' Association Held in Dallas—Educational Conference a Feature of the Gathering—Many Notable Addresses Made at the Meeting and Also at the Conference**

(Special by wire to The World)

DALLAS, TEX., October 11.—Victor dealers, members of their sales forces and music supervisors in the public schools from over Texas and points in Louisiana, Oklahoma, Arizona and Arkansas met here last week for the first annual convention of the Southwestern Victor Dealers' Association and the third educational conference to be held anywhere in the country under the auspices of the educational department of the Victor Talking Machine Co. Many of the dealers were also accompanied by officers of music clubs and representatives of the various musical organizations of their communities.

Supervisors who attended the meeting declared the conference had been a revelation to them in ways to use talking machine records in the schools, and every dealer went home enthused and determined to stress the educational values of the Victrola and selected records.

#### President B. W. Gratigny Presides

The convention of the dealers was held Tuesday, October 5, and was presided over by B. W. Gratigny, of Dallas, who was elected president of the organization last May to serve one year, along with the other officers. The principal address was by H. A. Beach, vice-president of the Unit Construction Co., of Philadelphia, on "Dealer Development." Mr. Beach outlined methods whereby dealers could increase their business and, at the same time, co-operate with other dealers and the factory.

"Terms and Trade-ins" was the subject of an address by Lester Gunst, of Dallas, following which G. N. Swett, traveling representative of the Victor Co. in Texas and part of Oklahoma, made a talk on "Trade Conditions," declaring they were improving in all parts of this territory.

#### The Afternoon Session

The afternoon session was opened with an address by William Howard Beasley, of Texarkana, on "Business Charts." He gave a demonstration of their use in checking sales and accounts. E. A. Delano, of Camden, N. J., delivered an address on "Selling Victrolas," including a number of good selling points, with brief historical sketches of Victor artists.

Brief talks were made by Lester Burchfield, of Sanger Bros., Dallas; J. W. Maxwell, of Houston, and a representative of an El Paso Music Co., all of which were timely.

#### The Association Banquet

A banquet was given by the Association at the Adolphus Hotel, honoring Mrs. Frances E. Clark, F. A. Delano and the Victor jobbers.

Talks were made by Mrs. Clark and Mr. Delano and members of the Association. The musical program included vocal numbers by Mrs. R. H. Morton, accompanied by Miss Elizabeth Gay Jones; violin selections by Emmett Peck, accompanied by Miss Vera Meade, and selections by the Ferguson Quartet. It was a delightful affair and greatly enjoyed by those present.

## Opening of the Educational Conference

All sessions of the conference were, like the convention, held in the spacious roof garden of the Adolphus. After an address of welcome by Chas. L. Sanger, vice-president of Sanger Bros., F. A. Delano, advertising department, Victor Co., gave an address Wednesday morning on "Victor Ideals." This was followed by a talk from Mrs. Frances Elliott Clark, director of the Victor educational department, on "Our Educational Work—Retrospect—Prospect," which was a brief summary of what had been done and a prophecy of things to come.

Miss Margaret M. Streeter, of the Victor factory force, spoke on "Rhythm, Free and Suggested Expression," dividing her lecture into three sections—individual interpretation, suggested expression through title and suggested expression through mother and teacher. Miss Edith M. Rhetts, of the factory force, lectured on "Cultural Hearing," stressing the value of teaching the children to learn to listen and the real significance of musical appreciation.

The first talk at the Wednesday afternoon session was by S. Dana Townsend, of the factory force, on "English for the Home and Elementary Schools." He divided his subject into the home, primary and intermediate grades. Miss Rhetts spoke on "Instruments of the Orchestra by Sight, Sound and Story" and pointed out how the Victrola could be used to wonderful advantage in this work.

Mr. Delano gave an inspiring talk on "Selling Victor Products" and Miss Streeter closed the first day of the conference with a lecture on "Mi-

metic Play and Making Believe With Little Children," which subject was well handled.

#### The Thursday Conference

On Thursday Miss Rhetts spoke on "Songs for Children, Adolescents and Adults," pointing out how the Victor catalog enabled selections to be made which would be appropriate for all members of the family.

"Around the Year With the Victrola" was discussed by Mr. Townsend, who cited records especially suitable for Hallowe'en, Thanksgiving and Autumn, Christmas and Winter, February, Easter and Spring and birthdays. Miss Streeter then spoke on "Rhythmic Songs and Games and Metre Sensing" and the Thursday morning session closed with round table and music-memory contests, conducted by L. A. Inman, of the wholesale Victrola department, Sanger Bros., Dallas.

Thursday afternoon lectures were by Mr. Townsend, on "English Literature, Junior and Senior High Schools"; by Miss Rhetts, on "Program and Pure Music," and by Miss Streeter, on "Music in the Rural Schools." A novel feature of the afternoon program was folk dancing to Victrola music by twenty pupils of the third and fourth grades of the Dallas schools, under the direction of Miss Bessie Keller.

Miss Sadie Williams, supervisor of music in the Dallas public schools, gave an interesting talk Friday morning on "Music Appreciation in the Dallas Schools." She told of the installation of the course eight years ago, of how it has become popular and of the wonderful showing made by the schools in the two annual music-memory contests. She also described plans for the third annual contest to be held in January.

#### The Friday Program

Other talks on Friday were by Mrs. Stark, on "Nationality in Music"; by Mr. Townsend, on "The Victrola in Correlation With European History"; by Miss Rhetts, on "Selling Instrumental Music," and by Miss Streeter, on "Characteristic Rhythms," at the morning session and by Mr. Townsend, on "The Victrola in Correlation With American History"; Miss Streeter, on "Large Groups—State, County, Civic"; Miss Rhetts, on "How Music Came to Be," and a concluding talk by Mrs. F. E. Clark at the afternoon session. This last took on largely the character of a question box before she concluded.

#### Those Present at Gathering

Victor jobbers and dealers who attended the meeting and educational conference were: F. L. Koons, El Paso, Tex.; W. B. Callaway, J. W. Maxwell, E. A. Locke, of the Talking Machine Co. of Texas, Houston, Tex.; Elihu A. Sanger, Chas. L. Sanger, Lester Burchfield, Miss Della E. Brillling, L. A. Inman, E. E. Hill, R. H. Penick, Mrs. A. Everett, J. H. Corder, B. W. Gratigny, Miss Ethel Gibson, Lester Gunst, Miss M. Waskom, R. P. Scott, Dallas; W. B. Malone, San Antonio; B. C. Sievers, Austin; G. F. McCormick, Miss M. Allen, Fort Worth; H. L. Stanard, Waco, Tex.; S. T. Bryson, Shreveport, La.; H. Y. Parrott, Dennison, Tex.; Miss Elizabeth Whitehead, Denton, Tex.; F. Clark, Rock-

**Your Problem Is Ours**

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

**Answer: TONAR RECORD BRUSHES**

(Trade Mark)



**Have we solved the above problem correctly?**

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

Made in mahogany, oak and ebony colored finishes

**PARKS & PARKS, Inc.**

**TROY, N. Y.**

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



wall, Tex.; Miss Mary E. Weber, Shawnee, Okla.; Miss Lena Mussett, Fort Worth, Tex.; Miss Miles, Fort Worth, Tex.; W. T. Blackwell, of Tri-state Talking Machine Co., El Paso, Tex.; Geo. T. Fisher, Tucson, Ariz.; E. L. Pendleton, Vernon, Tex.; E. O. Kunitz, Cuen, Tex.; C. E. Anderson, Terrell, Tex.; Miss Anna Goff, Miss Mattie Goff, Sweetwater, Tex.; Reid Scott, Childress, Tex.; Mrs. Frank Corry, Enid, Okla.; H. C. Collier, Galveston, Tex.; T. J. York, Corsicana, Tex.; Miss Enma Douglass, Corsicana, Tex.; J. F. Edleman, Duncan, Okla.; W. C. Rhoades, Hillsboro, Tex.; K. D. Donovan, Marshall, Tex.; W. Howard Beasley, Texarkana, Ark.; Henry P. Mayer, Paris, Tex.; Mrs. Stapley, Waxahachie, Tex.; John McCleary, Jr., Houston, Tex.; O. H. Jahn, Galveston, Tex.; R. B. Bryan, Terrell, Tex.; H. D. Harrison, Ennis, Tex.; A. H. Smith, Nacogdoches, Tex.; Mrs. R. B. Lawrence, Little Rock, Ark.; Mrs. R. N. Robertson, Winnsboro, Tex.; E. E. Hall, Jr., Abilene, Tex.; R. E. Bryan, Tyler, Tex.; Eli Sanger, Dallas, Tex.; Mrs. Brewster, Texarkana, Ark.; Miss Benton, Guy M. Adams, Miss McGee, Fort Worth, Tex.; Wm. Karl, Blackwell, Okla.; W. P. Ross, Oklahoma City, Okla.; C. H. Smith, Duncan, Okla.; Mrs. J. E. Johnson, Mineral Wells, Tex.; E. C. Fagan, Okmulgee, Okla.; C. E. Dowell, McKinney, Tex.; E. O. Harrington, Plano, Tex.; R. M. Stone, Paulsvalley, Okla.; Mrs. W. B. Cook, San Antonio, Tex.; Fred Kingdon, Miss Mary Clark, Austin, Tex.; E. M. Caskey, Jacksonville, Tex.; J. E. Hamill, Grandfield, Okla.; Miss Ruth Rix, Bigspring, Tex.; H. F. McDaniel, Abilene, Tex.; W. W. Biard, Kaufman, Tex.

The entertainment, on the night of October 5, was a theatre party at the Majestic Theatre.

**Dinner Tendered by Distributors**

On the night of October 6 there was dinner in honor of the Victor party and Southwestern Victor Dealers' Association, tendered by the three Texas Victor distributors, namely, the Talking Machine Co. of Texas, Houston, Tex.; W. G. Walz Co., El Paso, Tex., and Sanger Bros., Dallas. An orchestra played during dinner, which was served in Palm Garden, Adolphus Hotel. Chas. L. Sanger was toastmaster and Mrs. J. F. Lyons, of Fort Worth, national president of Federated Music Clubs, gave a short talk, as did Mrs. Clark, F. L. Coons, of Walz Co., El Paso, and J. W. Maxwell, of the Talking Machine Co. of Texas, Houston, Tex.

On Friday evening the entertainment was a theatre party at the Palace.

**Thanks From Mrs. Clark**

At the close of the program the last day Mrs. Clark thanked all present for the splendid attention given and called on the following for impromptu talks: Lester Burchfield, Sanger Bros.; W. B. Callaway, Talking Machine Co.; J. W. Maxwell, Talking Machine Co.; F. L. Coons, W. G. Walz Co.; Miss Henrietta Pyle, supervisor of music, Wichita Falls, Tex.; Miss Sadie Williams, supervisor of music, Dallas; Miss Wens, club woman of Navasota, Tex.; G. N. Swett, traveling representative of the Victor Co. in Texas; L. A. Inman, director of the Victrola educational department, Sanger Bros. Mrs. Clark also thanked the three Texas distributors for their hearty co-operation and support, and asked to be invited back to Texas again.

Petty details belong to the office boy. The merchant or manager who frets and fumes about minor details loses the respect of his employees.

**Phonograph Parts**

for all makes of machines on hand. Also motors, tone arms and low priced table and floor model

**Cabinets and Machines**

in stock ready for shipment.

What are you in need of at present? Let us hear from you and we will communicate with you at once.

Write for our latest 1921 price list which gives you the special bargains.

**Wollman Talking Machine Co.**

560-562 Grand St. Brooklyn, N. Y.

**INTRODUCES THE "VOCO"**

Ingenious Device for Demonstrating Harmonicas Meeting With Success—Endorsed by Health Officials—Very Popular in Europe

The Voco Sales Co., New York, is now placing on the market the "Voco," an ingenious mechanical device, designed to demonstrate and test mouth harmonicas in a hygienic and efficient way. This instrument is so designed that it reproduces every possible tonal effect of the harmonica.

The executives of the Voco Sales Co. state that health authorities throughout the country are keenly interested in the introduction of this new device, as it can be used as a factor in decreasing the possibility of spreading disease. Almost invariably the prospective purchaser of a harmonica tests the instrument before buying it and, if it meets with his disapproval, it is placed back in the showcase without proper measures having been taken from a sanitary standpoint. If these demonstrations are multiplied many times over during the day it can be readily understood just why the personal demonstration of harmonicas is undesirable hygienically.

In a chat with The World one of the executives of the Voco Sales Co. stated that the Voco is in use in practically every country in Europe and carries the recommendation and endorsement of the public health officials in every large European city. Aside from its hygienic value, the Voco is a time-saver for the dealer, as hundreds of harmonicas can be demonstrated through its use in the time ordinarily taken for the testing of a few harmonicas by individuals.

**RECORDS BY JOHN CHARLES THOMAS**

Aeolian Co. Advertises Fact That Star of "The Love Letter" Records Exclusively for the Vocalion Catalog—Many "Hits" Are Listed

The Aeolian Co. used space three columns wide and a half page deep in the amusement section of the New York Times on Sunday, October 9, to call public attention to the fact that John Charles Thomas, the noted baritone and star in the successful new operetta, "The Love Letter," at the Globe Theatre, records for the Aeolian Co. exclusively and will record the most popular numbers from "The Love Letter," which is a big "hit." The advertisement listed a half dozen of Mr. Thomas' records now in the Vocalion catalog.

**AN EFFECTIVE WINDOW DISPLAY**

Sterling Music House, Denton Harbor, Helps in Celebration of Fall Opening

The Sterling Music Store, handling talking machines at 151 East Main street, Denton Harbor, Mich., had a particularly elaborate window display recently on the occasion of the official Fall opening of the business establishments of the city under the direction of the Chamber of Commerce. The store has a double window and on one side was shown a Hamilton grand piano and on the other side a Victrola and a Graphophone, together with some small musical instruments. The windows were trimmed with Autumn foliage and handsome floor lamps added to the general effectiveness. Many comments were heard regarding the general attractiveness of the window.

**INSTALLS VAN VEEN EQUIPMENT**

YONKERS, N. Y., October 10.—Frank Steadman, Victor dealer of this city, recently installed new Van Veen equipment, consisting of four rooms, record racks, counter and lobby. The finish was in ivory enamel and imposing in effect.

H. S. Holly, who formerly owned one of the largest music establishments in Iowa, is now associated with William C. Guerth, Edison dealer at Redlands, Cal.

**PLAZA**

**BUY YOUR ACCESSORIES**  
*"All From One Source"*


**PLAZA MUSIC CO.**

TRADE MARK

**ALL FROM ONE SOURCE**

REPAIR PARTS  
NEEDLES  
CLEANERS  
ENVELOPES  
SAPPHIRES  
ALBUMS  
RECORDS

**SPECIAL ON CLOTH-BOUND RECORD ALBUMS**



	<u>6 doz. orders</u>	<u>Less</u>
10-inch.....	50c	55c
12-inch.....	60c	65c

**HEADQUARTERS FOR**  
RECORD DELIVERY ENVELOPES  
RECORD ALBUM SETS FOR VICTOR No. 80  
REPAIR PARTS  
KENT ADAPTERS  
NOVELTY TOY RECORDS  
MIRRORLIKE POLISH  
CONVERTO CABINETS  
BRILLIANTONE STEEL NEEDLES  
MAGNEDO MULTI-PLAYING NEEDLES  
SUPERTONE STEEL NEEDLES  
SHEET MUSIC  
ARTO RECORDS  
MUSIC ROLLS  
RECORD CLEANERS  
PHONOGRAPH DELIVERY COVERS  
BUBBLE BOOKS  
FIBRE NEEDLES  
FIBRE NEEDLE CUTTERS  
RECORD FLASHERS  
REPEATOGRAPH  
TONOFONE NEEDLES  
REFLEXO NEEDLES  
NOTROLAS  
DANCING RASTUS  
PLAYER-PIANO VACUUM CLEANER  
SUPPLEMENT MAILING ENVELOPES  
SAPPHIRE BALL NEEDLES  
SAPPHIRE POINT NEEDLES  
DIAMOND POINT NEEDLES  
UNIVERSAL DISPLAY RACKS  
SHEET MUSIC RACKS  
NYOIL  
BOBOLINK MACHINES  
PHONO MOVIES  
STOCK ENVELOPES  
NULIFE MUSIC ROLL ATTACHMENT

*Watch for Next Month's Special*

**PLAZA MUSIC CO.**  
18 WEST 20<sup>TH</sup> STREET  
NEW YORK



## TAX SITUATION IN WASHINGTON

Despite Opposition Manufacturers' Sales Tax Is More in Favor—G. W. Pound's Good Work

WASHINGTON, D. C., October 8.—As the crisis in relation to the tax situation approaches, so to speak, there appears to be a more general feeling that the manufacturers' sales tax bill, as presented by Senator Smoot, has more than an even chance of being put through as a substitute for other new legislation. The measure is steadily gaining supporters among the Senators, as business interests in various sections of the country have made plain their desires that the Senate give the proposed measure full and careful consideration. Even some of those Senators who were outspoken in their opposition to the Smoot idea at the outset have been won over to the cause, and this is accepted as a promising omen.

From the viewpoint of the music industry the Smoot tax bill, which was introduced in the Senate very recently, is a most desirable piece of legislation, considering, of course, that taxes must be paid in one form or another. In the first place,

the bill abolishes all special war excise taxes, together with other special taxes that have been felt particularly by the music industry, and is drafted along simple and understandable lines.

### Wholesale and Retail Clause Out

Largely through the efforts of George W. Pound, general counsel of the Music Industries Chamber of Commerce, the "Wholesale and Retail" clause which was stricken out of the bill by the House Committee, and also by the Senate Finance Committee, has been reinstated and is now to be found in the Smoot bill. The non-retroactive clause, making decisions of the Internal Revenue Department which reverse previous rulings by the department non-retroactive, is retained in all bills before the Senate, which in a sense is a victory for the music industry.

While some weeks ago the outlook for tax legislation that would be fair and equitable to the music industry and other industries similarly affected was none too bright, the decided change in the situation has served to revive the hopes of those who have been waging a strong fight, for the chances of the manufacturers' sales tax bill are stronger now than ever.

## MEETING THE WHIM OF THE STAR

Richardson's, Inc., Los Angeles, Provide Unusual Talking Machine Cabinet for Dressing-room of Gloria Swanson, Movie Star

When Gloria Swanson, the noted motion picture star, desired a talking machine cabinet to harmonize with the original character of the



Special Design for Miss Gloria Swanson

furniture in her dressing-room at the Lasky Studios, Los Angeles, Richardson's, Inc., Victor dealers in that city, solved the problem by having built the unusual cabinet illustrated herewith, in which was installed a small model Victrola.

## AN IMPORTANT NEW DEPARTMENT

New York American to Run Weekly Page Devoted to Reviews of, and Comments on, the New Music Rolls and Talking Machine Records

The New York American has just inaugurated a new department of particular interest to dealers in, and purchasers of, talking machine records and music rolls. The new department, which, it is announced, will appear every Saturday, will be devoted to detailed and valuable information regarding the new music roll and record releases with editorial comment covering various phases of that branch of music.

The department was introduced in the American on Saturday, October 1, and was endorsed by various members of the local music trade, with several advertisements of rolls and records included in the department, indicating the extent of the practical support given the new move. The page carries the caption, "Record Day," and, if the first issue is any criterion, should prove most interesting.

The idea of devoting a special page or department to the criticism and analysis of records and rolls is not new by any means, for several newspapers, including the Philadelphia North American and others, have been conducting such departments for some time past. That one or two evening papers in New York have also devoted some space to similar matter and that a morning paper of the importance of the American has seen fit to handle record and roll reviews and comments regularly and in a big way is a matter for congratulation.

## CANNOT BAR TALKING MACHINES

WASHINGTON, D. C., October 8.—The first objection by a landlord, not only to the use of, but to the possession of, a talking machine by a tenant has been made known here. The lease submitted to the prospective tenant by an agent for a small apartment in the Northwest section of the city classes talking machines with dogs, cats and parrots. The lease reads, in part, as follows: "The lessee hereby covenants and agrees that he will not keep, or allow to be kept, any dog, cat, parrot, graphophone or phonograph in said apartment or upon said premises." When requested to sign the tenants made such an uproar that the landlord was forced to back down from his arbitrary stand and the objectionable clause was removed.

