

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, December 15, 1921



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

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Sonora is the choice of People with Purchasing Power!

The revival of business has increased this class of people and they offer a wide field for Sonora Sales.

Sonora—the quality instrument—is invariably selected by discriminating people with purchasing power and for whom the best is none too good. To sell to this class is not, and never has been, difficult.

On an equal chance Sonora will outsell any other make of phonograph. Sonora dealers make money.

You offer your customers their money's worth in full measure when you present Sonora.

“The Highest Class Talking Machine in the World”

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, *President*

NEW YORK: 279 BROADWAY FIFTH AVENUE AT 53rd STREET

Canadian Distributors: I. Montagnes & Co., Toronto

The Talking Machine World

Vol. 17. No. 12

New York, December 15, 1921

Price Twenty-five Cents

COLOR LIGHTING A FACTOR IN SHOW WINDOW DISPLAY

Talking Machine Dealers Who Are Keen as to the Value of Their Window as a Publicity Medium Will Find the Use of Color Lighting a Material Aid to Its Attractiveness

Dealers who are alive to the publicity value of their windows may be interested to know that the arrangement of the display as well as factors contributing thereto may be brought to public attention in a very artistic and very striking way by the introduction of serviceable color lighting units. A simple window display reflector, holding a 150-watt light, a colored screen of glass or gelatine which fits into place across the face of the reflector—that is all there is to the modern window lighting unit. It is insignificant enough in appearance, but it certainly works a magical transformation in the artistic value of the window and is a potent contributor to the success of the display man's work.

A blaze of colored light on a display makes the window the cynosure of all eyes. It gives the window an atmosphere that excites the interest of the onlookers and helps to bring customers into the store—it not only brings them in, but makes them enthusiastic about the display.

With an equipment that is simple and practical there is no reason why the talking machine dealer in a small town should not be able to utilize this color scheme, for it is easy to install and makes the window, no matter how modest it is, of new value to the store, and brings the display of talking machines, records and artistically printed matter to the attention of the public in an entirely original and strikingly artistic way.

There is a large choice of colors, and the artistic sense of the window displayer can be manifested in using such hues as will suit the display and make it harmonious through the use of dull grays, browns and greens, or unusually striking and warm by the use of red, violet and gold, and other colors that appeal to the lovers of bright-colored lights.

There is no excuse to-day for the poorly kept store, or the neglected window, for dealers realize that there is no department of the business that pays a better profit than the well-displayed, well-lighted, often-changed window, backed up by a store arrangement that is artistically convenient and effective in service results.

Anything that will enable the store window to stand out so as to deliver greater advertising service is of paramount interest and value, and in this connection the use of color in window illumination is right up-to-date. The changing of window display and lighting effects weekly will in due course make the store employing these methods individual, and will therefore command more than the average attention from the public. This kind of advertising must undoubtedly pay. Anything that will "sell" your store to the public and thus bring to its notice the goods handled is worth consideration.

INDIANA SCHOOLS MUST HAVE MUSIC

All Elementary Schools Must Have Talking Machine and Records in All Rooms in Order to Be Eligible for Perfect Grade Score

To become eligible for a perfect grade score the elementary schools of the State of Indiana must equip every room with a talking machine and ten good records, according to a recent notice from the State Board of Education. In an effort to raise the scholastic standard of the elementary schools the board issued a score card designating the points under which the schools would have to qualify, including grounds, buildings, heating and ventilation, equipment, supervision, janitor service, teacher, etc. Under the main head of equipment it is stipulated that each room must have "a good talking machine with ten good records."

SAUL BIRNS OPENS SECOND SHOP

Handsome Victor Establishment in New York Enjoys Brisk Business on Opening Day—One of the Finest Stores in the Vicinity

An exclusive Victor shop was formally opened a fortnight ago at 113th street and Fifth avenue, New York City, by Saul Birns, well-known talking machine dealer and proprietor of several establishments in Greater New York. The store is one of the handsomest in the Harlem section of the city. Spacious double windows furnish the means for artistic displays. The interior is decorated in ivory and along both sides of the front of the store various models of Victrolas have been placed on display. A glass service counter and a record rack with a capacity of about 10,000 records are also part of the equipment.

A feature of the establishment, however, is the demonstration booths. These booths, eight in number, are finished in various colored tints, including old rose, pale green and blue. The colors are all harmonious and add to the effectiveness of record or machine demonstrations.

An exceedingly brisk business marked the opening day of the new Victor shop and many friends and acquaintances of Mr. Birns were present to extend in person their congratulations. Floral offerings were received from many of the local Victor wholesalers, who were also present personally at the opening.

TRENTON FIRM STARTS OPERATIONS

TRENTON, N. J., November 21.—The Hughes Phonograph Co., which was recently incorporated for \$250,000, has located its plant at 302 North Broad street, this city. The machines, parts of which are manufactured by various concerns, are assembled in and distributed from the local plant. The officers of the concern are: Albert Tilton, president, and Charles L. Shea, secretary. Other stockholders are Albert Hughes, C. D. Peck, sales manager, and E. L. Kearns, treasurer.

The World's Long Fight Against the Price-Cutting Evil

Editorials Published in 1914 Reflect Policy of The Talking Machine World Since Its Organization— Holds Same Views Regarding Situation To-day—Maintaining Soundness of the Industry

(Editorial in The Talking Machine World, January 15, 1914)

Talking machines should not be handled as a baiting piece of merchandise, and the impression should not be created that any house can violate legitimate merchandising conditions in order to attract customers to its establishment, with perhaps the hope that the customer will be impressed with the ability of the house to supply cut rates on some other lines of merchandise than those advertised.

It may be urged that such advertisements injure no one, but in our opinion they injure the entire trade and they impose a heavier burden upon dealers everywhere to meet such unbusinesslike offerings. The talking machine business is a wonderful industry, and the men whose interests lie therein should not, through alluring price offerings, aid to introduce a baiting element which may work out disastrously to the entire trade.

There can be no annihilation of selling terms without the entire trade feeling the effects of such a move.

We see no reason why the selling time should be extended under conditions which are contrary to sound business principles.

Such methods are not in harmony with the principles which have protected the trade through the enforcement of rules holding price maintenance to a point of unyielding rigidity.

Talking machines are profitable to handle and the retail purchaser secures excellent value. In other words, it is a perfectly fair arrangement all around, and it is absurd to offer a kind of bait to purchasers which conveys the idea that talking machines may be purchased at any kind of prices and terms.

It injures the business in that it creates a false impression in the minds of readers of the advertisements. Therefore, the opinion would then be formed that the prices at which the machines are sold afford unusually large profits to the retailers, else such allurements would not be made. This is creating a false impression.

(Editorial in The Talking Machine World, November 15, 1914)

No trade ever followed the cut-rate road to permanent success. It leads merchants into all kinds of pitfalls, and instead of building a permanent trade steadily lessens it and destroys the confidence of the public in values.

Talking machine dealers should appreciate the principles which the manufacturers in this trade have maintained in price standardization. It has been this solid and substantial foundation which has saved the industry during the days of storm and stress. It has saved the dealers from themselves, because many a man, in order to raise funds to meet maturing obligations, would be tempted at times to enter into a price-slaughtering campaign just for temporary needs, not realizing that by so doing he would commit an act which would injure his future success. Dealers in this trade have much to be thankful for that they have been saved from disaster—saved from the temptation of destroying their own enterprises by price annihilation.

We have seen some men in the course of our various travels who have expressed the wish to enter into a price-cutting campaign. Their reasons were based somewhat on spite and somewhat on the advertising which the house would get. We have reasoned with them. We have shown them clearly the folly of such a course and we desire to impress upon every talking machine dealer in the country that it would be an act of business suicide to make such a move.

Do not value your trade too cheaply. Do not figure that you are in a cut-throat and cut-rate business.

Put aside such temptations and conduct your business along progressive, straightforward lines.

Rely upon the merit of your products, the tact of your salesmen, the power of argument to make your sales and build your enterprise.

Fixity of price should be maintained, and so long as that is staunchly adhered to there will be no fear of trade disintegration.

How to Build Up an Effective Mailing List and Make It Pay Dividends in Actual Sales

It goes without saying that every live talking machine dealer makes use of a mailing list in the conduct of his business, the list being made up first of those who have bought machines and records from him and may be, therefore, considered in the light of regular customers or possible regular customers, and, secondly, of names obtained from various sources and representing those who might be expected to develop into purchasers.

Simply having a list, however, without seeing that it is properly classified and arranged so as to make possible most efficient results may almost be said to represent a waste of time and effort in compilation. The list should carry information relative to the credit standing of the prospect, something of his social status, whether or not he owns a talking machine and, if so, what make, and other facts that indicate to the dealer whether he is worth following up and perhaps just how he should be followed up.

After one or two sales the prospect's card should carry positive information regarding the type of music preferred so that the salesman can work along the line of least resistance in putting over the sales that are to come. The list as a whole can only be kept up to date through the efforts of a competent salesman who knows what is wanted and is able to get that information. The list should also be carefully checked at regular intervals to see that the deadwood is eliminated, for this means useless expense that will pile up enormously unless checked frequently.

For the making up of general lists the telephone directory is regarded as a first-class medium from the fact that in most cases it not only

gives the address of the telephone subscriber but also his business. It is generally held, too, that in the cities at least the telephone subscriber has a certain amount of money at his command.

Other good sources from which to build up prospect lists are the directories of club, society and association members, which may generally be obtained without any great difficulty. Those

sires to do business. The marriage license lists and the wedding announcements also provide many prospects, as do the various published lists of city, State and Federal employes who have steady incomes even though they are not always large.

The plans by which the dealer can secure names directly through the mail are many and varied. He can advertise free concerts, with invitations thereto sent upon request by mail or 'phone. This gives him the names and addresses of those interested in music. He can also use the return coupon method in various ways, and can also, by handling the matter diplomatically, build up a substantial list from names given him by satisfied customers.

It is not always sufficient simply to send out the monthly record supplements to those on the mailing lists, for after a few months these become more or less a matter of course, even though interested recipients may buy some records.

A flashy postcard issued now and then, a bit of special literature prepared by the dealer himself and sent under letter postage, and perhaps a formal engraved invitation to visit the store on an appointed evening and listen to a special recital or a demonstration of new records will get results that the ordinary supplement could not be expected to bring.

Care should be taken to see that no mail matter is sent out without the dealer's name and address appearing somewhere on it so that the letter or card may be returned if the addressee is not found. By this means it is possible to keep the mailing list in good shape so far as removals are concerned.

The Mailing List Is Valueless Unless Properly Classified and Arranged So as to Insure Satisfactory Results

who belong to the larger and more important clubs or to leading societies are usually of the sort who may be considered as first-class prospects from a financial standpoint.

In practically every locality there are published separately, or in connection with the telephone directory, classified lists of business and professional men, in a great many cases with their home addresses, as well as business addresses, indicated. From such directories the dealer can select just the type of people with whom he de-

A Merry Christmas and a Happy New Year

Strength
and
Durability



Low Prices
and
Special Features

New York Album & Card Co., Inc.

MAX WILLINGER, Pres., Treas. and Gen'l Mgr.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson St.

Victor Supremacy

is all the time and everywhere in evidence. Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola stands supreme.

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

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

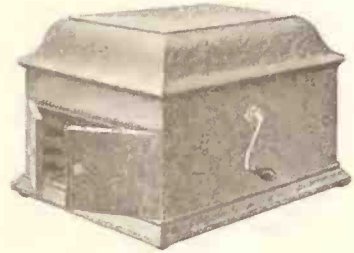
Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

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



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



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

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



Making Business Sunshine on Stormy Days Through Systematic Use of the Telephone

As a talking machine dealer, are your rainy days days of rest or days of effort? Do you accept what appears to be the inevitable and after condemning the weather man settle down to make the best of it, or have you evolved some plan for making the rainy day itself pay dividends in sales?

A talking machine dealer in New York, where the public is supposed to be very wise and acquainted with the various means used to make sales, has found a rainy day to be a mighty fine thing for him because it gives him a chance to get in touch over the 'phone with customers who have not been in the store for some time for one reason or another or who might be interested in certain records that he has just received.

The telephone campaign, however, is not carried on at random. If it is rainy on Monday, for instance, there is no general telephoning done that day or on the following day. This policy was adopted because the dealer found from experience that a good many of his prospects had Monday as wash or cleaning day and the housewife is invariably in no frame of mind to be pleasant to salesmen.

When the rain is on Tuesday, however, the old telephone is kept busy all afternoon, for the average housewife has gotten her washing out of the way and usually finds herself kept indoors by the rain on an otherwise free afternoon. The demonstration of a few records over the 'phone or the offer to send some up on approval at once quite frequently meets with favorable response, as providing a break in the monotony.

Wednesday when it rains is a good day for telephone selling, for a surprising number of

women have developed the matinee habit and fix up things so they will be free on that afternoon. When the rain starts in the morning the theatre party is frequently canceled and the lady has another afternoon at home with little or nothing to do.

Thursday is the last good telephone day, for on Friday or Saturday there is the weekly housecleaning and shopping to do, work that is gen-

How the Dealer's Telephone May Be Made a Profitable Factor in Sales on Days When Jupiter Pluvius Reigns

erally carried on regardless of weather conditions. Under such conditions the housewife is not inclined to sit at the 'phone and listen to the dealer's talk. In fact, she is much more likely to come down to his store on one of those days to try out the records for herself.

It has been found that the best time to do the 'phoning is between two and five o'clock in the afternoon. The luncheon dishes have then been cleared away and there is no danger of interfering with the plans for the evening meal. Per-

haps in other localities the 'phoning schedules may require a different arrangement, but in New York the plan as outlined has actually worked—so satisfactorily that it is well worth trying out elsewhere.

DALLAS CONCERN CHANGES HANDS

New Owners of the Edison Shop, Inc., Increase Capital to \$60,000

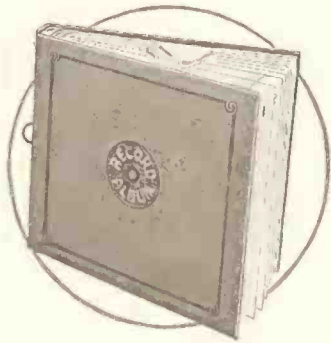
DALLAS, TEX., December 3.—Following the purchase of the Edison Shop, Inc., 1300 Elm street, by W. W. Dyer and S. H. Lynch, of Fort Worth, W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas, Tex., the capital stock of the company has been increased from \$20,000 to \$60,000, according to Mr. Dyer, president of the new organization.

The Phonograph Shop of Fort Worth, which had been owned by Mr. Dyer and Mr. Lynch, becomes the property of the new company and will be managed by Mr. Lynch, who is secretary-treasurer. Mr. Spann, vice-president, will manage the shop in Dallas. He has been connected with the Texas-Oklahoma Phonograph Co. for three years.

This company has announced the appointment of C. H. Mansfield, formerly president and manager of the Phonograph Shop of Dallas, as manager of advertising and sales promotion.

The greatest good that exceptional men do for their fellows is not always in actual accomplishments, but rather in the example they afford and the proof they give that human power is not so limited after all.

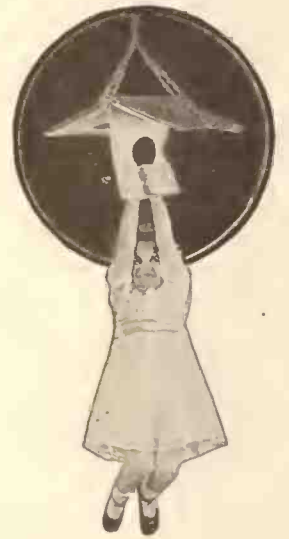
Good Will



More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—the best wishes for a banner year in 1922.



Peerless Album Company

Phil Kavis, Pres.

636-638 Broadway

New York City

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

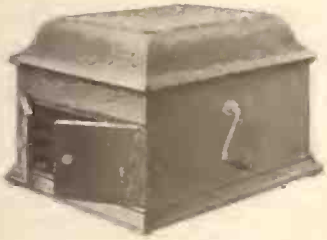
San Francisco Representative
WALTER S. GRAY CO., 942 Market St.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 80, \$100
Mahogany, oak or walnut



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

Victor Supremacy

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

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

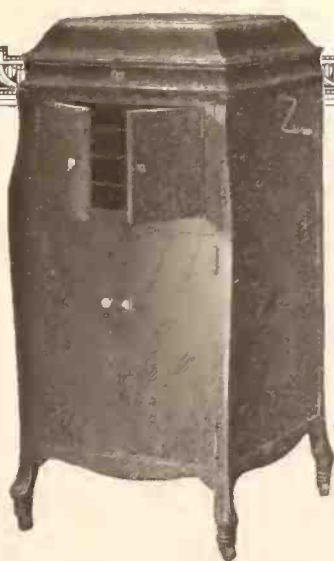
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Victor Talking Machine Co.

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



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



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



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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1921

DEVELOPMENTS AND PROSPECTS REVIEWED

THE year now rapidly coming to an end has been one of perpetual striving—one of constant effort in the talking machine industry. The gradual broadening out of business this Fall, following the cessation of activity earlier in the year, has been the result only of the most intense effort on the part of manufacturers, distributors and dealers.

Those who have worked hard, continuously and intelligently, are being rewarded. Dealers throughout the country have given more serious attention to real merchandising during the past year than ever before in history. They have remodeled their establishments and included every modern equipment that would make their stores attractive and enable them to give better service to their customers.

The competitive condition in the industry has unquestionably brought this about, and that is one big gain. The storm and stress have infused the industry with an element of progressiveness that is lending itself to better selling conditions in the main, although developments during the past few months in the matter of price-cutting are to be deplored. Strong men or strong houses do not indulge in such practices, because it is not only detrimental to the industry but helps to undermine the prestige of those who employ this unwise form of trade stimulation.

No dealer who expects to stay in business can indulge in price-cutting and expect to hold his trade indefinitely. The men who score real success are those who have confidence in the business in which they are engaged—confidence in the future development of the industry along correct merchandising lines.

The musical standing of the talking machine has received a great impetus during the past twelve months, and leading writers in the musical field have paid tribute to its increasing value in the musical life of the nation and as an aid in imparting musical knowledge in the schoolroom. Its influence in this respect is steadily broadening, thanks to the great educational conferences and other propaganda which have been developed so successfully throughout the country. Record music is making America more musical every day, and is contributing more to the musical entertainment of our people than any other single element. It is compelling dealers and salesmen to become acquainted with musical literature, with the operas and to become more familiar with their record stock, all of which is working out to higher and better things for the industry.

The approaching Christmas period finds the industry in a decidedly better condition than for some time past, although we are facing some big problems which will require close consideration from every branch of the trade. Without doubt the remaining days of the year will be used by talking machine men to excellent advantage, and already, judging from reports sent to The World from widely separated sections of the country, there is ample evidence that a good volume of trade will be closed before the advent of the New Year.

THE PASSING OF THE EXCISE TAX

ON November 23 the Revenue Act of 1921 was signed by President Harding, the measure as finally passed exempting entirely from excise taxation talking machines, records, pianos and other musical instruments, thus marking the successful end of a long fight to bring relief to the industry and for that matter to the public. The victory itself was due in no small measure to the efforts of certain members of the talking machine trade who, believing in direct action, went to Washington and got results.

That Senators generally were inclined to favor the amendment to free musical instruments from excise taxes is a tribute to the effectiveness of the organized campaign that had been carried on in all branches of the industry for several months under the general direction of the Music Industries Chamber of Commerce, with talking machine interests, particularly manufacturers and jobbers, aiding in the distribution of the propaganda.

That the Senate agreed to a *viva voce* vote—only three or four of its members were inclined to register with noes—is a fact of special significance when it is considered that a roll-call vote was demanded on sporting goods which were exempted only by the narrow margin of 31 to 30.

While this lifting of the excise tax may not serve to overcome all the handicaps under which the music industry is laboring just now, it will at least serve to put it on the same plane with many other industries in the efforts made to bring about a readjustment. The music industry has never demanded special favors in the matter of taxation, but has fought fairly against tax discrimination such as was suffered by only a very few industries. It is to be hoped that the victory in the case of the war excise taxes will prove to be a genuine stimulus to business.

One of the most pleasing reflections regarding the action of Congress in eliminating the tax on musical instruments is the fact that music has become recognized as one of the prime necessities of our civilization. It emphasizes that the campaign, which really started with the war, to win a wider recognition for music as a civilizing and refining influence in the community has won out. The people at large have come to value music in a new light, and the action of the Senate and the House in taking the tax off talking machines and musical instruments of all kinds is a fitting climax to a movement which bodes well for the future of the industry.

The talking machine today is playing a foremost cultural part in the domain of music by bringing into the homes of the people the very finest compositions of the masters if they choose to have them. And, despite the criticisms of the talking machine as a disseminator of jazz, the fact remains that there are many thousands—yes, millions—who, in their homes and in the schools, are using the talking machine as an educational force for good.

PRICE MAINTENANCE VS. PRICE CUTTING

PRICE-CUTTING by retailers on what may be termed standard lines of talking machines has always been one of the evils of the trade, although up to a year or so ago it had been kept more or less in check and had been spasmodic as a rule. For the past year, particularly for the past three months, the practice of shaving prices has not been confined to the few, but has been brought into the open and become the business policy of many, with a consequent harmful effect upon the legitimate trade that sees and has seen in price-cutting the breaking down of that solid foundation upon which the wonderful success of the entire talking machine industry has been built.

The trade-mark law of the United States has been a great thing for the price-cutter, because without generally recognized trade-marked goods to sell he would face real difficulties. To offer unknown and nameless talking machines and records at even ridiculously low prices means little to that growing proportion of the public that demands quality as well as low prices. When a well-known, widely advertised and standard make of machine or record is offered by

some unscrupulous dealer at a price that is lower than the usual price demanded for that particular product, then the public has a standard of comparison upon which to base judgment of values and is likely to be more or less interested.

For the manufacturer to reduce prices all along the line is not price-cutting in the accepted meaning of the word. It is when the retailer takes it upon himself to cut in below the accepted and recognized price of the article and, at a sacrifice of profit, seek to get more than an average share of business at the risk of disrupting the industry. The lengths to which the known price-cutters of the day will go in their efforts to secure machines and records of well-known makes through indirect channels indicate the importance of the trade-marked product in the carrying on of a successful price-cutting campaign.

It is a recognized fact that no amount of moral suasion or any number of resolutions passed by trade associations will stop price-cutting for the simple reason that in many of the assemblies subscribing so earnestly to price maintenance there are some who at that very time are among the offenders against whom the resolutions are directed.

Those members of the industry who have been firm for price maintenance, and have seen the industry develop tremendously under that principle, realize that there is a remedy for much of this price-cutting, but it is a remedy that is so drastic as to cause the average manufacturer or wholesaler to hesitate, even though it is held to be well within the law and has to do with the rights of the individual to do business with whom he pleases.

It is accepted that the wave of price-cutting is due chiefly to general market conditions and a surplus of stocks in certain lines, and it is a question as to how long such a campaign can exist provided it continues to distribute surplus stocks and brings the trade again to a point where there is only sufficient production to meet normal demands. It is very probable that such a solution cannot be arrived at for some months at least.

It may be that the majority of the dealers who ordinarily believe in clean business and fair prices, but have been led astray through panicky statements, will see the light and, having done a big volume of business without realizing any profit, change their methods for their own protection. That may be the final answer, but in any event the solution rests in action and not talk. Have the manufacturers and wholesalers who are suffering the required courage for direct action?

WISE TO KEEP IN TOUCH WITH THE BANKER

TAKE a banker's estimate of a business man and it can be accepted as a guide to just how that particular merchant stands in his community, both from a financial and moral point of view. To secure the endorsement of a real banker does not mean that the individual must be possessed of a great amount of money, or that he is riding on the wave of prosperity. It may be simply that he enjoys the reputation for being honest in his dealings and a good moral risk.

Comment has frequently been made in the talking machine trade on the fact that only a small percentage of retailers take full advantage of the facilities offered by local banks. They may be perfectly willing, of course, to go to the banker and demand credit, but are not always so willing to lay their cards on the table by placing their

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

business affairs before the banker and at the same time build up a standing balance at the bank commensurate with the credit accommodations they expect to enjoy.

The banker is not in business for sentiment or for his health. When he loans money he is not interested in the customer's good intentions, but rather in the collateral that is offered. The fact that the talking machine dealer is selling musical instruments is not half so important to the banker as the fact that he carries a balance approximating 20 per cent of the amount of credit desired and that as collateral he can offer short-time paper or similar security that has some definite and material value. Even the dealer's exclusive franchise for a product in the local territory can be made a negotiable asset provided that franchise is backed up with evidences of sound selling methods and some tangible collateral.

There are no doubt many dealers who hesitate to go to their bankers for accommodation because they are in doubt as to just what is demanded of them in the development of bank credit connections. The retailer, however, who plays the game in the open, who keeps his banker acquainted with his business affairs, and profits by advice when given, is likely to benefit rather than suffer through such a course. The dealer who simply uses his bank as a temporary depository for current funds for years at a time and then expects to rush in and borrow substantial sums of money without question is due for a setback. He should have realized on the opportunity when it was his.

THE OPERA SEASON AS A FACTOR IN SALES

THIS is the season of the opera and the best time to feature opera records, for interest in opera music is already aroused, and it only remains for the energetic talking machine dealer to capitalize it and turn it into record sales. Not that opera records are slow sellers the rest of the year, but outside of the musical season the buying interest must be aroused by the dealer as a rule through unusual advertising and demonstration, but when operas are being presented the chief duty is to see that those who desire the music of their favorite operas in their homes can have their wishes gratified.

In this connection it is well for the dealer to keep an observing eye upon the programs presented at all concerts and recitals held in his territory, for in practically every program there will be found one or, more likely, several numbers which, although they may not be recorded by the artist giving the program, have nevertheless been put on the record by some artist of equal, or perhaps wider, reputation. An announcement in the concert program, or a card in the window, at the time of the concert, results in a merchandising tie-up of real value—it means hitting while the iron is hot.

The "VICSONIA" Reproducer

Opens the Entire Record Field to Your Customers

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.

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

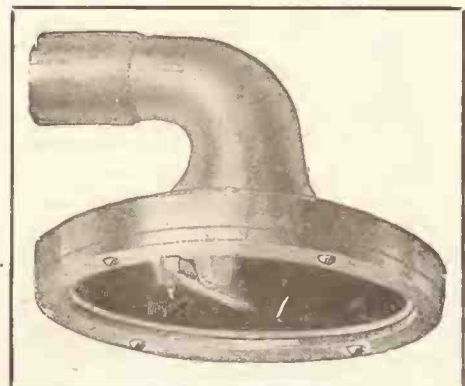
Note: Model "B" Vicsonia plays both Edison and Pathé records.

A Quality Product for Which there is a Large and Growing Demand

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.





The
Pearsall Kid

extends
his heartiest
wishes
for a

Merry
Christmas
and
a
Happy
New Year



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

10 East 39th Street
New York
Wholesale Only

Some Practical Merchandising Suggestions for the Talking Machine Trade

By Russell R. Voorhees

THE FIVE-FOOT GIFT SHELF

A dealer in an Eastern town used a novel gift idea window display recently which would make an excellent window trim for the coming holidays. This dealer had a rather complete mailing list and knowing that many of his customers made gifts at the time of the year he used this display.

He had a shelf made five feet long and about a foot-and-a-half wide. Then he cut a piece of plush to fit this shelf and give it a finished look. The shelf was then placed on some fixtures he had and put in the center of the window. On the shelf he put a small talking machine in the center, some records on either side and a few accessories around on the shelf to take up the rest of the space.

Very little else was used in the window, the idea being to emphasize the shelf. Over the shelf in the center of the window hung a large sign reading as follows: "Our Five-Foot Gift Shelf."

The idea attracted considerable attention and recalled to the onlooker the now famous five-foot book shelf idea on which this gift shelf display was based.

MISFORTUNE HELPS ADVERTISE

Generally misfortune is considered a piece of bad luck, but a talking machine dealer in a Western city used such an event to advertise his store. An explosion in his neighborhood took off a part of his front and exposed the interior of his store to the public view from the street. While waiting for workmen to come and repair the damage, he put up a large sign reading as follows: "Nothing to Hide Here—Watch Us Do Business."

People were attracted to the section on account of the explosion and naturally this store came in for quite some attention because of the original sign and the enterprise of the dealer.

YOU CAN'T GAMBLE HERE

The now famous "put and take" top was recently used by a music dealer with quite some success. He secured a quantity of those little brass "put and take" tops and scattered them around his window. Then he had some small signs made, reading as follows:

IF YOU MUST GAMBLE

We Will Give You a "Put and Take" Top to Gamble With

Because You Cannot Gamble When You Buy Anything Here—It Is Always Worth What It Costs.

Then as a central feature in the window he had a large wooden "put and take" top on which was the following slogan: "You Can't Gamble with What You Buy Here."

BUY 'EM BY THE LOAD

A talking machine dealer recently put himself in right with the small boys of the neighborhood and has them all rooting for him. He secured a quantity of those small wagons that little boys take such a delight in playing with and in each he put five new talking machine records. Then he trimmed his window with these wagons with the records. On each wagon he had a small sign reading as follows:

All the Latest Music in Blank Records
Buy 'Em By the Wagon Load
Wagon and Contents
\$4.25

Needless to say, he sold them all and could have sold more if he had had more wagons. Considering the small cost of the idea, he feels it was more than worth it.

YOU'VE SEEN OUR PICTURES

Two men who recently entered the talking machine business did considerable newspaper advertising. And in all of their advertising they

used their pictures. After several weeks of this sort of advertising their faces became known to everyone, so they decided a little change was in order. Instead of using their pictures they used a solid black silhouette of themselves, with this catch phrase at the top of the advertisements: "You've Seen Our Pictures, Now Come and See Us."

It proved to be a perfect link-up with their former advertisements, and carried the idea they had in mind of making their business a personal affair.

HEY, DAD, ASK MA, SHE KNOWS

"Hey, Dad, Ask Ma, She Knows," proved to be a good slogan for a talking machine dealer with a store on a street where considerable traffic consisted of men. The proprietor of this

store noticed that many men passed his store and decided to try to build up his business among them to a greater degree than he enjoyed at the time.

The slogan, "Hey, Dad, Ask Ma, She Knows," he coined from the famous cigarette slogan, "Ask Dad, He Knows," believing that it would prove worth while because of the fact that his slogan would suggest the other.

Then from time to time he would trim his window with records, talking machines and other merchandise he carried that would be especially attractive to the women folk and in the center of the window he would use a large sign with his slogan on. It seemed that the idea was psychologically effective, for it suggested buying a record or something to take home to "Ma" and resulted in quite some new business.

NEW VOCALION RECORD CATALOG

All Vocalion Records up to October Carefully Classified and Listed in New Volume

The Aeolian Co. has just issued a new, complete and carefully compiled catalog of Vocalion records for 1922, including all records issued up to and including October, 1921. The new volume is most substantial in size and its arrangement indicates much thought and care.

In the first section all the records in the Vocalion list are carefully listed alphabetically, as are the names of the recording artists and organizations. A practical system of cross indexing simplifies the work of finding any desired record, and portraits of the more prominent recording artists scattered through the pages serve

to break the monotony. In the back of the catalog a special section is given over to the list of exclusive Vocalion record artists, including Frank Bacon, the star of "Lightnin'"; Giulio Crimi, Metropolitan Opera tenor; Sasha Culbertson, noted violinist; Marguerite D'Alvarez, contralto; Nellie and Sara Kouns, the popular sopranos; Colin O'More, Evelyn Scotney and Marie Sundelius, Metropolitan Opera sopranos; John Charles Thomas, popular baritone, and Josef Shlisky, well-known cantor, who recorded several Jewish songs for the Vocalion.

As it is now constituted the Vocalion record list is most interesting in every particular and is well balanced, there being types of records to suit all musical tastes and all of them carefully classified in the new catalog, which, by the way, is admirably produced.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

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

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

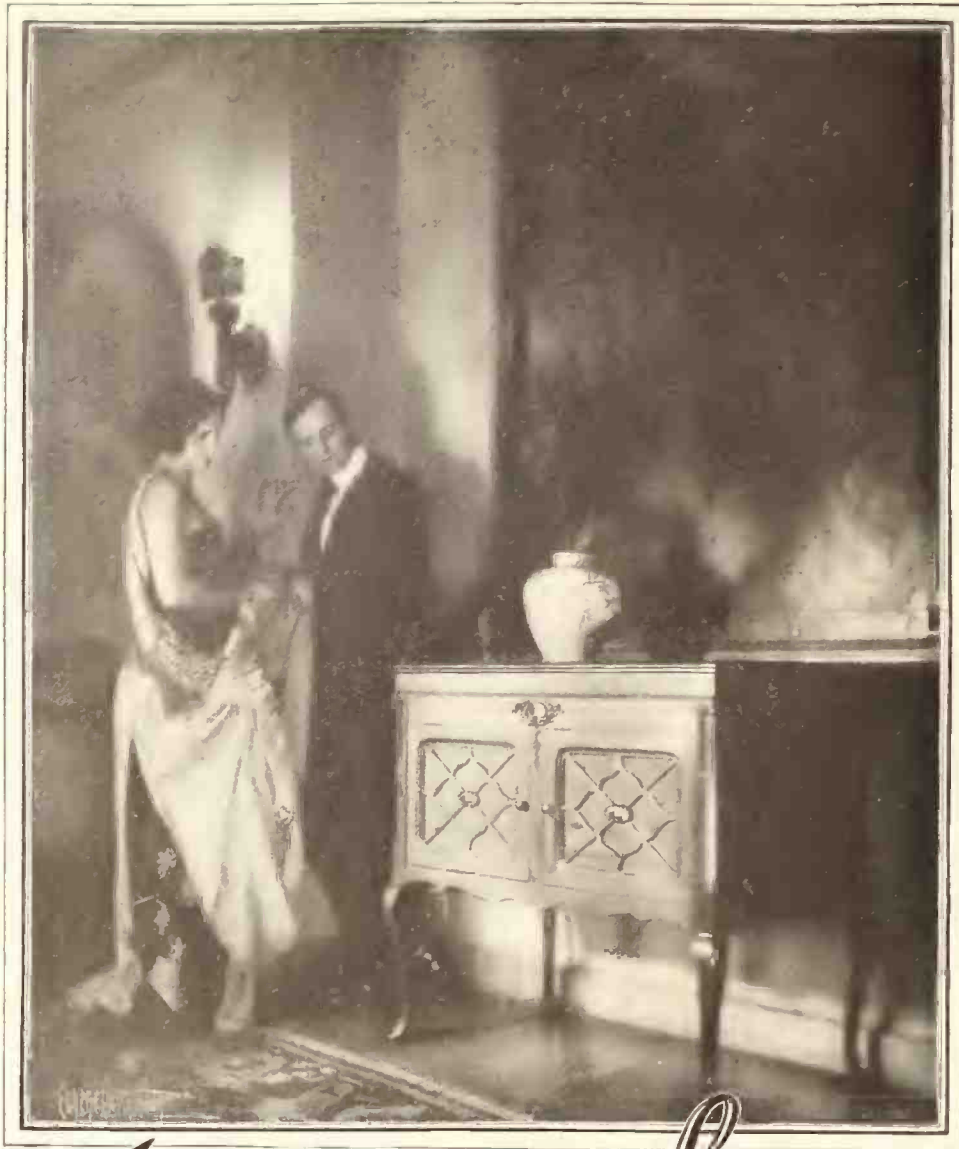
YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City



This is the Widdicomb console model of Queen Anne period with divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. New prices on the various models range from \$95.00 to \$300.00.

Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

The Widdicomb offers unusual sales possibilities

Merchants find that discriminating buyers enthusiastically endorse its twofold appeal

Phonograph merchants holding the Widdicomb franchise tell us they find unusual sales possibilities in the twofold appeal of the Widdicomb to discriminating buyers.

For the Widdicomb is not alone a musical reproducer of superior type. It is an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home.

Built in the popular period designs, its various styles are faithful interpretations of the best work of the old masters of the art of wood fashion-

ing. Added to this is a touch of rare charm and artistry so distinctive of all Widdicomb fine furniture creations for three generations.

Tonal superiority is attained by the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb feature. This chamber extends and expands the sound waves as they pass through, at the same time eliminating all metallic harshness or "blasting."

Every note of the chromatic scale, high and clear or rich and deep, is

given its proper emphasis, no more nor less. Every subtle individuality of the artist—vocal or instrumental—is faithfully reproduced.

To merchants who are interested in laying a strong foundation for increased patronage among the best class of trade, we have an excellent proposition to offer. Write today for complete catalog and full particulars concerning the Widdicomb franchise.

The Widdicomb Furniture Company
GRAND RAPIDS, MICH.

Fine furniture designers since 1865.

All Widdicomb models are now selling at pre-war prices

Intelligent Salesmanship Is Biggest Single Need of Talking Machine Industry Today

How many hours a day does the average outside salesman put in by way of actual work?

This question was argued pro and con by a whole convention of business paper editors and publishers in Chicago the other day. And the general consensus of opinion was that the number of hours is extremely small during which actual "selling" work is being done by the average salesman outside, in the average town, on the average day, with the average line of goods.

One eminent trade paper man (not in the talking machine field, however) was perfectly certain that the average outside salesman works no more than three hours per day. The gentleman explained his cruel words by saying that when he said "work" he was not referring to street-car riding or automobile trips from place to place. He was not even referring entirely to the number of calls made in the usual day by the usual salesman. He was referring to the actually productive work, to work in selling which either produced sales or showed that there was a prospect of producing sales later on.

It was said by these executives that salesmen have lost their pep during recent years, that times have been too easy and that far too much of the "take-it-easy" spirit has been engendered recently on account of peculiar conditions of the war-time period. It was said that a revival of business cannot be speeded unless and until there has been a revival of the art of salesmanship, and that the principal ingredient in this art is intelligently directed effort. Effort, that is to say, not necessarily exciting and noisy, but intelligent and directed effort, effort which is planned and organized, effort which is based on a system and directed to an intelligently conceived and understood end.

All of which is fine. But, does it apply to the talking machine business? And does it entirely depend on the salesman himself, whether in the talking machine business or in any other?

It does without doubt apply to the talking machine business, both wholesale and retail. From the wholesale standpoint intelligent salesmanship is the biggest single need our business has to-day.

That is to say, our business needs, and needs vitally, what may be called intelligent sales policy. Sales managers throughout the country are confronted with a fairly large problem in respect of selling the talking machine to the dealer in the wholesale way, for the dealer is still largely in a state of mental perturbation and is less than usually certain about prospects for the coming Winter. Sales managers have to inspire their salesmen, then, with an energy, and an intelligence, too, which will enable them to show to dealers the folly of a hand-to-mouth policy in ordering. But sales managers can hardly do this unless they have the wholehearted support of the heads of the manufacturing houses themselves. The problem is not merely a salesman's problem, not merely a question of the individual capacity of salesmen. It is a problem for the heads of the houses, an executive problem. And as such it ought to form a vital part of the work of each executive head of a manufacturing house during the next few months. It may be thus formulated: "How can we best resell the idea of talking machine trade prosperity to the dealer?"

Likewise, from the retail standpoint, intelligent salesmanship is not entirely a question for the individual salesman. Speaking of the canvassing policy which is now so much being taken up by dealers, one can plainly see that there is nothing to be done by the ordinary outside salesman save, in most cases, at any rate, to gain prospects. Talking machine selling is demonstrative selling. To get the people down to the store and show them the machine, optically and

aurally, is the secret of success. Of course, records could be sold from house to house wherever a talking machine is already installed if a salesman is good at his work and knows how to gain the good graces of those on whom he calls. Portable machines can be sold in this way, and even better ones, if the salesman has a motor car, with space for carrying one or two. But to gain prospects is the outside retail salesman's best job.

Yet even here intelligent direction is the principal need. Salesmen ought to be made to real-

A Settled Policy of Talk, Terms, Prices and Best Methods of Approach Should Be Adopted by Executive

ize that a regular settled policy of talk, terms, prices and methods of approach can best be worked out by the head of the house in consultation with all his men, and unfortunately such policies are not being generally worked out.

The eminent trade paper men were right about the need for intelligent direction. But they were

still more right—or one of them, at least, was—in pointing out that this is an executive problem first and foremost. What is wanted is executive control and direction of salesmanship, whether wholesale or retail, based on conference between all elements in the business and directed toward the single end of

Reselling the talking machine into the affections of the people, so that there will never again be a moment when the permanency of that affection, and consequently of the talking machine, can be even remotely questioned.

NEW YORK CONCERN INCORPORATES

Lansman, Weinberg & Lansman, dealers in furniture and talking machines, Brooklyn, N. Y., have been granted a charter of incorporation under the laws of the State of New York, with a capital of \$15,000. Incorporators are B. and I. H. Lansman and C. E. Weinberg.

BRUNSWICK SHOP AT TEPPER BROS.

FORT WAYNE, IND., December 2.—Tepper Bros., importers and jobbers, of this city, have turned over part of their establishment to Arthur J. Fedewa and C. Sauers, who have converted it into a talking machine department which will be known as the "Brunswick Shop at Tepper Bros." A complete stock of Brunswick phonographs, records and accessories has been installed.

Business building is the art of securing permanent and profitable patrons. If the retailer secures a sufficient number of permanent and profitable patrons he builds up his business.



Seaburg Mfg. Co.
Jamestown, N. Y.

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



Greetings:

IN extending our greetings to the VICTOR trade for a most joyous CHRISTMAS and a NEW YEAR of unbounded happiness and prosperity we do so with a sincere appreciation of the patronage and friendship accorded us the past year.

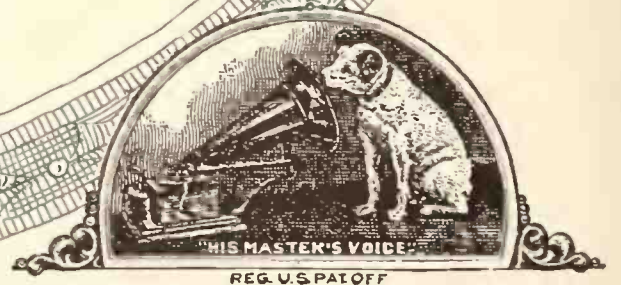
Although the year now closing provided more than its share of problems and difficulties, we believe that it has proven to be, at least from a prestige standpoint, the banner one in the VICTOR history, and that 1922 holds forth still greater possibilities for the loyal and progressive VICTOR Retailer.

C. Price
Vice-President

Ormes, Inc.

15 West 37th Street, New York City
Telephone: Fitz Roy 3271-2-3

Victor Wholesale Exclusively



The Sales Formula of Advertising, Salesmanship and Hard Work Still Scores :: By D. G. Baird

There is an abundance of business to be had at present by the aggressive talking machine dealer. The reader who takes issue with this statement need only read on to find proof, for this is the story of one dealer who is at present doing nearly four times as much business as he did during the same season last year when business was almost at its height. He has not changed his location, his line of goods, nor his methods. He has merely intensified the latter. He is working.

This shop has not sold less than \$3,000 worth of records during any month of the present year, while it did not sell as many as \$3,000 worth of records during any one month last year. And to cap it all, this firm did not have a regular record department—a counter and shelves, cabinets, and the like—up until the middle of August of this year. All it had was a kind of stock room, the door of which was kept closed, and two demonstration rooms for trying out records.

Nor are the records the only part of this dealer's business that is growing. On the seventh of one of the recent Summer months, when business was supposed to be gone clear to the bowwows, the total business done by this shop during the six working days of that month passed the mark reached on the fifteenth of the same month in 1920. During the month of April of this year a young man just out of high school, not yet twenty years old, sold \$83,000 worth of talking machines for this shop by direct canvassing, with a few sales picked up in the shop.

It Pays to Advertise

The explanation? The old, old formula of advertising and salesmanship. The Brunswick Shop, of Detroit, which is setting this pace, believes in advertising and salesmanship combined with hard work.

"Persistent, intelligent, aggressive work is the solution of the present problem," declares J. Francis Quinn, president of the company that operates this shop. "There is an abundance of trade," he continues, "and there are many reasons why we should go after it. More than fifty per cent of the people are working, and many of these are in better circumstances than they have ever been before. Take office employes right here in the shop, for example. When prices began to mount, we had to raise their salaries to enable them to meet the increased cost of living. We raised them time and again; so did other employers. Now prices have declined, however, while our employes' salaries remain at their highest point.

"Nearly all necessities are far cheaper than they were a short time ago, yet clerks, salespeople, clerical workers, professional people such as teachers, civic employes and many others are

working steadily at the highest salaries they have ever enjoyed. They are in a better position right now to buy talking machines than ever before.

"These people have money and it is their duty to keep it in circulation. What is to become of the country if all those who have a little money run and invest it in bonds? We believe that it is every person's duty to buy all he can right now, because in so doing he is hastening the return to normal conditions and we don't hesitate to tell him so.

"In the interest of his organization, it pays the dealer to go after business. Let him ease up on his advertising and aggressiveness and trade immediately takes a slump. Few people enter his establishment and those who do so probably come in just to look around. His salesforce lose their initiative and make little

*Business Depression
Cannot Exist Where
Persistent, Intelligent,
Aggressive Work Is
Practiced Assiduously*

effort to sell. The people forget his address and by the time conditions improve to the point where he feels justified in resuming his advertising and sales efforts he finds that he must build from the ground up again.

"By keeping up his advertising and his aggressive methods the dealer keeps his business before the people, holds his organization together and gets what business there is to be had. Then, as soon as conditions begin to improve, he feels the effects immediately.

"We firmly believe that one gets out of a business just what he puts into it. We certainly can't expect to get trade without expending any effort or publicity. Therefore we are putting more than ever into our business, and we are getting more than ever out of it. At the same time we are keeping our business before the people all the time, giving them no opportunity to forget that we are here to serve them.

"Not only this, but we are not in business for the present only. We are in business for the future as well as for the present. The firm that

operates this shop has always been a heavy advertiser, but we are doing fifty per cent more advertising at present than we have ever done before. We have always tried to use intensive sales methods, but we are using more intensive salesmanship right now than ever before.

"The result is that we are doing more business right now than ever before. Take our record business, for example. We are doing a record business of \$60,000 a year—some four times what we did last year, and now that we have completed our remodeling and enlargement of the main shop here we are in a position to handle really worth-while trade."

As examples of how the Brunswick Shops is (or are—there are four shops operated by the Wallace Brown Co. in Detroit, but three of these are merely branches of the main shop) advertising, it may be said that the usual newspaper space used is four columns by ten to twenty inches, the company has 300 billboards in the county and twenty-eight in the city proper, and street-car cards are displayed in all the cars of the city.

At the present time the company is having built a sixty-foot billboard, which is to be a replica of the shop and is to contain real phonographs and will be lighted up to represent an actual talking machine establishment. This will be located on the Grand Boulevard of the city, where it will attract the attention of thousands of motorists daily.

Brings Orchestra to City

Another advertising feature that was recently used by this firm was that of bringing Isham Jones and his orchestra to Detroit and giving a dance at the Hotel Statler. Twelve hundred invitations were sent out to a selected list and then advertisements asking those who wished to secure reservations to come to the shop and secure their tickets were run in the daily papers. Tickets were \$5 each, plus 50 cents war tax. About six hundred persons responded and a very enjoyable occasion was the result. This was immediately followed up with newspaper publicity featuring Isham Jones records and brought a tremendous sale, of course.

This was a very expensive project, but it worked out well in this case and Mr. Quinn is persuaded that it brought excellent results.

This firm has advertised so long and so heavily that its advertising pulls splendidly now. For four years it has been running all kinds of publicity, from full-page advertisements to little eye-catchers, and its slogan—"Just You Hear a Brunswick Play a Brunswick Record"—is as familiar to Detroiters just as are "His

(Continued on page 18)

RECORDS SELL BEST when they are

Okch Records

We are the big distributors in the South

Let us serve you

J. K. POLK FURNITURE CO.

294 Decatur Street, Atlanta, Ga.

Get your share of this

for Christmas

Give music this year—the gift that all the family, young and old, will share and welcome and enjoy. In giving music you give happiness that will last and grow when other Christmas presents are lost, worn out, or forgotten. Give music in its best and most appealing form.

Give a Columbia Grafonola

The phonograph that gives the biggest musical value is the Grafonola. The phonograph that has the clearest, sweetest tone is the Grafonola. The phonograph that has the handsomest cabinets is the Grafonola. The phonograph you should buy is the Grafonola.

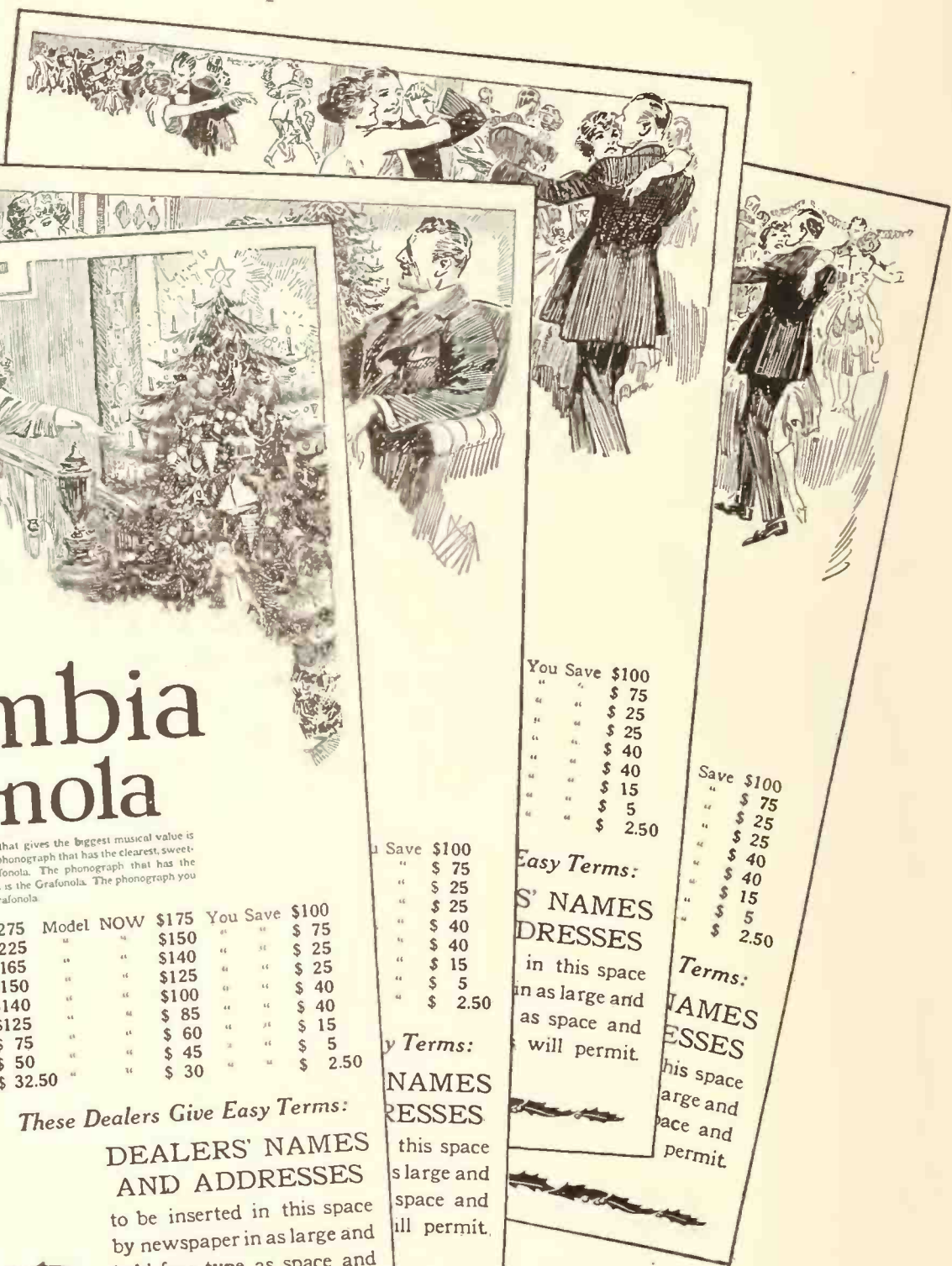


	All Prices	Reduced	Model	NOW	You Save	\$100
	\$275			\$175		\$100
	\$225			\$150		\$75
	\$165			\$140		\$25
	\$150			\$125		\$25
	\$140			\$100		\$40
	\$125			\$85		\$40
	\$75			\$60		\$15
	\$50			\$45		\$5
	\$32.50			\$30		\$2.50

These Dealers Give Easy Terms:

DEALERS' NAMES AND ADDRESSES

to be inserted in this space by newspaper in as large and bold face type as space and dealers' names will permit.



You Save \$100
 " " \$75
 " " \$25
 " " \$25
 " " \$40
 " " \$40
 " " \$15
 " " \$5
 " " \$2.50

Save \$100
 " " \$75
 " " \$25
 " " \$25
 " " \$40
 " " \$40
 " " \$15
 " " \$5
 " " \$2.50

Easy Terms:
 DEALERS' NAMES AND ADDRESSES
 in this space as large and as space and will permit.

Terms:
 DEALERS' NAMES AND ADDRESSES
 in this space as large and as space and will permit.

Columbia

big Christmas business

When your customers think "Christmas" they're sure to think "Columbia Grafonola" as a result of our powerful advertising in newspapers throughout the country.

Examples of this advertising are shown at the left.

Get your share of this big Christmas business by backing up this advertising in your windows and in your store.

Use the Salesroom and Booth Hangers, the Monthly Window Display Service and the Dealer Advertising Service to turn prospects into sales.

The business is

there. You'll get it if you go after it. Let's go!

—and turn contracts into ready CASH

Under our new Dealer Financing Plan you can convert installment contracts into cash.

If you want immediate liquid capital, simply turn over as collateral your good installment contracts which have not yet matured, and get the credit you need to expand your business. Find out from

the nearest Columbia Branch Manager, or from us direct, what the new Dealer Financing Plan means to *you*.



COLUMBIA GRAPHOPHONE COMPANY

New York

Grafonola

HERE IS YOUR CHANCE FOR A GOOD BARGAIN

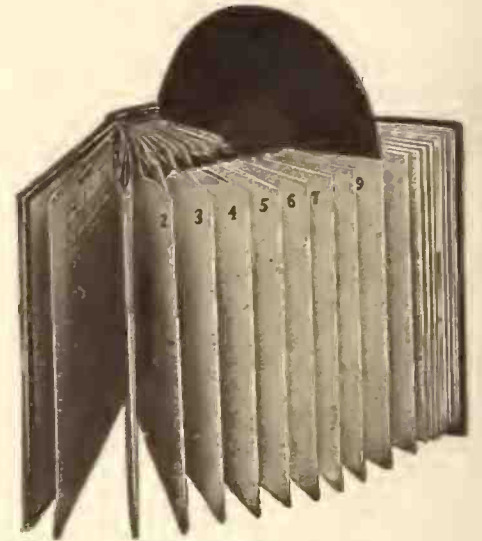


SELECTING THEIR FAVORITES

Not seconds nor cripples, but **NEW** Record Album stock, first-class in every particular.

We are manufacturing a large stock of regular 10" and 12" Albums, each holding 12 records, to give our employees as much work as possible, which stock we are offering for sale *without profit*. Write for prices, stating quantity. This offer will expire January 15th, 1922.

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



THE PERFECT PLAN

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

SALES FORMULA THAT STILL SCORES

(Continued from page 15)

Master's Voice" or "Eventually, Why Not Now?"

A short time ago the shop ran an advertisement of used machines, and on the following day two salesmen sold twenty machines—most of them new ones, by the way.

Enlarging Quarters

So rapidly has the business of this shop grown that it has become necessary to find more room. An adjoining store has been taken over and the entire place has been enlarged and remodeled. The enlarged shop has a fifty-foot frontage on Grand River avenue and contains fourteen demonstration rooms, a record department and a mezzanine floor for offices. Several of the demonstration rooms are unusually large and are furnished to represent living-rooms. Mr. Quinn is very optimistic. He says he doesn't merely believe that they are going to continue to grow; he knows it. Therefore, he is going right ahead with his plans for expansion while nearly all other dealers are seeking means of curtailment.

How It Is Done

As has already been pointed out, this firm advertises very heavily. But it doesn't stop there. "The whole law and the prophets," declares Mr. Quinn, "hinge on persistent, intelligent work." Believing this he sends his salesmen out into the homes of the people and they

sell phonographs and records. No better method can be found, in his opinion. His canvassers go out in search of information. They tell the lady of the house that they desire her assistance in compiling some statistical information—they would like to know what kind of phonograph is in the home, what kind of records are used, and the like. In case there is no instrument in the home, the canvasser is, of course, greatly surprised, and remarks that the householder is one of very few who do not have talking machines of some kind these days. This naturally leads right into a sales talk. In case the party has a machine she is invited to stop in at the shop and hear a Brunswick record.

These canvassers are real sales persons. Mr. Quinn doesn't believe in wasting time and annoying the people with merely finding out whether a person has a talking machine, then sending a follow-up salesman. Canvassers are salespersons themselves.

"The psychological approach is the most important feature of the sale," declares Mr. Quinn. "Human sympathy and helpfulness are as natural as breathing. Get a person to help you in some way and you have gone a long way toward selling that person. That is why we ask for assistance in the matter of gathering information.

"In developing the sale I believe in adopting a simple, cordial relationship with the prospect. We all have many things in common and what

interests you is very likely to interest me also. Very few sales are made on the strength of mere technical, academic knowledge of salesmanship.