# Introductory Offer

Free of Charge

## ONE NEW FORD SEDAN

Fully Equipped

to every dealer buying and paying  
within one year of first purchase for

50 SPRAYTONE STANDARD MODELS Retailing at \$225.

or

400 SPRAYTONE PORTABLE MODELS Retailing at \$35.

### Exclusive Territories Granted to Participants

Sample machines at special discount, 1/2 cash with orders, balance C. O. D.

Regular trade discounts on repeat orders; 20% cash with order; balance, thirty to sixty days' acceptance. Watch for details.

#### Specification of Spraytone Standard

Triangle shape, fits snugly into corner;  
Piano-finished case in mahogany;  
Gold equipment throughout;  
Perfect motor and tonearm;  
Filing system for 104 records;  
Total floor space required: 19 inches.

#### Specification of Portable

13 1/2 lbs., 16 1/2 x 8 1/2 x 6 1/2 inches.  
Oak cabinet and finish;  
Nickel equipment, carries 10 records;  
Plays all sizes and makes records;  
Approved motor, permanently attached heavy tonearm.

Both Machines Are Perfect Reproducers

Correspondence Invited

Catalog Just Out

OTHER ATTRACTIVE BONUS OFFERS TO LIVE DEALERS



TELEPHONE, RIDGEWOOD 192-J



## CONVENTION OF VICTOR DEALERS IN SALT LAKE CITY

Second Annual Meeting of Intermountain Victor Dealers' Association Well Attended and Proves Interesting and Successful—Some Timely Subjects Discussed at Sessions

SALT LAKE CITY, UTAH, October 7.—The second annual convention of the Intermountain Victor Dealers' Association was held at the Hotel Utah, in this city, yesterday, and proved a most successful event in every particular, especially in the matter of attendance.

Alvin A. Beesley, president of the association, opened the first session with an address, in the course of which he took occasion to welcome the visiting dealers and to review the general trend of trade conditions. Mr. Beesley gave it as his belief that business had come to the turning of the road and that the improvement now setting in would be permanent. He declared that the Victor dealers should consider themselves fortunate in representing a line that is so staple and which had stood up so well during the great stress of the past year in comparison to many other lines.

### The President's Address

Following the president's address the members of the association entered into the discussion of various important matters set forth in the program, including the question of record approvals, of outfit advertising, of the dollar-down plan, of the charging of interest, the value of trade-in instruments, the sale of appliances and accessories and the commission plan for employes. The association members went on record as opposed to the plan of sending out records on approval, considering that method unnecessary in creating record business. The body endorsed the use of high-class advertising and strongly condemned the blind and misleading advertising that has appeared in a number of localities.

During the course of the morning session the association adopted a resolution in memory of the late Enrico Caruso testifying to the part he played in the development of the talking machine.

### Talks on Salesmanship and Sales Helps

In a live talk on the training of employes, T. J. Holland brought out the importance of the salesman's individuality and ability to meet and take care of customers. He also touched on the importance of keeping the store in order. In speaking of training of employes, Mr. Holland says every store is known by the employes it keeps. This opening statement was followed by suggestions on how to train the employes so that they will give the most efficient service.

Fred A. Bain, of the John Elliott Clark Co., gave a brief talk on sales helps and store equipment. Mr. Bain discussed the suggestions and sales helps that have been used by many dealers through the district and impressed the dealers with the value of canvassing work.

A splendid paper, prepared by Harry A. Beach, vice-president of the Unit Construction Co., of Philadelphia, was read, in which Mr. Beach emphasized the importance of proper store equipment.

A paper on "Seeds of the Business Harvest," by J. J. Rockwell, advertising counselor for the Reincke-Ellis Co., of Chicago, Ill., was read at the meeting and offered some timely views on the business situation.

### Merchandising Good Music

A splendid talk was given by Lester Taylor, of Provo, Utah, on merchandising good

music. Mr. Taylor proved the necessity of educating the customers to the higher class of music in order that they may become better customers for the store and in order that the customers may get a greater amount of pleasure from their Victrolas.

The record-selling demonstration given by Miss Bess Jackson, of Glenn Bros., Roberts Piano Co., and Miss Beth Ericson, of the John Elliott Clark Co., of Salt Lake City, was very interesting and they were highly complimented.

Miss Evangeline Thomas, in her talk on reaching the home through the children, appealed to the dealers to see the light ahead or, in other words, to use a broader vision in educational work. Her points were very well brought out and no doubt will bear fruit in the future.

Albert Shankey's talk on advertising was excellent and many helpful hints were given which dealers will no doubt follow in their future advertising work.

### J. E. Clark Speaks of the Future

The closing address, "What of the Future for Victor Dealers?" was given by John Elliott Clark, of the John Elliott Clark Co. He drew a very good picture of the future for Victor dealers, provided their policies were sound and well founded, expressing the belief that those dealers who really wanted business could get it by properly planning the whole campaign in every detail.

The crowning feature of the day was the banquet and entertainment provided by the John Elliott Clark Co. This was an evening affair and everybody thoroughly enjoyed the entire program. The principal address at the banquet was by Knight B. Owen, representing the Victor Talking Machine Co., whose remarks were very much to the point and were very helpful to the dealers.

### New Officers Elected

The annual election of officers was held in the evening and the following were selected to head the association for the coming year:

President—Thomas J. Holland, Glenn Bros., Roberts Piano Co., Ogden, Utah; vice-president, Lester Taylor, Taylor Bros. Co., Provo, Utah; treasurer, Walter Robinson, Robinson Bros. Music Co., Provo, Utah; secretary, F. A. Bain, John Elliott Clark Co., Salt Lake City. Executive committee, T. C. Martin, T. C. Martin Music Co., Pocatello, Idaho, and L. Hixson, The Music Shop, Midvale, Utah.

## GEO. W. HOPKINS VISITS CANADA

Confers With Canadian Managers in Regard to Business Conditions

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., has been spending a week up-State, during the course of which he conferred with A. E. Landon, manager of the Toronto branch, and Hector Garand, manager of the Montreal branch, regarding general Canadian conditions. Both of these managers spoke optimistically of the outlook for the future, stating that sales for the month of September were far beyond expectations.

J. A. Marshall, assistant manager of the Dealer Service department, returned to New York recently after an extensive trip, which included a visit to the company's Boston, Montreal, Toronto, Buffalo, Cleveland, Detroit and Pittsburgh branches.

## DEATH OF I. DAVEGA

I. Davega, president of the Knickerbocker Talking Machine Co., New York, died Wednesday at the home of his son, Abram Davega. Mr. Davega is survived by his widow, Mrs. Louise Davega; Abram Davega and a daughter, Mrs. B. R. Forster.

## JEDLICA BROS.' EXPANSION

Jedlica Bros., of Bay Shore, N. Y., have purchased "Rosen's Music Shop," Southampton, N. Y., and will be in possession January 2, taking over the entire Victor and musical merchandise stock. The business will be conducted under the name of Jedlica Bros. in conjunction with the store in Bay Shore.

A charter of incorporation has been granted to the Brunswick Music Shop, Muskegon, Mich., with a capital of \$25,000.

## BETTER BUSINESS

is already here. Let us help you make your accessories business build up big profits for you this Fall.

Get All Your Accessories from One Source



Patent Pending

## THE OUTING

An Improved Portable with

- A twelve pocket Album
- A Tone Chamber to regulate the sound
- A twelve-inch Turntable
- A Needle Cup which cannot spill Needles
- A two-spring standard Motor
- A universal Tone-arm which plays all Records
- A piano finish and genuine mahogany top.

All parts held firmly in place.

LIST PRICE, \$35.00

Regular Trade Discount

THE CABINET & ACCESSORIES CO.,  
145 E. 34th St., New York

Gentlemen:

Please send me.....

Outing Portables by.....

Truly yours

- Charge to my account.
- Enclosed please find check.
- If you have not got an account with us kindly enclose check.

## THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St. NEW YORK



Sound Boxes to fit Victor and Columbia. Samples, \$.60 each.

Tone Arm and Sound Box, Per Set \$1.35.

We carry in stock parts for all makes machines. Write for our catalog and prices.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

204 East 113th St., New York City

Jobbing Territory Open



# ARTo RECORDS

"Hits Always First"—that is the policy of The ARTo Co.

Here are the latest ARTo releases—Look them over—Then order from the nearest ARTo distributor—whose addresses appear below

## ARTo Record Releases for the Months of October and November, 1921

### DANCE RECORDS

- 9100 Say It With Music. From "Music Box Revue." (Irving Berlin) Fox-trot. Lanin's Roseland Orchestra It's You (G. Conrad). Fox-trot. Lanin's Roseland Orchestra
- 9099 Stop! Rest a While (L. W. Gilbert-T. Brym). Fox-trot. Van Eps Quartet
- Figaro (Lee David). One-step. Van Eps Quartet
- 9101 Mississippi Cradle (A. Olman). Waltz. ARTo Dance Orchestra
- Moon River (Lee David). Waltz. ARTo Dance Orchestra
- 9098 Just Like a Rainbow (M. Earl-T. Fiorito). Fox-trot. Merry Melody Men
- Rosy Cheeks (H. D. Squires). Fox-trot. Merry Melody Men
- 9087 Remember the Rose (S. S. Simmons). Fox-trot. ARTo Dance Orchestra
- Baby Face (J. Benson-J. E. Howard). Fox-trot. Merry Melody Men
- 9088 Sweet Lady. From "Tangerine" (F. Crumit-D. Zochl). Fox-trot. Lanin's Roseland Orchestra
- Yoo-Hoo (Al Jolson). Fox-trot. Lanin's Roseland Orchestra
- 9099 Second Hand Rose. From "Ziegfeld Follies" (J. F. Hanley). Fox-trot. Julius Lenzberg and His Orchestra
- Just Because (V. T. Stevens-P. Frosini). Fox-trot. Merry Melody Men
- 9090 The Merry Widow Waltz. From "The Merry Widow" (F. Lehár). Waltz. ARTo Dance Orchestra
- Wonder If You Still Care For Me (Ted Snyder). Waltz. ARTo Dance Orchestra

### POPULAR VOCAL RECORDS

- 9094 Bimini Bay (Kahn-Egan-Whiting). Tenor Solo. Orch. Accomp. Irving Kaufman
- Dapper Dan (L. Brown-A. Von Tilzer). Baritone Solo. Orch. Accomp. Al Bernard
- 9091 Ma! (He's Kissing Me) (S. Clare-C. Conrad). Tenor Solo. Orch. Accomp. Billy Jones
- Ev'rybody's Welcome in Dixie (W. Tracey-H. K. Mohr). Baritone Solo. Orch. Accomp. Arthur Fields
- 9092 Tuck Me to Sleep in My Old Tucky Home (Lewis-Young-Meser). Tenor Solo. Orch. Accomp. Sam Ash
- Ain't You Comin' Out, Malinda? (Sterling-Moran-Von Tilzer). Tenor Solo. Orch. Accomp. Vernon Dalhart
- 9093 Sunrise and You (Arthur A. Penn). Tenor Solo. Orch. Accomp. Gerald Griffin
- Fancies (T. J. Brown-H. Spencer). Tenor Solo. Orch. Accomp. Gerald Griffin

### HAWAIIAN RECORD

- 9079 Carolina Lullaby (B. Pannela). Waltz. Duet. Hawaiian Guitars. Ferera and Franchini
- Isle of Paradise (M. Earl-T. Fiorito). Waltz. Duet. Hawaiian Guitars. Ferera and Franchini

### STANDARD VOCAL RECORDS

- 3082 Somewhere a Voice Is Calling (E. Newton-A. F. Tate). Tenor Solo. Orch. Accomp. Chas. Harrison
- Dear Old Girl (R. Buck-Theo. Morse). Male Voices. Orch. Accomp. Peerless Quartet
- 3083 Kathleen Mavourneen (A. Crawford-F. N. Crouch). Tenor Solo. Orch. Accomp. Charles Harrison
- Where the River Shannon Flows (J. I. Russell). Tenor Solo. Orch. Accomp. Henry Burr
- 3081 Little Cotton Dolly (R. H. Buck-A. Geibel). Plantation Song. Male Voices. Unaccomp. Criterion Quartet
- De Sandman (O. Protheroe). Male Voices. Unaccomp. Criterion Quartet

### COLORED VOCAL "BLUES" RECORDS

- 9102 'T Ain't No Place For Me (J. Burris). Comedy Song. Orch. Accomp. James Burris
- A Humorous Address to the Musicians. Mono'ogue. Orch. Accomp. Charles S. Gilpin
- 9103 Aunt Hagar's Children Blues (W. C. Handy). Vocal Blues. Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- Down Home Blues (T. Delaney). Vocal Blues. Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- 9086 Dangerous Blues (A. W. Brown-B. Brown). Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- I Want Some Lovin' Blues (J. M. Lee-Jazz Williams). Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- 9095 Cry Baby Blues (Lewis-Young-Meyer). Vocal Blues. Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- The Also Ran Blues (M. Gilbert-C. Smith). Vocal Blues. Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- 9096 You'll Think of Me Blues (H. Quall Clark). Vocal Blues. Contralto Solo. Orch. Accomp. Alice Leslie Carter
- Accompanied by Jimmie Johnson's Jazz Boys
- Carolina Shout (J. P. Johnson). Fox-trot. Jimmie Johnson's Jazz Boys

### COLORED INSTRUMENTAL "BLUES" RECORD

- 9097 Memphis Blues (W. C. Handy). Fox-trot. Lanin's Southern Serenaders
- The Saint Louis Blues (W. C. Handy). Fox-trot. Lanin's Southern Serenaders

### LIST OF ARTo DISTRIBUTORS

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- ARTo DISTRIBUTING CO., New York City.
- THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.
- SCOVILLE JOBBING MERCANTILE CO., Atlanta, Ga.

We want more Distributors for un-appointed territories, therefore invite established firms to apply to:

**THE ARTo CO.**  
1658 Broadway, New York City

## NEW HOME RECORDER

Recordola Placed on the Market by Recordophone Co., Inc.—Has Distinctive Features

The Recordophone Co., Inc., has been recently formed for the manufacture of the "Recordola," a home-recording instrument. The company has executive offices at 220 Broadway, New York, and the talking machine trade has already evinced keen interest in this new and ingenious device. The officers of the Recordophone Co., Inc., are: President, Chas. Hussey; secretary and treasurer, Joseph F. O'Brien; general manager, A. M. Frost. Mr. Frost states that the company has received inquiries from important dealers and the general public throughout the country, and, judging from all indications, the Recordola will become a vital factor in the trade as soon as the company is in a position to increase its factory production, which, at the present time, is being augmented day by day.

The records made by the Recordola have been named "Homograms," and the master waxes are so constructed as to allow the user to make a number of records from each wax. The instrument has many distinctive features and, as Mr. Frost states, above all it is fool-proof.

## WHITEMAN ORCHESTRA AT PALACE

Noted Group of Musicians Proves Feature of Bill at Keith's Vaudeville House

Paul Whiteman and his Palais Royal Orchestra, who have made a series of most successful records of dance music for the Victor Co., were an added feature of the bill at Keith's Palace Theatre, New York, during the week of October 3 and proved such a hit that the orchestra was retained for a second week. Mr. Whiteman included in his program: "Oh Me, Oh My," "Do You Ever Think of Me?" and other numbers that have proved successful in record form.

## ORGANIZE TO MAKE HARDWARE

The Grand Rapids Metal Products Co., Grand Rapids, Mich., has been organized to manufacture furniture, talking machine and automobile hardware, etc. The concern has taken over the plant of the Miller Plating Co., one of the most complete in that section. John C. Miller is president of the company, E. R. Freeman, vice-president, and A. W. Honecker, secretary and treasurer.

## PETITIONED INTO BANKRUPTCY

A petition in bankruptcy has been filed against the Harlem Phonograph Shop & Typewriter Exchange, Inc., of 143 West 125th street, New York. Liabilities are given as \$30,000 and assets as \$20,000. Jesse W. Ehrich has been appointed receiver.

## TWO NOTED ARTISTS HEARD

Two distinguished record artists were heard in concert in New York last Sunday. Mme. Gallucurci, the Victor soprano, held forth to a packed

house at the Hippodrome and Arthur Middleton, Edison baritone, attracted an immense crowd at Aeolian Hall. Both artists were in great form and won most favorable comments from the critics of the New York papers.

## SONORA PORTABLE HER PET

Sylvia Jocelyn, Moving Picture Star, Makes Companion of Machine—Even Takes It to Ball Game and Carries It on Shopping Trips

Many fads have been in vogue during the last few years, but it has taken Miss Sylvia Jocelyn, a well-known moving picture star, to set an example which has put all the lap dogs, monkeys, teddy bears, walking sticks and ankle watches on the shelf. Instead of one of these, Miss Jocelyn has made a pet out of a Sonora portable machine, manufactured by the Sonora Phonograph Co., 279 Broadway, New York, and wherever Sylvia goes the Sonora portable is to



Sylvia Jocelyn and Her Portable Sonora be found. When shopping, motoring or walking, she carries her Sonora and sufficient records to entertain herself should she become bored. Although an enthusiastic baseball fan and a frequent visitor to the Polo Grounds, she always carries the Sonora with her. Her friends say that the attachment for the Sonora is a fad, but she says that it is not and that it will always be her constant companion, her comforter when sad and her entertainer when happy. She calls it "Sonny."



you charge her as one of the necessary parts of the outfit. She will agree that a dusty cleaner should be discarded and replaced periodically by a new one. Start her right using Clearstones, samples of which we will be glad to furnish and quote on request.

We also make the well-known Recco, Supreme, Velvetone and Gilco Brushes.

E. T. GILBERT MFG. CO., Rochester, N. Y.



Bought as you tell her to buy

Once you gain the confidence of a customer, she buys as you tell her to buy. She accepts your knowledge on various things and can be schooled to clean records for the sake of the life of the disc and the smoothness of sound. She accepts the record cleaner and the price





Conventional Models from \$60  
With Graduola from \$135

Table Period Models with  
Graduola from \$245

Upright Period Models with  
Graduola from \$300

# MAKE THE VOCALION LINE YOUR PHONOGRAPH CHOICE

Every phonograph-buyer demands high-grade excellence in his purchase. That is why a phonograph made by the Aeolian Company, foremost manufacturers of musical instruments, has such tremendous merchandising value. *The Vocalion stands for genuine quality.* Representation of this remarkable instrument in its modern development of conventional and period models means added prestige to your business.

### Distinctive Features of the Vocalion Line

1. The Graduola—exclusive tone-controlling device, obtainable on no other phonograph.
2. Naturalness of tone—characteristic of all Aeolian-made instruments.
3. Complete line of graceful period models—both table and upright with solid and split tops.
4. All 1921 Vocalion models are priced on a basis of pre-war values.

## L A T E S T V O C A L I O N R E C O R D H I T S

Tuck Me to Sleep (In My Old Kentucky Home)	} Shannon Four	14236	10	\$.85
Down in Happy Valley				
Cry Baby Blues	} Aileen Stanley	14237	10	.85
Who'll Be the Next One to Cry Over You?				
Ilo—Fox-trot	} The Newport Society Orchestra	14240	10	.85
Yoo-Hoo—Fox-trot				
Ma—Fox-trot	} Al Jocker's Dance Orchestra	14241	10	.85
Just Like a Rainbow—Fox-trot				

*We Invite Correspondence with Dealers Interested in the Vocalion and Vocalion Records*

**THE AEOLIAN COMPANY.**  
NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO



**NEW POST FOR S. L. LARMON**

Appointed Manager of Columbia Co. Branch in Cleveland—Other Appointments

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., has announced the appointment of S. L. Larmon as manager of the company's Cleveland branch, succeeding J. L. DuBreuil, who has resigned from the company's service. Mr. Larmon, who was formerly a member of the sales staff of the Detroit branch, is thoroughly familiar with Columbia merchandising and is conversant with the sales problems incidental to present conditions.

J. H. Brewster, formerly a member of the sales staff of the Cincinnati branch, has been appointed assistant manager of the Detroit branch, succeeding C. B. Fay.

Harry Claudy has been appointed assistant manager of the St. Louis branch, succeeding J. Bryant, who has resigned from the company's service. Herbert Scheidmeke has been appointed assistant manager of the Dallas branch, and E. M. Shute, who was formerly assistant manager of the Cincinnati branch, is no longer connected with the company.