"A good example of what I have in mind is afforded by one of our salesmen. He is an ex-service man and bears injuries received in France that disable him on wet days. At the time he came to us he was doing some other work and could devote only half a day at a time to canvassing. I took him into the shop for a couple of days and gave him some pointers, got him interested in our product and sent him out. He became so thoroughly convinced of the excellence of our machine that he bought a \$250 model himself and in three days' time sold three others; all \$250 models just like the one he himself had bought.

"Those three machines were sold to good risks, with a nice initial payment and the contract all signed up properly, and the machines were delivered to the homes before the purchasers had seen them. In other words, these people were so thoroughly convinced by this salesman that they bought these expensive machines without having seen them once, much less heard them."

Mr. Quinn cares little for the regular meeting of salesmen kept up by many dealers. He has had experience in such meetings, he says, and has found that they usually result in depressing the poorer or less fortunate salesmen rather than encouraging them to make new efforts. Instead of the general meetings he encourages each salesperson to come to him with his problems and to consider each case individually. He takes a new salesman into the shop for a few days, talks with him from time to time, and lets him observe the methods of trained salesmen in actual demonstrations.

No Machines on Approval

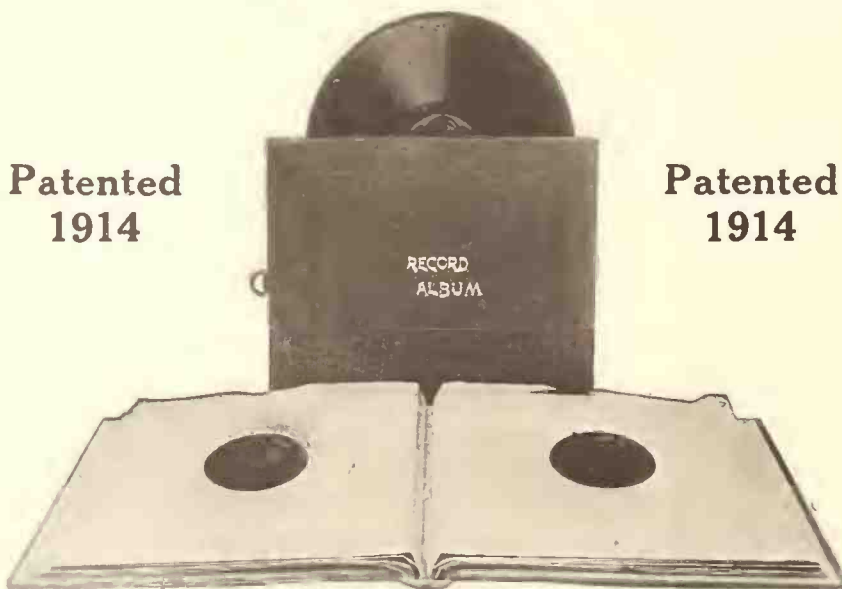
This company sends out no machines on approval. Prospects are invited to come to the shop or are brought in by the salesman. In case it becomes necessary to give a home demonstration a definite appointment is made and at that time a machine and records are taken out by the salesman and he gives the demonstration. When he leaves he takes the records with him, so that there is no opportunity for the people to keep the machine and play it themselves for several days. The sale is made at the time the demonstration is given, or else the instrument is returned to the shop on the following day.

Satisfaction is guaranteed in every case and service men look after sold machines without charge. Records that have been tried in the shop before being purchased are not exchanged, but others are, in case of complaint of imperfection, taken back and exchanged or money refunded. The latter expedient seldom becomes necessary, however. Bulletins are sent out to a mailing list of some 12,000 names, while canvassers are instrumental in selling many records also.

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.



1922 and Normalcy

THE Talking Machine Industry will witness a return to normal conditions during 1922.

Normal Buying—Not a Buyers' Strike.
Normal Competition—Not a Price Cutting Riot.
Normal Service—Not "Doubtful Service."

PREPARE for this Normalcy by bringing your department to the highest state of sales efficiency. Secure your full share of this normal business.

WHAT do you require in equipment?
Quality? The Highest!
Price? The Lowest!
Service? The Best!

THE answer is spelled in one word—of five letters:

UNICO

*A Word from you will bring
"Profit Building" service from us*

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEXAS
209 Dallas Bank Bldg.

CHICAGO, ILL.
30 North Michigan Ave.

LOS ANGELES, CAL.
274 I. W. Hellman Bldg.

DENVER, COL.
1741 Champa St.

SALT LAKE CITY, UTAH
150 Main St.

Address our nearest office TO-DAY

1921—New Unico Records Accomplished

At Home and Abroad



Helbrung & Grimm, H. F., Co., St. Louis, Mo.

Edgar Music Shoppe, Tulsa, Okla.

The Gramophon

Our Clients Are Justifiably Proud

"We are told that we have the most complete and up-to-date Victrola department west of New York City."—*Helbrung & Grimm, St. Louis, Mo.*

"I think we have the best-looking Victor shop in the Southwest, thanks to your company."—*Edgar Music Shoppe, Tulsa, Okla.*

"There is no doubt we are going to lift the plane."—*The Gramophon, St. Louis, Mo.*

Unico Prices are Lowest

1922 Unico Prices—A New Low Level

- Unico Demonstrating Rooms, Now . . . \$149.40 upwards
- Unico Record Counters, Now 80.00 upwards
- Unico Record Racks, Now 28.80 upwards
- Complete Unico Departments, Now 334.00 upwards

Lower prices for Unico Quality are not possible.

Unico Prices are so guaranteed!

Unico Quality

in spite of lower prices, production.

Unico Quality—always maintained. The letters above quoted are Unico Quality from raw materials be unfailingly maintained.

Unico Quality

Resolve Now to Install The Unico System—

UNIT CONSTRUCTION

Rayburn Circle

58th Street and Grand

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEX.
209 Dallas Bank Bldg.

DENVER, CO.
17

1922—New Unico Standards Established

For Price—Quality—Service



Krause Furniture Co., Chicago, Ill.

Weil Bros. Furniture Co., New York City

London, Eng.

of Their Unico Departments!

"I want to thank you for giving me what I believe to be the finest Victor store in Chicago."—*Krause Furniture Co., Chicago, Ill.*

"We are very proud of our department and are satisfied that we have the best-arranged department in New York City."—*Weil Bros. Furn. Co., N. Y. City.*

this remarkable store
ery to a much higher
. Ltd., London, Eng-

is Highest

of delivery, increased pro-

—is today finer than ever.
this.

al to finished product will
22.

so guaranteed!

Unico Service is Unparalleled

We have amplified our service by establishing seven branches at strategic points throughout the country.

These branches are under expert management, each with complete organizations for instant real service which leaves nothing to be desired.

Unico Service is so guaranteed!

Means Increased Sales and Profits for You!

TION COMPANY

nith, President

enue, Philadelphia, Pa.

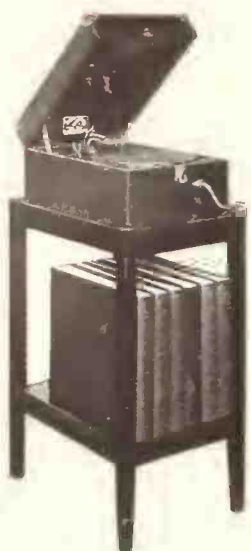
COL. SALT LAKE CITY, UTAH
pa St. 150 Main St.

LOS ANGELES, CAL.
274 I. W. Hellman Bldg.

CHICAGO, ILL.
30 North Michigan Ave.

Unico Accessories

The Two Cabinet Stand Hits



Unico Fifty
Dealer Price, \$9.00 Each

Unico No. Fifty Portable Cabinet Stand
for Victor Portable Model 50.

Unico +6 Combination Stand
for either No. 4 or No. 6 Victrola.

Your Jobber Can Supply You All Products
on This Page or Order Direct From Us.

Literature on Request.



Unico Four-Six
Dealer Price, \$4.80

Prepare Now for the Active Record Season

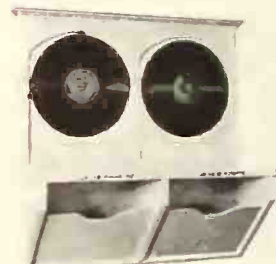
Better Sales Facilities—Better Appointments
—will increase your sales and profits.

Get these Unico Sales Helps!



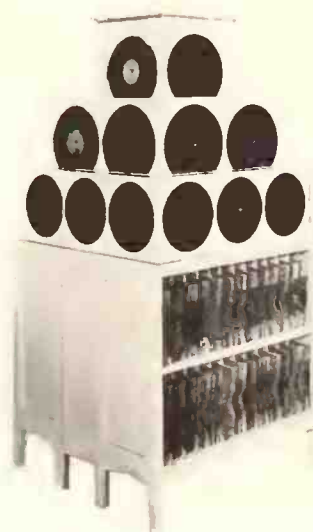
Unico Shelves for
Victrola 80
Dealer Price, \$3.00

Make it easy for your customer
to find his records, you will sell
more of them.



Unico Sales Stimulator
Dealer Price, \$12.00

Three distinct purposes; used in
place of table. Record selection
feature, Record display feature.



Unico Self-Service Record Display

Displays 24 records on four sides. Record capacity 1,000.
Dealer price, \$90.00. Display or rack units separate if
desired. Other display units from \$9.60 up.



Unico Ventilating Unit
Dealer Price, \$19.20

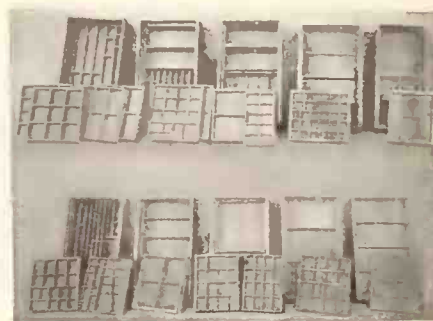


Unico Lighting Unit
Dealer Price, \$9.60 each

Good Repair Service Makes Satisfied Customers

The Unico Repair Bench for Victor Dealers
Price \$120.00 each.

A convenient place for each part or tool.
Complete chart for keeping parts furnished with
each bench. Keeps down investment in parts,
saves loss and speeds up service.



BRANCH OFFICES
New York, N. Y.
Atlanta, Ga.
Dallas, Tex.
Denver, Col.

UNIT CONSTRUCTION COMPANY
RAYBURN CLARK SMITH, President
PHILADELPHIA, PA.

BRANCH OFFICES
Chicago, Ill.
Los Angeles, Cal.
Salt Lake City

**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

MERCHANDISING TOPICS DISCUSSED

Knickerbocker Talking Machine Co.'s Dealers' Meeting Hears Plan of Moving Slow Records

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, held a very interesting and largely attended dealers' meeting at its attractive uptown quarters on Tuesday, November 15. The meeting was held in the company's auditorium and concert hall and more than fifty dealers were present. This meeting was one of others to be held during the coming months where dealers will meet and discuss local problems in Victor merchandising.

Abram Davega, recently elected president of the company, was in charge of the proceedings and many subjects of interest to the dealer were discussed. One of these was a cleverly designed plan for moving slow-selling records. Mr. Davega is responsible for this idea, which consists of intelligently laid-out programs of Victor records that oftentimes become buried on the shelves due to the dealers' lack of interest or knowledge of the same. These programs can be mimeographed and sent out to the dealers' customers periodically and from them the new Victrola owner can make his purchases intelligently, so that his selection will be arranged in an interesting manner, thereby increasing his interest in Victor records. Any pur-

chaser of records will in all probability not purchase all these records, ten in number, at one time, but he may purchase a part of these and later on, from time to time, fill out the rest of the program, thereby giving him an incentive to purchase more records. The dealers present received this idea very enthusiastically and it is expected that it will prove a success.

At 12:30 p. m. all the dealers present were entertained at luncheon at the Hotel Theresa by Mr. Davega and immediately afterwards returned to the auditorium for a further discussion of topics of interest. The meeting was adjourned at 3:00 p. m. and dealers went away with a feeling that much had been accomplished in real dealers' service help.

MATHUSHEK STORE REFURNISHED

Seven Talking Machine Demonstration Booths and Other Improvements Installed

NEW BRUNSWICK, N. J., December 1.—The Mathushek Store, this city, has been entirely remodeled and redecorated and it is now one of the finest establishments in this vicinity. The improvements consist of seven new sound-proof demonstration booths, a service counter conveniently placed near the entrance to the store and racks for talking machine records and sheet music. The interior has been refinished in mahogany and white. J. E. Harper, manager, states that business has been remarkably good during the past month and indications point to a bright future. Talking machines, records, musical instruments and supplies are handled.

DEVOTED TO WINDOW DISPLAYS

To bring the latest and unusual ideas in window trimming to merchants and display managers is the object of The Window Display Reporter, to be published by Ernest A. Dench, the well-known trade paper writer of Sheepshead Bay, N. Y. The first issue will be out early in January, 1922.

DEMAND FOR THE PERIOD STYLES

Los Angeles Examiner Devotes Interesting Illustrated Article to the Present Demand for Elaborate Music Room Equipment

Nearly a page in a recent issue of the Los Angeles, Cal., Examiner was given over to an illustrated article regarding modern music rooms and the period styles of talking machines and pianos now being manufactured to put into such rooms. After an introduction telling of the many decorative styles in which talking machines can now be obtained the article went on to give the history of several of the leading period styles, including the Chippendale, William and Mary, Heppelwhite, Adam, etc. The whole article was most interesting and should have been put to good use by local talking machine retailers.

FINDS IMPROVEMENT IN SOUTH

Change in Cotton Situation Has Saved the Business in That Section, Declares Ray

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from an extended tour through the South and brought back some good reports from that section. The cotton situation has saved business in the South, declared Mr. Ray, but the business men of that section are not experiencing any boom. At the present time they are building business on a sound, conservative basis, and show a tendency to take on only such lines as promise solidity and permanency.

VOCOGRAPH CO. INCORPORATED

The Vocograph Co., of Manhattan, was incorporated at Albany recently with a capital stock of \$20,000 for the purpose of manufacturing and selling phonographs. Those interested are J. B. Salwen, L. Levinson, I. N. Glas; attorney, A. Schapiro, 261 Broadway, New York.

WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

Always Insist on Getting

DE LUXE NEEDLES

and you won't be disappointed.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)

LOUIS BUEHN'S TALK TO NEW JERSEY DEALERS

Important Meeting and Luncheon of the Victor Retailers of New Jersey Attended by Prominent Distributors and Dealers in Newark

NEWARK, N. J., December 6.—The regular meeting and luncheon of the Victor Retailers of New Jersey was held on Tuesday, November 22, at the Robert Treat Hotel, this city. The meeting was well attended, dealers coming from all parts of the State, even from as far distant points as Woodbury, N. J., which is only eight miles out of Philadelphia.

After the luncheon had been served the speaker of the day was introduced, Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of Philadelphia, Pa. Mr. Buehn spoke forcefully and interestingly on the subject of soliciting business on the outside and emphasized the importance of this phase of doing business. The points brought out were practical rather than theoretical and were illustrated from actual experiences of various dealers. Mr. Buehn also stated that the subject as presented was based upon discussions taken up at numerous meetings of the sales staff of the Louis Buehn Co. It was the speaker's contention that while the developing of prospects might be safely entrusted to a professional canvasser, yet the actual closing of the sale ought to be consummated by a thoroughly experienced talking machine man. Many useful hints were given for the preparation of a prospect list. Mr. Buehn referred to an exchange of lists between non-competing houses, such as vacuum-cleaning firms, etc., and suggested that lists be compiled from daily newspapers, telephone directories, tax lists and particularly the published lists of marriage licenses. This latter class, he declared, would possibly prove the most likely prospects. The relative values of straight salary, straight commission and commission and salary for the canvasser and salesman were discussed. That outside solicitation pays was proved in an instance cited by Mr. Buehn, in which one dealer found that 43 per cent of his monthly business was developed through outside work. Mr. Buehn recommended that if a Victrola was placed in a home it should not be allowed to remain there more than forty-eight hours and gave as his reason the advantage of quick action and also as a minor reason the lesser wear entailed upon the instrument. In selling talking ma-

ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS



EVERLASTING

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

Write for prices
stating quantity
desired



NEAT IN APPEARANCE

chines in rural districts the use of a large truck with a number of instruments and a supply of records was recommended as the best way. He stated that a number of their dealers in central Pennsylvania were doing considerable business in this manner.

Mr. Buehn also touched on the selling of records and on this subject recommended that in



Louis Buehn

canvassing for record sales more stress be laid upon the securing of regular monthly purchases of records rather than the immediate sale. It was the speaker's idea that during the progress of the sale forceful follow-up literature be mailed to the prospect from the dealer's headquarters and urged that the dealer, even though the sale is consummated, personally call upon the customer, and declared that just

as the Victor distributor keeps in touch with his dealers and knows their preferences through meeting them face to face so should the dealer know his customers intimately through visiting their homes.

Mr. Buehn was given a rising vote of thanks and after his address the meeting was thrown open for general discussion. The entertainment of the day was furnished by the Broadway Music Corp., under the direction of S. Ross, and several of its artists present featured four of the popular hits entitled: "Dapper Dan," "Weep No More, My Mammy," "June Moon" and "If You Only Knew."

The meeting was well attended, not only by New Jersey dealers, but by representatives of the various neighboring Victor distributors. Among the distributors present were: Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa.; L. W. Collings and J. L. Spillane, of Collings & Co., Newark, N. J.; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City; Thomas F. Green, president of Silas E. Pearsall & Co., New York City; Clarence Price, vice-president and general manager of Ormes, Inc., New York City.

FUNERAL ADDRESS BY PHONOGRAPH

Music Supplied Also at Burial Service Conducted in Alaska—Requested by Deceased

ANCHORAGE, ALASKA, December 3.—A burial service with the music and sermon on a talking machine was conducted at a railroad camp 386 miles inland last week.

Ellis Donley, a popular track layer, was fatally injured and left a dying request that he be buried in the grade of the new Alaska railroad, and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunk-house be used.

The man's desire was complied with by his friends, and the services were uplifting and largely attended. The trading foreman took charge of the funeral and read some scripture, followed by sacred music by several of the world's greatest artists on the talking machine, then part of the famous lecture.

SOME EFFECTIVE ADVERTISING

Plaut-Cadden Co., of Norwich and New London, Conn., Features Victor Line in Big Way

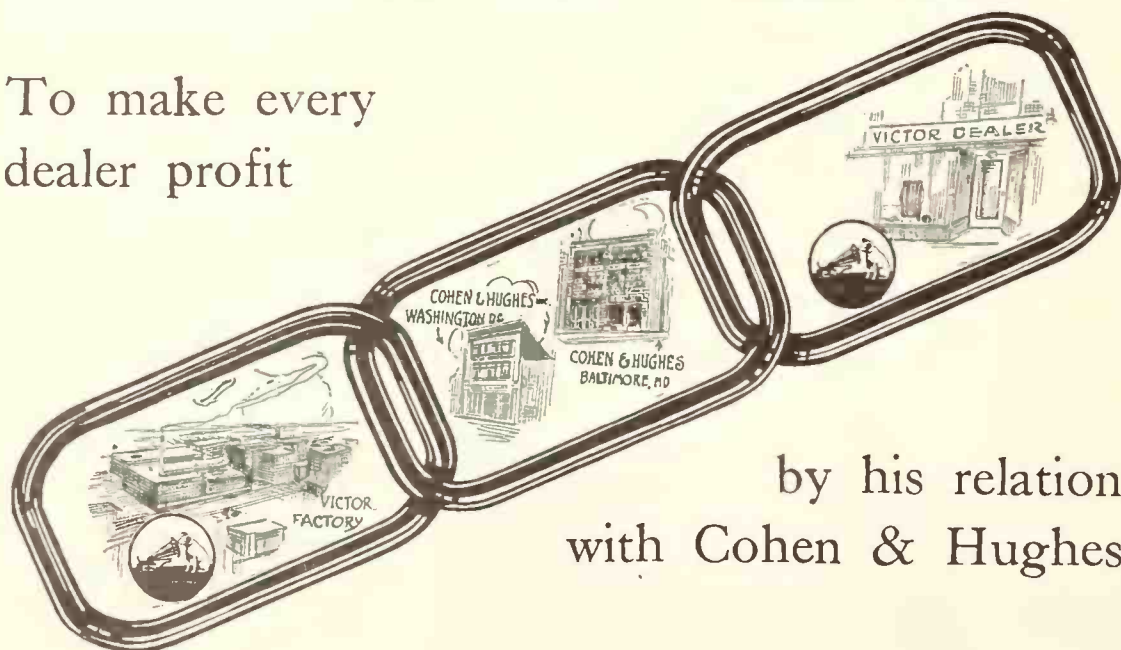
The Plaut-Cadden Co., which operates successful Victor departments in its two stores in Norwich and New London, Conn., has been carrying some particularly interesting and original advertising in the local newspapers of those cities featuring the Victrola and Victor records. One of the effective pieces of advertising couples up the Plaut-Cadden name with the Victor trade-mark in the lid of the machine, while others serve to call attention to the new record hits in no uncertain manner. A special piece of copy featuring the song "Ma!" simply could not be ignored.

It does not so much matter what a man knows but rather what he does. The world measures a man by what he accomplishes, and sets its seal of approval upon those who succeed. The world does not inquire into the process, it notes the result; not the road he travels, but the goal he reaches.

"RESOLUTION"

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

To make every
dealer profit



by his relation
with Cohen & Hughes

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

MOTROLA

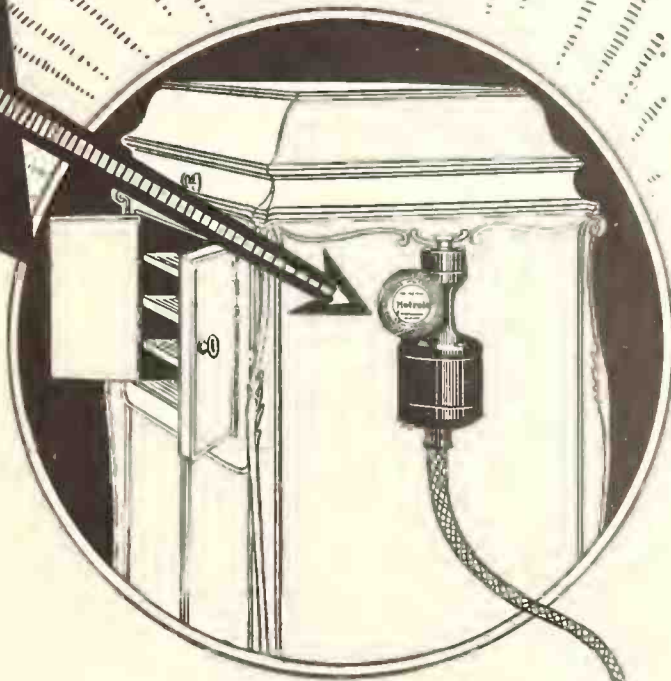
The NEW

with
Universal Motor \$19⁵⁰
 Retail Price

A saving of \$10.50 from the former price, \$30.00

The *New Motrola* does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.



Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

Distributors for State of Illinois
RUDOLPH WURLITZER CO.,
 Chicago.

BRUNSWICK-BALKE-COLLENDER CO.,
 Chicago.

COLE & DUNAS MUSIC CO.,
 Chicago.

H. A. WEYMANN & SON,
 Philadelphia, Pa.
 Exclusive distributor for Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

BUERN PHONOGRAPH CO.,
 Pittsburgh, Pa.
 Exclusive distributor for Western Pennsylvania, Eastern Ohio and Edison Dealers in West Virginia.

MOTROLA SALES CO. OF NORTHERN OHIO,
 1404 E. 9th St., Cleveland, Ohio.
 Exclusive distributor for Northern Ohio.

Distributors for Greater New York
CHARLES H. DITSON & CO.,
 New York City.

SILAS E. PEARSALL CO.,
 New York City.

BLACKMAN TALKING MACHINE CO.,
 New York City.

CABINET & ACCESSORIES CO.,
 New York City.

KNICKERBOCKER TALKING MACHINE CO.,
 New York City.

GREATER CITY PHONOGRAPH CO.,
 New York City.

INTERSTATE SALES CO.,
 Milwaukee, Wis.

BADGER TALKING MACHINE CO.,
 Milwaukee, Wis.
 Exclusive distributors for Wisconsin.

KRAFT, BATES & SPENCER,
 Boston, Mass.
 Exclusive distributors for New England States.

COHEN & HUGHES,
 Baltimore, Md., and Washington, D. C.
 Exclusive distributors for Maryland, District of Columbia, Virginia, North Carolina, Southern Delaware and West Virginia.

BUFFALO TALKING MACHINE CO.,
 Buffalo, N. Y.
 Exclusive distributor for Western New York.

STEWART TALKING MACHINE CO.,
 Indianapolis, Ind.
 Exclusive distributor for Indiana.

PERRY B. WHITSIT CO.,
 Columbus, Ohio.
 Exclusive distributor for Central Ohio.

LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada

JONES-MOTROLA, Inc.

29 West 35th Street

New York City



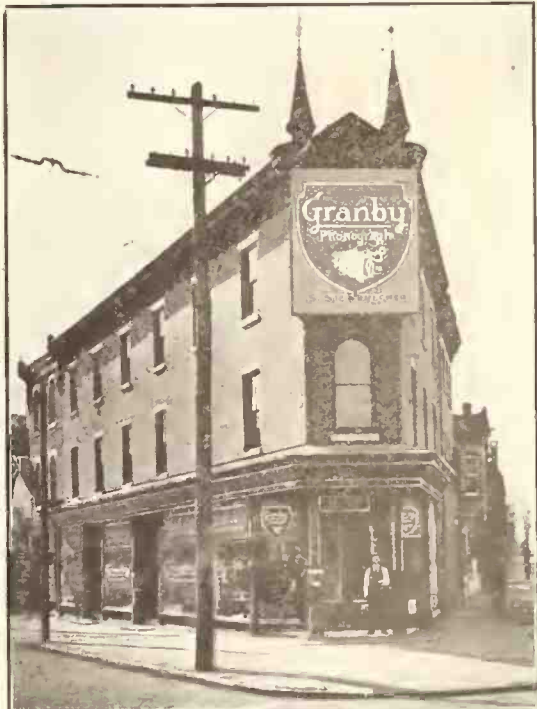
"Shipmates o' Mine" and "Five and Twenty Sailormen" are famous old deep-sea chanteys sung with splendid spirit by the famous baritone, Louis Graveure. Lovers of concert music will buy this record liberally. A-3492.

**Columbia Graphophone Co.
NEW YORK**

GRANBY QUAKER CITY DEALER

How S. Steinbrecher Has Developed a Very Successful Business in Philadelphia

PHILADELPHIA, PA., December 6.—S. Steinbrecher, 1850-52-54 Ridge avenue, of this city, a Granby dealer and in the furniture business, is a hustler. Some time ago Mr. Steinbrecher took on the



S. Steinbrecher's Attractive New Home

Granby line and his store has become the Granby headquarters in his part of the Quaker City. The store is located on a corner and 100 cars pass every hour, so that the Granby message, which has a prominent place on the point of the building, gets wide circulation. When Mr. Steinbrecher started in business it was in a small way, but hard work and broadminded principles of merchandising built up his business to its present very satisfactory proportions. His

deliveries now require the use of several trucks. The business to-day is crowding his store and he is already beginning to see the necessity for larger quarters.

OWEN PLANS ROCKRIDGE STORE

Second Garrett Owen Music Store Soon to Open—Singers to Entertain at Opening

ROCKRIDGE, CAL., December 3.—Plans are under way here for the opening of a new music store at 5600 College avenue by Garrett Owen. The new establishment, which will feature various makes of the best-known talking machines, will be the second store operated by Mr. Owen. Alterations at the new location will soon be completed and immediately following the installation of stock a formal opening will be held at which Helen Clark, well-known contralto; Joseph Phillips, baritone, and Thomas George, pianist, will entertain those present.

BACH CO. MADE BRUNSWICK AGENT

ROCHESTER, MINN., December 1.—The Bach Music Co., of this city, has been made agent for the Brunswick phonograph and will have the exclusive sale of these machines in Rochester and vicinity. The Bach concern possesses a fine modern establishment and the policy of the company is of an aggressive nature, insuring success with the new agency.

A \$300,000 CAPITALIZATION

The Black Swan Phonograph Co. has been incorporated under the laws of the State of Delaware, with a capital of \$300,000, for the purpose of manufacturing records.

It is the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour just because he wouldn't let go.

PHONOGRAPH AS A VOICE CRITIC

Miss Barbara Maurel, Exclusive Columbia Star, Emphasizes the Value of the Phonograph as an Aid to the Student of Singing

Miss Barbara Maurel, well-known mezzo soprano, who records exclusively for the Columbia



Miss Barbara Maurel Graphophone Co., recently gave an interesting interview to the newspapers regarding the value

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

of the phonograph as a voice critic. Miss Maurel, who has attained exceptional success on the concert stage, is keenly enthusiastic as to the educational value of the phonograph, and her interview in part reads as follows:

"Not only did I learn through listening to my own records what mistakes I was making in matters of diction and phrasing—details which are extremely hard for the average singer to judge in his own work—but I also learned much about the quality and evenness of the tone I was producing. The instrument is almost terrifying to a singer, so inevitably does it record every deviation from the perfect and then hold these deviations.