J. R. Zannetin has been appointed Dealer Service supervisor at the Montreal branch and H. F. Smith, who was formerly associated with the Musical Supply Co., of Toronto, has been appointed Dealer Service supervisor of the Toronto branch.

**PERFECTS AUTOMATIC "TALKER"**

Talking Machine That Automatically Plays a Number of Records Invented by South Carolina Man—Operates by Electricity

GREENVILLE, S. C., October 6.—An automatic talking machine, electrically operated, with three motors which are perfectly synchronized, has

been invented by George Behlen, of this city. The records are taken from a magazine by a conveying device, deposited in a position ready for playing and returned to the magazine when played. The magazine holds a large number of records, which are played in turn, the conveyer selecting the top record and returning the played records to the bottom of the pile. The mechanism is so arranged that a person sitting across the room may, by pressing a button, stop the record at any time. When a selection is cut off in the middle the record is automatically returned to the magazine and a new one is selected.

**INCREASES SALES STAFF**

Player-Tone T. M. Co. Adds Three Eastern Salesmen—Dealers Are Placing Good Orders

I. Goldsmith, president of the Player-Tone Talking Machine Co., Pittsburgh, Pa., manufacturer of the Player-Tone phonograph, was a recent visitor to New York, accompanied by Max Hollander, Eastern representative of the company. Mr. Goldsmith was en route to Pittsburgh after visiting the trade in the West, and his comments regarding general business conditions indicate that the dealers are preparing for a healthy Fall trade, this optimism being substantiated by the receipt of good-sized orders for the Player-Tone product.

Mr. Hollander had arranged for the addition to his sales staff of three new representatives who are going to cover the Eastern trade intensively. These men are thoroughly experienced in the talking machine industry, and are in a position to give Player-Tone dealers efficient service and co-operation. The new consoles recently added to the Player-Tone lines have met with a hearty reception from the dealers throughout the country, and the new price list has been an important factor in stimulating the demand.

**GIFT ENVELOPE BEING FEATURED**

The Dealer Service department of the Columbia Graphophone Co. is calling the attention of Columbia dealers to the sales value of the Columbia birthday record gift envelope. This envelope, which is illustrated herewith, affords the dealer an opportunity to stimulate record sales,



Attractive Record Gift Envelope and many Columbia dealers have used this sales idea to excellent advantage.

Every Columbia dealer is supplied with an appropriate container to introduce birthday record gift envelopes, and an attractive window display is one of the important requisites toward that end. The plan is meeting with considerable success, especially as it can be featured the year round.



Height 47 in.  
Depth 23 in.  
Width 19 in.  
Equipped with Heineman double spring motor and large supreme tone arm.

**CHARMAPHONES**

A T

**PRE-WAR PRICES**

Look it Over—Quality Throughout

**CHARMAPHONE**

New Model No. 9

Height 47", contains five record filing compartments—see photograph. Don't overlook this fast seller. Attractive design—fine high-standard equipment.

**Sales Financed**

for

**Charmaphone Dealers**

Write for particulars and send for catalog of Charmaphone line

**Charmaphone Company**

39 West 32nd Street

New York City

Factory: Pulaski, New York



**RECORDS AID IN HEALTH BUILDING**

Records of Walter Camp's Daily Dozen Exercises to Be Handled by Dealers, According to Announcement of Health Builders, Inc.—To Inaugurate National Advertising Campaign

After many months of careful investigation of the market and trying out by direct mail sales the Health Builders, Inc., of New York City, is now marketing its health-building course through the medium of the talking machine dealer. Although five double-disc ten-inch records are an important part of the course, there are also furnished a number of charts illustrated by sixty half-tone illustrations visualizing completely the various body positions of the different exercises. These charts, together with the records, are contained in an attractive leather-covered album. The course of instructions itself consists of Walter Camp's Daily Dozen Exercises, with spoken commands, and accompanied by appropriate orchestral music. Walter Camp, the famous football coach, is considered an eminent authority and his services were used in Washington during the war for instruction in setting-up exercises for the army and navy.

A large sum of money has already been expended in national advertising as a result of which over 100,000 inquiries for this course have been received up to date. It is planned, between now and Summer, to spend \$150,000 more in national advertising which, from now on, of course, will accrue to the benefit of the dealer carrying the Health Builders course. It is further planned that all inquiries sent to the headquarters of Health Builders, Inc., New York City, will hereafter be referred to the dealer in the locality from which the inquiry emanated.

R. B. Whelan, president of the company, is well satisfied that there is an immense demand for this course and, believing that the talking machine dealer is the proper medium of distribution for a record course of this character, has planned to hereafter sell the course through this

channel of distribution, offering the dealer the regular terms of discount.

**VICTROLA SPEEDS UP PEORIA MAILS**

Local Postmaster Purchases Victrola and Presents It to Post Office Employees

Following the lead set by Minneapolis, Postmaster B. C. Colborn, of Peoria, Ill., has installed a talking machine in the local post office in order to give the clerks the benefit of music to speed up work and reduce fatigue. The talking machine, a Victrola, was purchased from the Peoria Music Shop, Inc., by Postmaster Colborn, who presented it, with a liberal library of records, to the local post office clerks.

That the employes appreciate the postmaster's thoughtfulness was indicated by the following letter signed by the officials of the clerks' and carriers' associations:

"The employes of the Peoria post office offer you their sincere thanks and appreciation for your gift of the splendid concert Victrola placed by you in the mailing room. The music aids in relieving the strain during the rush hours of the day and tends to break the monotony and we work with lighter hearts. Your efforts since assuming office to improve the service and working conditions of this office have our hearty approval and support. We pledge our best efforts and co-operation."

**"DREAM PICTURES" FOR DEALERS**

Special Showing Arranged for Meeting of Victor Retailers of New Jersey

The big feature of the meeting of the Victor Retailers of New Jersey, to be held at the Robert Treat Hotel, Newark, on October 18, will be the showing of the "Dream Pictures," as created and presented by Bronson DeCou, who will attend in person and deliver a lecture in connection with the pictures. The usual luncheon will be held in connection with the meeting.

**DOLBEER AGAIN WITH VICTOR CO.**

Frank K. Dolbeer Returns to Victor Co. Organization on October 1 as Manager of the Traveling Department of That Company

The members of the Victor Talking Machine Co. organization, including wholesalers and dealers, have been much gratified at the announcement that Frank K. Dolbeer, formerly credit manager of that company, rejoined the factory organization on October 1 as manager of the traveling department. Mr. Dolbeer has already taken up his new duties at the Victor factory and has begun renewing his long acquaintanceship with members of the Victor distributing forces.

Mr. Dolbeer is recognized as a man of distinct ability in his chosen calling. Although for several years past he has been engaged in an important executive position in the automobile field he had before that for a long period been actively associated with the talking machine industry in important capacities and enjoyed particularly broad experience in the selling end.

The return of Mr. Dolbeer to the talking machine field has brought forth congratulations from the members of the industry everywhere.

**TUNGS-TONE STYLUS DISPLAY CARD**

Effective Piece of Publicity Just Issued by the Victor Talking Machine Co.

There has just been issued by the advertising department of the Victor Talking Machine Co. an elaborate and attractive display card featuring the Victrola Tungs-Tone stylus. The card is handsomely printed in black, gold and French gray, with the three styles of Tungs-Tone styli embossed in gold in actual size, and with a large reproduction of the needle heavily embossed in gold in the center of the card.

John Schoonmaker & Son, Newburgh, N. Y., have taken over the Victor stock of the Newburgh Music Store.

**NEW No. 11 AUTOMAT SALESMAN**

**Contains**

		Selling Price Each	Total
10	40 Durro Violin E Strings...	.25	\$2.50
6	42 Durro Violin A Strings...	.25	1.50
6	43 Durro Violin D Strings...	.25	1.50
6	44 Durro Violin G Strings...	.25	1.50
10	70 Blue Rib. Violin E Strings	.15	1.50
6	71 Blue Rib. Violin A Strings	.15	.90
6	72 Blue Rib. Violin D Strings	.15	.90
6	73 Blue Rib. Violin G Strings	.15	.90
1 dz.	1063 Imperial Guitar E Strings	.10	1.20
1 dz.	1064 Imperial Guitar B Strings	.10	1.20
1 dz.	1065 Imperial Guitar G Strings	.15	1.80
1 dz.	1070 Imperial Guitar D Strings	.20	2.40
1 dz.	1071 Imperial Guitar A Strings	.25	3.00
1 dz.	1072 Imperial Guitar E Strings	.25	3.00
1 dz.	1200 Imperial Mandolin E St'gs	.10	1.20
1 dz.	1201 Imperial Mandolin A St'gs	.10	1.20
1 dz.	1202 Imperial Mandolin D Strings Wound	.15	1.80
1 dz.	1203 Imperial Mandolin G Strings Wound	.20	2.40
1 dz.	1093 Imperial Banjo 1st or 5th Strings	.10	1.20
1 dz.	1094 Imperial Banjo 2nd St'gs	.10	1.20
1 dz.	1095 Imperial Banjo 3rd St'gs	.10	1.20
1 dz.	1096 Imperial Banjo 4th St'gs	.20	2.40
1 dz.	1004 Imperial Violin E Strings	.10	1.20
1 dz.	1005 Imperial Violin A Strings	.10	1.20
1 dz.	1006 Imperial Violin D Strings	.10	1.20



**Contains**

		Selling Price Each	Total
1 dz.	1011 Imperial Violin G Strings, Wound	.15	\$1.80
10	210 Chancellor Silk Violin E Strings	.25	2.50
1 dz.	703 Ukulele String Sets	.50	6.00
1/6 dz.	729 Durro Rosin	.35	.70
1/3 dz.	717 Majestic Rosin	.25	1.00
1/2 dz.	720 Larian Rosin	.05	.30
1/2 dz.	743 Violin Mutes	.15	.90
1/2 dz.	745 Violin Mutes	.15	.90
1/3 dz.	741 Violin Tuners	.50	2.00
1/4 dz.	740 Violin Tuners	.25	.75
1/4 dz.	Violin E Adjusters Nickel	.35	1.05
1 dz.	11 Violin Bridges	.25	3.00
1 dz.	201 Violin Bridges	.15	1.80
1 dz.	1205 Violin Bridges	.10	1.20
1 dz.	1305 Violin Bridges	.10	1.20
1 dz.	746 Tailpiece Gut	.15	1.80
1/2 dz.	263X Tailpiece	.50	3.00
1 dz.	730 Violin Pegs, full size	.10	1.20
1 dz.	730 Violin Pegs, 3/4 size	.10	1.20
1 dz.	730 Violin Pegs, 1/2 size	.10	1.20
6 dz.	100 1/2 Mandolin Picks	.2 for .05	1.80
2 dz.	25 Mandolin Picks	.10	2.40
2 dz.	8 1/2 Mandolin Picks	.10	2.40
1 dz.	46 Guitar Picks	.10	1.20
1 dz.	Durrotone Violin E Strings	.15	1.80

Size of case 19" wide 14" deep 22" high

The beautiful Mahogany case worth \$15.

Your Investment (for case and contents) ..... \$39.00  
 Your Selling Price ..... 83.10  
 Your Net Profit ..... \$44.10



If you have not received our special catalog No. 110 WRITE AT ONCE

**Buegeleisen & Jacobson**  
 5-7-9 Union Square, New York



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

**POSITION WANTED**—Wholesale preferred, or wholly inside retail, phonographs and musical merchandise. Wide experience. Three years retail manager. Go anywhere if permanent. Address "Box 1020," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—A reliable Victrola salesman to canvass and follow up prospects; one that resides in the city of New York. Salary and commission. State former employer and what experience. Address "Box 1021," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—A good, live man with some capital and experience, as production manager in a wood-working factory. A splendid opportunity for the right man. Address "Box 1022," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Three experienced retail phonograph managers to take charge of large departments; one on Pacific Coast, two in Middle West. Address A. J. Kendrick, General Sales Manager, Brunswick-Balke-Collender Co., 623-633 South Wabash Ave., Chicago, Ill.

**WANTED**—Salesman of high calibre to sell phonographs and pianos. One ready to go out and get business and close sales. Only men of wide experience. Salary and commission. Address Broadway Music Shop, 17 Main St., Yonkers, N. Y.

**WANTED**—Salesmen in various sections of the country to sell high-grade established line of talking machines exclusive or side-line on liberal commission basis. Address "Box 1023," care The Talking Machine World, 373 Fourth Ave., New York City.

**SALES MANAGER WANTED**—Capable of directing sales and selling well-known line of talking machines and records. Located in Middle West. Address "Box 1028," care The Talking Machine World, 373 Fourth Ave., New York City.

**EXPERT REPAIRMAN** wishes steady position with large, reliable house, six years' experience on all makes of machines, desires to locate in New York City or Brooklyn; twenty-nine years of age; married. Morris E. Blumenthal, 328 Brunswick Ave., Brooklyn, N. Y.

**WANTED**—A thorough, experienced road salesman, to sell phonographs. We have an exceptionally good line of console models at a large reduction in price, in connection with our upright models. No other but experienced, reliable salesman need apply. State experience and territory desired in first letter. Address "Box 1031," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Man, twelve years' experience in phonograph work, thoroughly competent on finishing, assembling and motors, has practical knowledge of all departments, desires to locate with either factory or warehouse; factory preferred. Address "Box 1032," care The Talking Machine World, 373 Fourth Ave., New York City.

**WANTED**—Experienced phonograph and piano salesman for indoor and outdoor work. Pleasant work, easy hours, good salary, straight and commission. If good, will advance into managership. Ask for appointment by letter or phone. David M. Goldman, of Goldman's Furniture & Carpet House, Tarrytown, N. Y.

**SALESMEN**—Local and traveling, wanted to carry machine accessory as side line. Over 200 dealers have answered our initial announcement and are selling this device. Address "Box 1033," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—With manufacturer or jobber; over twenty years' experience with leading house. Accounts, auditing, management. Certified originator of several established trade methods. Has others undeveloped. Best of references in the trade and out. Address "Box 1035," care The Talking Machine World, 373 Fourth Ave., New York City.

**RECORDING ENGINEER** and factory manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1039," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Man with twenty-five years' experience, would like position as consulting engineer for large record company. An expert in recording, matrix making and record production. Can make my services valuable. Address "Box 1040," care The Talking Machine World, 373 Fourth Ave., New York City.

**A SIDE LINE WITH SUBSTANTIAL PROFIT.** Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Recording expert familiar with all branches of record business, having own recording machine, open for engagement. Will be pleased to submit estimates on fitting laboratory. "Box 1003," care of The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Expert repairman, eleven years' experience, would like to make a change. Knowledge of other makes besides Victor, but would prefer exclusive Victor. Capable of taking complete charge of repair department. Would like to locate in or near Philadelphia. Address "A. E. F." care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Repairman with knowledge of every make machine. Nine years' experience outside or inside work. Store preferred. Address "Box 1019," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—Phonograph repairman, three and one-half years' experience on all motors, desires position with some big-class talking machine concern. Best references. Address "Box 1018," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—As experimenter and inventor for a good, reliable firm. Have seven years' experience in phonographs. Can furnish best of references. Address "Box 1017," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—By experienced phonograph repairman. Familiar with all makes and models. Will go anywhere, but Atlantic States preferred. Address "Box 1016," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—I am the man you are looking for. Clean-cut, aggressive man; eighteen years' active, successful experience in the sales promotion of Victor talking machines and piano departments. Manager of four leading New England stores. Not an experimenter, but one who can produce results. Address "Box 1034," care The Talking Machine World, 373 Fourth Ave., New York City.

**AGENCY WANTED**—Energetic young married man, with established headquarters and thoroughly acquainted with the trade in Baltimore and Washington, desires to represent manufacturer or jobber. What have you to offer? Address "Box 1038," care The Talking Machine World, 373 Fourth Ave., New York City.

### Sacrifice Sale of 25,000 Standard

10-inch DOUBLE DISC RECORDS  
All desirable—no patriotics.  
Very large assortment.  
In 100 lots, 19c. In 2,000 lots, 17c.  
In 250 lots, 18½c. In 5,000 lots, 16½c.  
In 500 lots, 18c. In 10,000 lots, 16c.  
In 1,000 lots, 17½c. Entire stock, 15c. each.  
Terms: Net F.O.B. Chicago. Subject to prior sale.  
Fantus Bros., 519-531 S. Dearborn St., Chicago, Ill.

## FOR SALE

Phonograph and music store in lively business neighborhood next to leading moving picture theatre, metropolitan, New York. Owner's sickness reason for selling. Price right for quick sale. Glass, Inc., 114 East 28th St., New York City.

## SEND US YOUR INQUIRY

For all kinds of panels for talking machines, five-ply mahogany and figured American Walnut. Can also furnish crown mouldings, legs or any parts desired. Send samples or specification along with quantity wanted and we will quote you on same, either cut to approximate sizes, machined ready to assemble, or assembled and in the white. Write us today. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

## FOR SALE

Columbia Grafonola Shoppe  
Beautifully equipped Columbia Shoppe. High-class mahogany furnishings, ten booths, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 30,000 with drawing power of 60,000. Inquire "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

## WANTED

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victoria Phonograph and Record Exchange, 150 East 59th St., New York City.

## CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

## WANTED

Hydraulic press with cooling platens, hand pump and pressure gauge attached, small, second hand, for pressing records. Must be in perfect working condition with price cheap. Address "Box 1010," care The Talking Machine World, 373 Fourth Ave., New York City.

SPOT CASH

We BUY

Job Lots, Close-Outs  
Discontinued Stocks, etc.  
in all lines. No quantity too  
large. Quick Cash for bargains.  
SEND SAMPLES AND FULL PARTICULARS.  
BARGAIN BULLETIN FREE  
FANTUS BROS., 525 S. Dearborn St. Chicago

WE BUY ANYTHING

## WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

## FOR SALE

Recording machine and tools for lateral recording, price reasonable. "Box 1004," care The Talking Machine World, 373 Fourth Ave., New York City.

**POSITION WANTED**—By young man with several years' experience in the phonograph line. Have been in charge of record department for past two years, handling both Victor and Columbia lines. Also experienced in sheet music line. Prefer handling record department, but would consider other position. Address "Box 1035," care The Talking Machine World, 373 Fourth Ave., New York City.



## FOR SALE

2000 reproducers. Will fit Sonora or Victor. Mica diaphragms, all new and in perfect condition.

Excellent tone. Price low for quick sale. 5000 standard make tone arms at sacrifice price.

Write for full particulars. "Box 1026," c/o The Talking Machine World, 373 Fourth Ave., New York City.

## SALESMEN

There are several good territories still open for the proper distribution of the Modernola and we want the work done thoroughly. The Modernola is absolutely different from all other phonographs and offers a number of distinct advantages not to be found in any other phonograph.

Write us at once and we will state our proposition fully—it is every bit as attractive as the Modernola itself. Address Sales Dept., The Modernola Co., Johnstown, Pa.

## FOR SALE

Beautifully designed and finished cabinets in 50 and 51-inch heights. Mahogany and oak. All ready for installation of motors and parts. Or we can equip them for you and supply attractive transfer name. Your own or our name.

These can be furnished in small or large lots at a price which, with highest quality, guarantees a wonderful holiday sale opportunity. Central West shipping point. Write at once if you want a bargain. Address "Box 1025," care The Talking Machine World, 373 Fourth Ave., New York City.

## MUSIC TRADE LISTS

19,183 Piano, Phonograph and Music Merchandise Dealers. List shows Piano Dealers, exclusive Phonograph Dealers and Furniture Stores that handle Musical Goods.

- 285 Piano and Player-piano Manufacturers.
- 422 Phonograph Manufacturers.
- 197 Phonograph Cabinet Manufacturers.
- 446 Phonographs, Parts and Supplies (Wholesale and Jobbers.)
- 1,051 Sheet Music Dealers (Wholesale and Retail), large firms only.

Write for prices. R. L. Polk & Co., Room 990, 540 South Clark St., Chicago, Ill.

## FOR SALE

Fully equipped Grafonola shop, carrying complete line of talking machines and pianos; exclusive agencies, located on main street of city of 35,000, with surroundings of 30,000. Price reasonable. Inquire "Box 1029," care The Talking Machine World, 373 Fourth Ave., New York City.

## MONEY MONEY MONEY

If you are in Greater New York we will make immediate advances on your phonograph leases. Very moderate terms. Details on request. Address "Box X. Y. Z.," care The Talking Machine World, 373 Fourth Ave., New York City.

## STORE FOR SALE

One of the oldest-established piano and talking machine stores in Richmond Hill, L. I., with large clientele. Proprietor about to retire offers wonderful opportunity for a man with limited capital. Address "Box 1027," care The Talking Machine World, 373 Fourth Ave., New York City.

## Phonograph Cabinets and Disc Record Filing Cabinets

Samples below cost. Period and upright phonographs with or without equipment. Also disc record filing cabinets. Write for prices and specifications.

VALUE-TONE TALKING MACHINE MFG. CO.  
Cor. Borden & Front Sts. - Long Island City, N. Y.

## BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

## BARGAINS CABINETS in the WHITE

Send for circular  
Immediate Delivery

EVERETT HUNTER MFG. CO. McHenry, Ill.

## FOR SALE

A complete printing plant containing equipment ready for the immediate production of any light printing work. Especially suited for printing labels. Entire plant practically new. For anyone interested the price is most attractive. Address "Box 1024," care The Talking Machine World, 373 Fourth Ave., New York City.

## OPPORTUNITY

We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

## WANTED

A talking machine novelty for our 700 Greater New York clients. Must be something that will demand return orders. Address "Comedy Novelty Agency," care The Talking Machine World, 373 Fourth Ave., New York City.

## FOR SALE

Pressing (record) plant, New York City, completely equipped, first-class running condition. Address "Box 1037," care The Talking Machine World, 373 Fourth Ave., New York City.

## FOR SALE

Records, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and sell at reduced prices. Mandell & Co., 88 Rivington St., New York City.

## MADERITE COVERS IN DEMAND

A. Bruns & Son Report Active Demand for Covers—Company Is Well Known

A. Bruns & Son, Brooklyn, N. Y., manufacturers of the Bruns "one-man" cover, are enthusiastic regarding the success attained by their cover in the talking machine trade. They have now been manufacturing this cover for about a year and the quality of the workmanship and material used has won ready favor with talking machine dealers.

The Bruns cover is manufactured in a well-equipped factory, occupying four floors in the Bruns Building, at 50 Ralph avenue, Brooklyn, where the cover is made under the supervision of A. Bruns, who has had an extensive experience in the designing and manufacture of canvas products. Victor Bruns, who has been associated with the business for several years and is familiar with every detail of manufacture, is responsible for the administrative work in the organization. H. N. Karpen, an advertising and sales promotion man of several years' experience, has recently joined the Bruns staff and is taking active charge of the sales and promotion work.

## OPENS EXCLUSIVE COLUMBIA SHOP

MINNEAPOLIS, MINN., October 8.—An exclusive Columbia Grafonola shop has been opened by the Goldberg brothers, at No. 6 Seventh street, South, this city. It has been christened the Majestic Music Shop. Arthur Goldberg, of the firm, was formerly manager of the Grafonola department of the St. Paul House Furnishing Co. and is an experienced phonograph and advertising man. One of the features of the Paramount industrial parade in Minneapolis during fair week was a decorated automobile designed and driven by the Goldberg boys, which, needless to say, attracted considerable notice.

## CHILEAN WANTS RECORDS

WASHINGTON, D. C., October 4.—A merchant in Chile is in the market for talking machine records, according to information on file with the Department of Commerce. Further details can be obtained by writing to this department, referring to Opportunity No. 58. Quotations should be made c. i. f. Talcahuano. References are given by the concern.

## INTRODUCES NEW NEEDLE

Latest Brilliantone Product Is Called the Super-Finish—What President Forster Says

A new Brilliantone needle has been presented to the trade by the Brilliantone Steel Needle Co., of New York City, which has been named the Super-Finish Brilliantone needle. President Byron R. Forster, of the Brilliantone organization, states that, as the name would imply, this new needle is silvered to an exceptional luster and offers, together with the attractive sales carton packages, an unusual sales proposition for the dealer.

"While the finish of the needle is, of course, very important and makes it as beautiful as a piece of sterling silver jewelry," stated Mr. Forster, "the base of the needle, of course, is of prime importance. The fact, however, that it is made at the factory of the W. H. Bagshaw Co. is an assurance of the quality of the base, and the superiority of the finish is clear to all."

Lack of co-ordination between the employer and employe is detrimental to business.

# U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.  
942 Market Street, San Francisco





# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

General Tendency Toward Improvement in Trade Conditions Arouses Optimism—The Reduction in Prices and What It Indicates—New "His Master's Voice" Booklet on Orchestra Instruments—The New Pathé Needle-cut Record—Federation of British Music Industries Seeks More Revenue—Valuable Record Matrices Returned From Germany—New Edison-Bell Portable Machine—What New Record Lists Offer

LONDON, E. C., October 1.—If the very pleasing increase of general export trade, as announced by the Board of Trade, be any indication that industrial conditions are really improving, it may be accepted as confirming my impression of a steady advance in gramophone and record sales this season. Good general trade quickly reflects favorably on the purchase of musical instruments, and inquiry of leading gramophone men goes to prove that prospects of a satisfactory season are considerably better than was the case a few weeks ago. Each week additional money goes into circulation by the payment of wages to an ever-increasing number of men returning once again to work consequent upon the reopening of factories, etc. My firm belief is that present circumstances justify the expectation of a much better season than last. One of our chief manufacturers assured me that as far as they were concerned August and September business was ahead of even time last year and prospects were excellent. Other houses speak optimistically of conditions and confirm an improvement generally. All this is to the good insofar as it will encourage less fortunate traders to persevere in their efforts. It is really no good

sitting on the fence or, Micawber-like, "waiting for something to turn up." Trade will improve and advance substantially just as soon as each for himself makes the required effort. We can all be creatures of circumstances; some of us are; but today we've got to get out of that groove and do something to create the circumstances that mean all the difference between the mere exchange of goods and actual salesmanship.

#### Reduction in Prices

An important aspect of the season's trade is the reduction in the price of gramophones and records. I refer to this matter elsewhere, but it is pertinent here to issue a warning against panicky price revisions. It would seem that manufacturers are on the verge of a precipice. On the one hand the public is slow to buy, and on the other hand, thinking to stimulate sales, manufacturers feel compelled to reduce prices when they can ill afford to do so. Undoubtedly a revision of record prices will result in accelerating sales, but will the additional business compensate for reduced profits all around? That, of course, remains to be seen. As it is I doubt very much whether manufacturers are able to afford a cut of 6d. on a 3/- disc. It is true that shellac is much cheaper than this time last year, but in almost all other directions record-making costs have not become easier; rather the contrary. If in this regard there is any justification for retail price revision congratulations could be showered upon all. But, if the truth be known, it is a "forced" move which, in its far-reaching effect, many think, will tend to disorganize every section of the trade by forcing unwarranted "cuts" and bring us, perhaps, to the pre-war state of cut-throat competi-

tion and its various attendant evils of trading. Bro. A. J. Balcombe Installed

The installation of Bro. A. J. Balcombe as W. M. (Lodge of Joppa, No. 188), and the investiture of his officers for the year 1921-22, took place and was celebrated at the Hotel Cecil on September 26. A number of leading men in the gramophone trade were present, some as members of the lodge. Mr. Balcombe's son, Edwin Kesteven, is under proposal for initiation within the near future.

#### The Instruments of the Orchestra

The above forms the title of a chatty and instructive booklet just issued by the "His Master's Voice" Co. It briefly touches upon the development of the orchestra from the days of Haydn and Mozart, and explains its composition and arrangement. By the aid of this work and the H. M. V. orchestral records, everyone can become familiar with the functions of orchestral instruments and derive much pleasure from a study of the composers' works. The book is free to dealers.

#### The Federation of British Music Industries

The post of manager of the Federation's education department has been occupied since July 1, we are just informed, by Major J. T. Bavin, who, before the war, was chief music-master at Berkhamsted School. His work in connection with the Federation lecture scheme has begun.

#### Issue of a Pathé Needle-cut Record

Though there be many thousands of partisans of the phono-cut disc, it is a fact that bulk sales are in the main of the needle or vertical cut type of record. Its recognition by Messrs. Pathé marks a change of policy that will receive univer-



"His Master's Voice"

Copyright

**This intensely human picture stands for all that is best in music**

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

## HALL-MARK OF QUALITY

**DENMARK:** Skandinavisk Grammophon-Aktielskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solianka, Solianol Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain:

**The Gramophone Company, Ltd.**

HAYES

MIDDLESEX

ENGLAND

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lourenço Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.





# YE "POPULAR" RECORDS

Double-Sided  
Superb Needle Cut "10 inch"  
"Lateral"

**LONDON'S LEADING VALUE!!!**

## QUOTATIONS

### LOWEST in ENGLAND

#### FOR "HIGH GRADE PRODUCTS"

5,000 Lots and up "Your Selection" or a Sample 1,000,  
made up with "One Example" from Catalogued Pairings.

Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"  
EXPORT DEPT., 18-19 Swallow Street London  
Piccadilly, London, England "QUOTATIONS CABLED FREE"

**POINTS** We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

- ➔ Repertoire Approx 3,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipments
- ➔ Packing by Experts
- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE
- ➔ Correspondence invited—any language

### FROM OUR LONDON HEADQUARTERS—(Continued from page 172)

sal welcome. This great French house has been in the business almost since records became a commercial possibility; first the cylinder, then the phono-disc and now the needle-disc. Their name stands for all that is best in mechanical music reproduction and with such a reputation behind them the new "Actuelle" record makes its bow to the trade and public under the most favorable auspices. There is certainly a field for a needle record of the Pathé tone and admirers whose machines are not equipped to play the phono-disc will learn with satisfaction of this firm's enterprising departure in catering to their wants with the "Actuelle." The new record is double-sided at 3/- retail for the 10-inch and 4/6 the 12-inch. It is an epoch-making event and without a doubt discerning dealers will recognize it as a step in the direction of increased profits, more especially as the handling of this new record is accompanied by a special trade discount beyond the usual.

Messrs. Pathé Frères are not dropping the phono-disc. They will issue regular new issues as formerly.

#### Federation's Revenue Question

The Federation of British Music Industries advises me that at a recent meeting of the finance committee the propaganda committee was requested to assist in the institution of a publicity campaign for the purpose of raising a permanent revenue for the federation, and it was suggested that, while any subscriptions might be accepted, normal subscriptions should preferably be on the basis of one-tenth of 1 per cent of turnover.

#### Caruso Record Matrices Saved

Though short of copper during the war, it is a pleasing fact that the Germans kept their hands off the more valuable record matrices. Those of Caruso, Tetrassini and other notable artists were saved, and, according to a newspaper report, are being returned to London. Germany did the same as we did in selling the businesses of enemy subjects and thus the branch of the Gramophone Co. in that country passed into other hands. The return of matrices would go to confirm the belief that the present owners of the "His Master's Voice" German branch have now come to a satisfactory arrangement with the London office.

#### Important Price Reductions Announced

In conformity with the general tendency to ease up on high prices so long prevalent owing to increased value of materials and labor after the war, gramophone firms are making serious effort in the direction of price-revision.

The British Zonophone Co. has made a 25 per cent cut in the price of its standard 10-inch double record. This will retail at 3/- from October 17; 12-inch at 5/-, and grand opera at 4/-. In order to give dealers an opportunity of clearing stocks before this date, the change was advised them in July and the wholesale prices reduced as from August 1—a satisfactory intervening period of safety which, if properly utilized, should avoid any dislocation of retail trade.

The Columbia Co. announce new prices on all models, the cut in some cases being of a substantial nature. Ten-inch double Regal records have been reduced from 3/- to 2/6 retail.

The Winner Record Co. at first was disinclined to make an out-and-out reduction, believing that it was inadvisable. The company decided, however, to authorize a big exchange scheme by which the public was allowed 8d. on every old "Winner" returned at the time of purchasing a new one. It was thought to be a remarkably good move. But at the last minute the Winner people decided upon a change of policy, reducing the price of the record 2/6 retail.

Edison-Bell "Discaphones" have also been reduced in price.

These represent the more important changes and may be taken as an indication of a desire to liven up a somewhat dull market. It is expected that the result will prove of sales advantage to all sections of the trade, as this inducement to the public to buy should give an all-round fillip to the gramophone industry.

That is undoubtedly the probable outcome of the foregoing price "cuts," but many in the trade are doubtful as to the wisdom of it all. It is said that manufacturers are really unable to justify such a big reduction as 6d. in 3/-. I refer to this matter elsewhere.

New Edison-Bell Portable Gramophone Portables are becoming a vogue this side.

There are few firms which do not feature this style of gramophone and the growing demand for them all over the country has encouraged retail dealers to feature them more or less all the year round. The latest comer is the "Handophon," made by J. E. Hough, Ltd. Its outside measurements are only 11 3/4 x 11 3/4 x 5 3/8 inches high, and its weight 10 1/4 pounds. A very compact size. The sound-chamber is of the largest possible dimension, size of cabinet considered. The unique feature about the "Handophon" is the patent tone-arm which automatically rises from the cabinet in a position ready to play when lid of machine is opened. And inversely the action of closing the lid lowers the tone-arm into the body of the cabinet. Of sufficient strength to play a full 12-inch record, the motor is, like all other equipment, British throughout. That in itself is a good recommendation, and at the retail price of five guineas the "Handophon" is sure of a big market.

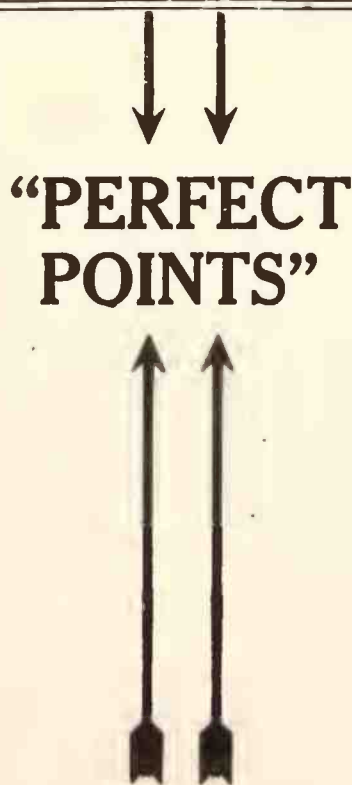
#### New Secretary of the Music Trade Association

From the offices of the F. B. M. I. we are advised that a newcomer to the Federation offices is Major P. L. Godwin, who has been appointed secretary of the Music Trade Association in succession to Mr. Peat, who resigned some time ago.

#### The Elektromophon

This is a new electric motor of unique accomplishment and construction. There are many points about it which cannot fail to create interest in those who rely upon the gramophone industry

(Continued on page 174)



## 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**



## Horn, Hornless and Table-Grand GRAMOPHONES

FOR  
**EXPORT**

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England  
Cable Address "Lyrecodisc, London"

for a living and, therefore, need to encourage its progress.

Though the driving-wheel is connected with the motor by a rubber band or belt, the motor is entirely independent of the turntable spindle. It is interesting to note, too, that the electric motor is not clamped or held rigid in the framework. On the contrary, it is suspended and held in position by strap springs which take up all vibration. So perfect is this non-vibrating system that not even a fraction of vibration can be felt. At all speeds the "Elektromophon" runs absolutely silent. What is known as the resistance coil, a simple and fool-proof arrangement, permits the motor to run on any voltage, which, my readers will agree, is a very important matter, its utility being therefore universal.

Another highly useful feature of this motor is that it includes an electric stop. There is no complicated mechanism or unsightly fixtures on the cabinet. Merely a turn of the elbow ring bumping an indicator thereon in alignment with its fellow on the elbow does the trick automatically. And a very ingenious and reliable stop it is, too! The Elektromophon is handled by the Sterno Manufacturing Co., 19 City road, London, E. C., which will be pleased to forward particulars to bona fide inquirers.

### New Zonophone Records

The new Zonophone program denotes a very careful choice of titles indicative of the usual up-to-dateness and of a variety to satisfy a wide public. Value of this measure will be materially welcomed by the great Zonophone public all the

### FROM OUR LONDON HEADQUARTERS—(Continued from page 173)

more after October 17, when all records are reduced by the liberal margin of 25 per cent. This aspect is mentioned elsewhere in these notes. A brief review of the new records will enable those oversea traders who are eligible to handle Zonophones to appreciate the good value offered. Twenty-one hundred and forty-four bears selections 1 and 2 of "Sybil," played by the Black Diamond Band. "Sybil" provides some very attractive music, especially in Part 2, and its rendition is really excellent. Of value items we have on 2145 the "Blue Bird" and "Silver Star," a tuneful combination of merit, composed by Horatio Nicholls and correctly interpreted by the Black Diamond. Of 2147, "Margie" and "Lovelight," we are not overimpressed. They may appeal to the sentimental, but are not, in our opinion, worthy of the fine bass voice of Foster Richardson. The vogue for alto rendition as voiced by Hatherley Clarke should be enhanced by his latest on 2153, "Chimes of Arcady," in which are some pleasing chime effects, and "Where the Hills of Ben Lomond." Twenty-one hundred and forty-eight offers "Blue Bird," a good song, though outshone by that with which it is coupled—"Omaha." Both are well sung by Herbert Payne. On 2155 Jack Hilton's jazz band plays "Mon Homme" and "Love Nest." Both are decidedly more pleasing than most of the jazzers we have heard.

### A New Educational Work

"Learning to Listen" by means of the gramophone is the all-meaning title of a new book specially written for the Gramophone Co. by Percy Scholes, editor of *The Music Student*, with an introduction by Dr. John Adams, professor of education in the University of London. In the words of its subtitle, the book carries "A Course in the Appreciation of Music for Use in Schools," and this music covers a wide field, from folk music, Purcell, Handel, to living composers like Sir Edward Elgar. Each subject is interestingly arranged so as to afford a clear guidance for school

teachers. While compiled on text-book lines, the details are brief and non-technical. Over 150 double records are mentioned as illustrations of and in close relation to the musical period and work of the particular composer.

"Learning to Listen" is a teacher's handbook, the first of its kind ever issued by a gramophone company. The "His Master's Voice" Co. has undertaken, at great expense, this pioneer educational work and I should imagine that its special education department has proved a great success. The volume contains a mine of instructional information and will doubtless be accepted as a standard authority in scholastic circles. It is cheap at 3/- retail, less usual trade discount. In his preface it is only fair to mention that the author expresses in generous terms his indebtedness to Walter Yeomans and Alec Robertson, of the education department of the "His Master's Voice" Co., from whom, in fact, the idea of the book originated.

### Two New Gramophone Novelties

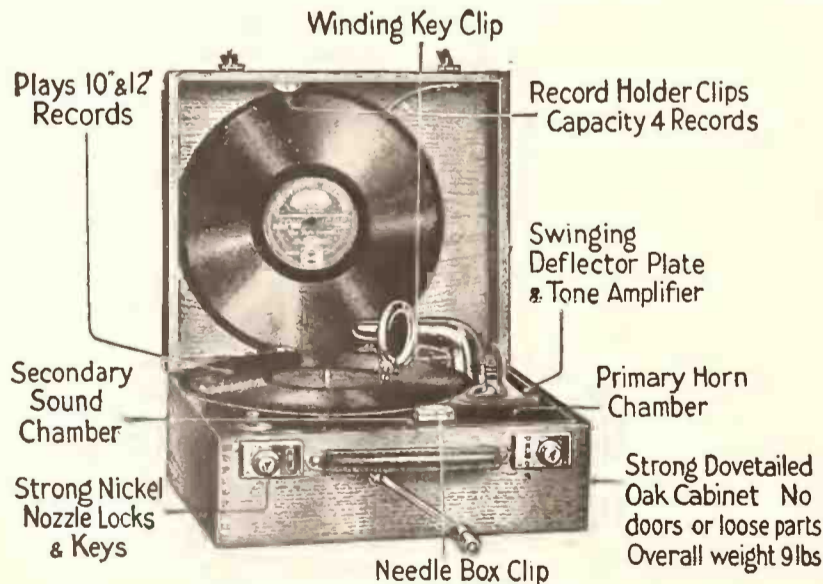
Various materials have at one time or another been tried in the manufacture of gramophone horns. Wood and metal constitute the substances of common use, having been found best adaptable for all-round work.