"In some respects it is more useful than a teacher, for no matter how intelligent a teacher may be nor how retentive his memory, he cannot be depended upon to notice every mistake, nor, if he notices it, to hold the memory when the singer has completed the song in question. The teacher has only one recourse—to stop the student whenever he makes a mistake. It can be readily appreciated that in doing so he is bound to break the full interpretative line and sometimes even to reduce the singer's delivery of a song to a mere succession of technical phrases.

"But in the case of the phonograph the singer will sing an entire song, and then at his leisure can examine the effect, can take up the individual mistakes one by one and rectify them, retaining at the same time the satisfaction that comes from the interpretation of a complete musical unit."

A TALKING MACHINE DAVENPORT

Electrically Operated Instrument Provides Music and Comfort at One Sitting

One of the most interesting of the new wired pieces of furniture is a davenport, in the arm of which has been set a small compact electric talking machine. The davenport itself is massive and has huge wide arms. The felt arm is utilized to conceal the instrument, and a cabinet for storing records is set in the right one, so that it is possible to sit curled up in a corner of the couch and play the machine at will without once getting up.

The motor of the machine itself is said to operate noiselessly on either current, and it has an electrically operated automatic stop, as well as a small electric light to illumine the records for starting the machine. The arm of the davenport itself is also the lid, and this will remain stationary in any position the player wants, or close with a slight downward pressure, to suit the player's whim.

VOCALION CHRISTMAS BULLETIN

December Record Supplement Is Particularly Interesting—Special Lists of Christmas Music Featured in Folder and Hanger

The December Vocalion record bulletin, just issued by the Aeolian Co., is one of the most attractive and interesting so far gotten out by that company. In the bulletin are listed several records particularly suited to the Christmas season and in addition a well-balanced list of all classes of records, accompanied by unusual portraits of various Vocalion artists. The title page of the folder bears a typical old-time Yuletide scene that is most appropriate.

In addition to the regular bulletin there has been prepared for the holiday trade a special folder of Christmas and sacred selections, together with an attractive hanger featuring the same numbers.

In developing prospect-interest it should be borne in mind that there is a big difference between "attention" and "interest." Interest must be aroused before a sale can be closed. As a writer in *The Wanderer* points out, "A salesman can build a prospect-interest only through prospect-attention secured by means of personal calls."

BAND MUSIC BY WIRELESS PHONE

Distinguished French Expert Talks Across Six Hundred Miles of Sea—Ship's Band Heard Two Hundred Miles Away—The World Moves

Emile F. Girardeau, president of the French Wireless Telegraph & Telephone Companies, was in New York recently on his way to the Arms Conference in Washington, and stated that during his trip on the French liner "Paris" he had conducted experiments proving the practical utility of the wireless telephone.

"This means of communication has been known for years technically," Mr. Girardeau continued, "but it is only now that we have made practical tests. On this voyage from Havre we conversed with shore stations and with other steamships over a distance of 600 miles with power not exceeding that required to light an ordinary 25-candlepower electric lamp.

"Passengers on the American steamship 'Panhandle State' heard the orchestra playing 'La Tosca' on the 'Paris' 200 miles away while they

were only twenty-five feet from the telephone.

"The wireless telephone technically is good for all distances, but practically it cannot be used with success at sea beyond a radius of 500 miles. A storm would not interfere with the conversation if it were some distance away, but if the vessel were in the center of it there would no doubt be some conversational difficulty. I talked with the French Minister of Posts and Telegraphs in Paris when the liner was fully 650 miles from that city."

SALES HELPS FOR VICTOR DEALERS

A handsome lithographed folder, showing the various models of talking machines, is being sent out by the Victor Talking Machine Co. for distribution by dealers as an aid in the promotion of Christmas sales. The folder displays the machines in six colors on coated paper of fine quality.

Another Christmas sales help for distribution to Victrola owners consists of a list of specially selected records for the holiday season and emphasizes the value of records for gifts.



STANDARD ELECTRIC EQUIPMENT, TRU-TIME MOTORS

"The Instrument with the Human Throat"

THE CONCORD



OLD MAHOGANY! What thoughts that brings to the minds of persons of taste and refinement. One of America's largest furniture manufacturers told us *in his office* he would not own a phonograph until someone had learned how *not* to build the cases. He came *to our office* and now says he'll sell ours as furniture. Your customers will have satisfaction in owning an instrument which does not proclaim itself a talking-machine by its very appearance, the more so when it has other real utility, for instance, a desk and chest of drawers, in addition to a wonderful musical instrument, the one having a throat of carved wood instead of the "piece of pipe." The character of these phonographs in design and tone quality commands more sales. We guarantee more profits. Write us, we will prove this.

THE MANOPHONE CORPORATION

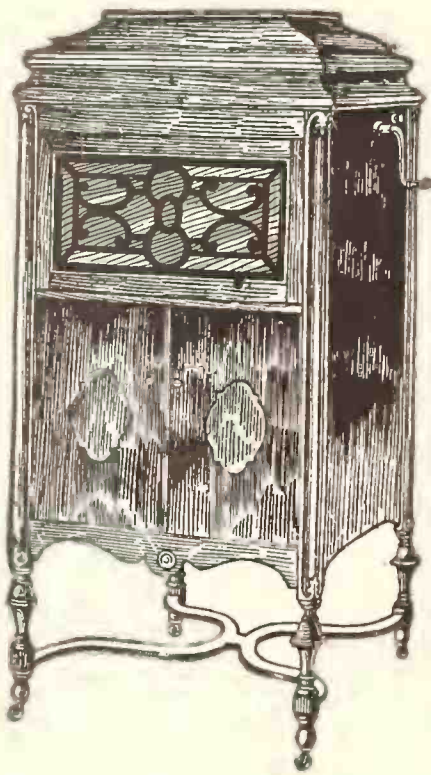
4 West 40th Street
New York

MAKERS

Adrian
Michigan

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.

Some Sales Stunts of Prominent Dealers that Merit Special Commendation :: By W. B. Stoddard

An excellent idea for calling attention to its talking machines and records has been devised by the Hennessy Music Co., Butte, Mont. Under the direction of Maurice Tennis, head of the Victrola department, it arranged a series of five Saturday morning concerts, from 10 to 11.15. At the first of these concerts fifteen selections, chosen from a wide range of composers, were played. The name of the composer and a brief analysis of the composition were given before each was played. At the second concert a week later fifteen more compositions were played, also with the composer's name and resumé of the pieces. On the following two Saturdays these thirty records were repeated, with only the name of the composer given. On the last Saturday morning the entire thirty were played, with no reference to the composer. On this occasion substantial prizes were given to the persons identifying the largest number of records. The contest was open to any pupil above the sixth grade and included all high school students. In order to become eligible the entrant had to register at the Victrola department two days before the first concert and attend all of the concerts, unless some valid excuse was given. The contest excited much interest, and the papers and the school board both gave it encouragement.

Making an Appeal to the Children

The Rudolph Wurlitzer Co., Cincinnati, recently had a very effective window, which suggested to a number of parents the great saving that could be effected by buying a popular-priced talking machine for the children. The display showed a small boy placing a record on a machine, and beside him was a card:

Little Tommy Tittlemouse has a Victor at his house. His mother lets him use it to give him pleasant music.
Give the kiddies their own Victrola—save the big machine.
A nursery toy that grows up with the children—a nursery outfit.
A No. 4 Victrola, with 6 nursery rhyme records, \$30.10.

Linking Talking Machines With the Movies

The wise music dealer takes advantage of every timely event to increase his sales, and one of the best plans along this line was recently adopted by a group of leading merchants of Helena, Mont., aided and abetted by an astute newspaper solicitor. A movie film—"The Old Nest"—which had attained considerable national popularity, was scheduled to appear at one of the local theatres. As it dealt with a mother and children in the home it was deemed a good subject for exploitation, so a full page was taken in the newspaper. In the center in bold letters was placed "The Old Nest," together with a picture from the play and a brief resumé of the

story. Forming a border all around were ads of the different merchants, each of whom linked up his lines with the title of the play. E. A. Taylor & Co. in their ad said: "What can make the old nest more pleasant than a phonograph? It brings sunshine into the home."

How to Give a Concert in Your Own Home

During the Autumn an octet of male singers who record for one of the talking machine companies have been making a tour of the larger cities, singing in person the melodies that have made them famous in record land. It is not done as an ad, as the artists charge a good stiff price of admission to their concerts and distribute their programs all over the surrounding towns. The Parks Music House, of Louisiana, Mo., was quick to see the advertising possibilities in playing up this concert, so it had printed copies of this program and sent it to each of the names on its record list with a short letter:

Dear Sir (or Madam):
We hand you a program of the concert given by Eight Famous Victor Artists in St. Louis on October 10th. You will note the price of admission of one dollar. Would you like to hear this concert absolutely free? If so, come to our store on the evening of the 10th and this same group of young men will be heard in the solos, duets, quartets and choruses, rendered on the talking machine. Come and bring your friends and enjoy an evening of entertaining music.

There was a large crowd assembled on the evening in question, and the entire concert program was rendered as had been announced. At the conclusion the manager made a little speech and told the audience how they could have a concert like this any time they desired by merely purchasing the records of these singers—and the artists would respond to as many encores as desired by placing the record upon the machine.

Calling Attention to New Records

The Columbia Grafonola Shop, of San Diego, Cal., has an excellent method of calling attention to the new records that are released each month. The air is so balmy in this Southwestern town that people stroll the streets in December as freely as in May. As soon as the new records have arrived the Columbia Shop places a machine at the entrance of the store and promptly at eight o'clock it is set in motion and all of the records just received are played. The name of each record is placed in a double groove affixed to the side of the machine and remains there all the time that particular air is being rendered. Inside the store blanks are handed out to all who ask for them, and on these the contestant writes his name and address and his estimate of the three that will prove the most popular. For the one who estimates correctly all three of the records a prize of \$25 is offered; to the one guessing two out of three, \$10, and to

the guesser of a single one, \$5. If more than one person guesses all three the first prize is divided pro rata, and similarly with the others. The prizes are distributed at the end of the month, when it is found which records have had the largest sale. Crowds gather to hear the demonstration and in this way many hear the new records who would not do so otherwise, and, being attracted by special numbers, make purchases then and there—and thus the sale of the new records is boosted to a considerable degree.

AN EFFECTIVE BONUS PLAN

Prize Money Plan Put Into Effect Among Edison Employees Is Described in Detail by Vice-president William Maxwell in System

A bonus plan, complicated, perhaps, but very effective, is described in the December issue of System by William Maxwell, vice-president of Thomas A. Edison, Inc. The plan, which was put into effect in the sales and advertising divisions of the Edison phonograph industry, was designed primarily for the upbuilding of the morale of the workers in these divisions and to fit them for promotion. It also enabled the executives of the company to keep in close touch with the work of employees.

Briefly, the plan described is as follows: Each salaried employe is provided with a score card on which is listed the basic mental and moral qualities deemed essential to success in these departments. Concentration, thoroughness, comprehensiveness of thought and action, ability of analysis, co-operation and other qualities of the employe are checked by means of a demerit system. The employe's rating for the prize award was based on the lack of demerits received. Every worker having less than fifty and seventy-five demerits at the expiration of a six-month period is entitled to prize money equaling 25 per cent and 15 per cent of his salary respectively.

VICTOR CO. SPEEDS PRODUCTION

CAMDEN, N. J., December 3.—The approaching holidays have been very keenly felt at the factory of the Victor Talking Machine Co. here. For the past five or six weeks the demand for Victor products has been stimulated to such a degree that the working force at the factory has been steadily increased to provide for more rapid production. More than 1,000 additional workers have been added to the Victor force, bringing the total number employed up to approximately 10,000.

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



"Traumerei" played by the greatest 'cellist in the world, Pablo Casals! There's a selling combination that's irresistible. Order Columbia 49795 accordingly.

**Columbia Graphophone Co.
NEW YORK**

WOMEN'S REST ROOM A WINNER

Its Installation in Every Talking Machine Shop in U. S. Would Work Wonders for Trade—Its Success Already Fully Demonstrated

If a sign with these words thereon, "Women's Rest Room—Come Again and Tell Your Friends," were hung outside of every talking machine store, large or small, in the country and stamped on the cover of each magazine flyleaf of each book in the room itself, wonders would be achieved in gaining the approval of women folks for your store and making it more effectual as a monetary proposition. So believes Addison M. Clark, sales promotion manager for Edison Phonographs, Ltd., of San Francisco.

Mr. Clark is a firm believer in rest rooms for women in talking machine shops and thinks that each proprietor of these should set aside some corner of his store, no matter how small; partition it off and furnish it as attractively and costily as his means will permit. Money so invested, he says, will yield dividends as surely as money invested in gilt-edge bonds—and at a higher rate.

"A small dressing room," he suggests, "with toilet facilities, opening off the rest room, will double your store's value and make it more talked about—and that's the finest sort of advertising there is. It beats printers' ink a mile." Continuing, he says:

"While it may seem superfluous to mention it,

of course a phonograph should be a conspicuous feature of the scenery—of the proper period design, if you have 'gone in for' a period room. Naturally, a few carefully chosen records should be 'carefully' laid out on a stand near the instrument—not in tattered envelopes, either.

"If the windows of the room look out on attractive surroundings, have them curtained and draped to disclose those surroundings. If on an alley or dingy backyard, apply imitation stained glass decalcomanie, to the glass—the lower sash at least—and choose drapes to suit the case.

"A few magazines on the stand will provide relaxation. Not too many, or your real end will be defeated. They should be current ones, though—not the ancient-history sort found in the ante-rooms of some doctors and dentists. At least one should be a musical periodical. A record catalog with the latest supplements inside can be unobtrusively included. Two or three books on operas, composers and artists will serve a good end also, by stimulating interest in high-class records.

"Have the toilet room done in white enamel, or in real or imitation white tile effect. A small dressing table with a triplicate mirror, and a bench or chair to match—such as Milady would use in her own boudoir—can be had at a reasonable price. A few accessories, such as a bottle of fine talcum, comb and brush, clothes brush, and the like, will suggest themselves. So will other conveniences that will prove magnetic

to Madame and impel her to call soon again.

"Having equipped your rest room—set your stage, as it were—your next move is to 'tell the world.' Advertise it attractively on the woman's page of your local newspaper. Advertise it not once, but frequently. Advertise there on shopping days in your morning paper, or the nights before shopping days in your evening paper. Publish a halftone cut of a photograph of the room. Probably, on opening it to your local public, the news value of it will appeal to the city editors—particularly if they know you are planning to use display advertising space!—and they will come across with some news-column publicity.

"The day you open your rest room to the ladies, give a phonograph concert—a sort of musical reception. Send out tasteful invitation cards, and get the society editors to carry an announcement (if you can!). On this occasion Mere Man may be allowed to enter its sacred precincts; but thereafter never again.

"Does all this seem fantastic. Small Town Dealer? Something to be thought of only by the big corporations doing business in the metropolitan centers? A thing superfluous and not to be dreamed of in your scheme of things?

"The truth is quite the contrary. You are just the chap who can cash in most profitably on the plan—particularly if your town is a buying center for a farming region, whither farmers and their families flock as to Mecca on Saturdays, not to mention the other week days.

"If you add such a room to your plant, and make the women folks of every farmer in your tributary territory feel that your store is their headquarters whenever they come into town, and that your rest room is theirs, you surely do not belong in the phonograph business if you cannot coin their approval and use of it into dollars."

CONCERT HELPS EDISON BUSINESS

WAKEFIELD, MASS., December 1.—L. J. McMaster, local Edison dealer, through the medium of an Edison concert and comparison tests with Re-Creations and the artists, has stimulated interest in Edison machines and Re-Creations considerably. Invitations to the concert were sent out to more than a thousand residents of this community and a large crowd attended the concert, which was held in the town hall.

MISS C. FREES STUDIES AVIATION

READING, PA., December 1.—Miss Carrie Frees, of the Metropolitan Phonograph Co., this city, is probably the first woman connected with the talking machine industry who is taking up aviation seriously. Miss Frees has already taken several lessons in flying at the Reading Fair Ground and hopes, when the lessons are completed, to qualify for a pilot's license.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.



HENRY BURR



BILLY MURRAY



ALBERT CAMPBELL



FRED VAN EPS



JOHN MEYERS



FRANK CROXTON



MONROE SILVER



FRANK BANTA

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of

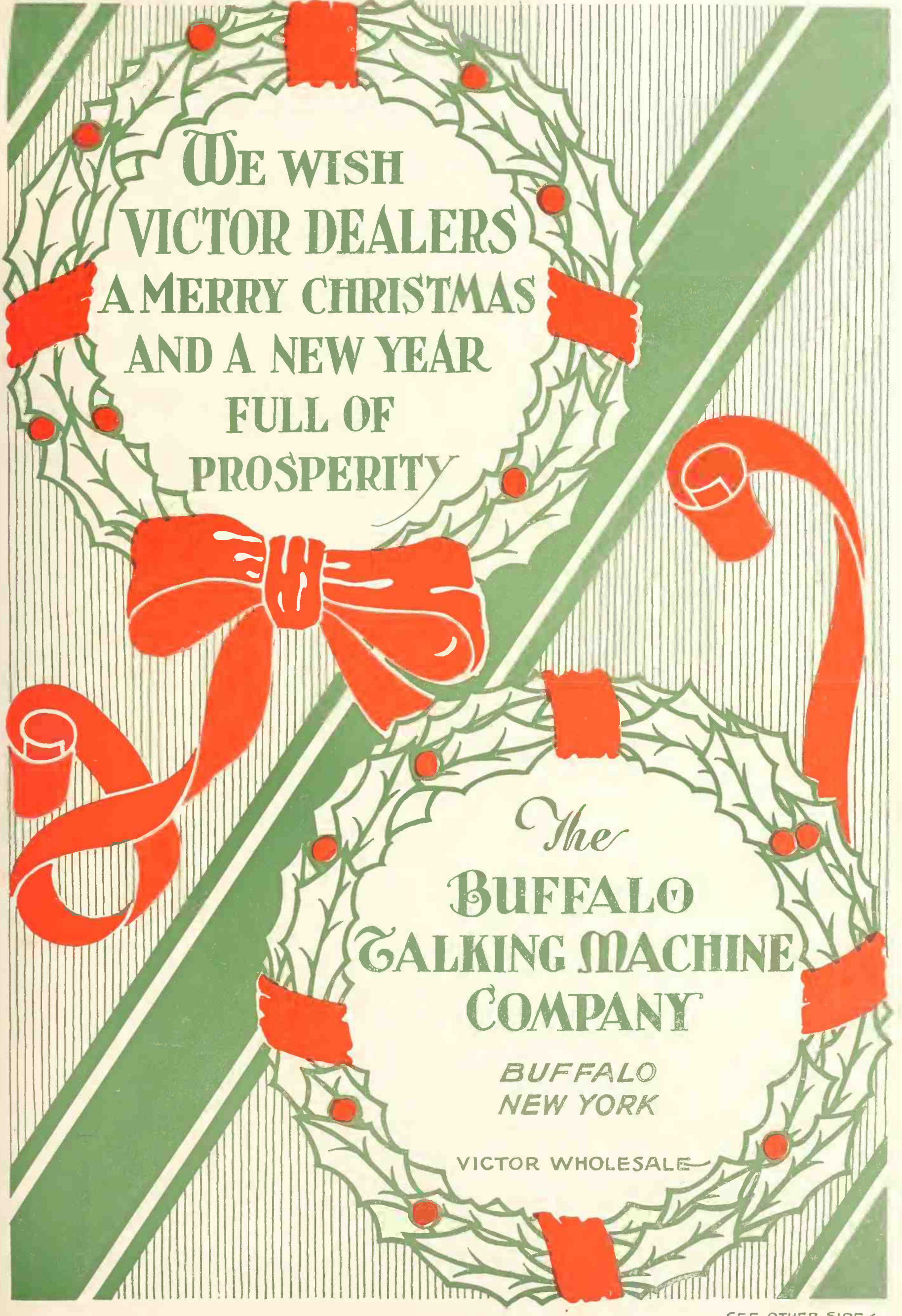
Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

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

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

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



WE WISH
VICTOR DEALERS
A MERRY CHRISTMAS
AND A NEW YEAR
FULL OF
PROSPERITY

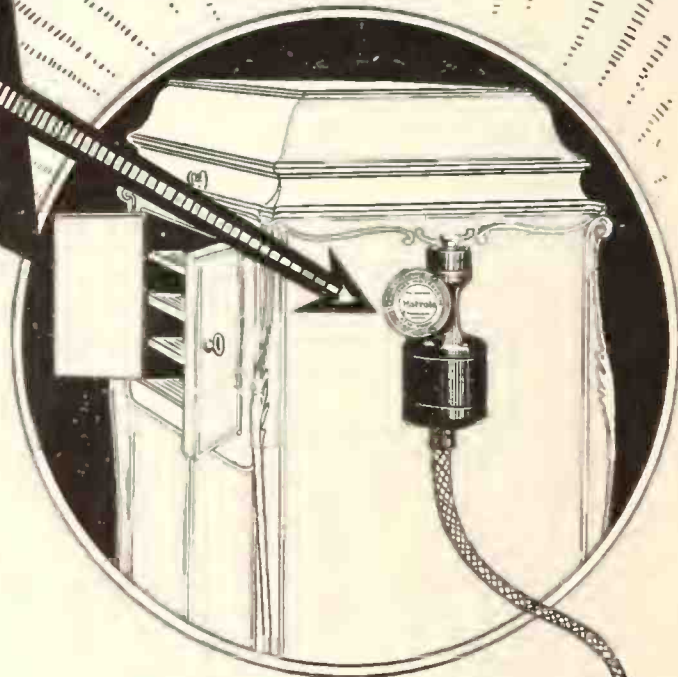
The
**BUFFALO
TALKING MACHINE
COMPANY**

*BUFFALO
NEW YORK*

VICTOR WHOLESALE

MOTROLA

The
NEW



With Universal Motor **\$19.50**
Retail Price

A saving of \$10.50 from the former price, \$30.00

THE New Motrola does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32-volt farm lighting current and 200 to 250 volts.

Now Sold Exclusively by

The

BUFFALO TALKING MACHINE CO.

IN THE STATE OF NEW YORK (Except in the Metropolitan District) and
IN NORTHWESTERN PENNSYLVANIA

It is much **easier** to sell than \$19.50 worth of Records and makes it much easier to **sell** Records and sells **more** records.

Telegraph an Order for Your Holiday Supply



BUFFALO TALKING MACHINE CO.

VICTOR DISTRIBUTORS

"Every Motrola sold by us is guaranteed by us"

BUFFALO, N. Y.



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

SOME RECENT GRANBY ACTIVITIES

Connelly Doing Good Work in South—J. G. Widener a Visitor—Harry Coplan Covering Many Points in the South

NORFOLK, VA., December 1.—Recent activities in the Granby organization have been numerous. Fred W. Connelly, of the sales staff, who is at present in North Carolina doing special work for the company, is a vocalist of some note and has been using this ability to increase his sales. He has already taken part in several church entertainments in the larger cities of North Carolina, singing to the accompaniment of the Granby phonograph.

J. G. Widener, president of Widener's, Inc., distributor of the Granby phonograph, recently spent several days in the State of Virginia on a hunting expedition.

The Granby Corp. announces the appointment of Austin L. Fordham to cover eastern Pennsylvania.

Harry Coplan, Granby sales manager, is continuing to cover a large part of the country in a short space of time. He recently spent two weeks in North Carolina, attended a furniture exposition in New York, covered Philadelphia and was last reported in Pittsburgh making a personal investigation of trade conditions in that city.

Dorothy W. Ferrier, private secretary to H. H. Schumaker, general manager of the Granby Phonograph Corp., recently returned from Kansas City, where she helped represent Virginia at the recent convention of the American Legion.

SOLVE DOMESTIC HELP PROBLEM

The much-discussed servant question is at last on its way to being solved. Those who study the complexes of the human consciousness will admit that it is possible for a domestic to have the talking machine urge. All of which was used to advantage by the suburban housewife.

"I advertised in the paper," she said to a reporter of The Sun, "that I supplied a small talking machine for the exclusive use of the maid. I also promised to get her four new records a month. This was over a year ago and I've had her ever since."

Bigness in a man may be roughly described as the ability to foresee the possibilities of the future, the intelligence to formulate plans for turning such foresight to advantage, and the capacity and resourcefulness to push them through to a successful conclusion.

FILLING ALL WIRE ORDERS

Max Willinger Optimistic Over Conditions in Middle West—Discusses the Situation

Max Willinger, president, treasurer and general manager of the New York Album & Card Co., New York City, recently returned from a trip throughout the Middle West which disclosed healthy conditions throughout the trade in general. The holiday business had opened in an auspicious manner and general optimism was expressed regarding the coming year. Mr. Willinger reports that dealers' stocks at the present time are at a very low point and that orders for "Nyacco" albums are invariably rush orders and sent by wire. Mr. Willinger anticipated this situation some time back and kept both the New York and Chicago plants busy accumulating stock. Therefore, at this present season of rush orders the company has been able to make immediate deliveries on all orders received.

No man can discredit his employer or his co-workers and escape the shadow himself.

MAY ABANDON VALUATION PLAN

American Valuation Plan May Be Discarded in Favor of Another Program of More Merit, Say Washington Officials—New Plan Ready Soon

WASHINGTON, D. C., December 6.—The storm of protest and criticism which has been in evidence for some time over the proposed American valuation plan has made itself felt here, with the result that indications now point to the abandonment of the plan. According to statements made by several officials the administration is convinced that the plan is not feasible, but preparations are under way for the formulation of a new program which is expected to satisfy the need for protection to business interests and at the same time will be clear of the defects in the original plan. As yet details of the substitute plan have not been made public, due to its incompleteness, but it is understood that the basis of the new program will prove satisfactory to business interests of the country, who are now in evidence both for and against the American valuation plan.

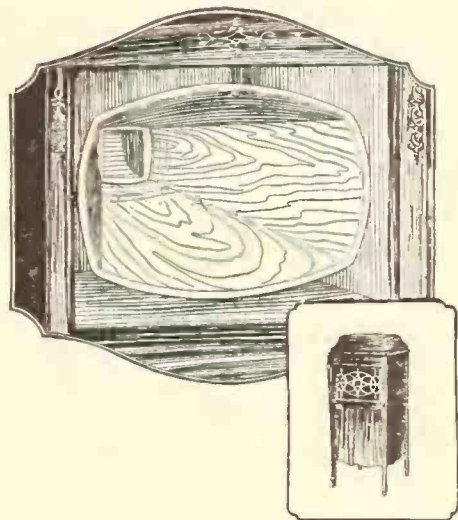
**An Interesting Proposition for the
JOBBER**

Jobbers, who want a real talking machine proposition, should communicate with us immediately.

Our low manufacturing and distribution expenses permit us to make a jobber proposition that is a real money maker for the jobber.

We appreciate the services of jobbers who are organized to properly exploit a line, and we meet such jobbers more than half way.

The Harponola is the kind of



machine to tie to. Its splendid merit backs up the efforts of both dealers and jobbers.

With the Harponola line there are never any "kick-backs" from constructional defects, for the Harponola has no constructional defects. Harponolas are right

and are backed by a company that keeps them right. We suggest that you advise, at once, if you are in a position to handle a jobbing territory in an aggressive way.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

The Phonograph with the "Golden Voice"

HARPONOLA

The Brass Tacks Question

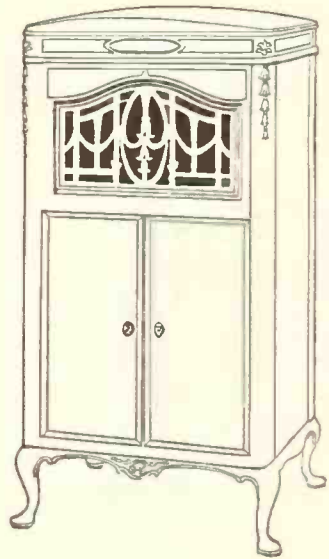
WHAT IS THERE IN IT FOR ME?

Boiled down, this is what interests the Phonograph Merchant. He wants to know exactly what benefits are his when he takes on a line.

GRANBY PHONOGRAPHS

"As Mellow as Southern Moonlight"

have special claims for your immediate consideration because:



Queen Anne Upright

Their exquisite Tone—their Classic Period Designs—staunch Construction—and technical features are backed by a genuine Granby merchandising policy.

It is a policy that builds up business and converts Prospects into Purchasers.

You profit by this active co-operation.

NOW is the time to get the benefits of the Granby selling franchise.