A new horn made of Ebonite (hard rubber) has just been evolved and may possibly upset our preconceived ideas upon the subject of the best material for sound resonating chambers. At an interview with the inventor, Herbert Standing, I had the advantage of testing an Ebonite horn. It is a very hard material with beautifully polished surface. The reproduction (of different kinds of records) was given free of metallic or nasal tone, solid and forward delivery, elimination of jar or rattle. In other words, the Ebonite horn gave good promise of being accepted as superior to other material and I rather think when the trade hear it that will be the verdict. One advantage of the Ebonite horn is that it can be molded to any shape or size for cabinet or exterior use.

# Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Hence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

*Exclusive manufacturing rights under royalty—apply to maker and patentee*

H. J. CULLUM, Manager-Director

**PEROPHONE, Limited, 76-78 City Road, London, England**



EDISON BELL


**WINNER**  
 TRADE MARK  
**GRAMOPHONE RECORDS**
CABLE  
"PHONOKINO,  
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH                      DOUBLE SIDED                      NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, **J. E. HOUGH, Ltd.**, 62 Glengall Road, London, S. E. 15, England

With Mr. Standring is A. T. Collier, who is responsible for a new sound-box—something in the form of a drum—with stretched parchment diaphragm. The result is remarkably good; it is of pleasing tone and detail of reproduction. At some future date I shall have more to say about this, as also of a new automatic stop these gentlemen are marketing.

### PATHE ENTERTAINS INMATES

ALEXANDRIA, VA., October 4.—The Pathé phonograph is performing an entirely altruistic and kindly work in making more pleasant the lives of the various inmates of the Almshouse in this city. A large Pathé phonograph and fifty double-faced Pathé records were recently presented to this institution by the Willard Women's Christian Temperance Union of Alexandria. The presentation was impressive and great care was evidenced in the selection of appropriate records, the playing of which delighted the inmates.

An exhibit which attracted considerable attention at the Morris County Fair was that of De Rivas & Harris, Victor dealers, of Dover, N. J.

The Cameron Piano Co., of Allentown, Pa., has doubled its display space for Victrolas.

### ANNOUNCE NEW TALKING FILM

Talking Moving Picture Without the Aid of Talking Machine Invented by an Englishman

A dispatch from London, England, this week states that a picture that talks without the aid of a phonographic device has been invented and successfully demonstrated by Grindell Mathews. At the demonstration a picture was shown of a man seated at a piano. As he struck the keys the sound of music in correct tune was heard from the instrument, which has the appearance of a sugar scoop. The inventor says his instrument will revolutionize the motion picture business.

### DANGER, KEEP OFF!

A retailer in the South recently adopted a rather clever means of suggesting that he did not wish to accommodate people in the matter of cashing personal checks for them. This merchant took six worthless checks, each one marked with the reason why payment was refused at the bank, and pasted them on a cardboard which was hung outside the cashier's cage. At the top of the cardboard he printed: "Here are six good reasons why we cannot cash checks for people we do not know."

### SPECIALIZE ON SALESMANSHIP

The William Maxwell Institute Organized for the Purpose of Selling the Maxwell Orientation System of Scientific Salesmanship

The William Maxwell Institute made its début in the advertising columns of the New York newspapers about October 1. This institute is founded for the purpose of selling the William Maxwell Orientation System of Scientific Salesmanship. In nature it is somewhat similar to the Alexander Hamilton Institute, the LaSalle Extension School, etc., though it is specializing on the salesmanship end.

As may be inferred from its name, William Maxwell, first vice-president of Thos. A. Edison, Inc., is the author of the course, which is being sold to men who desire to learn how to earn large salaries through their ability as executives.

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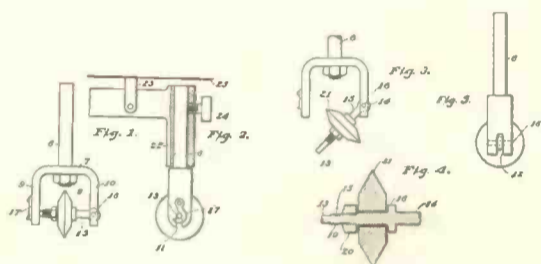


# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—Sound-Reproducer Mounting. Fritz Koerbitz, San Francisco, Cal. Patent No. 1,387,410.

This invention relates to an improvement in mountings for sound recording and reproducing members used in connection with phonographs, and has particular reference to a mounting on which is placed an improved sound-reproducing member as a substitute for the ordinary stylus or needle.

Figure 1 is a front elevation of the apparatus embodying the invention; Fig. 2 is a side elevational view of the device with a conventional form of retaining means for the shank shown partly in section; Fig. 3 is a front elevation showing the spindle released from one of the arms of the bracket and pivoted to the other arm; Fig. 4 is an enlarged detail vertical section of the disc-shaped member mounted on the spindle and



showing means for retaining the disc member in a vertical position, and Fig. 5 is a side elevation showing the slotted arm of the bracket and means for holding the spindle pivoted.

Cabinet for Tympanum-Phonographs. Eugene A. Widmann, Brooklyn, N. Y. Patent No. 1,386,040.

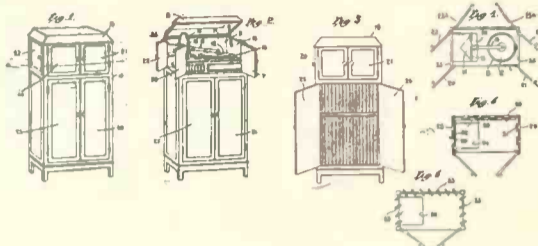
This invention relates to cabinet phonographs of the tympanum type. Phonographs of this type, in which sound reproduction is accomplished by means of a tympanum or diaphragm of large diameter, without the customary means for directing the sound waves, such as horns, megaphones and the like, give best results when the tympanum is exposed to unconfined air and there is freedom for propagation of the sound waves in substantially all directions. A cabinet for such apparatus should preferably be adapted for being opened up in such manner as not to interfere with or produce undesirable modification of the excellent character of reproduction obtained with phonographs of this type.

As the reproduction apparatus of the tympanum type is preferably directly associated with, and usually located substantially adjacent to, the record tablet it becomes possible to locate both the record tablet and the sound-reproducing apparatus in the same chamber or compartment, and in this way it results that opening such compartment serves both to permit the free propagation and travel of sound waves and to afford access to the sound tablet, as for operating the phonograph, changing the records, etc. If desired, the same doors, shutters or the like which serve for giving access to the cabinet compartment containing the sound tablet may be used also for modifying or controlling the volume, etc., of the sound reproduction obtained.

A phonograph cabinet in accordance with the present invention may also comprise, in addition to the compartment for receiving the phonograph and reproducing means, a receptacle or receptacles for holding phonograph records and the like. When so provided with a record-holding receptacle or receptacles it becomes possible to very considerably increase the storage space of such cabinet as compared with ordinary cabinet phonographs, in which some portion of the space below the compartment for containing the record tablet is usually devoted to the accommodation of the customary horn and megaphone, since in the phonograph of the tympanum type the ordinary horn and megaphone is entirely dispensed with and the tympanum-reproduction

apparatus is preferably inclosed in the same chamber or compartment with the sound-record tablet and turntable.

In the accompanying drawing, forming a part of this specification and wherein the same reference numerals are applied to designate the same parts uniformly throughout, Fig. 1 is a perspec-



tive view of one form of apparatus embodying the invention, with the combined sound-reproduction and record-tablet compartment shown closed. Fig. 2 is a view similar to Fig. 1, but with such compartment shown open. Fig. 3 is a front perspective view of the phonograph cabinet of Figs. 1 and 2 with the compartment just referred to closed and the record compartment opened. Fig. 4 is a plan view of a modified form with the cover removed for clearness of illustration. Fig. 5 is a horizontal cross-sectional view showing a modification, and Fig. 6 is a view similar to Fig. 5, but showing the doors, shown in Fig. 5 in their closed position, in their opened position.

Phonograph Operating Mechanism. Arthur H. Franke, Manitowoc, Wis. Patent No. 1,386,099.

This invention relates to new and useful improvements in means for automatically controlling the playing operation of a phonograph, more particularly of the disc type. It is primarily the object of the invention to provide an improved mechanism whereby the phonograph is caused to indefinitely repeat the playing of a record thereon, or whereby the playing rotation of the turntable may be stopped upon completion of a single playing of the record.

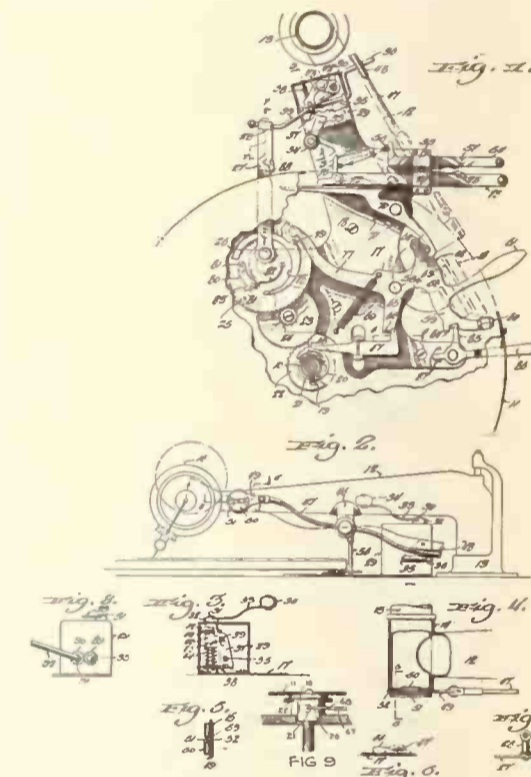
One important object resides in the provision of a mechanism of the foregoing character which is readily adjustable for individual records, both with respect to the general size of the record and with respect to the length of playing groove for such general size of record, whereby the sound-box needle may be caused to accurately engage the starting portion of the record groove in repeating the playing of the record, and whereby the playing operation will be accurately stopped at the end of the record groove.

Among the objects is a mechanism which may be most readily controlled to selectively perform either of these operations; an actuating mechanism operable as an automatic stop, wherein, incidental to the automatic stop action, the sound box is lifted from the record and the tone arm shifted to starting position to permit removal of the record without manual manipulation of the tone arm or sound box; a means for automatically engaging the sound box properly in the sound groove upon starting playing of the record; a mechanism including the above-mentioned features, wherein the power for operation of the mechanism is procured from driving rotation of the turntable spindle to thus eliminate the provision of independent operating means for the mechanism.

A still further object resides in the provision of such a mechanism wherein shifting movements of the various parts are carried out in a positive and even manner so as to insure an efficient operation with a maximum simplicity and lightness of structure, and so as to prevent the possibility of damage to either the record or needle in the various relative movements thereof incidental to operation of the mechanism.

In the accompanying drawings Fig. 1 is a plan view of the improved mechanism adapted

selectively to automatically stop or indefinitely repeat the playing operation of a phonograph, fragmentary portions of a phonograph tone arm, turntable and spindle being shown in association therewith. Fig. 2 is a side elevational view of the tone arm and sound box engaging portions of the mechanism, the associated phonograph parts being shown in conventional outline. Fig. 3 is a detailed sectional view on the line 3—3 of Fig. 1. Fig. 4 is a detailed sectional view through the sound box pivoted to the tone arm on the line 4—4 of Fig. 2. Fig. 5 is a sectional view on the line 5—5 of Fig. 4. Fig. 6 is a detailed sectional view of the spindle-clutch cam, on the line 6—6 of Fig. 1. Fig. 7 is a fragmentary view showing a modified tone-arm

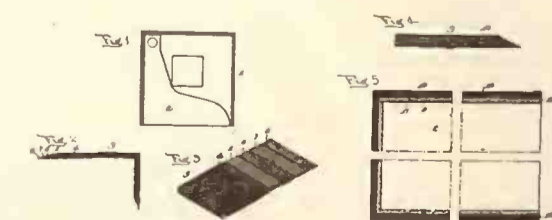


lifting means for use in connection with that type of phonograph structure wherein the entire tone arm has a vertical movement to engage and disengage the needle of the sound box with the record. Fig. 8 is a detail view showing a modified form of a sound-box lifting member adapted for use in connection with that type of phonograph structure wherein the sound box is rigidly carried by the tone arm and is lifted upon lifting movement of the tone arm. Fig. 9 is a detailed sectional view showing the clutch drive connection for the turntable spindle.

Talking Machine Horn. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,387,031.

The object of this invention is to produce a horn by means of which the scratch of the needle is made inaudible and by which richer and more natural tones are produced, and blasting and rattling vibrations are entirely eliminated on high notes.

In the drawings Figure 1 is a cross section of a talking machine cabinet showing a horn in



position; Fig. 2 is a sectional view, on an enlarged scale, through a corner of the outer wall of a horn; Fig. 3 is a perspective view of a portion of the outer wall of a horn; Fig. 4 is a detail edge view, on a very much enlarged scale, of a portion of the outer wall of a horn showing a modification, and Fig. 5 is a detail sectional view of a horn showing another modification.

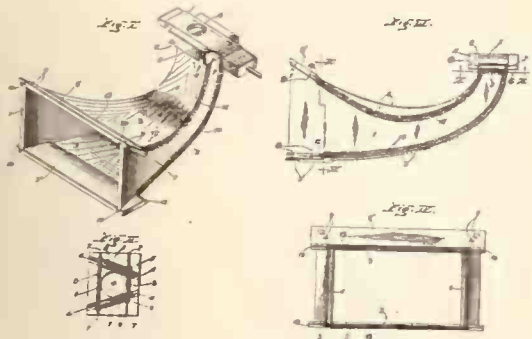


LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 176)

**Phonograph Horn.** Joseph J. Steffan, St. Louis, Mo. Patent No. 1,386,907.

The main object of this invention is to produce a simple and inexpensive horn having highly desirable acoustic properties. With this object in view, the horn comprises wall members, preferably made of wood, and at least one of the wall members is secured under tension to the other wall members.

Figure 1 is a perspective view of a phonograph horn constructed in accordance with this inven-

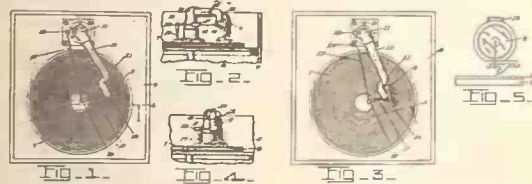


tion; Fig. 2 is a transverse section on the line II—II, Fig. 3; Fig. 3 is a side elevation of the horn; Fig. 4 is a vertical section on the line IV—IV, Fig. 3.

**Phonograph.** Edward P. Moffitt, Minneapolis, Minn. Patent No. 1,386,892.

This invention relates to improvements in sound-reproducing devices for phonographs, and the main object is to provide means whereby the direction of the sound-reproducing needle or stylus will at all times be maintained in a tangential position to the record groove in which it is engaged.

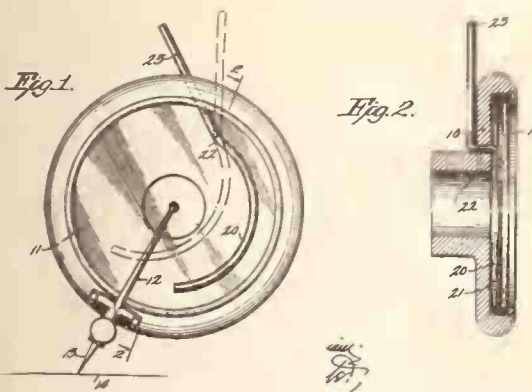
Figure 1 is a top view of a phonograph equipped with the invention; Fig. 2 is a sectional view on the line 2—2 in Fig. 1; Fig. 3 is a top view of a phonograph equipped with a modified



form of the device; Fig. 4 is a sectional view on the line 4—4 in Fig. 3; Fig. 5 is an enlarged detail side view of the sound box 9 as seen from the right in Fig. 4.

**Modulating Device for Sound Reproducers.** Gilnert S. Pease, Richfield, Wis. Patent No. 1,388,753.

This invention has for its object to provide a



new and improved modulating device for sound reproducers arranged to enable an operator to vary the vibratory action of the diaphragm at will and with a view to render the sounds either

-softer or louder as desired. Another object is to permit of its conveniently attaching to sound reproducers as now generally constructed.

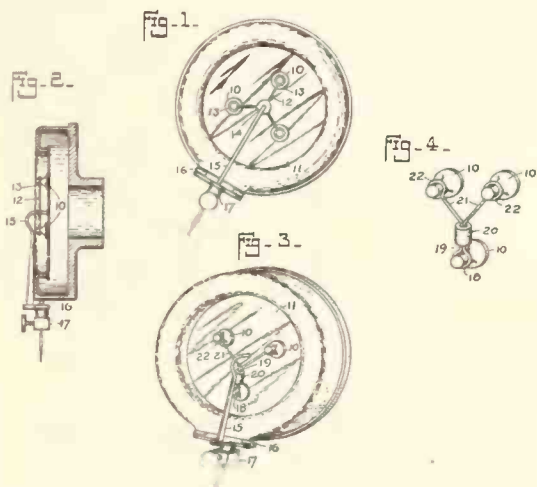
Figure 1 is a face view of the improved modulating device as applied to a sound reproducer of the diaphragm type, and Fig. 2 is a transverse section of the same on the line 2—2 of Fig. 1.

**Talking Machine.** Guy L. Willett, Louisville, Ky. Patent No. 1,388,626.

This invention relates to sound reproducing instruments and has special reference to a phonograph reproducer.

Among the important objects of the invention is to provide an improved general construction of devices of this character; an improved means for connecting the stylus arm to the diaphragm of a phonograph reproducer; an improved means for reinforcing the connection between an ordinary stylus arm and the diaphragm in a phonograph reproducer.

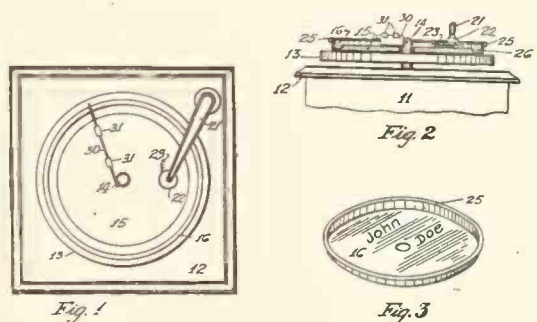
Figure 1 is a face view of the improved reproducer; Fig. 2 is a section taken diametrically



therethrough; Fig. 3 is a perspective view of a modification showing its use with a reproducer having the stylus arm connected in the usual manner, the device being used to reinforce the connection; Fig. 4 is a perspective view of that portion of the device constituting the diaphragm attachment.

**Tray for Phonograph Records.** John A. McVickar, New York. Patent No. 1,387,730.

This invention relates particularly to a device used in connection with disc type phonographs and has for an object to provide means for collecting dust or wax that may be removed from the surface of the phonograph record by the stylus and preventing the spread of this material over the cabinet of the machine; another object is to provide a convenient means for removing the record from the turntable of the machine without touching it with the fingers. These objects are obtained by the arrangement shown in the

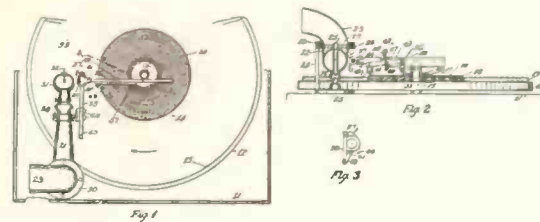


accompanying drawings, in which Figure 1 shows a plan view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a perspective view of a tray in which the record is placed.

**Driving Means for Phonograph Attachments.** Willard H. Gilman, New York, assignor to John A. McVickar, same place. Patent No. 1,387,702.

This invention relates particularly to a driving means for a phonograph attachment and has for an object to provide a simple and inexpensive means for moving a tone arm across the turntable of the phonograph, means for varying the movement of the tone arm, means for moving the tone arm over a greater distance than the driving mechanism moves, a plurality of means for

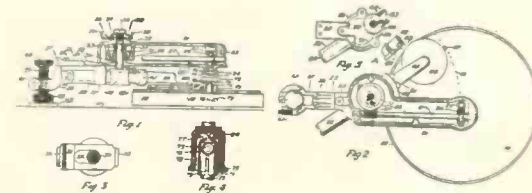
engaging the driving mechanism and means for disengaging the driving mechanism whereby the tone arm may be positioned on the record; other objects will appear from the following specification and drawings in which Figure 1 is a plan



view of a phonograph with the invention in place; Fig. 2 is a side elevation, partly in section, corresponding to Fig. 1, and Fig. 3 is a detail.

**Recording and Reproducing Machine.** Willard H. Gilman, New York, assignor to John A. McVickar, same place. Patent No. 1,389,430.

This invention relates more particularly to a mechanism which may be used as an attachment to phonographs of standard make, or incorporated in the mechanism of the phonograph itself, for making and reproducing records of the disc type. Among other things its objects are to provide a mechanism which will accurately drive the stylus or operating jewel connected with the diaphragm across the face of the record so as to follow a closely formed spiral on the face of the record; a means whereby the stylus may be accurately positioned anywhere on said spiral; a convenient means whereby the stylus may be elevated from the record; a means whereby the elevation of the stylus suspends its driving operation; a means whereby the stylus is automatically elevated and its driving operation suspended when it reaches a predetermined point on the face of the record; a means whereby the



stylus receives its driving motion from the turntable of the phonograph; a means for compensating for eccentricity and irregularities of this drive; a means for adjusting the mechanism to various sizes of turntable and heights of record; a means for rapidly removing the mechanism from and replacing it on the turntable of the phonograph and a means for producing a continuous voice passage from a fixed speaking tube to the moving diaphragm.

Figure 1 is a side elevation of the mechanism partly in section applied to a phonograph; Fig. 2 is a plan view corresponding to Fig. 1 with part of the cover sectioned to show the interior construction; Figs. 3, 4 and 5 are detail structural features of the invention partly sectioned to show the method of operation. Detail A is a side elevation of the releasing mechanism.

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White's Music Shop, at Springfield, Mass., has been purchased from Mrs. Marie E. White by Bernard O'Shea. The name of the shop will remain unchanged.

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# Advance RECORD BULLETINS for November, 1921

## VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 18799 I've Got the Joys.....Aileen Stanley 10
  - Strut, Miss Lizzie.....American Quartet 10
  - 18805 When the Honeymoon Was Over.....Henry Burr 10
  - Jealous of You.....William Robyn 10
  - 18806 I Wonder If You Still Care for Me?.....Charles Hart 10
  - Remember the Rose.....Elliot Shaw 10
  - 18807 Tuck Me to Sleep.....Vernon Dalhart and Criterion Trio 10
  - Plantation Lullaby.....Charles Hart-Elliot Shaw 10
  - 18808 Some Blessed Day.....Criterion Quartet 10
  - The Wayside Cross.....Criterion Quartet 10
  - 18810 Humpty Dumpty.....Billy Murray-Ed. Smalle 10
  - In the Old Town Hall.....Billy Murray 10

- DANCE RECORDS**
- 18798 Dangerous Blues—Fox-trot, Original Dixieland Jazz Band 10
  - Royal Garden Blues—Fox-trot, Original Dixieland Jazz Band 10
  - 18801 South Sea Isles—Medley Fox-trot, Paul Whiteman and His Orchestra 10
  - Rosy Cheeks—Fox-trot, All Star Trio and Their Orchestra 10
  - 18802 I Ain't Nobody's Darling—Medley Fox-trot, All Star Trio and Their Orchestra 10
  - Yoo-Hoo—Fox-trot.....Hackel-Bergè Orchestra 10
  - 18803 Sweet Lady—Medley Fox-trot, Paul Whiteman and His Orchestra 10
  - Say It With Music—Fox-trot, Paul Whiteman and His Orchestra 10
  - 18804 It Must Be Someone Like You—Fox-trot, Benson Orchestra of Chicago 10
  - When the Sun Goes Down—Fox-trot, Shilking Orchestra 10

- VOCAL AND INSTRUMENTAL RECORDS**
- 45254 The Old Road.....Merle Alcock 10
  - Ship o' Dreams.....Merle Alcock 10
  - 18809 Saturday—Piano Duet, Victor Arden and Phil Ohman 10
  - Oh Joy!.....Victor Arden and Phil Ohman 10
  - 18800 (1) Badinage (Herbert)—Piccolo Solo; (2) Legend of the Bells (Planquette)—Bells; (3) Humoresque (Dvorák)—Violin Solo; (4) Scherzo, Third Symphony (Beethoven)—Bassoon.....Victor Orchestra 10
  - (1) Menuett (Paderewski)—Viola Solo; (2) Gavotte (Popper)—Violin Solo; (3) Menuett in G (Beethoven)—Clarinet Duet; (4) Sarabande (Bach)—Oboe Solo.....Victor Orchestra 10

- RED SEAL RECORDS**
- FRANCES ALDA, *Soprano*
  - 64988 Mother of My Heart.....Montanye-Grey 10
  - ALFRED CORTOT, *Pianist*
  - 64989 (a) Etude in G Flat Major, Op. 10, No. 5 (Black Keys) (b) Etude in G Flat Major, Op. 25, No. 9 (The Butterfly).....Chopin 10
  - GIUSEPPE DE LUCA, *Baritone*—In Italian
  - 64990 Mattinata.....Carducci-Fatuo 10
  - FLONZALEY QUARTET
  - 74710 Quartet in A Major—Assai Agitato.....Schumann 12
  - AMELITA GALLI-CURCI, *Soprano*—In Italian
  - 64991 Love's Messenger Waltz (Messagero Amorous), Chopin-Buzzi-Peccia 10
  - BENIAMINO GIGLI, *Tenor*—In Italian
  - 64942 Mefistofele—Giunto sul passo estremo (Nearing the End of Life).....Boito 10
  - JASCHA HEIFETZ, *Violinist*
  - 74711 Sérénade Mélancolique.....Tchaikowsky 12
  - FRITZ KREISLER, *Violinist*
  - (Piano accompaniment Carl Lamson)
  - 64993 To Spring.....Grieg 10
  - GIOVANNI MARTINELLI, *Tenor*—In Italian
  - 74712 Eugene Onégin—Air di Lenski (Faint Echo of My Youth).....Tchaikowsky 12
  - JOHN McCORMACK, *Tenor*
  - 64994 Little Town in the Ould County Down, Pascoe-Carlo-Sanders 10
  - PHILADELPHIA ORCHESTRA
  - 74713 Symphonie Pathétique—March-Scherzo, Tchaikowsky 12
  - OLGA SAMAROFF, *Pianist*
  - 64995 Sparks (Eticelles).....Moszkowski 10

## COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- 49859 La Forza del Destino—"Pace, Pace, Mio Dio"—("Peace, Peace, Dear Lord")—Soprano Solo, Rosa Ponselle 12
  - 79879 Because—Tenor Solo.....Charles Hackett 10
  - 49740 Samson and Delilah—"Amour viens aider ma faiblesse"—("Love, Lend Me Thy Might")—Contralto Solo.....Jeanne Gordon 12
  - A3449 Solveig's Song (From "Peer Gynt Suite, No. 11")—Violin Solo.....Eddy Brown 10
  - Serenade Espagnole (Spanish Serenade)—Violin Solo.....Eddy Brown 10
  - A3448 Gentle Annie—Baritone Solo.....Oscar Seagle 10
  - Ol' Car'lina.....Oscar Seagle and Male Quartet 10
  - A6192 Paraphrase on Tchaikovsky's Flower Waltz—Piano Solo.....Percy Grainger 12
  - Wedding Day at Troldhaugen—Piano Solo, Percy Grainger 12
  - A6193 Monastery Bells (Cloister Scene, Op. 10, No. 22, Key of F Sharp Major), Cincinnati Symphony Orch. Under Direction of Eugen Ysaye 12
  - Intermezzo Sinfonico (From "Cavalleria Rusticana") Gino Marinuzzi and His Symphony Orch. 12
  - A3466 Those Songs My Mother Used to Sing—Contralto Solo.....Carmela Ponselle 10
  - Thinking of You—Contralto Solo, Carmela Ponselle 10
  - A3452 (a) Soldier's Joy, (h) Massa's in the Cold, Cold Ground, (c) Turkey in the Straw—Medley of Jigs and Reels—Fiddle Solo, Don Richardson 10
  - (a) Little Yaller Gal, (h) Old Black Joe, (c) Jock Tamson's Hornpipe—Medley of Jigs and Reels, Don Richardson 10
  - A6195 March Boccaccio.....Prince's Band 12
  - When the Grand Old Flag Goes By, Prince's Band 12
  - NOVELTY RECORDS**
  - E7258 Danse Arabe.....Oriental Orch. 10
  - Danse Orientale.....Oriental Orch. 10
  - A3467 Sweet Lady (From "Tangerine") (Intro. "Vamping Rose")—Medley Fox-trot, Columbia Dance Orch. 10

- South Sea Isles (Intro. "She's Just a Baby," From "George White's Scandals of 1921")—Medley Fox-trot.....The Happy Six 10
- A3464 Wang Wang Blues—Fox-trot, Ted Lewis and His Band 10
- Home Again Blues—Fox-trot, Ted Lewis and His Band 10
- A3468 In a Boat (Intro. "Peaches")—Medley Fox-trot, The Happy Six 10
- Emaline (Intro. "Remember the Rose")—Medley Fox-trot.....Yerkes' Jazzarimha Orch. 10
- A6194 Remember—Waltz.....Prince's Dance Orch. 12
- In My Tippy Canoe (Intro. "In the Heart of Dear Old Italy")—Medley Waltz, Prince's Dance Orch. 12
- A3451 I'll Keep on Loving You—Accordion Solo, Guido Deiro 10
- Crooning—Accordion Solo.....Guido Deiro 10
- A3465 Tuck Me to Sleep in My Old Kentucky Home—Tenor and Baritone Duet, Edwin Dale-George Reardon 10
- My Sunny Tennessee—Male Quartet, Broadway Quartet 10
- A3463 Who'll Be the Next One (To Cry Over You)—Tenor Solo.....Charles Harrison 10
- If You Only Knew—Tenor Solo.....Edwin Dale 10
- A3460 Sleepy Head—Tenor and Baritone Duet, Edwin Dale-George Reardon 10
- Fare Thee Well, Love, Fare Thee Well—Male Quartet.....Columbia Stellar Quartet 10
- A3450 I Ain't Givin' Nothin' Away—Male Quartet, Southern Negro Quartet 10
- Sweet Mamma (Papa's Gettin' Mad)—Male Quartet.....Southern Negro Quartet 10

### THE MID-MONTH LIST

- DANCE RECORDS**
- A3453 Sally, Won't You Come Back (Intro. "Bring Back My Blushing Rose," From "Ziegfeld Follies of 1921")—Medley Fox-trot, Ted Lewis and His Orch. 10
  - Incidental Singing by Mr. Lewis
  - Second-hand Rose (Intro. "I Know," From "Ziegfeld Follies of 1921")—Medley Fox-trot, Ted Lewis and His Orch. 10
  - A3459 I Ain't Nobody's Darling—Song Fox-trot, Paul Biese Trio and Frank Crumit 10
  - Frankie and Johnny—Song Fox-trot, Paul Biese Trio and Frank Crumit 10
  - A3458 Molly O—Fox-trot.....Art Hickman's Orch. 10
  - Good-bye, Pretty Butterflies—Fox-trot, Art Hickman's Orch. 10
  - A3457 I'm Looking for a Bluebird (To Chase My Blues Away).....Marion Harris, Comedienne Paul Biese's Orch. Accomp. 10
  - Sweet Cookie.....Marion Harris, Comedienne 10
  - A3461 In the Old Town Hall (From "Ziegfeld Follies"), Van and Schenck, Comedians 10
  - What's a Gonna Be Next (From "Ziegfeld Follies").....Van and Schenck, Comedians 10

## EDISON RE-CREATIONS

- 50750 Land of Minstrelsy.....Premier Quartet Minstrels 10
- My Pretty Lena (Barton)—Yodel song, Ward Barton 10
- 50809 Country Days (H. Von Tilzer)—Laughing song, Al. H. Weston and Irene Young 10
- At the Circus (H. Von Tilzer)—Laughing song, Al. H. Weston and Irene Young 10
- 50810 For Love—Fiddlers Three (Johnstone)—Soprano and Tenor.....Rachel Grant and Billy Murray 10
- Famous Songs in Irish Plays—Tenor, Walter Van Brunt 10
- 50811 Where the Sunset Turns the Ocean's Blue to Gold (Petrie)—Tenor.....George Wilton Ballard 10
- When You Sang "Hush-a-Bye Baby" to Me (Olman-Logan)—Contralto.....Helen Clark 10
- 50812 In a Monastery Garden (Kettelhey), Peerless Orchestra and Male Chorus 10
- March Religioso—Gospel Hymns, New York Military Band 10
- 50815 Hawaiian Nights (Roberts)—Waltz, Waikiki Hawaiian Orch. (with Louise and Ferera) 10
- The Crocodile (Motzan-Akst). Imperial Marimba Band 10
- 50830 Smilin' Through (Penn)—Violin.....Herbert Soman 10
- Old Pal (Why Don't You Answer Me?) (Jerome)—Violin.....Herbert Soman 10
- 50831 In a Dreamland of Yore (Bartram-Saxton)—Tenor and Baritone.....Bartram & Saxton 10
- Jane (A. Von Tilzer)—Male Voices.....Crescent Trio 10
- 50834 Angel Eyes (Gold)—Fox-trot for Dancing, Harry Raderman's Jazz Orchestra 10
- Oh Joy! (Schroeder)—Fox-trot for Dancing, Harry Raderman's Jazz Orchestra 10
- 50841 In the Old Town Hall (Johnson-Pease-Nelson)—Tenor.....Billy Jones and Mixed Chorus 10
- Down at the Old Swimming Hole (Wilson-Brennan)—Tenor and Baritone, Billy Jones and Ernest Hare 10
- 80639 Le Portrait (To a Portrait) (Parkyns)—Tenor (in French).....Paul Reimers 10
- La Chère Maison (Jacques-Dalcroze)—Tenor (in French).....Paul Reimers 10
- 80640 Pass Me Not, O Gentle Saviour (Doane)—Mixed Voices.....Metropolitan Quartet 10
- Sinner and the Song (Thompson)—Bass, Fred East and Mixed Chorus 10
- 80641 Introduction and Tarantelle (Sarasate)—Violin, Mischa Violin 10
- Arioso (Bach-Franko)—Viola.....Herman Kolodkin 10
- 80642 Samson and Delilah—Bacchanale, Part I (Saint Saëns).....American Symphony Orchestra 10
- Samson and Delilah—Bacchanale, Part II (Saint Saëns).....American Symphony Orchestra 10
- 80667 Love Sends a Little Gift of Roses (Openshaw)—Tenor.....Lewis James 10
- World Is Waiting for the Sunrise (Seitz)—Baritone.....Edward Allen 10
- 82233 Little Bunch o' Honey (Hahn)—Soprano, Marie Rappold and Lyric Male Quartet 10
- I Passed By Your Window (Brahe)—Soprano, Marie Rappold 10
- 82234 Mi chiamano Mimì (They Call Me Mimì) and La Bohème (Puccini)—Soprano (in Italian), Claudia Muzio 10
- Aspiration (Chopin)—Soprano (in French), Claudia Muzio 10
- 82235 Voilà donc la terrible cité (That Awful City I Behold) and Thais (Massenet)—Baritone (in French).....Mario Laurenti 10
- Salomé—Hérodiade (Massenet)—Baritone (in French).....Mario Laurenti 10
- 82236 Songs My Mother Taught Me (Dvorák-Powell) and Poem (Fibich-Kubelik)—Violin.....Vasa Prihoda 10
- On Wings of Song (Mendelssohn-Achrohn)—Violin, Vasa Prihoda 10

- CHRISTIAN SCIENCE RE-CREATIONS**
- 80634 No Night There—No. 17, Lesson Sermon, "Probation After Death" (Danks)—Baritone, Robert C. Dyrenforth 10
  - King of Love My Shepherd Is—No. 18, Lesson Sermon, "Everlasting Punishment" (Gounod)—Baritone.....Robert C. Dyrenforth 10
  - 80637 Loving Spirit, Thou Hast Brought Us Out of Error's Night—No. 15, Lesson Sermon, "Are Sin, Disease and Death Real?" (Adapted by Fisher)—Baritone.....Robert C. Dyrenforth 10
  - O Rest in the Lord—No. 16, Lesson Sermon, "Doctrine of Atonement" (Mendelssohn)—Baritone.....Robert C. Dyrenforth 10
  - 80646 Ah, What Is Man?—No. 19, Lesson Sermon, "Adam and Fallen Man" (Nessler)—Baritone, Robert C. Dyrenforth 10
  - Blest Are the Pure in Heart—No. 20, Lesson Sermon, "Mortals and Immortals" (Huhn)—Baritone.....Robert C. Dyrenforth 10
  - 80647 Peace of God—No. 21, Lesson Sermon, "Soul and Body" (Gounod)—Baritone.....Robert C. Dyrenforth 10
  - Love Not the World—No. 22, Lesson Sermon, "Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, Denounced" (Marston)—Baritone.....Robert C. Dyrenforth 10
  - 80648 Thanksgiving Song—No. 27, Lesson Sermon, "Thanksgiving" (Galbraith)—Baritone, Robert C. Dyrenforth 10
  - Oh! Gentle Presence (Eddy)—Baritone, Robert C. Dyrenforth 10

- CATALINA AND ELEVEN OTHER RE-CREATIONS**
- 50833 Catalina (Gay)—Fox-trot.....Broadway Dance Orch. 10
  - Waltz Florida (Conrad)—For Dancing, Conrad's Orchestra 10
  - 50835 Not Long Ago (Ward-Henderson-Feinberg)—Fox-trot for Dancing.....Club de Vingt Orchestra 10
  - When the Sun Goes Down (Bloom)—Fox-trot for Dancing.....Club de Vingt Orchestra 10
  - 50837 Why, Dear? (introducing "Ain't We Got Fun") (Cohen-Whiting)—Medley Fox-trot for Dancing, Harry Raderman's Jazz Orchestra 10
  - I Wonder Whom You're Calling Sweetheart (Goodwin-Piantadosi-Green)—Fox-trot for Dancing.....Harry Raderman's Jazz Orchestra 10
  - 50838 Sally, Won't You Come Back? (Ziegfeld "Follies of 1921") (Stamper)—Tenor, Jim Doherty and Chorus 10
  - Stand Up and Sing for Your Father an Old-Time Tune (Burr-Perkins)—Baritone, J. Harold Murray (introducing Gladys Rice) 10
  - 50839 South Sea Isles (introducing "She's Just a Baby"; George White's "Scandals") (Gershwin)—Medley Fox-trot.....Broadway Dance Orch. 10
  - Hugs and Kisses (J. Mayer)—Fox-trot, Broadway Dance Orch. 10
  - 50840 Tuck Me to Sleep (In My Old Kentucky Home) (G. W. Meyer)—Tenor, Roy Cropper and Mixed Chorus 10
  - I Wonder If You Still Care for Me (Snyder)—Tenor.....Walter Scanlan 10

## EDISON AMBEROL RECORDS

- SPECIAL RECORDS**
- 4373 Not Long Ago (Ward-Henderson-Feinberg)—Fox-trot for Dancing.....Club de Vingt Orchestra 10
  - 4374 Sally, Won't You Come Back? (Ziegfeld "Follies of 1921") (Stamper)—Tenor, Jim Doherty and Girls' Chorus 10
  - 4375 Stand Up and Sing for Your Father an Old-Time Tune (Burr-Perkins)—Baritone, J. Harold Murray (introducing Gladys Rice) 10
  - 4376 My Galway Rose—Irish Eyes (Kershaw-Scanlan)—Tenor.....Walter Scanlan 10
  - 4377 When the Sun Goes Down (Bloom)—Fox-trot for Dancing.....Club de Vingt Orchestra 10