Ask us about it—TODAY

Use the coupon.

GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

N O R F O L K - V I R G I N I A

Tear off Coupon—Sign—Mail TODAY

I shall be glad to receive the Granby proposition.

Name

Address

City

State

Promoting Record Sales Through the Medium of Suggested Home Programs

By Abram Davega
President, Knickerbocker T. M. Co.

How best to increase business is an everlasting study and one worthy of earnest consideration. Now, what is your main principle in conducting your business? You are operating in a legitimate way, making legitimate profits, trying to meet competition in a fair manner. Therefore, probably the most important business principle which you could have is "that every owner of a Victrola should obtain the most pleasure out of the use of his instrument." It is your specific duty to see that they do, and the dealer who does see to this important essential will find, as we do, that people who get constant pleasure out

and got bored and probably said to yourself that you would not go to any more vaudeville shows for a long time? This sameness should be eliminated in playing Victor records.

Clerks should arrange the playing of records for customers in some diversified order. Owners of talking machines should do the same. We have thought out a plan to help both obtain more pleasure out of the Victrola with a better understanding of the records themselves and with a proper arrangement of the record playings. This plan embodies the selling of practically every record in the catalog in due time. For an experiment pick out ten different records which you have in stock and try to arrange the playing of them in an order which you think will properly diversify them to give you the most enjoyment. We are sure you will not find it so easy as you think. We had a record expert arrange a program for us of ten Victor records,

Looking at Victor records from this angle, don't you see the enormous possibilities of selling larger assortments of records to owners of instruments? Record salespeople will only recommend the easiest selling records as a rule. It is our belief that only 25 per cent of the Victor record library receives an active sale for this reason alone. Now it is absolutely necessary that all records should receive their proper share of sales in order that the owners of talking machines get the proper assortment of musical enjoyment.

Before we can properly discuss an ideal plan for selling all of the records in the catalog we must first dwell upon the subject of properly classifying Victor records. Some records appeal to more people than others, but every record has some particular appeal. Study each record and find the customer to whom that record will appeal and you've found the secret of selling more records. Bring it to the attention of the listener, and he will enjoy the record that much more. If it were possible to classify every record in your stock, you would have the real secret of selling more Victor records. This is an important subject to get your customers interested in; the very same principles which apply to you in selling records must be observed by them to obtain more pleasure from their record libraries

SUGGESTED HOME CONCERT—List No. 1

A PROGRAM WORTH HEARING

1. Carmen—Prelude to Act I—"Light Instrumental Ensemble." Played by Phila. Symphony Orch. Victor Record No. 64822
2. Madame Butterfly (Au bel di redrema)—"Emotional Melodious Operatic Arias." Sung by Geraldine Farrar. Victor Record No. 88113
3. The Fountain—"Melodious Piano Display." Played by Alfred Cortot. Victor Record No. 74659
4. Carry Me Back to Old Virginia—"Southern Memory Song." Sung by Alma Gluck. Victor Record No. 74420
5. Souvenir—"Emotional Melodious Violin Selection." Played by Mischa Elman. Victor Record No. 64644
6. Bobeme (Racconto di Rodolfo)—"Passionate Melody, Splendid, Thrilling Song." Sung by John McCormack. Victor Record No. 74222
7. Danny Boy—"Mother's Song of Devotion." Sung by Schumann-Heink. Victor Record No. 88592
8. Pagliacci (Vesti la Giubba)—"Dramatic Operatic Aria." Sung by Enrico Caruso. Victor Record No. 88061
9. Love's Dream After the Ball—"Catchy Emotional Instrumental Ensemble." Played by Venetian Trio. Victor Record No. 17720
10. Lucia Sextet (Chu mi Frena)—"Emotional Dramatic Operatic Aria." Sung by Galli-Curci, Egner, Caruso, deLuca, Journet, Bada. Victor Record No. 95212

of their Victrolas will buy more records. This is the best way to meet competition and keep your trade.

Sending your customers a list of current releases each month moves the new stock, but there are many excellent numbers now on your shelves that ought to be in the record library of your customers. The following plan which we outline herewith will, in our opinion, not only move a large proportion of your stock of standard numbers, but, more important still, will inspire greatly increased interest in building up a complete record library on the part of your customers.

Have you ever gone to a vaudeville show and heard and saw too many acts of a similar nature,

SUGGESTED HOME CONCERT—List No. 2

A WELL-ARRANGED EVENING'S HOME ENTERTAINMENT

1. Walkure—"The Ride of Valkyries." Played by Phila. Orch. Victor Record No. 74684
2. Call Me Thine Own—"Emotional Operatic Aria." Sung by Mabel Garrison. Victor Record No. 74612
3. Troika en traineaux—"Melodious Splendidly Interpreted Piano Selections." Played by S. Rachmaninoff. Victor Record No. 74630
4. Carmen, Habanera—"Catchy Operatic Aria." Sung by Gabriella Besanzoni. Victor Record No. 74613
5. Nocturne—"A Melodious Violin Selection." Played by Mischa Elman. Victor Record No. 74643
6. Elijah, if With All Your Hearts—"Sacred Oratorio Aria." Sung by Edward Johnson. Victor Record No. 74654
7. Quartet in F Major—"Weirdly and Profoundly Exquisite String Tones." Sung by Flonzaley Quartet. Victor Record No. 74611
8. Iris (Apri la tua finestra)—"Emotional Operatic Aria." Sung by B. Gigli. Victor Record No. 64959
9. La Pisanelle Le Quai (du pot de Famagouste)—"Novelty Concert Instrument Ensemble." Played by Toscanini LaScala Orch. Victor Record No. 64952
10. Beau Soir—"A Smooth, Floating Melody Song." Sung by Giuseppe DeLuca. Victor Record No. 64934

and it took him quite a long time to select what he thought was a real entertaining assortment. When you stop to think that a theatre manager spends all his time planning out a proper arrangement of acts, and then again when you stop to think of the five thousand and more Victor records in the catalog, it is rather a difficult task to properly select an assortment of records and play them in a proper arrangement so as to give you the right variety and the best enjoyment.

SUGGESTED HOME CONCERT—List No. 3

A NIGHT IN VAUDEVILLE

1. Light Cavalry Overture—"Dramatic Military Overture." Played by Sousa's Band. Victor Record No. 35045
2. All by Myself—"A Serio-Comic Popular Song." Sung by A. Stanley. Victor Record No. 18774
3. St. Louis Blues—"A Dance Record With Grotesque Effects." Played by Original Dixieland Jazz Band. Victor Record No. 18772
4. I Love a Lassie—"A Scotch Love Song." Sung by Harry Lauder. Victor Record No. 35116
5. The Love Boat—"A Waltz Love Song." Sung by John Steel. Victor Record No. 18695
6. Virginian Judge, Parts 1 and 2—"Comic Dialogue." Walter Kelley. Victor Record No. 45180
7. My Old Kentucky Home—"A Novelty Record." Old Black Joe—"Instrumental Number." Played by Meyers and Hanford. Victor Record No. 18767
8. Please Keep Out of My Dreams—"A Dream Song." Sung by Nora Bayes. Victor Record No. 45136
9. Songs of the Past, Nos. 3 and 4—"Ensemble." Sung by Victor Light Opera Co. Victor Record No. 35483
10. National Emblem March. Played by U. S. Marine Band. Victor Record No. 18498

and a desire on their part to want a larger assortment of records.

The Victor ready-reference labels are a big aid to the clerk in classifying records. The Red Seal Record Course given at the Victor factory is the best suggestion we can give for a better knowledge of classifying records.

Taking all these facts into consideration we submit our special plan for selling a larger variety of Victor records. Each week of the year feature a special list of ten records. Number them consecutively. Arrange them in program form—as illustrated on this page. Give each record some classification appeal in writing the title of the record, name of artist and the record catalog number. Arrange the order of their playing to give most pleasing results. Diversify the lists each week, so that the variety of the program is changed as much as possible. Don't feature the same records in any two lists. In a year's time you will have featured 520 records out of your stocks. Lists should be saved, as they are valuable. They can be used over and over again for different customers. Perhaps it would be well to state upon these lists your object in issuing them; that every owner should obtain more pleasure out of the playing of the Victrola. It would also be well to give each list a general title. For example: "An Evening at Home With the Victrola"; "At the Vaudeville With the Victrola"; "At the Opera With the Victrola," and many other topics and subjects too numerous to mention.

Did you ever have a customer ask you to play some Victor records, not knowing what they

(Continued on page 32)

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Distributors

- BRISTOL & BARBER, INC.**
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.**
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.**
Washington, D. C.
- BECKWITH-O'NEILL CO.**
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.**
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.**
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.**
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON**
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS**
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.**
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES**
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & 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 & O'OLEY CO.,** Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.**
St. Louis, Mo.
- W. J. OYER & BRO.,** St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.**
Burlington, Vt.
- JOSEPH BARNETT & CO.,** Cedar Rapids, Ia.

BAGSHAW

The Oldest and Largest
Manufacturers of Steel
Talking Machine
Needles in the World

NEEDLES

Best By Comparison

By actual comparison, BAGSHAW NEEDLES are the finest steel talking machine needles manufactured today. Each BAGSHAW needle is backed by the reputation of the pioneers in the talking machine needle industry. They are guaranteed by the manufacturer, the jobber and the dealer alike.

Whether you desire needles packed in cans, envelopes or in bulk—or under your own trade-mark—W. H. BAGSHAW CO. can best satisfy your requirements.

*Samples and Prices
Upon Request*

The famous BRILLIANTONE and genuine PETMECKY brands are manufactured by BAGSHAW. The world over, BAGSHAW steel talking machine needles are renowned for their uniform length, uniform points and uniform hardness.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

On With The Dance!

LET SALES BE UNCONFINED



The Very Latest Dance Records of

Isham Jones

Paul Whiteman

Art Hickman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!



(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

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



Hulda Lashanska's sweet soprano will bring back old memories to your customers as you play "Long, Long Ago" to them. Each playing should mean a sale of Columbia 49963.

**Columbia Graphophone Co.
NEW YORK**

THE PROMOTION OF RECORD SALES

(Continued from page 29)

wanted? Isn't it a good stunt to get them sold on this new idea? Give them a program and play ten records in their regular order. If they already have some of the records they will try out the program idea in their homes and buy the records they need to complete the program. Don't you think it a good plan to go into the customer's home after you have sold them a Victrola, or if they already own one, and see them on this idea? Arrange their records in the album in an evening's entertainment order. This very same idea with the albums can be used in your stores. The main idea, however, is to do anything that will help your customer to get more pleasure out of the playing of his records.

Have you ever given careful thought to the educational features of the Victrola records? For children, giving them a musical education; for singers, helping them in their studies; for all kinds of musical instrument students. The Victrola, with its educational courses, is adopted in 10,000 cities and forty-two States. Educational records are staple, no cut-outs. Get children interested so that when they grow up they will be good music lovers—which means the permanent upbuilding of business.

The Weber Music Co., of Red Wing, Minn., is making an aggressive drive on Brunswick machines and records.

TALKING MACHINE MEN HOLD DANCE

Association of Local Talking Machine Dealers Holds Public Ball at Hotel Pennsylvania—Very Interesting Program of Music

For the first time in the history of the talking machine industry a public ball was held under the auspices of a talking machine dealers' association. This ball took place on Thursday night, November 17, at the Hotel Pennsylvania, and was sponsored by the Talking Machine Men, Inc., the dealer association, comprising dealers located in New York, New Jersey and Connecticut.

A most interesting program for this ball had been arranged by the entertainment committee of the Association, and over 500 attended the ball, all of whom voted it a huge success. There was continuous dancing from 8.30 p. m. till 2 a. m. and a diversity of dance music provided plenty of entertainment for the guests. Etzel's Elite Orchestra, a well-known and popular dance organization, was engaged as the resident orchestra for the evening, but the most important part of the program consisted of the appearance of a number of prominent orchestras which make records for the various companies and which are well known in the recording field.

Among the orchestras which accepted the committee's invitation to visit the ball and play for a half-hour or more were the following organizations: Paul Whiteman's Orchestra (exclusive Victor), Benny Krueger's Orchestra (exclusive

Brunswick), Yerkes' Happy Six (exclusive Columbia) and the Vincent Lopez Orchestra. These orchestras all played from thirty to forty-five minutes each and were accorded an ovation by the dancers. Between their visits Etzel's Orchestra supplied the music and occasionally some of the representatives of the leading music publishing houses appeared, rendering their latest hits.

The success of the ball makes it probable that similar events will be launched in the near future, as it enables the public to visualize the musical attainments of the dance orchestras which make records for the different companies. The dealers co-operated with the Association in every possible way and Irwin Kurtz, president of the Association, together with his brother executives, well deserved the congratulations that they received at the close of the evening.

NEW ARTO "BLUES" RECORDS

Recordings by the Well-known Colored Singer, Lucille Hegamin, Appear in the December List of Arto Co., Inc.—Proving Very Popular

Lucille Hegamin, the well-known colored singer of "blues" songs who makes frequent recordings for the Arto Co., Inc., and who recently returned from a very successful tour



Miss Lucille Hegamin

of the principal cities of the Eastern States, has been re-engaged by the Arto Co. for the coming year.

In the December list of Arto records appear several new recordings by this popular artist, including "Mississippi Blues" and "Wabash Blues." The latter number has already attained much popularity and as "Mississippi Blues" is by the writer of "Arkansas Blues," and is a typical number of that style of song, this new record will, undoubtedly, be received most favorably.

JENSEN FILES BANKRUPTCY PLEA

Nils G. Jensen, proprietor of talking machine establishments in the Florence Apartment and the Greyhound Building, Utica, N. Y., has filed a petition in bankruptcy in the Federal Court, listing liabilities of \$9,305 and assets of \$6,357.

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

BEDTIME MUSIC FOR CHILDREN

The Talking Machine Is Proving a Big Factor in Supplying Delightful Music for Children

It is a fact that we have two minds—a conscious and a sub-conscious mind—and that this sub-conscious mind is busy all the time we are asleep, or when the other mind also is busy with practical affairs. If this were not so we should never wake up, or suddenly think of something we ought to do, or originate one of those "bright ideas" which we say "occur" to us. It is because of the busy working of the sub-conscious mind that children should be sent happy to bed—with "Bedtime Stories," and other pleasant or cheerful experiences and evidences of love and of living in a beautiful world; for when the conscious mind is asleep, the sub-conscious mind is "listening over again" to the entrancing bedtime stories, and the inner spirit of the child is having "a great time" all by itself, and is as happy as can be; and so when the conscious mind awakes the child opens its eyes on a sunny world, and is, as we say, in a happy frame of mind, says the Halifax Herald.

For the same reasons there should be "Bedtime Music" for the little ones—and the parents will derive just as much benefit from it as will the children. For the fact is that even "Tom, Tom, the Piper's Son," played from one of the miniature records will pique the curiosity of the older folks as well as of the children, and all will laugh at Tom's funny experiences, while the pretty though simple tune will "stick" in the sub-conscious mind, sing itself there all night when parents and children are asleep—and, note this, will produce the same effect of happiness and good cheer on the spirit that the real music did when heard by the outer ear. We advise parents to give their children a half-hour of simple music—at any rate ten or fifteen minutes of it—before bedtime. Unfailingly it will, subconsciously during the night, refresh and rebuild the body and mind of the children, and prepare them to be happy—and "good"—

children the next day. This is an established fact; not an opinion.

All that is needed in the way of music for this end is the singing of a sweet hymn, mother leading, or a cheery song; or some simple brightening music from a phonograph or pianola. Or let there be a simple folk dance, or, still better, one of the many "musical games" now in vogue in the day schools. It will make all engaged the happier then and on the day following; and, above all, it will work a love of harmony into their hearts and conduct.

TUMULTY'S VIEWS ON MUSIC

Secretary to President Wilson Brings to Light Interesting Wartime Letters Classifying Musical Instruments as Non-essentials

Joseph P. Tumulty, who figured prominently in the affairs of the country during the late Wilson Administration as secretary to the President, has in his story of "Woodrow Wilson as I Know Him," which has appeared in the New York Times, revived many interesting episodes of the war period not generally known.

Of particular interest to members of the music industry, however, was the attitude shown by Tumulty during the war in connection with the classification of essential and non-essential industries. In a letter he sent to the President on January 17, 1918, and reproduced in full in his story, there appears the following significant paragraph: "It is a difficult thing, I know, to distinguish between essential and non-essential industries, but I am sure the country will understand if such a distinction is made, if, for instance, institutions that make pianos and talking machines and candy and articles that are not immediately necessary for our life were cut down altogether and things necessary to our sustenance kept."

The letter throws an interesting sidelight on the forces that were operating against the music industry during the war period and which were so successfully overcome.

"BLACK DIAMOND" GRAPHITE Spring Lubricant

The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/2, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

21 East Van Buren St., Chicago, Ill.

525 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

VICSONIAS FOR SOUTH AFRICA

Export Orders a Notable Feature of Demand for the Vicsonia Reproducer

W. J. Sess, head of the Vicsonia Mfg. Co., makers of the Vicsonia reproducer for playing Edison records on other types of machines, reports that the demand for the Vicsonia is showing a steady and gratifying increase. A particularly noteworthy feature of the demand is the volume of orders that is being received from foreign countries. Only recently several orders have been received from Johannesburg, South Africa, and other distant points.

Polzin's Furniture Store, Rapid City, S. D., is featuring Victor fox-trot records made by the Paul Whiteman Orchestra and the Benson Orchestra of Chicago.

Sherman, Clay & Co.

Pacific Coast Distributors



Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

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

427 West First Ave., Spokane, Washington

VOCALION DISTRIBUTORS IN OHIO

Vocalion Co. of Ohio Organized in Cleveland to Look After Wholesale Distribution of Vocalion Phonographs and Records in Ohio

CLEVELAND, O., December 3.—The Vocalion Co. of Ohio has just been organized here to act as distributors for Vocalion phonographs and records in the Ohio territory and has already made arrangements to enter the field in a big way. The new company has secured quarters at 328 West Superior street, this city, where a liberal amount of space is available for office and warehousing purposes, and has arranged to carry a complete stock of both machines and records for the purpose of rendering quick service to the trade. James Pentz, who formerly looked after the distribution of the Vocalion products in the Pittsburgh territory, is sales manager of the new company and is rapidly perfecting a strong sales organization. Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was in Cleveland last week completing the new distributing arrangements.

OPENS EXCLUSIVE OKEH SHOP

ATLANTA, GA., December 3.—Charles L. Adams recently opened an exclusive Okeh record store at 73 Decatur street, this city, which is known as The Okeh Record Shop. Mr. Adams states that he intends to confine his efforts exclusively to the Okeh line, owing to the rapidly increasing demand for these records. The Okeh Record Shop is also handling the Steger phonograph and an extensive local campaign on this line is being planned.

PADDACK PRODUCTS ORGANIZED

Paddack Products, of New York, manufacturers of sound-reproducing instruments, have received a charter of incorporation in that State, with a capital of \$20,000. Incorporators are J. H. Cerbone, S. D. Paddack and F. W. Kristeller.

WAXED PAPER PROTECTS SHIPMENTS

Shipments of Pianos and Talking Machines Can Be Protected From Atmospheric Changes by Lining Cases With Waxed Paper

The Music Industries Chamber of Commerce has received from the Waxed Paper Manufacturers' Association, 505 Fifth avenue, New York, the following communication of interest to exporters in the music industry who ship instruments to or through the tropics:

"I received a letter in this morning's mail from the Specialties Commodity Department of the Bureau of Foreign and Domestic Commerce, Washington, D. C., suggesting that piano and talking machine people have a good deal of difficulty with all transoceanic shipments on account of the damage sustained by the cases through the transportation across the warm and humid tropics. I am also told that there is much difficulty experienced even in shipping to Europe.

"The furniture manufacturers of Grand Rapids, Mich., have devised a scheme for meeting this situation, as far as office furniture is concerned, by lining the cases with a very rough waxed paper, sealed at the edges with hot paraffin spray. This adds but a few cents to the cost of the case and is a very complete protection for the product.

"Waxed paper is manufactured in all grades and weights. It is even manufactured in as heavy weights as building paper and with all degrees of toughness and durability, according to the quality of paper lot ordered.

"This paper is handled for such cases as follows: The sides, top and bottom of the packing case are made up separately and are completely lined with heavy waxed paper sheets. Then the portions of the packing case are put together and workmen with a hot paraffin atomizer simply seal the edges and all joints by spraying with a little hot paraffin. Then when the cover is put on the edges of that are sprayed. Consequently the article of furniture and metal parts reach their destination in exactly the same atmospheric con-

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

dition as that in which they were manufactured. It has proved so satisfactory in the furniture business that the metal office people have made inquiry in regard to the possibilities of its use."

FOUR-RECORD TURNTABLE INVENTED

New Multiple-record Turntable Facilitates Demonstration of Records

A late model multiple-record talking machine which utilizes the motion of a turntable to effect record changes is now on the market, says the Popular Mechanics Magazine in an illustrated article. Four revolving record tables carry the records and pass in consecutive order under the tone arm for playing. Instead of the tone arm being guided across the records by the record grooves, a large revolving table, supporting the four spinning discs, slowly moves the groove under the tone arm. During the playing the larger table moves very slowly. When the piece has been finished the tone arm automatically rises and the larger table, after a short stop, suddenly makes a partial revolution by which the next record is brought into play.

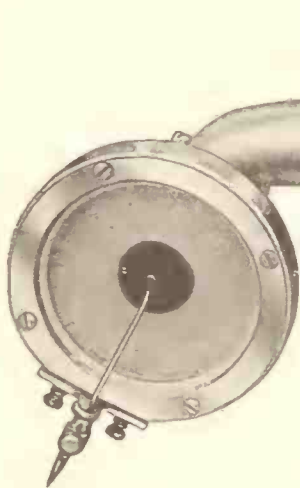
BARTER & CO. DECLARED BANKRUPT

Involuntary petitions in bankruptcy have been filed against Barter & Co., of Watertown, dealers in talking machines, sporting goods, etc. Assets are about \$26,000 and liabilities are expected to total \$34,000. Harry A. Heikok and Fred W. Empsall have been appointed receivers.

Individuality in Your Product Will Mean More Sales for You!

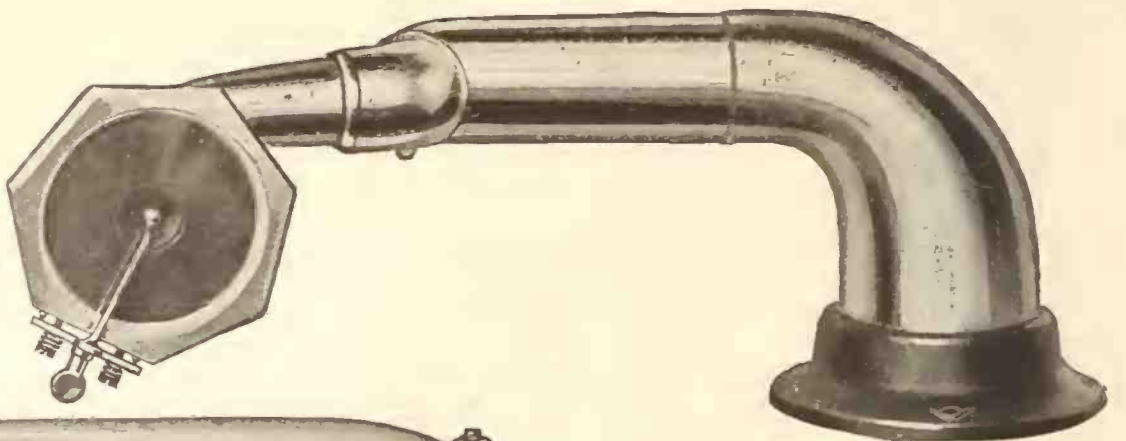
The New Empire Universal Ball Bearing Tone Arm and Reproducer

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

Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

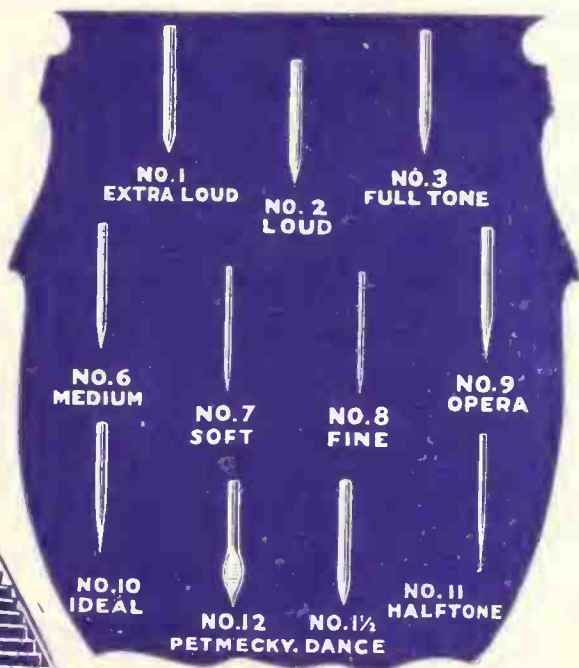
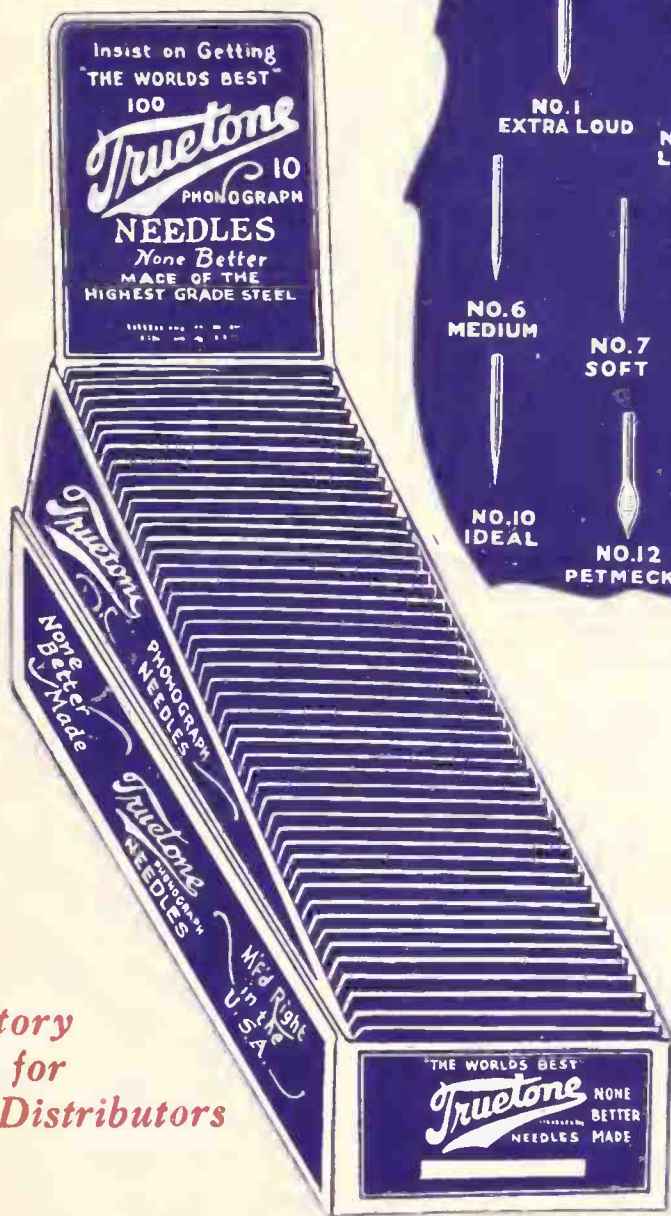
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our 1922
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York

What better Christmas gift than the "Sextette" from *Lucia* by Barrientos, Hackett, Stracciari, Mardones, Noe and Meader? A year-round record, too, is Columbia 49768.

Columbia Graphophone Co.
NEW YORK



THE MAN WHO STRIVES WINS OUT

No Salesman Ever Did His Best Without Trying
—Pays to Get the Habit

Only the man who thinks he has an opportunity has a chance in this world. The fellow who shackles himself with despair never gets there. He can't. His load is too heavy, and the wool he has pulled over his eyes hides opportunity. He can't see her when she comes.

Most of us must serve others—only a few can command. But the man who serves *best* eventually holds the wheel. And it's the man who is striving to serve best that *does* serve best.

No man ever did his best without trying—and we all can try. The salesman can try to sell a customer who has come in to look around. He may or may not succeed—but he surely couldn't have succeeded without trying.

—His efforts, though fruitless for the present, may have made a sale for the future. And the salesman has made himself a better salesman—he has broadened his experience and developed his salesmanship.

Even more important—he has *tried*, and trying becomes a *habit* and it is *continued trying* that pushes a man ahead.

Getting down to cases, salesmanship is the big factor in present-day business. It's the "open sesame" to big opportunity. But you've got to *see* the opportunity. You've got to *believe* in it and *work* for it.

Many of our greatest masters of industry were clerks in cross-road stores who thought they had an opportunity and set out to prove it.

Now the question is not, are opportunities equal to *all*, but, are *you* equal to *your* opportunities.

"GRANBY WEEK" IN ST. LOUIS

Great Newspaper Campaign Brings Good Results to Talking Machine Dealers

St. Louis, Mo., December 1.—The week of October 16, which was inaugurated as "Granby Week," was the beginning of a campaign which has been conducted straight through to the present date. Since that time Granby dealers have been running advertisements in the daily and Sunday papers and it is reported that the results from this campaign have been very gratifying to Granby dealers in this city. It is also reported that one Granby dealer who closed out his line of relatively unknown machines at reduced prices found that instead of cleaning up on old stock the preference was decidedly for the Granby at regular prices. Elaborate window displays of particular note appeared recently at the headquarters of the St. Louis House Furnishing Co. and the Thuner Furniture Co.

The St. Louis headquarters of the Granby Phonograph Corp., of Norfolk, Va., reports that many of the dealers who have only recently taken on the Granby line have already sent re-orders. The Granby outlook is very promising.

Emerson records are being pushed by Chas. J. Gibson, music merchant, of Blair, Wis.

BREAKING SALES RECORDS ON COAST

John Breuner Co., of Sacramento, Gives Some Interesting Facts—Takes on Brunswick Line

SACRAMENTO, CAL., December 3.—L. C. Schroeder, manager of the talking machine department of the John Breuner Co., reports closing a splendid November business, following the largest October trade in history. A big campaign was started the first of that month and during the first week fifty-one instruments were sold. This makes a new record for the city of Sacramento and, with the same enthusiasm, Mr. Schroeder and his selling staff expect a bigger increase in December.

The agency for the Brunswick line has just been taken over by the Breuner Co., which now handles a complete line of Victrolas, Brunswick and Sonora instruments, including Victor and Brunswick records.

NEW USE FOR TALKING MACHINE

Dreamy Waltzes on Talking Machines Keep the Hippodrome Elephants Good-natured

George Power, trainer of the New York Hippodrome elephants, has found a new use for a talking machine. Power plays a slow, dreamy waltz for his big pets before they make their appearance in "Get Together." Power finds that the music soothes the big beasts, which, like all trained animals, become restless at the time of the day when they usually do their tricks, and ensures their giving a better performance.

LANDAY SHOP GETS NEW MANAGER

Louis H. Jacobi Assumes Management of Newark Establishment—Piano Sales Methods Sell "Talkers"—Alterations Under Way

NEWARK, N. J., December 3.—Louis H. Jacobi, formerly sales manager of the piano department of the L. Bamberger store and for several years connected with Kaufmann's, "The Big Store," in Pittsburgh, Pa., as buyer for the piano department, has assumed the management of the Landay Shop, Victor and Sonora dealer, succeeding Branson M. De Cou. Although Mr. Jacobi has been in charge of the local store but a short time he has had a decided success. He has applied the methods of selling pianos to the sale of talking machines and courtesy and instant attention to customers are two of the outstanding features of his merchandising principles.

The Landay Shop is one of the finest in Newark. It occupies two floors and a basement. The latter is given over to the piano and music roll department and the first floor is devoted to record demonstration booths and record racks. Business has increased to such an extent under Mr. Jacobi's management that the demonstration booths were found insufficient to take care of customers. To overcome this difficulty several of the booths are being cut in two, thus increasing the number of hearing rooms to twenty-five. The second floor is devoted entirely to display rooms for various types of Victrolas and Sonoras and the business department of the store.

Your Problem Is Ours

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

Answer: TONAR RECORD BRUSHES

(Trade Mark)



Have we solved the above problem correctly?


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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

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

LWAYS The CHENEY has been known for highest standards of quality at fair prices. Our recent *price reduction* on all models strikingly emphasizes the value in Cheney instruments. The public has been quick to recognize this value and Cheney dealers are reaping the benefit.

The
CHENEY
The MASTER PHONOGRAPH

VICTROLA SHOW WEEK A SUCCESS

Lion Dry Goods Co., Toledo, O., Closes Substantial Business as Result of Show—Public Keenly Interested in Details of the Event

TOLEDO, O., December 6.—Victrola Show Week at the Lion Dry Goods Co., of this city, produced business. The advertising told people to come in to see the "toy Victrola," the forefather of the universal music instrument of to-day; to see a "glass" Victrola, to see Rhadames, Gilda and all the opera stars in their proper setting, to see a complete showing of Victrolas, prices ranging from \$25 to \$1,315. Crowds came, saw, and once more the Victor conquered. People went away talking of the care of cabinet construction, beauty of finish, variety of price and the unique ability to reproduce all kinds of music—bass, soprano, banjo, piano, violin, quartets—superiorly well. Mr. Pete, the manager of the department which is Victor exclusively, feels the week's work the best he has ever done. Prospects and actual sales far exceeded expectations.

A unique feature of the Lion's Victrola Show Week was the hand-embroidered Victor trademark. At first glance one takes it for an oil painting, so perfect are the stitches. The work was done by the mother of a salesman of the Toledo Talking Machine Co., and was most highly commended.

Mr. Pete, manager of the Lion Dry Goods Victrola department, has found the Red Derby Plan most successful. The girl who sells the most Red Seal records wins the "Derby"—and during a given time every girl works. Such a plan shows the actual Red Seal sales of every girl, no guesswork about it.

TO ERECT NEW VICTOR BUILDING

The Victor Talking Machine Co., of Camden, N. J., has been granted a building permit for the construction on Front street of an addition to its great manufacturing plant.

ARTISTS JOIN IN CARUSO TRIBUTE

Impressive Ceremonies Mark Presentation of Caruso's Bust to Metropolitan Opera Co.

The presentation of a bronze bust of Caruso, the great tenor and Victor artist, to the Metropolitan Opera Company, of New York, on November 27, was made the occasion of a memorial tribute to the deceased singer. The opera house was filled to capacity by a silent audience throughout the ceremony. There was no applause for singers like Galli-Curci, Martinelli, Farrar and other members of the company, nor did they expect it. The artists wore black and sang on a stage black-draped about the bust of Caruso, which was presented by F. La Guardia, of the city government, in behalf of the singer's widow, who occupied one of the boxes.

The proceeds of the concert, swelled by individual contributions from the artists, reached \$12,000, which, when converted into Italian money, amount to some 300,000 lire, and the entire sum will be given to the Verdi Home for Aged Musicians at Milan, Italy.

INTRODUCE NEW PHILLIPS TONE ARM

Wm. Phillips, president of the Wm. Phillips Phono Parts Corp., New York City, has announced the appearance of a new Phillips tone arm on the market. This new tone arm is known as the special throw-back arm No. 5, and is also equipped with reproducer No. 5. Both tone arm and reproducer are octagon in shape and the combination is, as Mr. Phillips described it, "pleasing to the eye and pleasing to the ear." Mr. Phillips predicts a great future for this combination and reports that orders are coming in satisfactory volume for the entire line. He also predicts that 1922 will be a year of generally good business for all.

Pathé phonographs and records are being featured at Kuch's Palace, Robbinsdale, Minn.

CO-OPERATE WITH CENSUS BUREAU

Manufacturers in the Talking Machine Industry Should Promptly Fill Out Forms Covering Status of Manufacturers for the Year 1921

Shortly after January 1, 1922, manufacturers in all branches of the talking machine industry will receive from the Census Bureau at Washington, D. C., detailed forms covering the 1921 census of manufactures. The schedules have been broadened out somewhat this year so as to make a more complete analysis of the various departments of the industry.

The Director of the Census makes a special appeal through The World to manufacturers, urging them to promptly fill out and return the schedules when they are received early in January. If manufacturers generally will do this it will make no mean saving of governmental expenditures, and inasmuch as the manufacturing industries pay about two-thirds of the Federal taxes, when they can save two-thirds of a dollar they ought to be interested in doing it.

In this connection the board of directors of the National Association of Manufacturers recently passed the following resolution:

"Resolved, That the National Association of Manufacturers recognizes the importance of the census of manufacturing industries in the United States, which is required to be taken by the Act of Congress approved March 3, 1919, and it recommends to manufacturers that they co-operate earnestly with the Director of the Census and furnish the information required to make the statistics full and accurate."

TRUMOPHONE CO. INCORPORATES

A charter of incorporation has been granted to the Trumophone Co. under the laws of the State of Delaware, with a capital of \$1,500,000. Incorporators are: Henry Boyd, James Hutchinson and E. F. Callan. This concern will engage in the manufacture of talking machines.

Collings & Co. And You

Victor dealers in the territory to which we confine ourselves—Northern New Jersey and Northeastern Pennsylvania—know almost every trolley line stops within a block of Collings' headquarters.

So they drop in and discuss their problems cozily with us—instead of writing further away.

They bring their customers in, too, to look at various Victrola styles which Collings can always deliver in time to complete the sale.

"Buy Where You Sell."

"Collings Covers Your Wants."

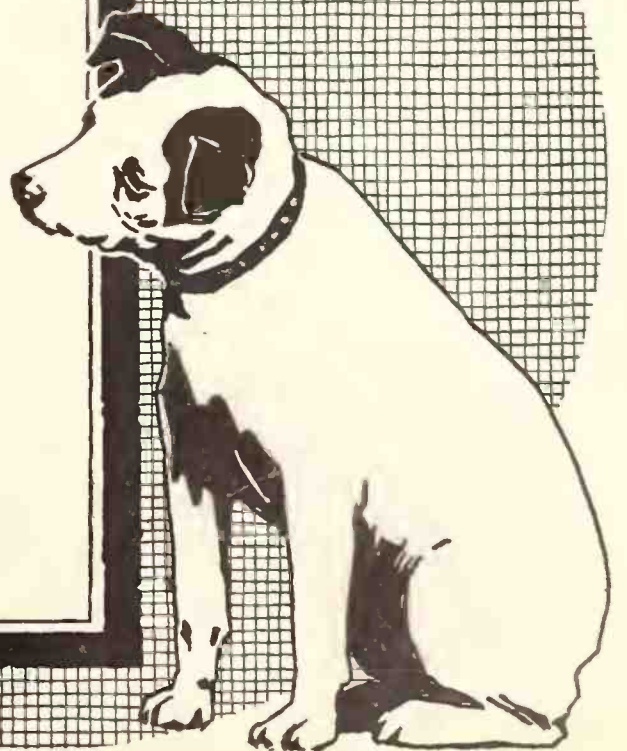
COLLINGS & COMPANY

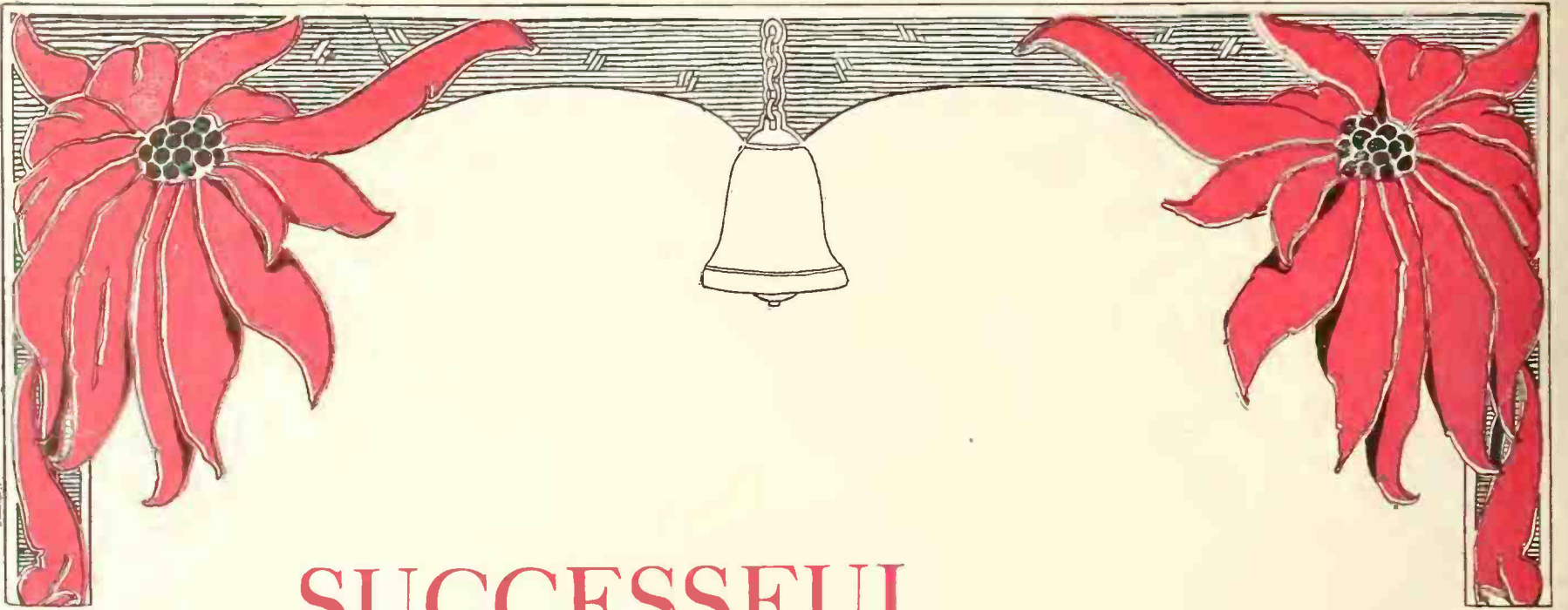
Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.





SUCCESSFUL DEALERS

will tell you that there is a demand for Sonoras that results in steady sales.

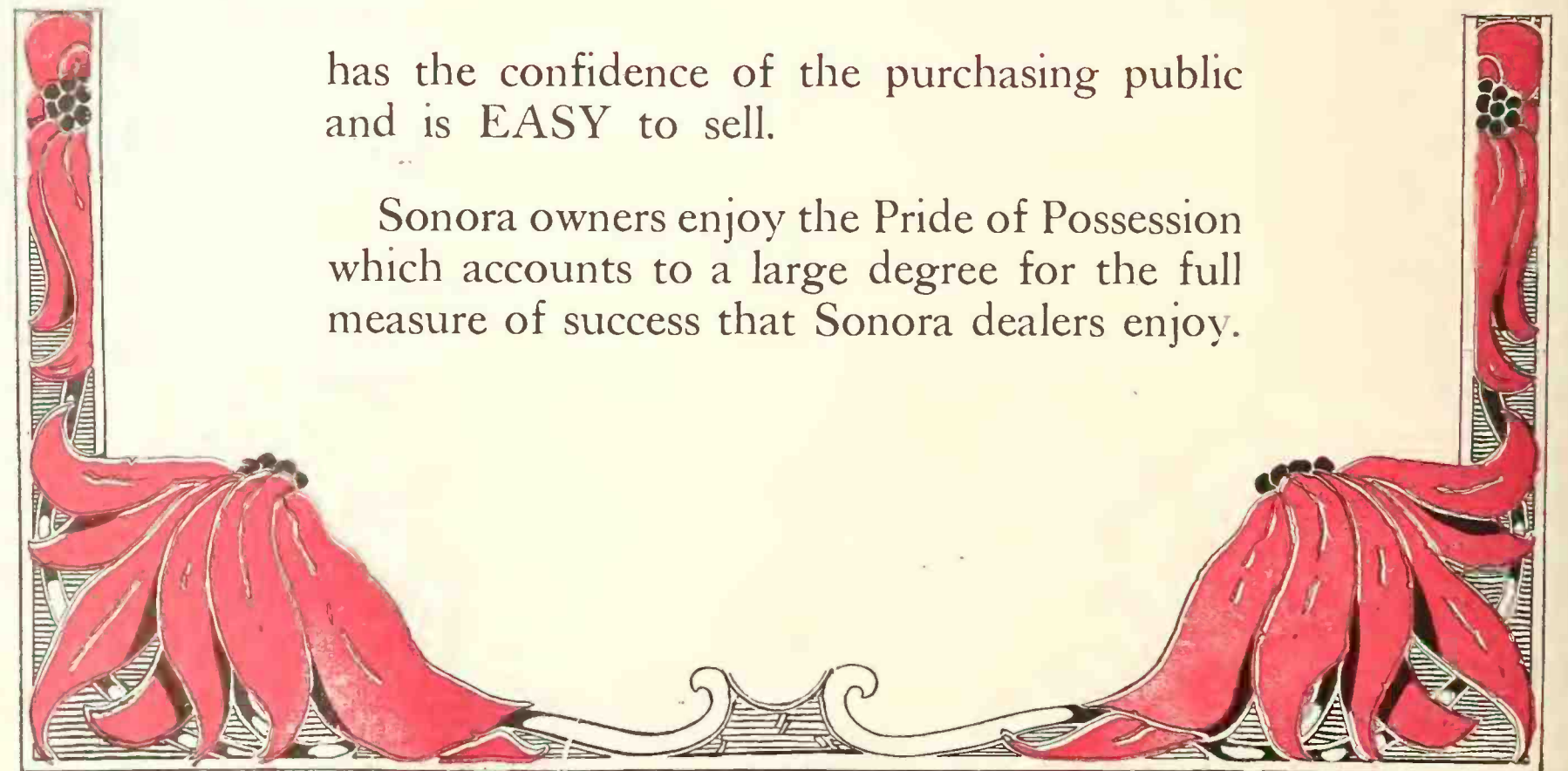
Many dealers who have carried other makes of phonograph are now concentrating on Sonoras because they know that

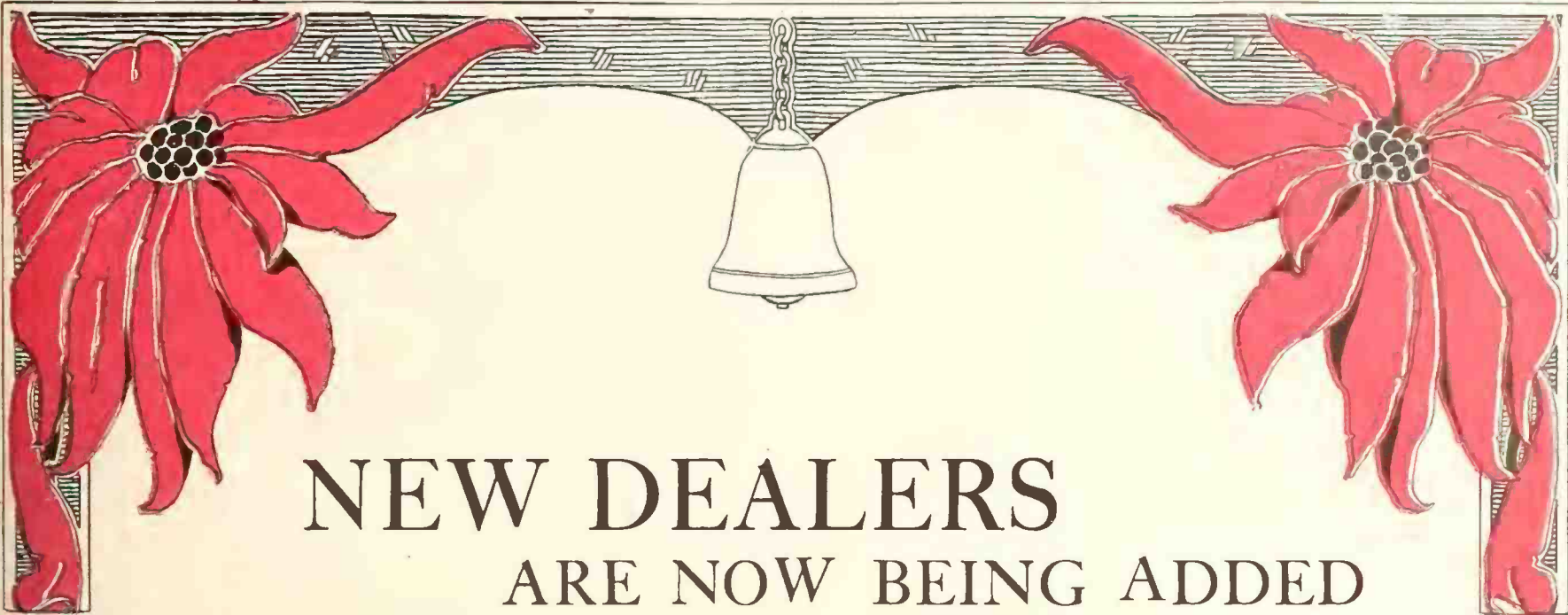
THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



has the confidence of the purchasing public and is EASY to sell.

Sonora owners enjoy the Pride of Possession which accounts to a large degree for the full measure of success that Sonora dealers enjoy.





NEW DEALERS ARE NOW BEING ADDED

A Sonora agency is increasingly valuable. Write for information to

Gibson-Snow Co.,
Syracuse, N. Y.

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

W. B. Glynn Distributing Co.,
Saxtons River, Vt.

States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.

Arkansas, Louisiana, Tennessee, 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.

Moore-Bird & Co.,

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

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

The Magnavox Co.,

616 Mission St., San Francisco, Cal.

Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

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

Southwestern Drug Co.,

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

Sonora Distributing Co. of Pittsburgh

4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.

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

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 Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.



VICTOR DEALER ACTIVITY IN IOWA

Business Assumes Wonderful Strides, Owing to Holiday Demand—Baxter Co.'s Victrola Drive—Iowa Mercantile Co. After School Trade—H. L. Woodward's Views—Other News Items

DES MOINES, IA., December 6.—With the coming of the holiday season the talking machine business throughout the State has taken on wonderful strides. Not only are the dealers feeling more optimistic, but are actually worrying whether they will be able to secure enough merchandise with which to take care of their demands. This is especially true of the business along the Mississippi River and in the eastern part of the State, which contains the larger number of better towns.

In conversation with the officials of Mickel Bros. Co., Victor wholesalers, we learn that for some reason or other their sales took a wonderful jump during the month of October, and the month of November exceeded all previous months of the present year.

"Never before," said Geo. E. Mickel, president of Mickel Bros. Co., "have we felt the Christmas business as early as we have this year. Commencing around the latter part of September, our dealers placed large orders with us for delivery during October and November. Our travelers report that their estimates were entirely too low and that the stocks with which they had hoped to conduct their Christmas business are practically exhausted. This is verified by the orders which we are receiving."

The Baxter Piano Co., of Davenport, has just closed a very wonderful ten-day campaign on Victrolas. After the period was over it advertised in the local papers that it had twenty-five empty Victrola cases for sale. The Arnold Jewelry & Music Co., of Ottumwa, and the Des Moines Music Co., of Des Moines, have also conducted campaigns on the Model 80 and both report unusual success.

"Larry" Richards, the Iowa representative of the Victor Co., is making his headquarters in Des Moines and is doing some very effective work in assisting the dealers to market the Victrola. "Larry," as he is familiarly known, has already made a host of friends. He formerly had charge of the New England territory, having covered that section for two years for the Victor Co.

Harmony Hall, of Iowa City, reports wonderful success with the musical census. This work

required the services of four people and took them two weeks to complete. During the two weeks twelve Victrolas were sold, ranging in size from the No. 80 to the No. 130. Besides this Mr. Spencer, the manager, is holding over fifty good prospects which he has every reason to believe will be closed before Christmas.

H. W. Burnett, or "Burnie," as he is known to the trade, shyly denies the reports of his engagement to Miss Eloise Burkheimer, of Des Moines. "Burnie" travels for Mickel Bros. Co., calling on the trade in southeastern Iowa.

The Iowa Mercantile Co., of Newton, is conducting a very successful campaign among the rural schools in an effort to equip them with small Victrolas. The plan consists of a letter, offering them co-operation in putting on an entertainment for the purpose of raising funds. The plan has been working but two weeks at this writing, and already four sales have been made. Two were for the Victrola VI and two for the Victrola XXV.

One of the very well-known talking machine men in the State is H. L. Woodward, owner of the Des Moines Music Co., of this city, an exclusive Victor store. "Woodie," as most folks know him, was at one time a traveler for the Chicago Talking Machine Co., and later manager of the Victor department of Gimbel Bros., of Milwaukee. For a few months he was out of the game and it was only a few months ago that he was able to secure the agency for Victrolas in Des Moines. "Our business," said Mr. Woodward, "has simply grown by leaps and bounds. Of course, with our location and organization we naturally expected some business, but it exceeded our greatest imaginations."

Prof. C. A. Fullerton, of the Iowa State Teachers' College at Cedar Falls, is quite enthusiastic over the new Victrola 50. "It is just the thing for rural schools," said Prof. Fullerton. "With the addition of the leather carrying case, providing a space for records, it suits the rural needs exactly." There was never a more ardent supporter of the music in the rural schools than Mr. Fullerton. He is visiting them practically all of the time and much of the musical advancement among the schools in the country districts is directly traceable to him.

Among some recent visitors to the Mickel Bros. Co. were Jos. Britt, of the Crary Hardware Co., Boone; John Vance, of the Vance Music Co., Mason City; L. A. Murray, of the L. A. Murray Co., Davenport, and L. R. Spencer, of Harmony Hall, Iowa City.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit 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.

SELLS "DAILY DOZEN" TO SCHOOLS

Hahne & Co. Talking Machine Department Features "Health Builder" Records—Installs Three Sets in Perth Amboy Schools

NEWARK, N. J., December 6.—Walter Camp's "Health Builder" records, distributed by the Health Builders, with headquarters in New York, are being pushed with excellent results in the talking machine department of the Hahne & Co. store, Broad street, this city. These records have been prepared with a view to furnishing the rhythm for a selected list of exercises, known as the "Daily Dozen." Five double-disc records, twelve charts showing the various exercises, a booklet of instruction and an album complete the set.

J. A. Bliesenick, manager of the department, is enthusiastic over the "Health Builder" records and the result of his advertising and energy thus far is the sale of three sets to the schools of Perth Amboy.

"CHILDREN'S HOUR" A SALES HELP

A clever plan which was very successful in stimulating interest in the talking machine through children was recently tried out at the establishment of Emanuel Blout, of New York. This consisted of a Saturday morning "Children's Hour." Customers were invited to bring their children to the store at these periods and various programs were given on the Victrola. The plan was productive of fruitful results and might be put into effect by other dealers with profit.

EXHIBIT THAT ATTRACTS ATTENTION

HIGH POINT, N. C., December 5.—The Granby exhibit at the Southern Furniture Market, in this city, has been attracting much attention from the many dealers who attended. F. D. W. Connelly, of the Granby Phonograph Corp., of Norfolk, Va., is in charge of the exhibit. He has had much success in opening new accounts in the Southern territory.

The Brunswick Music Shop is the latest addition to the talking machine stores of Muskegon, Mich. Attractive quarters have been opened at 91 West Western avenue, under the management of Harry Riddell.

EXPERIENCE AND THE NEW YEAR

To the Victor Retailers in Iowa

We extend our hearty greetings for 1922, wishing them unlimited success and prosperity.

The experience and knowledge of this organization will be at your service in 1922 with greatly augmented facilities for practical service.

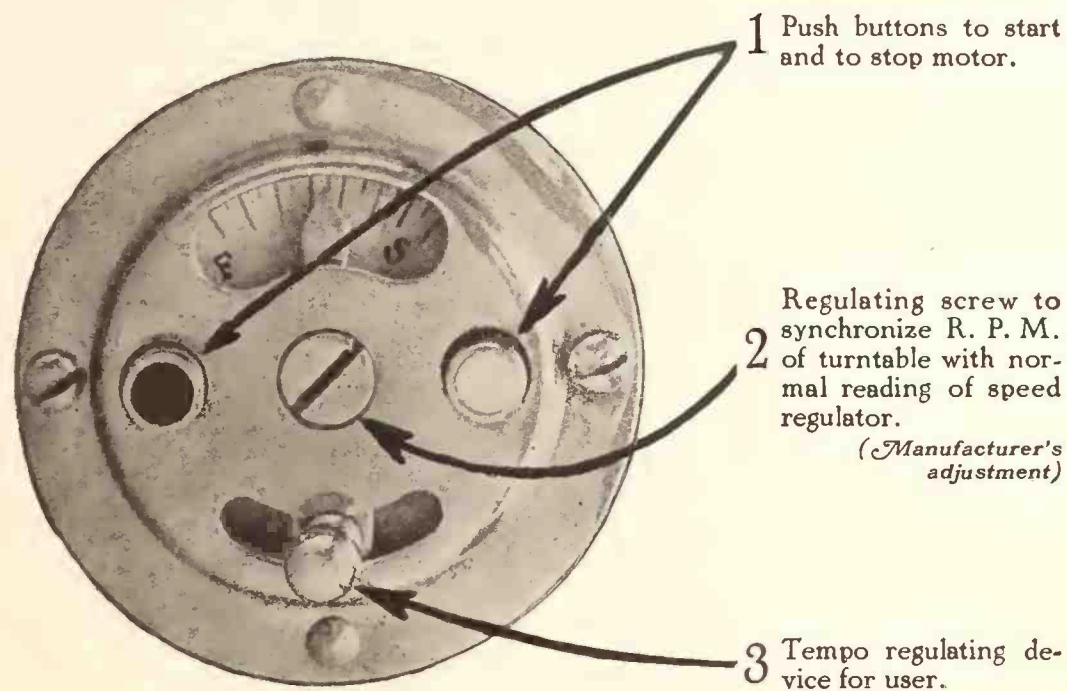
MICKEL BROS. CO.
DES MOINES, IA.