- REGULAR LIST**
- 4358 You're the Sweetest Girl in All the World (Stanford-Davis-Robinson)—Medley Fox-trot for Dancing, Harry Raderman's Jazz Orch. (introducing "Ruby") 10
  - 4359 She's the Lass for Me (H. Lauder)—Baritone, Glen Ellison 10
  - 4360 Sinner and the Song (Thompson)—Bass, Fred East and Mixed Chorus 10
  - 4361 Carolina Lullaby (Panella)—Soprano, Mezzo-soprano and Contralto.....Homestead Trio 10
  - 4362 Make-Believe Medley (Shilkret-Conrad) (introducing "Moonlight")—Piano.....Ray Perkins 10
  - 4363 Waltz Florida (Conrad)—For Dancing, Conrad's Orchestra 10
  - 4364 Where the Lazy Mississippi Flows (De Freyne)—Tenors.....Charles Hart and Lewis James 10
  - 4365 Jane (A. Von Tilzer)—Fox-trot for Dancing, Lanin's Orchestra 10
  - 4366 Fare Thee Well, Love (Fare Thee Well) (Keith)—Soprano and Tenor, Elizabeth Spencer and Lewis James 10
  - 4367 Isle of Love (Murray)—Contralto and Baritone, Helen Clark and Joseph Phillips 10
  - 4368 Ho (Black)—Fox-trot for Dancing.....Orlando's Orch. 10
  - 4369 Dearest One (Blaufluss)—Soprano and Mezzo-soprano.....Betsy Lane Shepherd and Elizabeth Spencer 10
  - 4370 Valse Caprice (Lozey).....Lozey's Orchestra 10
  - 4371 I Ain't Afraid of Nuthin' Dat's Alive (Bernard) Ernest Hare 10
  - 4372 It Must Be Someone Like You (Frost-Straight-Bargy)—Fox-trot for Dancing.....Club de Vingt Orch. 10
  - 4353 Sunnyside Sal (Kendis-Brockman)—Tenor with Soprano obbligato.....Vernon Dalhart and Gladys Rice 10
  - 4354 Baby in Love ("Last Waltz") (Goodman-Benatsky)—Fox-trot for Dancing.....Club de Vingt Orch. 10
  - 4355 Second-hand Rose (introducing "I Know," Ziegfeld "Follies of 1921") (Hanley-Monaco)—Medley Fox-trot.....Broadway Dance Orchestra 10
  - 4356 Cho-Cho-San (Puccini-Frey)—Fox-trot for Dancing, Conrad's Orchestra 10

## AEOLIAN CO.

- OPERATIC SELECTIONS**
- 52017 Lohengrin—Elsa's Dream (Wagner)—Soprano, Vocalion orch. accomp.....Marie Sundelius 12
- STANDARD SELECTIONS**
- 44002 La Paloma—The Dove (Yradier)—Soprano, Vocalion orch. accomp.....Nellie and Sara Kouns 12
  - 30133 Tommy Lad (Tschmacher-Margetson)—Baritone, Vocalion orch. accomp.....John Charles Thomas 10
  - 14226—Rose in the Bud (Barrow and Forster)—Contralto, Vocalion orch. accomp., Nevada Van Der Veer 10



ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 178)

- Little Grey Home in the West (Eardley-Wilmot-Lohr)—Tenor, Vocalion orch. accomp., Sam Ash 10
- 24019 I Hear You Calling Me (Harford-Marshall)—Tenor, Vocalion orch. accomp., Colin O'More 10
- Bonnie Sweet Bessie (Root-Gilbert)—Tenor, Vocalion orch. accomp., Colin O'More 10
- INSTRUMENTAL SELECTIONS
- 14234 To a Wild Rose (MacDowell)—Violin, piano accomp., Marie Dawson Morrell 10
- Gypsy Serenade (Valdez)—Violin, piano accomp., Marie Dawson Morrell 10
- 35006 William Tell Overture, Part 1: "At Dawn" (Rossini)..... The Aeolian Concert Band (R. H. Bowers, Conductor) 12
- William Tell Overture, Part 2: "The Storm" (Rossini)..... The Aeolian Concert Band (R. H. Bowers, Conductor) 12
- 14235 Comrades of the Legion (Souza)—The Philadelphia Police Band 10
- On the Campus (Souza)—The Philadelphia Police Band 10
- POPULAR SELECTIONS
- 14236 Tuck Me to Sleep (In My Old Kentucky Home)—(Lewis-Young-Meyer)—Orch. accomp., Shannon Four 10
- Down in Happy Valley (John Mears)—Orch. accomp., Charles Hart and Elliot Shaw 10
- 14237 Cry Baby Blues (Lewis-Young-Meyer)—Orch. accomp., Aileen Stanley 10
- Who'll Be the Next One to Cry Over You (Black) Orch. accomp., Ernest Hare 10
- 14238 I Wonder if You Still Care for Me (Smith-Snyder)—Orch. accomp., Arthur Burns 10
- Swanee River Moon (Pitman Clarke)—Orch. accomp., Charles Hart and Elliot Shaw 10
- DANCE SELECTIONS
- 14239 Say It With Music (From "The Music Box Revue") (Berlin)—Fox-trot, Selvin's Dance Orchestra 10
- Tenderly (Little-Stanley-Dillon)—Fox-trot, Selvin's Dance Orchestra 10
- 14240 Ilo (Johnny S. Black)—Fox-trot, Newport Society Orchestra 10
- Yoo-Hoo (Jolson)—Fox-trot, Newport Society Orchestra 10
- 14241 Ma! (Clare and Conrad)—Fox-trot, Al Jockers' Dance Orchestra 10
- Just Like a Rainbow (Earl-Fiorito)—Fox-trot, Al Jockers' Dance Orchestra 10
- 14242 I Want You Morning, Noon and Night (Gus Edwards)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
- My Sunny Tennessee (Intro.: "I Wonder if You Still Care for Me") (Zalmar and Ruby and Smith and Snyder)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
- 14243 Sweet Lady (Intro.: "Listen to Me," from "Tangerine") (Carlo-Sanders)—Fox-trot, Aeolian Dance Orchestra 10
- The "Merry Widow" Waltzes (From "The Merry Widow") (Lehar), Yerkes' S. S. Flotilla Orchestra 10

GENNETT LATERAL RECORDS

- 10047 Stand Up, Stand Up for Jesus (Duffield-Geihel)—Brass Quintette accomp., Criterion Male Quartette
- When the Roll Is Called Up Yonder (Black)—Brass Quintette accomp., Criterion Male Quartette
- 10048 Marching Through Georgia—Accomp. by Band, Criterion Male Quartette
- Patriotic Medley—Accomp. by Band, Criterion Male Quartette
- 10045 Carmen Ohio (Spanish Chant) (Fred Cornell, '06)—Unaccomp., Criterion Male Quartette
- Ohio and Across the Field—Band accomp., Criterion Male Quartette
- 4766 Honolulu Honey (Weslyn-Applefield-Dyson)—Accomp. Hawaiian Orchestra.....Hart and Shaw
- Sweet Hawaiian Girl of Mine (Perry)—Accomp. Hawaiian Orchestra.....Hart and Shaw
- 4772 When the Honeymoon Was Over (Fisher)—Tenor, Sam Ash
- Tuck Me to Sleep (Lewis-Young-Meyer)—Tenor, Sam Ash
- 4773 Rosy Cheeks (Squires)—Fox-trot, Hazay Natzy and his Biltmore Orchestra
- Why Dear (Cohen)—Fox-trot, Merry Melody Men
- 4770 Remember the Rose (Intro.: "Always") (Simons-Kroll)—Fox-trot, Merry Melody Men
- All By Myself (Berlin)—Fox-trot, Merry Melody Men
- 4771 Second-hand Rose (Clarke-Hanley)—Fox-trot, Van Eps Quartette
- Ma (Conrad)—Fox-trot, Van Eps Quartette
- ITALIAN
- 14767 Virticchioe a Grossaria da Commare—Commedia Siciliana.....A. Bucca
- Virticchio Maestro di Violino Amodio—Commedia Siciliana.....Bucca Fetez & Co.
- 14768 Virticchio e L'Ora Legale Amodio—Commedia Siciliana.....Bucca Fetez & Co.
- Virticchio Pumplieri (A. Bucca)—Commedia Siciliana.....Bucca Fetez & Co.
- 14769 'Nfama (G. Del V. ecchie) (M. Scialpi)—Tenore, Accomp. dell' Orchestra Napoletana
- Duorme, Mari (P. Cinquegrana-E. di Capua-M. Scialpi)—Tenore, Accomp. dell' Orchestra Napoletana

PATHE FRERES PHONOGRAPH CO.

- "POP" SUPPLEMENT, NO. 50
- POPULAR VOCAL
- A20624 Baby Face.....Carlton Williams 10
- Remember.....Lewis James and Elliot Shaw 10
- A20625 Cry Baby Blues.....Ernest Hare 10
- I Ain't Nobody's Darling.....Byron G. Harlan 10
- A20626 Dozing.....Crescent Trio 10
- Down in Happy Valley, Charles Hart and Elliot Shaw 10
- TWO NEW RECORDINGS BY LAVINIA TURNER
- A20627 He Took It Away From Me, Lavinia Turner and James P. Johnson's Harmony Seven 10
- If I Were Your Daddy, Lavinia Turner and James P. Johnson's Harmony Seven 10
- DANCE RECORDS
- A20628 Yoo-Hoo—Fox-trot, Ernest Hussar's Orch. 10
- Have You Forgotten—Fox-trot, Ernest Hussar's Orch. 10
- A20629 Mississippi Cradle—Waltz, Green Bros. Novelty Band 10
- I Want My Mammy—Fox-trot, Green Bros. Novelty Band 10
- A20630 Apache Love—Fox-trot, Joseph Samuels' Music Masters 10
- When the Honeymoon Was Over—Fox-trot, Joseph Samuels' Music Masters 10
- A20631 It Must Be Someone Like You—Fox-trot, Joseph Samuels' Music Masters 10

- Tenderly—Fox-trot, Merry Melody Men 10
- A20632 Bimini Bay—Fox-trot, Merry Melody Men 10
- I Wonder if You Still Care for Me—Fox-trot, Marke's Society Orchestra 10
- A20633 Sweet Lady (From "Tangerine")—Fox-trot, Marke's Society Orchestra 10
- Dream (From "Sonny")—Fox-trot, Marke's Society Orchestra 10
- A20634 Wang Wang Blues—Fox-trot, Dixieland Orchestra 10
- Shake It and Break It—Fox-trot, Lanin's Southern Serenaders 10
- NOVELTY DANCE RECORD
- A20623 Kitten On the Keys—One-step, piano solo, Lindsay McPhail 10
- San—Fox-trot, piano solo, Lindsay McPhail 10
- Regular Pathe November List
- OPERATIC AND OTHER VOCAL RECORDS
- 54078 Ave Maria (Schubert)—In English, Yvonne Gall 12
- 54079 L'Amore Dei Tre Re (Montemezzi) "Son quarant' anni" (It Is Forty Years Since)—In Italian, Adamo Didur 12
- STANDARD SONGS SUNG IN ENGLISH
- A 20606 Passage-Bird's Farewell, Lewis James and Elliot Shaw 10
- A20606 The Vacant Chair, Shannon Four, unacc. 10
- A 20608 Forsaken—Unaccomp., Shannon Four 10
- A20608 Dreaming Alone in the Twilight, William Lowe 10
- NEW INSTRUMENTAL RECORDS
- A 20611 Melodie in F (Rubinstein)—Violin solo, Rae Eleanor Ball 10
- A20611 Spring Song (Mendelssohn)—Violin solo, Rae Eleanor Ball 10
- A 27038 Bourree in B Minor (Bach-Saint Saens)—Piano solo, Rudolph Ganz 10
- A207038 Valse in E Minor (Chopin)—Piano solo, Rudolph Ganz 10
- A 20609 Hawaiian Chimes—Waltz, Ferera and Franchini 10
- A20609 Susquehanna Shore (Saxophone by Nathan Glantz)—Waltz, Ferera and Franchini 10
- Those marked with an "A" can be obtained as Actuelle (needle-cut) records as well as Pathé (sapphire) records.

OLYMPIC DISC RECORD CORP.

- DANCE RECORDS
- 15125 South Sea Isles (Gershwin-Jackson) (Intro.: "She's Just a Baby")—Fox-trot, Yerkes' Jazzarimba Orchestra
- My Sunny Tennessee (Kalmar-Herman-Harry Ruby)—Fox-trot, Yerkes' Jazzarimba Orchestra
- 15126 Who'll Be the Next One (To Cry Over You) (Black) (Intro.: "Daddy, Your Mama Is Lonesome for You")—Fox-trot, Yerkes' S. S. Flotilla Orchestra
- Ma! (Clare-Conrad)—Fox-trot, Palm Beach Dance Orchestra
- 15127 I've Got the Joys! (Young-Lewis-Akst)—Fox-trot, Irving Weiss and his Ritz-Carlton Orchestra
- Stop! Rest Awhile (Gilbert-Brymn)—Fox-trot, Irving Weiss and his Ritz-Carlton Orchestra
- 15128 When the Sun Goes Down (Marty Bloom)—Fox-trot, Irving Weiss and his Ritz-Carlton Orchestra
- One Kiss (Burnett-Arnheim)—Fox-trot, Irving Weiss and his Ritz-Carlton Orchestra
- POPULAR SONGS
- 14115 Bimini Bay (Kahn-Egan-Whiting)—Tenor, with orch., Billy Jones
- Ten Little Fingers and Ten Little Toes (Down in Tennessee) (Pease-White-Nelson-Schuster)—Tenor, with orch., Vernon Dalhart
- 14116 When the Honeymoon Was Over—Tenor, with orch., Sam Ash
- Before We Say Good-night (Bratton-Santley)—Tenor with orch., Sam Ash
- STANDARD VOCALS
- 17112 Absent—Unaccomp., Shannon Four Quartette
- Forsaken—Unaccomp., Shannon Four Quartette
- 17113 Silver Threads Among the Gold (Rexford-Danks)—Tenor with orch., Vernon Dalhart
- Can't Yo' Heah Me Callin' Caroline (Caro Roma)—Tenor, with orch., Vernon Dalhart
- SACRED SELECTIONS
- 20103 Crucifix (Faure)—Tenor and Baritone Duet, Charles Hart and Elliott Shaw
- Nearer, My God, to Thee (Adams-Mason)—Baritone, with orch., Elliott Shaw
- 18114 Semper Fidelis.....Olympic Military Band
- Stars and Stripes Forever.....Olympic Military Band
- OPERATIC
- 19107 Within Thy Sacred Dwelling (From "The Magic Flute") (Mozart)—Baritone, with orch., Percy Hemus
- Non Piu Andrai (Never More) (From "The Marriage of Figaro") (Mozart)—Baritone, with orch., Percy Hemus
- 19108 Ah, fors' e lui (From "La Traviata")—Coloratura Soprano, Regina Vicarino
- Caro Nome (From "Rigoletto")—Coloratura Soprano, Regina Vicarino

CARDINAL PHONOGRAPH CO.

- LATEST RELEASES
- VOCAL HITS
- 2048 Down at the Old Swimming Hole—Duet, Orch. Acc., Ernest Hare and Billy Jones
- Sunnyside Sal—Baritone Solo, Orch. Acc., Arthur Fields
- 2049 Stand Up and Sing for Your Father an Old Time Tune—Baritone Solo, Orch. Acc., Arthur Fields
- Ain't You Coming Out, Malinda?—Tenor Solo, Orch. Acc., Vernon Dalhart
- 2041 Sleepin' Pretty—Tenor Solo, Orch. Acc., Vernon Dalhart
- My Sunny Tennessee—Tenor Solo, Orch. Acc., Charles Harrison
- 2040 They Needed a Song Bird in Heaven, So God Took Caruso Away—Tenor Solo, Orch. Acc., Antonio Urato
- There Is No Death—Tenor Solo, Orch. Acc., Antonio Urato
- 2050 Plantation Lullaby—Tenor Solo, Orch. Acc., Vernon Dalhart
- Honolulu Honey—Tenor Solo, Orch. Acc., Vernon Dalhart
- 2051 Ma—Baritone Solo, Acc. by the Merry Melody Men, Arthur Fields
- Cry Baby Blues—Acc. by the Merry Melody Men, Ernest Hare
- 2052 Tuck Me to Sleep in My Old 'Tucky Home—Solo, Orch. Acc., Irving Kaufman
- Dapper Dan—Solo, Orch. Acc., Irving Kaufman
- 2053 I Want Some Loving Blues—Blues, Acc. by the Merry Melody Men, Dorothy Dodd
- Dangerous Blues, Orch. Acc., Dorothy Dodd
- LATEST DANCE HITS
- 2042 Why, Dear?—Fox-trot, The Merry Melody Men
- My Blushing Rose (Intro.: "Sally, Won't You Come Back?" from Ziegfeld Follies of 1921)—Fox-trot, The Merry Melody Men

- 2043 Second-Hand Rose—Fox-trot, Van Eps Quartet
- Just Because—Fox-trot, Van Eps Quartet
- 2044 Dixie—Fox-trot, Van Eps Quartet
- Fancies—Fox-trot, Van Eps Quartet
- 2045 One Kiss—Fox-trot, Jos. Knecht's Waldorf-Astoria Orchestra
- Remember the Rose (Intro.: "Always")—Fox-trot, The Merry Melody Men
- 2046 Ti-O-San—Fox-trot, Green Bros. Novelty Orchestra
- El Relicario (My Spanish Rose)—One-step, Jos. Knecht's Waldorf-Astoria Orchestra
- 2047 Mississippi Cradle—Waltz, Green Bros. Novelty Orchestra
- Canadian Capers—Fox-trot, Green Bros. Novelty Orchestra
- 2038 Ain't We Got Fun?—Fox-trot, Lanin's Roseland Orchestra
- Marimba—Fox-trot, Jos. Knecht's Waldorf-Astoria Orchestra
- 2039 Cherry Blossoms—Fox-trot, Lanin's Roseland Orchestra
- In a Boat—Fox-trot, Lanin's Roseland Orchestra
- 2033 Wang-Wang Blues.....Cardinal Jazz Band
- Weary Blues.....Cardinal Jazz Band
- 2054 Sweet Lady, from "Tangerine"—Fox-trot, Cardinal Dance Orchestra
- South Sea Isle (Intro.: "She's Just a Baby," from "Scandals of 1921")—Fox-trot, Ben Selvin's Novelty Orchestra
- 2055 Baby Face—Fox-trot, Ben Selvin's Novelty Orchestra
- Yoo Hoo—Fox-trot, Cardinal Dance Orchestra
- 2056 Just Like a Rainbow—Fox-trot, Harry Raderman's Novelty Orchestra
- Ilo—Fox-trot, Cardinal Dance Orchestra
- 2057 Rosy Cheeks—Fox-trot, Harry Raderman's Novelty Orchestra
- Moon River Waltz—Waltz, Ben Selvin's Novelty Orchestra
- 2058 Comrades of the Legion—March, Cardinal Military Band
- General Mix-up of the U. S. A., Cardinal Military Band
- 2059 Saxophobia—Saxophone Solo, Orch. Acc., Rudy Wiedoelt
- Humoresque—Xylophone Solo, Orch. Acc., George Hamilton Green
- 2060 All By Myself—Fox-trot, Vocal chorus by Arthur Hall, Lenzberg's Riverside Orchestra
- Peggy O'Neil—Waltz, Vocal Chorus by Arthur Hall, Yerkes' Metropolitan Dance Orchestra