N. B. Sisson
Sales Manager.

VICTOR Wholesale Exclusively.

The Stephenson Movement

Contains a
Unit Push Button Brake, Speed and
Tempo Regulating Device



This new feature in table board equipment is a part of the Stephenson Movement* for Phonographs. Its operation is positive. Its handsome appearance and its unique operation will add a tangible sales value to your phonograph.

Send for special circular describing other novel features of the Stephenson Precision-made Movement for Phonographs.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



MEETING OF CENTRAL OHIO DEALERS

Important Subjects Discussed at Gathering in Columbus With President King Presiding—Big Show of Talking Machines Interest—Lectures on the Operas—Other Happenings

COLUMBUS, O., December 5.—More aggressiveness and greater concentration in the talking machine trade by the dealers were the points impressed upon the delegates from thirteen cities in the central part of Ohio, who came to Columbus for the first meeting subsequent to the organization meeting of the Central Ohio Victor Talking Machine Retail Dealers' Association, held in Columbus in November.

Leslie I. King, president of the Association and manager of the Victrola department of the Morehouse-Martens Co., presided over the meeting and introduced a novel plan of adopting the method of questions and answers in preference to general discussions. "To our surprise, many things were learned in this way that were not known before. In so doing we actually conducted an educational campaign and members felt benefited by this innovation," said Mr. King.

Already the organization has increased 120 per cent, which is phenomenal, indeed, for the short time it has been in existence and it is an augury of greater development.

Plans are now being formulated by the executive committee of this Association for a convention, to which all Victor dealers, whether members or not, will be invited. The convention is to be held in Columbus some time during the month of February, 1922.

These members were represented at the meeting held in November: R. D. Adair, Xenia; W. H. Bowron, Caldwell; M. G. Chandler, Chillicothe; F. G. Mardis, Mt. Vernon; Johns Music Store, Lima; Harry Ackerman Piano Co., Marion; Elite Music Co., Columbus; Gem Pharmacy, Nelsonville; Goldsmith Music Store, Columbus; Heaton's Music Store, Columbus; People's Store, Columbus; Phillips & Son, Mt. Gilead; Sell Bros., Delaware; Stewart Bros., Columbus; Spence's Music Store, Columbus; Spence Music Co., Zanesville, and Chas. M. Zitzer, Mansfield.

The public is getting its disc music cheaper now than it did fifteen years ago is the contention of Leslie I. King. "The people do not realize that fact, but we intend to prove it to them in our 'Progress Victrola Show,' when we will demonstrate records that the public seldom hear, yet which contain the best volume and value of music to be had for the amount of money they sell for."



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

In securing the different models of Victrolas the Morehouse-Martens Co. has been successful in obtaining the first talking machine that was ever brought to this city, which was forty-four years ago. This machine is an Edison and when first brought to Columbus a charge of twenty-five cents was made to listen to it. W. H. Fish, of this city, upon hearing this machine, immediately bought it and thus became Columbus' first owner and purchaser of a talking machine. Strange as it may seem, that particular machine was sold in a store located on the same site where the Morehouse-Martens Co. is now located and where the show is to be held.

The show opened the last week in November and lasted for ten days. Two thousand invitations were mailed to customers, prospective buyers, prominent citizens and to all the local newspapermen.

EDUCATIONAL RECORDS FOR SCHOOL

MARION, O., December 3.—The purchase of educational talking machine records for use in the public schools of Marion is announced by Miss Sarah Taylor, supervisor of music in the public schools. The Board of Education, at a recent meeting, appropriated money for the purchase of such records as she decided were appropriate for this work. Talking machines are to be found in all leading Marion school buildings.

The W. W. Mertz Co., Torrington, Conn., has organized a Victrola Club as a means of stimulating business.

Great interest was manifested in the opera "Il Trovatore" during the course of Prof. Lowden's lecture on this opera in the Winter Garden of the New Southern Hotel. This was the fourth lecture in a course of five.

"'Il Trovatore' is considered by many as the greatest of gypsy stories," said Prof. Lowden. "It has been a great favorite with many of the present-day artists. Among those who have taken part in the beautiful arias, duets, trios and choruses are Martinelli, de Luca, Zerola, Journet, Amato, Tetrizzini, Gadski, Destinn, Schumann-Heink, Homer and McCormack.

Records by these artists were played on the Victrola by Prof. Lowden during his discourse of the opera.

The opera "Carmen" is the fifth and last opera in the series and the lecture on it will be given during the month of December.

NEW POSTS FOR COLUMBIA MEN

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co., announced recently the appointment of G. T. Harris as Dealer Service supervisor at the company's St. Louis branch, succeeding W. Johnston, who has resigned. Mr. Tuers also announced the appointment of W. W. Schumacher as Dealer Service supervisor at the Detroit branch, succeeding J. F. Megirt, who has recently been appointed a member of the Cleveland staff.

During the coming year

OKeh Records

will be a profitable friend to you—if you start the year with an OKeh Record Agency.

EVERHART & BROWN

1705 E. BROAD ST.

::

RICHMOND, VA.

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

Southern Wholesale Branch

711 MILWAUKEE AVENUE
CHICAGO

1530 CANDLER BLDG.
ATLANTA, GA.



Christmas Greetings

General Phonograph Corporation

Otto Merriam

President

25 West 45th Street, New York City

Why the Unrestricted Exchanging of Records Is a Reprehensible Practice :: :: By Hayward Cleveland

In addition to the excellent suggestions made by Harry Drew on page 146 of the September Talking Machine World the following thoughts, born of many experiences, are presented:

The unrestricted exchanging of records is a reprehensible practice and every plan known to the trade for checking it should be published. The semi-perishable character of the records, particularly of their surfaces, imposes this as a duty upon all good storekeepers who value the continued patronage of the best class of clients.

The record salesmen of the country should act as a unit in their approach to this vital subject. They should educate the buying public into a better understanding of the problem. Enough is not said, placarded, stamped, printed, written, upon the question. By common inaction, call it consent, neglect, avoidance, what you will, it is passed up, when the better way is to meet the trouble more than half way. "Help us protect you from yourselves" should be the salesmen's slogan. They should preach the necessity of protecting their stocks by every conceivable method and make the public understand that their co-operation, to this end, is sought, for 90 per cent of the exchanged records must, and do, find their way back into the bins to be sold again.

In this process of educating the public the following additional means are available:

First as to booth signs. Neat little framed signs can be hung on the walls of the booths, worded in any one of the following ways:

"We take pride in the condition of our record stock. Help us maintain our high standard by not requesting that we exchange records you have heard and accepted."

Or—

"Please do not ask us to exchange records you have heard and accepted. We make this request for your protection."

Or more abruptly—

"Records that have been tested and accepted cannot be exchanged."

Then, on the packing bench, there can be placed two rubber stamps and a stamp pad. The first and most frequently used stamp should read: "These records have been tested and accepted and cannot be exchanged." The second stamp should read: "These records, bought without test, can be exchanged within days." The individual dealer must decide as to the number of days. Once the package is duly wrapped

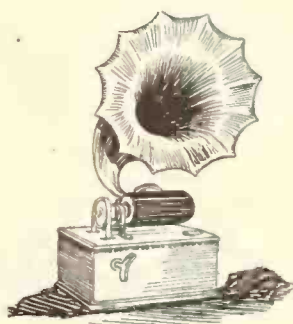
up the first or second stamp can be used, according to circumstances. This precaution would seem easy to evade, but it has acted as a positive deterrent in actual practice.

Coming down to the sales tickets, some such rule as this can be printed thereon: "Records that have been tested and accepted cannot be exchanged. This rule has been adopted in the best interests of our clients." The reason is obvious to anyone of average intelligence and dealers will be surprised to find out how large a percentage of their patrons take comfort in the protection this policy insures. Also, on the sales tickets two little squares can be placed. Over one can be printed "Tested," over the other "Not tested." Then the salesmen can put X's

in one or the other of the two squares accordingly when making out sales tickets.

One more precaution would seem to be in order. Often a customer will attempt to exchange records other than those just bought, using a recent purchase as a shield. To guard against this the very simple expedient can be resorted to of entering the numbers of the records purchased on the left-hand margin of the ticket. It is a good practice, anyway.

Finally, by requiring, in all cases of dispute or exchange, that the duplicate sales ticket be also returned, the chances of imposition or fraud would seem to be minimized. This requirement is one common to retail merchandising everywhere.



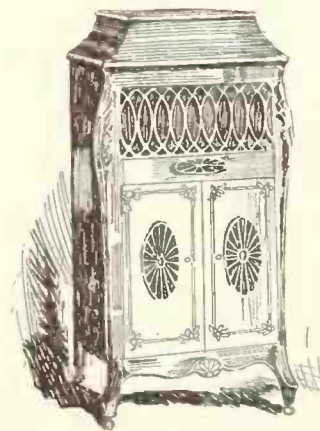
Do you remember this Phonograph?

IT was not so many years back that this was the only kind of talking machine you could get. Phonographs in those days were amusing novelties—bought and sold as such. If you tried to sell one of these machines today, people would laugh at you. The phonograph has been improved and perfected to such an extent that it has won a recognized place for itself in the American home.

The design of the phonograph has kept steady pace with mechanical improvements. It is but natural that an instrument bringing the world's finest music to the home should be beautifully designed.

And it is but natural that phonograph manufacturers should favor Genuine Mahogany, the "King of Woods"—the inspiration of master cabinet-makers from the time of Chippendale and Sheraton. No other wood can rival the beautiful color tones and rich grain found only in Genuine Mahogany. Always in style—ever in good taste—Genuine Mahogany is perfectly at home in beautiful interiors.

The Mahogany Association is conducting a nationwide campaign to further the sale of Genuine Mahogany phonographs and furniture. It is felt that the staining of a less beautiful, less durable wood in imitation of Mahogany and the sale of it as Genuine Mahogany is poor business policy. It is evident that this campaign strikes a receptive note with those people who buy beautiful phonographs and beautiful furniture. Already they are beginning to ask: "Is it Genuine Mahogany?"



After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.
942 Market Street, San Francisco

Christmas Greetings

and may

OKeh Records

Bring
Prosperity and Cheer
To All

During the coming New Year, when in need of the best in Service, call upon

The Consolidated Talking Machine Co.
and remember that increased business depends upon your being an agency for

OKeh Records

CONSOLIDATED TALKING MACHINE CO.
227 W. WASHINGTON STREET CHICAGO, ILL.

Barrientos, the golden-voiced soprano, sings "Salut à toi soleil" from *Le Coq d'Or*; her flexible coloratura sweeps to new heights in this record, Columbia 49386.

**Columbia Graphophone Co.
NEW YORK**



EDISON SALESMANSHIP SCHOOLS

Plans Completed for Coast-to-Coast Itinerary of Salesmanship Schools—First Schools Will Open During February in Boston and Philadelphia Simultaneously—William Maxwell in Charge of Important and Far-reaching Sales Work Instituted by Thos. A. Edison, Inc.

ORANGE, N. J., December 5.—The program for the salesmanship schools to be conducted by the phonograph division of Thomas A. Edison, Inc., is progressing very rapidly and successfully. The total enrollment of dealers and their representatives now exceeds two thousand, and twenty-two classes have been definitely established in twenty-two leading business centers.

The first two schools will be conducted during February in Boston and Philadelphia. The dates on which these schools will be opened will be simultaneous and, in fact, most of the school program has been worked out so that two conventions will go on simultaneously.

William Maxwell, first vice-president of Thomas A. Edison, Inc., with a staff of assistants, will make a coast-to-coast trip, during which he will play, together with his staff, an important role in each salesmanship school.

As stated above, Boston and Philadelphia will be the first two cities; New York and Syracuse will come next, then Toronto and Cleveland, Detroit and Chicago, Indianapolis and Cincinnati, Atlanta and Richmond, New Orleans and Dallas, St. Louis and Kansas City, Des Moines and Minneapolis, Winnipeg and Seattle, San Francisco and Ogden, Utah. The whole series will involve a period of about three months.

The program in each city will embrace one day of dealer conference, one day of mechanical instruction and the rest of the week will be devoted to salesmanship instruction, including special features to be staged by William Maxwell, his associates and the special instructors who have been trained and developed for this salesmanship school idea.

The Edison conception of the salesmanship school, the actual material and features to be included in the school and the plan of literally putting the school on the road clear across the continent are the combined work of William Maxwell and Thomas Leonard, sales manager of the phonograph division.

THOS. F. GREEN AN ADMINISTRATOR

Popular Victor Wholesaler Elected a Trustee of Village Where He Resides—Returned a Winner by Substantial Majority

Thos. F. Green, vice-president and general manager of the Silas E. Pearsall Co., New York, Victor wholesaler, is now fulfilling civic duties, as he was recently elected a trustee of the incorporated village of Kensington. This village was only recently formed, having formerly been a part of Great Neck, L. I., and, upon its incorporation, an election was held, at which trustees were chosen for the coming year. Mr. Green

was elected by a substantial majority and he is applying the same high-power energy to his new duty as he has given to Victor activities for so many years.

CLEVER CONTEST WINS PROSPECTS

Los Angeles Victor Dealer Offers Prizes for Oldest Victrola and Gains Live Prospects—Numerous Replies Indicate Interest

LOS ANGELES, CAL., December 5.—A clever advertising stunt designed to build up the prospect list and also to get a line on owners of old Victrolas, with a view to selling later models to these owners, has been inaugurated by Richardson's, Inc., dealer in Victrolas, Grafonolas, records, etc., at 727 West Seventh street, this city.

In his advertising William H. Richardson, president of the concern, announces that a model 80 Victrola will be given to the owner of the oldest Victrola in the city in exchange for the old machine; the owner of the second oldest machine will win a \$10 order for merchandise, and

the third prize consists of a \$5 order. Contestants are requested to fill out a blank form with name, address, model number, serial number and date on which the machine was purchased.

The success of the experiment is attested by the fact that over 400 replies have been received and more are coming in every day.

ACTIVITY AT OGDEN PLANT

LYNCHBURG, VA., December 1.—The Ogden Sectional Cabinet Co., Inc., of this city, is receiving very satisfactory orders for its line of knock-down stands for use in the demonstration room and for the portable and table models. J. B. Ogden, president of the company, reports that they are receiving a heavy press of business and are compelled to increase the production force to take care of it.

A number of small, apparently insignificant sales pay the overhead if you get enough of them. Don't neglect small sales.

1922! Udell Leads Off!



IN the last moments of the old year we want to thank you for your fine appreciation of the quality and price-reasonableness of Udell Cabinets.

And now let's get started on a bigger and more profitable 1922.

Udell leads off with a real leader—a real money-maker for talking machine dealers—our No. 1402, here illustrated.

It's a Udell-dependable-quality cabinet through and through. And sensationally priced. Its patented hinged rim overcomes selling resistance, to table-type Victrola IX's.

Wire your order now, collect, and let this cabinet start making 1922 records for you.

Here It Is—

Made in either mahogany or quartered oak. Holds eight Victor albums. The cut only suggests its superior appearance.

\$12.15
F.O.B. INDIANAPOLIS

The UDELLWORKS
at Indianapolis

COLUMBIA CO. SECURES ELKINS

Eddie Elkins Orchestra to Record Exclusively for Columbia Co.

The Columbia Graphophone Co. announced last week that arrangements had been completed whereby the Eddie Elkins Orchestra would record for the Columbia record library exclusively. This organization is one of the most famous dance orchestras in the country and is known in musical circles from coast to coast. The orchestra is now playing at the Knickerbocker Grill, in New York, and its first Columbia records will be released to the dealers at the earliest possible moment.

If there is a place where tact, talent and ability can be displayed to advantage, it is in a retail store. It is the place where politeness, courtesy and intelligent service are necessary in the highest degree; it is art to smooth out the objections and complaints of the customers, and sell goods repeatedly at a reasonable profit.

HOW MUSIC IN THE SCHOOL HELPS

The Talking Machine Inculcates a Desire for Music as Well as for Education Generally

Much to her parents' surprise, a little girl in a certain Ontario city came home one day lately after having been in a new room at school for a week or so, and intimated that she didn't want to go back, says the editor of the musical page of the Toronto Globe. This attitude towards school was something new, as the child had always been very fond of school. When questioned further, she explained that the former teacher had taught them for a little while each day how to like music. By using the talking machine they were taught the tone of the violin, cornet, flute and the other instruments of the orchestra; they were allowed to hear such selections as children can appreciate, sung by famous artists, and they had march records for marching.

The new teacher paid no attention to music other than to sing "O Canada" or some other song now and again. And this was the reason the little girl balked at going to school. The boys and girls themselves know very well how music puts life into all school activities. Music attracts them. It makes them more alert and more responsive. The teacher knows that after a spell of fifteen or twenty minutes at music the child's mind is much better fitted for the lesson in arithmetic, spelling, geography or grammar. This is one of the reasons why music is being given a much bigger place on the school curriculum than in the past, because as a study in itself, and as a stimulant to other studies, music has no superior and few equals.

KEEP IN TOUCH WITH LEGISLATION

The business man is the king bee of the epoch, and his worst enemy could not call him a drone. He might, under constant temptation, be a drone in political matters, but he is now learning how much good money this is sure to cost him in the end. It is mere business prudence that the merchant should keep his eye on legislation. The business man has the future of the country in his hands—the business-banker, the business-farmer, the business-manufacturer, the business-man-merchant—these are the men whose counsels and thoughtful influence must be the safeguard of confidence and the guarantee of prosperity.

Let us insure the permanency of the new prosperity by making future legislation show as clearly as possible that we are running a business men's government.

MERIDEN FIRM BUILDING NEW STORE

MERIDEN, CONN., December 2.—Construction of the new Griswold, Richmond & Glock store here is well under way and the company expects that the new quarters will be ready for occupancy by January 1. The Victrola department will be given considerable space in the structure, which is one story in height. There will be seven demonstration booths furnished in Louis XVI style.

AN ENTERPRISING DEALER

The J. L. Roark Estate, Greenville, Ky., in addition to running a general store in which its large talking machine and record department is one of the features, prints a four-page weekly newspaper which is devoted entirely to matters of interest to members of the immediate community. Much of the advertising space is taken up with excellent copy pertaining to Victrolas, records and other specialties.

SOLIDIFYING THE BUSINESS

When a business shows the character that has been drawn from the personality of the strongest men in the organization; when every member of that working force knows and understands what the goal for the business is, then there need be no fear that with the passing of any one man the business will go to pieces.

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

TEACHERS FAVOR TALKING MACHINE

HUNTINGTON, W. VA., December 5.—One of the outstanding features of the discussions at the recent convention of the West Virginia State Educational Association was the use of the talking machine as a teaching aid in the public schools. The point was emphasized that the talking machine was particularly valuable in teaching very small children.

WARTIME STATUE AT AEOLIAN HALL

In the center of the main floor at Aeolian Hall there was recently on display a large bronze statue that recalled the days of the war. The piece, entitled "Backin' 'Em Up," showed a group of American doughboys in the act of repulsing an attack. Solim H. Borglum is the sculptor, and his work attracted much attention from the crowds of visitors to the hall.

Don't neglect the customer who says "I'm only looking." The chances are she's interested or she wouldn't look, and a little special interest shown on your part is likely to result in a substantial sale. Your attention in such instances will be appreciated, at least, and may make a friend for yourself and the store.



**No. 35861
HOLLY
WREATH**

Why pay \$1.00 each year for Holly Wreaths while my natural prepared Holly Wreaths No. 35861 for \$1.00 last you ten to twenty years at cost of \$.05 to \$.10 per year?

My XMAS CATALOGUE No. 35

with illustrations in colors of Artificial Flowers, Plants, Trees, Hanging Baskets, etc., mailed FREE FOR THE ASKING.

FRANK NETSCHERT

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



Delivery Envelopes

*Art Series
New Designs*

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

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records



We Will Be Pleased to Play Any of Them for You

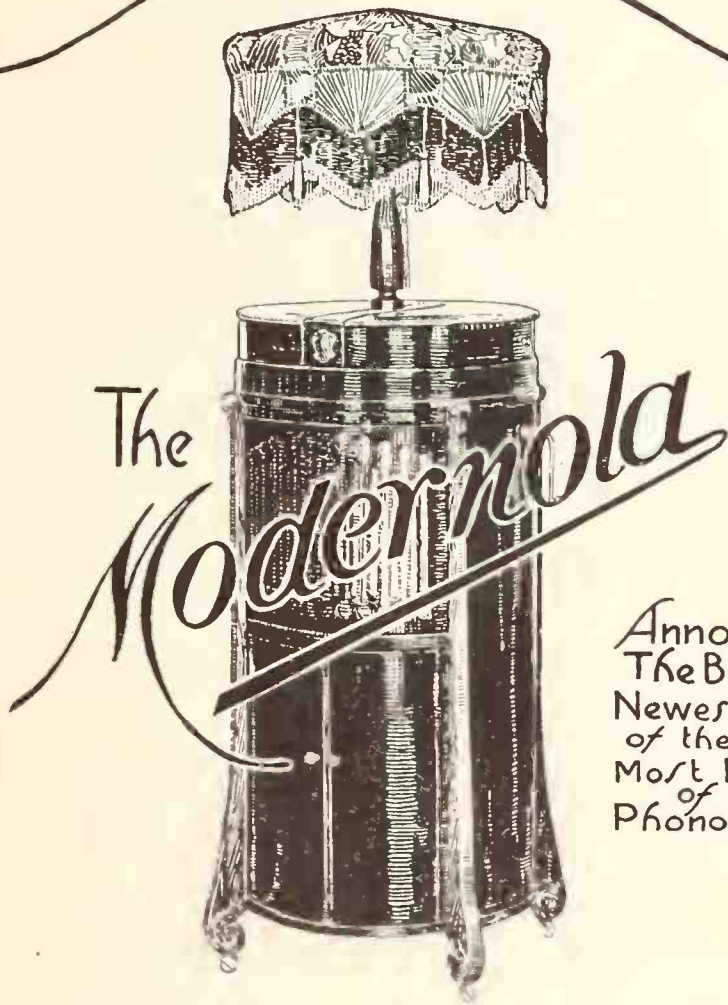
- | | | | |
|----------|---|----------|------|
| 13908-10 | Should I Love My Neighbors (Eaton) | Victrola | 1.25 |
| 13909-10 | Chorus: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13910-10 | The Holy City (Eaton) | Victrola | 1.25 |
| 13911-10 | Washington Post March (Eaton) | Victrola | 1.25 |
| 13912-10 | By General March (Eaton) | Victrola | 1.25 |
| 13913-10 | Oh! General! Follow in New York (Eaton) | Victrola | 1.25 |
| 13914-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13915-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13916-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13917-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13918-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13919-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13920-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13921-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13922-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13923-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13924-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13925-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13926-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13927-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13928-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13929-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |
| 13930-10 | March: "I'm a Soldier Boy" (Eaton) | Victrola | 1.25 |



Write for samples and prices

Order Now for the Holidays

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA



Announcing
The Beautiful
Newest Model
of the
Most Modern
of
Phonographs

The Outstanding Feature In 1922

The Modernola for 1922 represents the "latest word" in phonographs. Its ensemble is perfect—absolutely different shape, beautiful finish, artistic appearance and what is most important—wonderful tone. It is built for Tone, Beauty and Utility. The same tender care that a violin maker puts into his instrument is put into the Modernola and makes it more than just a phonograph.

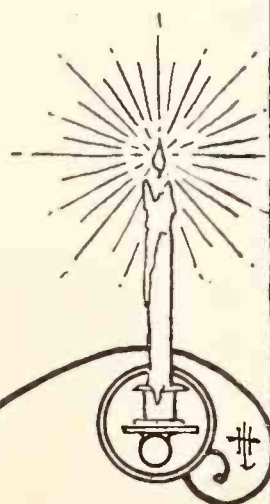
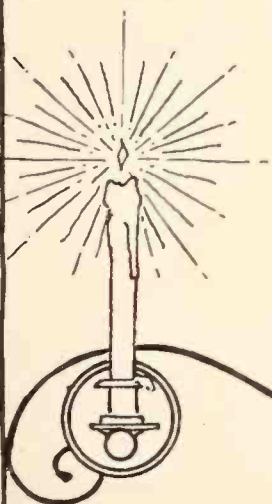
Our New Plant

Our new building and new and improved equipment give us wonderful facilities for taking care of all production demands. It means that we are able to take care of orders on the very shortest notice and thus increase the value of our Service. Don't overlook the fact that we guarantee our instruments.

Vigorous Advertising

Already we have begun a campaign for our Eastern Dealers, using New York Sunday papers directly in the interest of our dealers. It is part of a plan which we will extend over our entire territory and is sure to be beneficial to you. Advertising and Merchandising Helps and real sales-producing ideas are included in our plans for 1922. They are all every bit as unique as the Modernola.

The Modernola Company
Johnstown, Pa.



To All Our Friends--

We desire to extend our Heartiest Greetings and Best Wishes. The many kind words and sympathies expressed after our fire have not gone unnoticed. Our new duty now is to give fullest support to the movement to spur the nation's business to full production in 1922. Let us all join in this.

Get Busy Now!

The Modernola should form a big part in your plans for 1922. It offers an absolutely new angle. Just write at once and address Dept. D.

Eastern Sales Representatives
Modernola Sales Co., Inc.
Offices
929 Broadway New York City

The examples shown are by
 1—CHENEY TALKING MACHINE CO.
 2—P. DERBY & SONS
 3—GRANBY PHONOGRAPH CO.
 4—SONORA PHONOGRAPH CO.
 5—THOS. A. EDISON INC.
 A few of the many who consider "Domes of Silence"
 Standard Equipment for Furniture

It makes no difference whether Furniture is of the highest grade or of the lowest grade

DOMES of SILENCE

still remain

the perfect furniture footwear and are standard equipment for all furniture except Pianos and Refrigerators. They protect furniture, floors and floor coverings.

HENRY W. PEABODY & CO.
 17 STATE STREET NEW YORK CITY

Specify DOMES OF SILENCE

A mark of better furniture regardless of its cost

F3

*What we say above about Furniture applies also
 to Phonographs*

LEARNING LESSONS FROM CARUSO'S AND OTHER RECORDS

Henry T. Finck, the Eminent New York Critic, Says DeGogorza's Are Models—His Tribute to Caruso as a Teacher in the Domain of Music—Praise for Elena Gerhardt

In his always delightfully written and interesting musical department in the New York Evening Post the veteran Henry T. Finck "took his pen in hand" the other day and paid tribute to the musical value of the high-class records of to-day, placing special emphasis on the Victor recordings of Caruso, De Gogorza and, incidentally, the great singing of Elena Gerhardt. Progressive dealers and salesmen should find this comment, which follows, worthy of their consideration:

"When Caruso was first asked to make talking machine records he wanted 200,000 francs (\$40,000), for which sum he was willing to sing at any time whenever a new record was wanted. The Victor people tried to make him sing for them on a royalty basis, but for a time he stubbornly refused. At last he yielded—fortunately, for the very first year's royalties exceeded the lump sum he had asked. Then they doubled and trebled, and to-day, I have read somewhere, his heirs get \$200,000 a year from the royalty on his records in place of the 200,000 francs for all time he wanted.

"The Caruso records have done a great deal not only to delight but to educate the American public. He sang the great operatic airs, and he sang them as few tenors have known how to sing them—not only with a voice of ravishing beauty, but with the superlative art of a great musician. Had he possessed nothing but a fine voice his records would still have given pleasure, but they would not have been educational. What makes them educational is that Caruso was a musician as well as a singer; that is, unlike most singers, he phrased melodies and shaded them with the same subtle art we admire in Kreisler or Paderewski. Teachers of singing who do not use the Caruso records to help them in their difficult task are not up to date. I would not trust them round the corner.

"Last Sunday recitals were given here by two

vocalists whose records also should be used everywhere for educational purposes as well as for the pleasure they give. They were by Elena Gerhardt and Emilio de Gogorza. It has been said that all singers, however great, are aided in their art by making records for the talking machine. Knowing that every little flaw in their singing for the machine will be perpetuated, maybe for all time, they do their very best, realizing vividly that trifles make perfection and perfection is no trifle.

"Now, Emilio de Gogorza has not only made many records, but he was for seven years artistic director of one of the talking machine com-

panies, during which he had to show many prominent singers, including Caruso, just what to do to get the best results. It is therefore not surprising that his own records are not only a delight musically but are probably the most finished—shall I say idiomatic?—of all singing records. Both his voice and his style are 'great.' I wish he would sing in opera as well as in concert halls.