OKEH RECORDS

- 50001 I Hear You Calling Me—Tenor, with orch., John McCormack 12
- 50004 The Green Isle of Erin—Tenor, with orch., John McCormack 12
- 50005 Celeste Aida (From "Aida")—Tenor, with orch., John McCormack 12
- 50006 My Dark Rosaleen—Tenor, with orch., John McCormack 12
- 5006 Barbieri Di Siviglia (A Little Voice I Hear) (Rossini)—Soprano (in Italian), with orch., Marina Campanari 12
- La Traviata (Verdi)—Soprano (in Italian), with orch., Marina Campanari 12
- 70203 Lohengrin (Dost Thou Breathe the Incense) (R. Wagner)—Tenor (in German), with orch., Hermann Jadowlker 10 3/4
- 2001 Minuet (Boccherini).....La Scala Orchestra
- Cavalleria Rusticana (Mascagni)—Intermezzo, La Scala Orchestra 10 3/4
- 72302 Vision (Drdla)—Violin Solo, piano accomp., Jan Kubelik 10 3/4
- 52302 Zapateado (Sarasate)—Spanish Dance, Violin Solo, piano accomp., Jan Kubelik 12
- 72402 Le Luthier De Cremona (Hubay)—Violin Solo, Franz Von Vecsey 10 3/4
- (The above recordings were made in Europe)
- 6010 Al Fresco (Victor Herbert)—Intermezzo, Henry Hadley's Symphony Orchestra
- Ballet of the Flowers (Henry Hadley)—Suite Heather, Henry Hadley's Symphony Orch. 10
- 4419 When the Harp That Once Through Tara's Hall Rings Again With Freedom's Glory—Tenor with Orch., Gerald Griffin 10
- In the Valley Near Slievenamon—Tenor with Orch., Gerald Griffin 10
- 4400 I Hope I May Join the Band—Negro Spiritual, Norfolk Jubilee Four 10
- Who Built the Ark?—Negro Spiritual, Norfolk Jubilee Four 10
- 4402 I'm Looking for a Bluebird—Contralto with Rega Orch., Vaughn De Leath 10
- My Daddy—Contralto with Rega Orch., Vaughn De Leath 10
- 4408 Bring Back My Blushing Rose—Tenor with Orch., Sam Ash 10
- Learn to Smile—Tenor with Orch., Sam Ash 10
- 4409 I Want My Mammy—Contralto with Rega Orch., Aileen Stanley 10
- Tuck Me to Sleep in My Old Kentucky Home—Tenor with Rega Orch., Billy Jones 10
- 4410 Melon Time in Dixieland—Male Quartette with Orch., Shannon Four 10
- When the Autumn Leaves Begin to Fall—Tenor and Male Quartette with Orch., Lewis James-Shannon Four 10
- 4411 Jane—Male Trio with Orch., Crescent Trio 10
- I Wonder If You Still Care For Me—Tenor with Orch., Lewis James 10
- 4414 Frankie—Tenor, with Rega Orch., Billy Jones 10
- Daisy Days—Male Quartette with Orch., Shannon Four 10
- 4415 'Taint Nothin' Else But Jazz—Contralto with Rega Orch., Aileen Stanley 10
- Mandy 'N' Me—Contralto with Rega Orch., Aileen Stanley 10
- 4416 Daddy, Your Mama Is Lonesome for You—Popular Blues, Mamie Smith and Her Jazz Band 10
- Sax-O-Phoney Blues—Popular Blues, Mamie Smith and Her Jazz Band 10
- 4401 On the Campus—March, Conway's Band
- Daughters of the American Revolution—March, Conway's Band 10
- 4403 Honolulu Honey—Hawaiian Guitars-Marimba, Ferera-Franchini-Green 10
- Sweet Hawaiian Girl of Mine—Hawaiian Guitars-Marimba, Ferera-Franchini-Green 10
- 4412 Chain Gang Blues—Octo-Corda Solo, Sam Moore 10
- Laughing Rag—Octo-Corda Solo, Sam Moore 10
- 4404 Oh Joy!—Toddle Dance, Harry Raderman's Jazz Orchestra 10
- Ilo—Fox-trot, Harry Raderman's Jazz Orchestra 10
- 4405 Mule Blues—Fox-trot, Tampa Blue Jazz Band 10

(Continued on page 180)



ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 179)

- Bad Land Blues—Fox-trot, Tampa Blue Jazz Band 10
4406 Broncho Trot (Tom Mix)—Fox-trot, Hager's Dance Orchestra 10
Old Blue (Tom Mix)—Waltz, Hager's Dance Orchestra 10
4407 Why, Dear?—Fox-trot, Harry Raderman's Jazz Orchestra 10
Hardingo Persian—Fox-trot, Rega Dance Orchestra 10
4413 When the Sun Goes Down—Fox-trot, Green Brothers' Novelty Band 10
Up in the Clouds—Medley Fox-trot, Rega Dance Orchestra 10
4417 Fooling Me—Fox-trot, Markel's Orchestra 10
South Sea Isles—Medley Fox-trot, Markel's Orchestra 10
4418 Amonestra—Fox-trot, Rega Dance Orchestra 10
Ti-O-San—Fox-trot, Rega Dance Orchestra 10

EMERSON PHONOGRAPH CO., INC.

- DANCE
10436 Say It With Music (From the musical production, "The Music Box Revue") (Irving Berlin)—Fox-trot, Lanin's Roseland Orchestra
Yoo Hoo (Al Jolson)—Fox-trot, Lanin's Roseland Orchestra
10435 Merry Widow Medley (From musical production, "The Merry Widow") (Franz Lehár)—Waltz, Biltmore Hotel Orchestra
Emaline (McHugh-Little)—Fox-trot, Biltmore Hotel Orchestra
10437 South Sea Isles Medley (introducing "She's Just a Baby," from George White's "Scandals") (George Gershwin)—Fox-trot, Little Club Orchestra
Saturday (Mitchell-Brooks)—Fox-trot, Little Club Orchestra, with vocal chorus by Arthur Fields
10438 Fancies (H. Spencer)—Fox-trot, Selvin's Novelty Orchestra
Mississippi Cradle (Abe Olman)—Waltz, Green Bros. Novelty Band
10439 Shake It and Break It (Friscoe-Chiha-Clark)—Jazz Fox-trot, Lanin's Southern Serenaders
Aunt Hagar's Children Blues (W. C. Handy)—Jazz Fox-trot, Lanin's Southern Serenaders
10449 Canadian Capers (Chandler-White-Cohen)—Fox-trot, Pennsylvania Hotel Orchestra
Moon River (Lee David)—Waltz, Selvin's Novelty Orchestra
VOCAL
10440 You're Just the Type for a Bungalow (Young-Lewis-Donaldson)—Novelty Song, orch. accomp., Arthur Fields
I Ain't Gonna Be Nobody's Fool (Davies-Bennett-Van and Schenck)—Novelty Song, orch. Irving Kaufman
10441 I Wonder Who You're Calling Sweetheart (Goodwin-Green-Plantadosi)—Orch. accomp., Ernest Hare
Honolulu Honey (Weslyn-Applefield-Dyson)—Tenor Duet, with Hawaiian Guitars, Harrison and Clark
10442 Get Hot (Al Siegel)—Novelty Song, orch. accomp., Billy Jones
Stop—Rest Awhile (Gilbert-Brymn)—Novelty Song, orch. accomp., Al Bernard
10443 Arkansas Blues, A Down Home Chant (Lada-Williams)—Blues, piano accomp., Sissle-Blake
I've Got the Blues But I'm Just Too Mean to Cry (Parish-Young-Squires)—Blues, piano accomp., Sissle-Blake
STANDARDS
10444 Swing Song L'Escarpolette (Ethel Barns)—Violin Solo, piano accomp., Marie Dawson Morrell
By the Brook (De Boisdeffre)—Violin Solo, piano accomp., Marie Dawson Morrell
10445 Kathleen Mavourneen (Crawford-Crouch)—Tenor Solo, orch. accomp., Hugh Donovan
Absent (Glenn-Metcalf)—Tenor Solo, orch. accomp., Charles Harrison
10446 One-Two-Three-Four—Waltz—Hawaiian Guitars, Maui Aloha—One-step, Hawaiian Guitars, Ferera and Franchini
Mauai Aloha—One-step, Hawaiian Guitars, Ferera and Franchini
10447 Comrades of the Legion (John Philip Sousa)—March, Emerson Military Band
Washington Post March (John Philip Sousa)—March, Emerson Military Band
10448 Our Director (F. E. Bigelow)—March, Emerson Military Band
Up the Street (R. G. Morse)—March, Emerson Military Band

CONNORIZED MUSIC CO.

- 3001 Wang Wang Blues (Mueller-Johnson-Busse)—Fox-trot, Bennie Krueger's Orchestra
Home Again Blues (Berlin-Akst)—Fox-trot, Joe Coleman's Orchestra
3002 Pucker Up and Whistle (Franklyn-Vincent)—Fox-trot, Merry Melody Men
I Found a Rose in the Devil's Garden (Fisher)—Fox-trot, Harry Raderman's Orchestra
3003 All By Myself (Berlin)—Song, orch. accomp., Sung by Flo Bert
Peggy O'Neil (Pease-Nelson-Dodge)—Song, orch. accomp., Sung by Arthur Fields
3004 Ain't We Got Fun? (Whitting-Kahn-Egan)—Fox-trot, Lanin's Roseland Orchestra
Cherie (Wood-Bibo)—Fox-trot, Knecht's Dance Orch.
3005 Lucky Dog (Warshauer)—Fox-trot, Lanin's Roseland Orchestra
Jabberwocky (Kendis-Brockman-Brown), Harry Raderman's Orchestra
3006 Stars and Stripes Forever (Sousa)—March, Knights of Columbus Band
National Emblem (Bagley)—March, Knights of Columbus Band
3007 Mon Homme (My Man) (Yvain)—Fox-trot, Hazay Natzky's Orchestra
Every Night (Natzky-Moscow), Hazay Natzky's Orchestra
3008 Nice People (Brown-Walsh)—Tenor Song, orch. accomp., Billy Jones
Wana (When I Wana You No Wana) (Friend)—Song, orch. accomp., Arthur Fields
3009 Beale Street Blues (Handy)—Fox-trot, Bennie Krueger's Orchestra
St. Louis Blues (Handy)—One-step, Al Bernard
Singing Chorus, Bennie Krueger's Orchestra
3010 Crooning (Dubin-Wise-Caesar)—Fox-trot, Max Fells' Orchestra
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3011 Shake and Break Blues (Handy)—Fox-trot, Connorized Jazz Hounds
Aunt Hager's Children's Blues (Handy), Connorized Jazz Hounds
3012 Oh Me! Oh My (From "Two Little Girls in Blue") (Youmans)—Fox-trot, Harry Raderman's Orchestra
In a Boat (For Two) (Lange-Liggy-Klapholz)—Fox-trot, Lanin's Roseland Orchestra

- 3013 Honolulu Honey (Weslyn-Applefield-Dyson)—Song, Hawaiian Guitar accomp., Hart and Shaw
Sweet Hawaiian Girl of Mine (Sam A. Perry)—Hawaiian Guitar accomp., Sung by Hart and Shaw
3014 Who'll Be the Next One (To Cry Over You?) (Black)—Fox-trot, Van Eps Quartet
Second-hand Rose (Clarke-Hanley)—Fox-trot, Van Eps Quartet
3015 Ma (Clare-Conrad)—Fox-trot, Van Eps Quartet
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3017 Rosy Cheeks (Parish-Young-Squires)—Fox-trot, Biltmore Orchestra
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120 'A Luna 'E Napule (L. Borrio-G. Spagnolo), Acc. Dell' Orchestra Napoletana, M. Scialpi, Tenore
Che Bella Cosa 'O Ne' (Barbieri-Capolongo), Acc. Dell' Orchestra Napoletana, M. Scialpi, Tenore

AMERICAN ODEON CORP.

- LATEST DANCE RECORDS
Od 20070 Cho-Cho-San (On Melodies by G. Puccini, arranged by Hugo Frey)—Fox-trot, American Odeon Orchestra
Apache Love (Kendis-Brockman-Weslyn-Dyson)—Fox-trot, Jos. Samuels' Jazz Band
Od 20071 The Merry Widow (Franz Lehár)—One-step, Jos. Knecht's Waldorf-Astoria Dance Orch.
The Merry Widow (Intro: "Ball Music," "Vilya")—Medley Waltz, American Odeon Orchestra
Od 20072 Figaro (Lee David)—Italian Novelty One-step, American Odeon Orchestra
Glow, Little Lantern of Love (Fred Fisher)—Novelty Fox-trot, Odeon Novelty Orchestra
Od 20073 Up in the Clouds (Intro: "How Dry I Am!") (Tom Johnstone)—Medley Fox-trot, American Odeon Orchestra
Learn to Smile (Intro: "The Conversation Step" from "The O'Brien Girl")—Medley Fox-trot, Odeon Novelty Orchestra
Od 20074 I've Got the Joys (Harry Akst)—Fox-trot, Green Brothers' Novelty Band
Ma! (Con Conrad)—Fox-trot, Odeon Novelty Orchestra
NEWEST VOCAL RECORDS
Od 20069 Ireland Is Ireland to Me (From musical play, "Kilkenny") (O'Hara-Brennan-Ball)—Tenor, with Orch., Gerald Griffin
Irish Eyes of Love (From "The Heart of Paddy Whack") (Killalea-Ball)—Tenor, with Orch., Gerald Griffin
Od 20076 Tuck Me to Sleep (In My Old Kentucky Home) (Sam M. Lewis-Young-Meyer)—Contralto with Orch., Mary Miller
Cry-Baby Blues (Lewis-Young-Meyer)—Contralto, with Orch., Mary Miller
LATEST INSTRUMENTAL RELEASES
Od 20075 Wailana (Drowsy Waters)—Hawaiian Guitar Duet, Frank Ferera-Anthony Franchini
One, Two, Three, Four—Hawaiian Guitar Duet, Frank Ferera-Anthony Franchini
Od 20077 Dear Irish Boy, Tom Ennis, Bagpipe; John Mueller, Piano
The Coulin, Tom Ennis, Bagpipe; John Mueller, Piano
ARTISTIC SERIES
Fo 92505 Tannhäuser (Wagner)—Oh tu bell' astro, Pasquale Amato, Baritone 10¾
Fo 74109 La Bohème (Puccini)—Che gelida manina (How cold your hands), Alessandro Bonci, Tenor 12
Fo 92331 Il Barbiere di Siviglia (Rossini)—Second part—Numero quindici with Bonci, Ferruccio Corradetti, Baritone 10¾
Fo 92226 Mefistofele (Boito)—Son lo spirito (I am the spirit that dieth), Adamo Didur, Basso 10¾
Fo 74129 Cavalleria Rusticana (Mascagni)—Brindisi (Drinking Song)... Edoardo Garbin, Tenor 12
Fo 74131 Guglielmo Tell (Rossini)—Giuriam, with chorus, Mario Sammarco, Baritone 12
Fo 92456 Faust (Gounod)—Dio posente (Even bravest beard)... Riccardo Stracciari, Baritone 10¾
Fo 92457 Faust (Gounod)—Stammi ad udire, with chorus, Riccardo Stracciari, Baritone 10¾
Fo 74118 Aida (Verdi)—Duetto—Fuggiam gli ardori inospiti—with Mazzoleni, Francisco Vignas, Tenor 12
Fo 62501 Capriccio All 'Antica (Sinigaglia), Franz von Vecsey, Violinist 10¾
Fo 74164 Madama Butterfly (Puccini)—Un bel di veddrome (Some day he'll come), Linda Cannetti, Soprano 12
Fo 74148 Lohengrin (Wagner)—Second part—Tu non conosci, with Pasini-Vitale, A. Parsi Pettinella, Mezzo-Soprano 12

CLARION RECORDS

- DANCE RECORDS
1109 Yoo-Hoo—Fox-trot, Clarion Dance Orch.
Ilo—Fox-trot, Clarion Dance Orch.
1110 You Taught Me to Care—Fox-trot, Raderman's Dance Orch.
Rosy Cheeks—Fox-trot, Raderman's Dance Orch.
1111 South Sea Isle (From "Scandals of 1921")—Fox-trot, Ben Selvin's Nov. Orch.
Moon River—Waltz, Ben Selvin's Nov. Orch.
1112 Sweet Lady (From "Tangerine")—Fox-trot, Clarion Dance Orch.
Baby Face—Fox-trot, Ben Selvin's Nov. Orch.
1113 All By Myself—Fox-trot, Vocal Chorus by Arthur Hall, Lenzenberg's Riverside Orch.
Peggy O'Neil—Waltz, Vocal Chorus by Arthur Hall, Yerkes' Metro. Dance Orch.
VOCAL RECORDS
2006 Tuck Me to Sleep... Irving Kaufman

- Cry-Baby Blues... Ernest Hare
Plantation Lullaby... Vernon Dalhart
Honolulu Honey... Vernon Dalhart
Ma!... Artbur Fields
Dapper Dan... Irving Kaufman
3009 I Want Some Loving Blues... Dorothy Dodd
Dangerous Blues... Dorothy Dodd
HAWAIIAN RECORD
701 Hawaiian Twilight... Ferera-Franchini
Aloha Oe... Ferera-Franchini
BAND RECORD
601 Comrades of the Legion... Clarion Military Band
Lights Out... Clarion Military Band
NOVELTY RECORD
801 Saxophobia... Rudy Wiedoeft
Humoresque... George Green

ARTO RECORDS

- DANCE RECORDS
9100 Say It With Music (From "Music Box Revue") (I. Berlin)—Fox-trot, Lanin's Roseland Orchestra
They Call It Dancing (From "Music Box Revue") (I. Berlin)—Fox-trot, Lanin's Roseland Orchestra
9099 Stop! Rest Awhile (L. W. Gilbert-T. Brymn)—Fox-trot, Van Eps' Quartet
Figaro (Lee David)—One-step, Van Eps' Quartet
9101 Mississippi Cradle (A. Olman)—Waltz, Arto Dance Orchestra
Moon River (Lee David)—Waltz, Arto Dance Orchestra
9098 Just Like a Rainbow (M. Earl-T. Fiorito)—Fox-trot, Merry Melody Men
Rosy Cheeks (H. D. Squires)—Fox-trot, Merry Melody Men
POPULAR VOCAL RECORD
9094 Bimini Bay (Kahn-Egan-Whiting)—Tenor Solo, Orch. Accomp., Irving Kaufman
Dapper Dan (L. Brown-A. Von Tilzer)—Baritone Solo, Orch. Accomp., Al Bernard
STANDARD VOCAL RECORDS
3082 Somewhere a Voice Is Calling (E. Newton-A. F. Tate)—Tenor Solo, Orch. Accomp., Charles Harrison
Dear Old Girl (R. Buck-Tbeo. Morse)—Male Voices, Orch. Accomp., Peerless Quartet
3083 Kathleen Mavourneen (A. Crawford-F. N. Crouch)—Tenor Solo, Orch. Accomp., Charles Harrison
Where the River Shannon Flows (J. I. Russell)—Tenor Solo, Orch. Accomp., Henry Burr
COLORED VOCAL RECORDS
9102 'T Ain't No Place for Me (J. Burris)—Comedy Song, Orch. Accomp., James Burris
A Humorous Address to the Musicians—Monologue, Orch. Accomp., Charles S. Gilpin
9103 Down Home Blues (T. Delaney)—Vocal Blues, Contralto Solo, Alice Leslie Carter
Accompanied by Jimmie Johnson's Jazz Boys
Aunt Hagar's Children Blues (W. C. Handy)—Vocal Blues, Contralto Solo, Alice Leslie Carter
Accompanied by Jimmie Johnson's Jazz Boys

CLOSES SALE OF SCHOOL PRODUCT

Columbia Dealer Sells Pushmobile and Records to School—Equipment Thoroughly Appreciated

In Northeast Nashville, Tenn., there is a beautiful city park and its unrestricted confines afford the children and their parents of that section a place to breathe fresh air and enjoy the out-of-doors life.

A Columbia dealer, Dr. Charles Shaw, whose Neighborhood Drug Store is located directly across from the park, had often watched the playground teacher frolicking with the children, teaching them folk dances, etc., and it occurred to him that all of her patient efforts could be made more productive if she had something to furnish the necessary musical rhythm. Directly he thought of the Columbia Pushmobile type of Grafonola, and on broaching the subject to the miss in charge of the playground work found that she had hoped for just such a wonderful assistant as the Grafonola.

Dr. Shaw felt that other representative merchants in his city were sufficiently imbued with civic pride to see that Meridian Park was as well equipped for the entertainment of its folks and the proper instruction of its boys and girls as any park could be. He interviewed a number of business men and they were so sold on the idea that each subscribed to the worthy cause and the necessary funds for the purchase of the desired Grafonola and twenty Columbia records were raised in little less than a day and a half.

BAERWALD RETURNS FROM TRIP

Brings With Him Many Orders and Very Optimistic Reports

Paul Baerwald, sales manager of the General Phonograph Corp., has just returned from an extensive trip through the South in the interests of Heineman motors. Mr. Baerwald's trip was a very successful one, and he was able to book many satisfactory orders. He reports that the general condition of phonograph dealers is very satisfactory and that the South in general expects that the Fall and Winter months will be banner ones for the talking machine industry.



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- Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
- Boston, Columbia Graphophone Co., 1000 Washington St.
- Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
- Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
- Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
- Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
- Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
- Denver, Colo., Columbia Stores Co., 1608 Glenarm Ave.
- Detroit, Mich., Columbia Graphophone Co., 115 State St.
- Kansas City, Mo., Columbia Graphophone Co., 2006 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
- St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
- Tampa, Fla., Tampa Hardware Co.

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