"Concerning Elena Gerhardt, I suggested last Monday that her wonderful singing of Schubert's 'Death and the Maiden,' with the incomparable Coenraad V. Bos at the piano, ought to be perpetuated in millions of talking machine records. Much excellent work is now being done in the schools to give pupils an elementary musical education. What is most needed is to teach them how to enjoy good music and hate vulgar ditties and fashionable rubbish of the day."

SONORA PRODUCTION SPEEDS UP

Rush orders from Sonora dealers in preparation for the holiday business boom are keeping the Sonora factory at Saginaw, Mich., speeded up to capacity. Experienced workers are being added daily to the force at the plant and during the past six weeks the total number of workers has been increased to 600 men. More men are receiving employment as rapidly as possible and production has also been given impetus.

BAKER BUYS VICTROLA STOCK

COLUMBUS, O., December 3.—Announcement is made that C. C. Baker, music dealer, at 43 South High street, has purchased the stock of Victrolas, Victor records and sheet music in the Goldsmith Music Store, 69 South High street. The stock will be transferred to the Baker store. Goldsmith will continue to handle pianos.

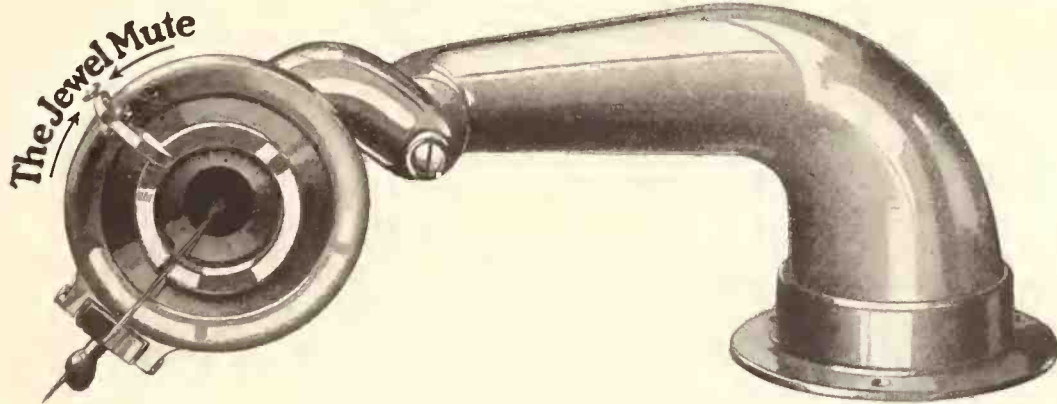
It was Garfield who said, "If you are not too large for the place you occupy, you are too small for it," and it was the succinct expression of a truth older than Babylon.

SERVICE AFTER THE SALE

The Peerless Phonograph Shop Sends Personal Letters to Buyers of Victrolas and Secures New Prospects and Builds Good Will

COLORADO SPRINGS, COL., December 3.—The Peerless Phonograph Shop, Victor dealer, has gone a little further than most talking machine merchants in the way of service to customers. Shortly after the sale of each new Victrola a personal letter signed by the salesman responsible for the sale is written to the buyer, enclosing a card to be filled out and returned to the store. The cards have space for the names of new prospects and questions as to whether the purchaser is entirely satisfied with the new machine, asking also if there is any further service which the firm can render. A personal letter of appreciation is also sent to anyone who has completed his payments on a Victrola.

The Hamilton Shop, musical instrument dealer, of 49 Wall street, Norwalk, Conn., has been entirely renovated and redecorated. The Victor department has been greatly enlarged.



FEATURES

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

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

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

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

NOM-Y-KA

THE JEWEL MUTE

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

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

Perfect regulation without in any way changing character of tone.

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

VICTOR ARTISTS IN CINCINNATI

Appear in That City Under Auspices of Baldwin Co. and Praise Baldwin Grand Piano

CINCINNATI, O., December 3.—The Eight Famous Victor Artists, who have been making a concert tour of the country, appeared recently in this city, under the auspices of the Victrola department of the Baldwin Piano Co., and attracted a capacity audience.

Following the concert the Victor artists visited the Baldwin Piano Co. warerooms and are shown herewith grouped about the Baldwin concert grand piano, an instrument similar to the one used at the concert. The artists were enthusiastic regarding the Baldwin piano as an instrument to accompany their voices.

They are from left to right: Frank Croxton, Billy Murray, John Meyer, Henry Burr, Monroe Silver, Frank Banta and Albert Campbell. Fred



The Eight Victor Artists in Baldwin Co.'s Warerooms

Van Eps, the eighth member, was not present when this group picture was made.

Cincinnati hospitality overwhelmed the gentlemen and their appreciation reflected itself in the song, "When Good Fellows Get Together," just before the camera clicked.

DOLLS DANCE TO BRUNSWICK MUSIC

One of the unusual shops on Fifth avenue, New York, is that of Mme. Georgene, who specializes in walking dolls. Novelty is added to the display of the dolls by having them dance in almost human manner to the music of a Brunswick phonograph presented to Mme. Georgene by the Brunswick Co. for that purpose.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { **JEWEL and STEEL (Bulk or Packed)**
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

TELEGRAPHONE CO. INVESTIGATION

Supreme Court Orders Inquiry Into Affairs of Telegraphone Co., of Springfield, Mass.

WASHINGTON, D. C., December 4.—An examination into the records of the Telegraphone Co., of Springfield, Mass., has been ordered by the District of Columbia Supreme Court. Herbert L. Davis, auditor for the court, has been ordered to make the examination of the corporation, which has a capital stock of \$5,000,000 and 17,000 stockholders, with a view to going over the accounts of the company and listing the stockholders, the amount of stock owned by each and their addresses.

The company, which has been in the hands of William Clark Taylor, Federal receiver, since December 13, 1920, manufactured the instrument which was recently

perfected by the Bureau of Standards to such an extent that it would record human heartbeats, the sound of a person breathing and the almost inaudible sound of a bubble passing through water.

The receivership was due to a quarrel among the stockholders, one faction being led by Hugh P. O'Reilly and certain officers. The company is a going concern, its principal product being the Telegraphone, the invention of Vlademir Poulsen, a Danish scientist, and which is not unknown to the talking machine industry, as in years ago a number of exhibitions of this device was made. The mechanism consists mainly of a spool of wire of high carbon content, more than 15,000 feet long, which, as it unwinds and

winds up on another spool, will record, with the aid of an electro-magnetic device, delicate sounds.

Experiments are now going on in Springfield to produce a high-powered recording machine which can be used to produce conversation and music with motion pictures.

RECORDS AS CHECKING SYSTEM

Novel Suggestion From Paris Is to Check Up the Singer's Progress in a Conservatory by Means of Frequent Recordings of the Voice

Judging from a recent dispatch from Paris, the talking machine record laboratory should become a very important appendage to the conservatory of music. It is now proposed to start a checking system which will show whether a professor is really aiding his pupils. When the latter enter a master's classes a phonograph record of each voice in some aria is to be made and kept under seal for six months, when the pupils will be compelled to make new records to be compared with the originals. Judges will then decide whether the voices are developing, and if the professor's work is not showing results, and if opera is thereby likely to be robbed of new stars, the pupils will be recommended to try a new teacher and a new set of phonograph records.

VICTOR SALES HELPS DISTRIBUTED

CAMDEN, N. J., December 5.—The Victor Talking Machine Co. has distributed to dealers throughout the country three hangers containing special December lists of records. One of the hangers contains a list of foreign records. In addition, dealers are supplied with window streamers, numerical pasters and advance copies of Victor advertisements which are to appear in December issues of publications with a national circulation.

The T. P. Dulion Merc. Co., of Biloxi, Miss., has installed a new Victrola department, with C. W. Baker in charge.

The Season's Greetings

The year that is ending has accomplished much in the stabilizing of conditions and the return towards normalcy in the Talking Machine Trade. The outlook for the year ahead is bright. At this important period we therefore extend our heartiest holiday greetings and our wishes for a prosperous New Year.

The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

Victrola

Let every Victor dealer rejoice, in this happy season, that it is his good fortune to co-operate in bringing the perfection of music enjoyment, and the world's greatest music makers, to the heart and hearthside of all mankind.



W. Bruno and Son Inc.
Victor Wholesalers

351-353 FOURTH AVE., NEW YORK

T.M.C. BRIGGS



THE MAGNAVOX RADIO AMPLIFIER

Proving Very Popular as a Means of Stimulating Interest in Records—General Condition of Business Shows Steady Improvement

The New York office of the Magnavox Co. reports that talking machine dealers throughout the East are making timely use of the Magnavox in promoting the sale of records and many Magnavox sales to new dealers have been made. It seems that the record business has not shown the same measure of improvement as has that of talking machines, Magnavox officials state, but dealers who have featured the Magnavox are more than holding their own in record sales.

One particular phase of Magnavox business, the Radio Amplifier, has been meeting with great success in every section of the country. This device is being sold to talking machine dealers, who are placing it in the homes of their customers, thus enabling them to enjoy the nightly concerts sent out by radio stations situated in many localities throughout the country. The Radio Amplifier is designed for this particular use and will reproduce music sent from many miles away as loud and clear as the ordinary talking machine in the home.

"The Radio Magnavox," remarked W. R. Davis, Eastern sales manager of the company, "is bound to meet with unlimited demand, as it opens up a field never before exploited. We firmly believe that in time every home will be equipped with this device, as not only music can be heard through its use, but the latest news, market reports, etc., can be received as well under the most desirable conditions." Mr. Davis said further that talking machine dealers are getting real results in record sales by use of this new and novel way of advertising their records, as machine owners, after listening to a radio concert, write down the name of the record that appeals to them and telephone or call for that record, which the dealer delivers at a saving of the time which would be used in demonstrating the record at the store.

INAUGURATES SALES SCHOOL

Sonora Jobber Meets Success With Salesmanship School—Discuss Practical Sales Problems

SALT LAKE CITY, UTAH, December 3.—Albert L. Kirk, who for several years was associated with several well-known talking machine concerns in this territory, recently joined the Sonora division of the Strevell-Paterson Hardware Co., of this city, Sonora jobbers. Mr. Kirk is already making his presence felt among the Sonora dealers in this section, as he is giving them augmented service and co-operation.

One of Mr. Kirk's first innovations was the organization of a class in Sonora salesmanship. Some of the subjects that have been discussed at this class are: "Securing Prospects for Upright and Period Models," "House-to-House Canvassing," "Competitive Demonstrations," "Demonstrating Records," "Contracts," "Refinishing Damaged Cabinets," "Motor Repair Demonstrations," "Advertising Your Store and Service."

Speaking of this undertaking, Mr. Kirk said: "Every class will be full of good practical work. No fine-drawn theories, but the accumulated results of actual experience in selling Sonoras and collecting the money. Every important phase of the Sonora business will be discussed and explained by men who, by training and experience, are recognized experts in their line, and attendance at these classes cannot help but make a better salesman or saleswoman out of every person who attends the course."

"Dealers are privileged to send not more than two persons to each class, the men and women most capable of absorbing what we have to offer, for on their return we want every dealer to realize in dollars and cents the benefit they have derived from our co-operation at this end."

Frederick T. Stone, proprietor of the Colonial Inn, Keene, N. H., has organized the Colonial Music Co. and is handling Puritan phonographs from his hotel. He plans to open a music store in the near future.

JOINS STRAND ORGANIZATION

E. N. Burns Will Direct Strand Export Activities—Well Known in Export Field

George W. Lyle, president of the Manufacturers Phonograph Co., New York, announced recently that Edward N. Burns, formerly vice-president of the Columbia Graphophone Co., had joined his company's organization and will be in charge of the export department, introducing Strand phonographs for export trade in connection with the line of Cameo records that Mr. Burns is now preparing for the market.

Mr. Burns is probably one of the best-known talking machine men in the export field, having traveled the world over, and numbering among his friends prominent talking machine dealers in all of the leading Latin-American trade centers. He is keenly enthusiastic regarding the sales possibilities for Strand phonographs in the export market, and it is interesting to note that Cameo records will be sold on the same basis as Strand phonographs, namely, direct to the dealer.

FORBES-HUNTOON MUSIC CO. FORMS

CHEYENNE, WYO., December 5.—Warren A. Forbes, proprietor of a local drug store, and L. C. Huntoon, formerly manager of the local Knight-Campbell Music Co.'s branch, have combined forces, forming the Forbes-Huntoon Music Co. In addition to pianos and musical instruments, Victrolas and Brunswick phonographs and records are handled by the enterprising men who are back of this company.

NEW JERSEY INCORPORATION

A charter of incorporation has been granted to the Spraytone Phonograph Co., of Paterson, N. J., under the laws of that State, with a capital of \$250,000. Incorporators are Robert B. Linden, of Ridgewood, N. J.; Walter Gilfillan, of Hoboken, N. J., and Garrett Van Cleve, Clifton, N. J.

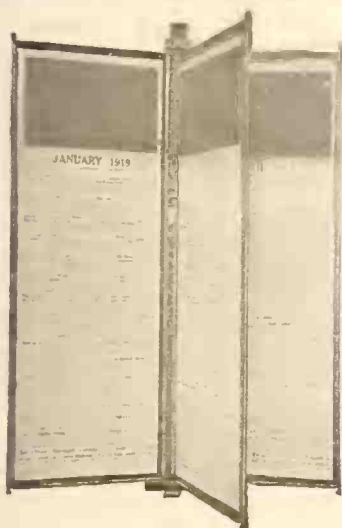
Universal Self-Service Displayors Are Necessary in the Busy

Holiday Season, if you want to take full advantage of your record sales possibilities. The SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

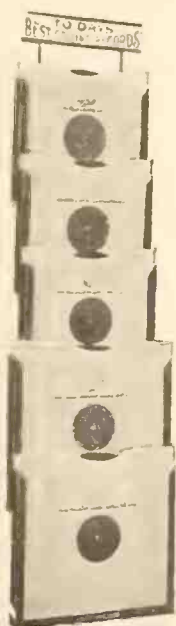
Neat — Inexpensive — Attractive — They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

UNIVERSAL FIXTURE CORPORATION
133 WEST 23rd STREET NEW YORK



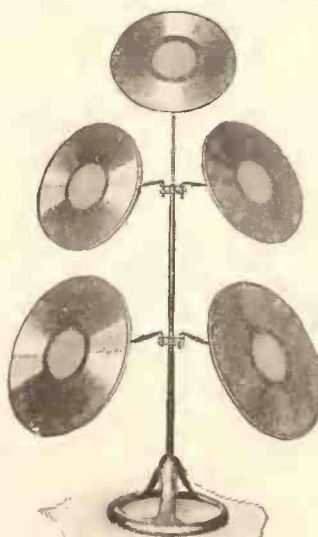
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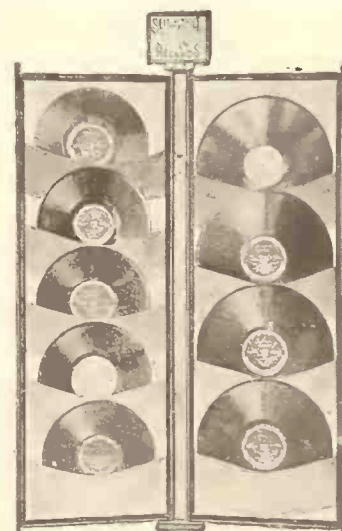
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No. 551



No. 501



No. 550

Emerson Records

The most careful discrimination has been exercised in selecting an Emerson list for January that excludes records whose popularity must be limited, to give place for the best that the

early new year has to offer.

It's a gratifying experience to start a new year auspiciously.

Insure your gratification thru Emerson Records.

January Emerson Release

DANCES

- | | | | | |
|-------|---|--|---|--|
| 10467 | { | MY SUNNY TENNESSEE (Kalmar-Ruby-Ruby). Fox-trot..... | } | Lanin's Southern Serenaders |
| | | GYPSY BLUES (Sissle-Blake). Fox-trot..... | } | |
| 10468 | { | WABASH BLUES (Fred Meinken). Fox-trot..... | } | Merry Melody Men |
| | | BLUE MOON (Burtnett-Mareasie). Fox-trot..... | } | |
| 10469 | { | SAL-O-MAY (Robert Stolz). Fox-trot..... | } | Plantation Dance Orchestra |
| | | DREAM OF ME (Hickman-Black-Jerome). Fox-trot..... | } | |
| 10470 | { | SUSQUEHANNA SHORE (Harry D. Squires). Waltz..... | } | Green Brothers' Novelty Band |
| | | GOOD-BYE, PRETTY BUTTERFLIES (Hellen-Cooke-Olman). Fox-trot..... | } | |
| 10476 | { | DAPPER DAN (Brown-Von Tilzer). Fox-trot..... | } | Lanin's Roseland Orchestra |
| | | THE MISSING LINK (Chris Smith). Fox-trot..... | } | Ray Miller's Black and White Melody Boys |

VOCAL NUMBERS

- | | | | | |
|-------|---|---|---|-----------------|
| 10466 | { | SAY IT WITH MUSIC. From Musical Production "The Music Box Revue" (Irving Berlin). Tenor Solo, Orch. Accomp..... | } | Richard Bold |
| | | SONG OF LOVE. From Musical Production "Blossom Time" (Romberg-Donnelly). Tenor Solo, Orch. Accomp..... | } | |
| 10475 | { | WHEN FRANCIS DANCES WITH ME (Ryan-Violinsky). Comedy Song, Orch. Accomp., | } | Fred Hillebrand |
| | | I'VE GOT MY HABITS ON (Smith-Schafer-Durante). Character Song, Orch. Accomp.... | } | Ernest Hare |

STANDARD AND SPECIAL SELECTIONS

- | | | | | |
|-------|---|---|---|--------------------|
| 10471 | { | OWL AND PUSSY CAT (R. de Koven). Male Quartet | } | Strand Quartet |
| | | A COLLEGE MEDLEY. Male Quartet..... | } | |
| 10472 | { | DIXIE MEDLEY. Banjo Solo, Orch. Accomp..... | } | Fred Van Eps |
| | | COCOANUT DANCE (A. Hermann). Banjo Solo, Orch. Accomp..... | } | |
| 10473 | { | AT DAWNING I LOVE YOU (Eberhart-Cadman). Tenor Solo, Orch. Accomp.... | } | Walter Vaughan |
| | | ASTHORE (DARLING) (Bingham-Trottere). Tenor Solo, Orch. Accomp..... | } | |
| 10474 | { | DOAN YA CRY, MA HONEY (Noll-Smith). Male Quartet..... | } | Four Harmony Kings |
| | | SWEET ADELIN (Gerard-Armstrong). Male Quartet..... | } | |

Emerson foreign language catalogs are listings of the best recordings in Italian, Hebrew-Jewish, German and Polish



The Emerson Phonograph Co.

317 So. Wabash Avenue
Chicago

206 Fifth Avenue
New York City

HOUSEKEEPING SET TO MUSIC

Floors Mopped in Waltz Time and Other Home Duties Cared for in Rhythm

"Housekeeping, like dancing, is simply a matter of rhythm," announced the music student as she moved about the living-room, picking up papers and flicking ashes off the mahogany table to the tune of a smart fox-trot ground out by the talking machine. The early morning visitor blinked as she removed her umbrella and gloves from the contralto's cyclonic path.

"You do such interesting things, Marion," she said. "Tell me, do you always lubricate the domestic machinery with fox-trots?"

"No," returned Marion, pausing to rewind the talking machine, "but I make it a point to do all the housework to music of one kind or another." As the fox-trot died a polychromatic death she continued:

"I figured it out myself from an article I read somewhere about bricklayers or factory workers using rhythmic movements so they wouldn't get tired so easily. If factory workers, why not housekeepers, and if rhythm why not the talking machine? So I tried sweeping to music one morning—you know I never did care much about sweeping—and you've no idea how much easier the music made it. Easier and more endurable, too, because I found that if I play something I like I don't think as much about the sweeping.

"It's the same with other sorts of housework, too, and mother is charmed because I make her go out and vote and shop and attend her club meetings while I just turn on the talking machine and whizz through the work. A little swing, a little sweep and there you are."

"But not always to fox-trots," pleaded the visitor. "Your mother would never let you wash that Sunday-go-to-meeting china and cut-glass of hers to fox-trots."

"Well, no," the music student admitted. "I vary the music, of course. For instance, when I'm just going around picking up things I play something light and high-stepping, something rather Broadwayish."

She started toward the talking machine again, but the visitor held out a warning hand. "Not yet," she urged. "Do sit down and rest for a moment. You must be tired."

The music student balanced herself provokingly on the arm of a chair and began sorting a pile of old newspapers. "When I sweep," she went on, "I usually play Wagner, especially the 'Ride of the Valkyries,' and there are some nice long broom strokes in the 'Magic Fire' music.

"I mop the floors to slow waltz music and for scrubbing I play the most funereal piece I can find—Chopin's 'Funeral March' or something like that. On wash day I leave the doors open and stuff clothes into the washing machine to the tune of the 'New World Symphony,' while for washing dishes I play something

Value of the Approaching Inventory Season

By J. H. TREGOE, Secretary-Treasurer, National Association of Credit Men

Financial statements should be asked and demanded most generally at the close of this year, probably the most difficult and complicated year of the nation's industrial history. Every credit manager should know what his customers have been doing, how wisely they have handled conditions, how prudently they have bought merchandise, how skilful they have been in maintaining themselves during adverse conditions. Securing the statement in proper form and having the ability to interpret it are good equipment for the credit manager. There should be read in every statement given these days the real character and capacity back of it. These human qualities should be analyzed and weigh far more in determining the intrinsic value of a credit risk than has ever before occurred in the interpretation of financial statements.

This paragraph will not permit us to point out the relations of various parts of the statement to one another, but this information is available. It should be patent to every credit manager, and even when confronted by a diminished business there should be no hesitation—in fact, there should be a firmer determination than ever to obtain financial statements and have future credit favors governed in the largest measure by what they tell. Nothing is really needed more than just this kind of an effort so as to put the financial statement in its proper place, and, together with the ledger experience, make one of the finest and safest determinators of credit risks.

soothing—Mozart or Haydn or one of those nice old ducks."

"My dear," said the visitor, "you are a genius. Perhaps you can suggest some musical accompaniment for the baby's squalling, though it probably can't be made any more rhythmic or mitigate the annoyance.

The music student paused for a moment with a furrowed brow.

"That's easy," she announced at last. "Play some of this ultra-modern music that has scales and keys and things all its own and that sounds like a milk wagon rattling down an empty street at dawn or a swarm of flies buzzing around a sugar bowl."—N. Y. Sun.

CLOSE OUT THE BUSINESS

The stock of Cushman & De Verner, Inc., music dealers, at 58 Green street, New York City, who recently were declared bankrupt and placed in the hands of a receiver, was sold at auction this week by Chas. Shongood, auctioneer for the Southern District of New York. The stock consisted of musical instruments and supplies of all kinds of sheet music, talking machines and records.

We are approaching the close of the year and credit departments all over the land are beginning to consider the receipt of financial statements. The financial statement, when reflecting the exact condition of business or a financial enterprise, is its best barometer, but somehow or other the freedom indulged by many in the making of statements has reflected on their service, and with some types of enterprises the financial statement is not rated at all high as a channel of dependable information. In our judgment it is incumbent upon credit managers to instill into the minds and hearts of their customers the need and value of making accurate financial statements.

One of the great questions at this juncture is how merchandise shall be appraised. It takes real courage for a business, especially one of long standing, to offer a financial statement which shows a loss of ground from former years and due largely to a depreciation in merchandise.

Meanwhile, unless the statement reflects the liquidating value of a business it is of no advantage either to the maker or receiver. Even though the statement merely balances, when it is made in good faith and reflects the liquidating value of the business, the character and capacity of the makers to take into account will be accepted as a basis for further credit favors in a larger measure than if the statement were padded and did not show exactly the liquidating value of the business.

OPENING OYSTERS TO MUSIC

Oyster Packing Concern Increases Production by Means of a Grafonola

CAMBRIDGE, Md., December 4.—The Eastern Shore Music Co., of this city, Columbia dealer, recently sold an A-2 Grafonola to the Robbins Oyster Packers Co., which is being used in the shucking room. Referring to this purchase, Mr. Robbins recently said: "We can now get a surplus of shuckers who turn out half again as many oysters as the men formerly did before the Grafonola was installed. It is certainly an unusual sight to see the negro shuckers opening oysters to the tune of the 'Wang Wang Blues.'

VICTOR CHRISTMAS WINDOW POSTER

CAMDEN, N. J., December 5.—Artistic window display helps in variegated colors for the Christmas season have been sent out by the Victor Talking Machine Co. to Victor dealers throughout the country. The displays consist of posters bordered by holly wreaths and a four-page folder showing various ways in which the posters can be used to the best advantage in the window.

To Our Friends:

Best Wishes for A Merry Christmas
and A Happy New Year

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

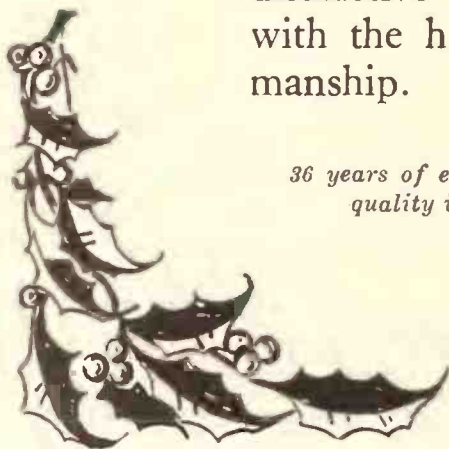


The Windsor Phonograph

is appreciated by the best trade.
All

WINDSOR PHONOGRAPHS

are carved in solid wood with distinctive effects in keeping with the highest skilled workmanship.



36 years of experience making Windsor quality in Windsor Furniture



We Can Make Immediate Delivery

This is important to dealers in view of the heavy holiday demand for good phonographs. Write or wire your order immediately to Windsor Furniture Co., 1420 Carroll Ave., Chicago,

or

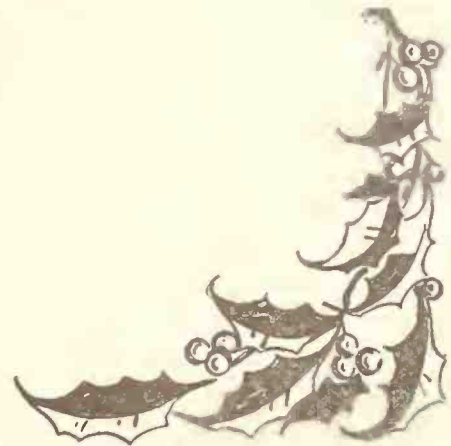
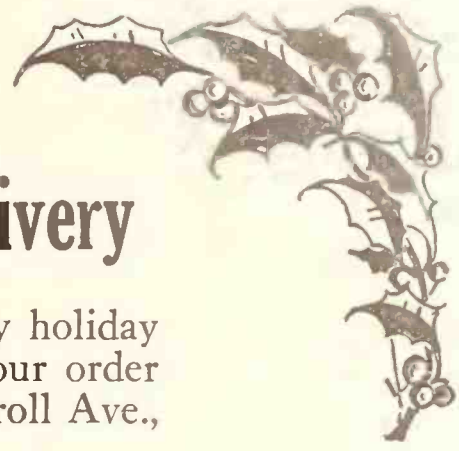
EASTERN DISTRIBUTORS:

HYMAN BROS. & COMPANY,
47 West 34th Street,
New York City.

Exhibited January, 1922, and succeeding market seasons in

BLODGETT BUILDING,
Grand Rapids, Michigan,
and
continuously at
1411 Michigan Avenue,
Chicago.

The Windsor
Furniture Company
Chicago, U. S. A.



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

"You can't go wrong with any 'feist' song"

DETROIT'S STORES ASSOCIATION INSPIRING EMPLOYEES

C. A. Grinnell, of Grinnell Bros., Playing Prominent Part in Association Which Has Music as Its Central Theme—Attracts Attention of Merchants in All Lines—To Meet in January

DETROIT, MICH., December 6.—Following on the heels of the successful opening meeting of the Detroit Music Stores Association comes the announcement that in January there will be held in the Light Guard Armory in Detroit one of the biggest meetings of its kind ever held in this section with music as the central theme.

The Detroit Stores Association was formed several weeks ago with the main idea of inspiring employes of the various music stores in their work and arranging for various community sings, etc. The first meeting two weeks ago was attended by more than 3,000 employes of the eight stores now comprising the Association and its success is history.

When other merchants discovered just how enthusiastically the employes took to the first community sing of the Stores Association they attempted to fall in line with the movement and as a result the committee has literally been besieged with requests from merchants in other lines of trade asking if there is a possibility that they can enter their employes. Some came from banks, others from dry goods heads and so on down the line.

The first meeting was inaugurated with a four-minute talk by C. A. Grinnell, vice-president of the Grinnell Bros. stores, in which he told the employes of the benefits that were to be derived from such periodical meetings.

At the big sing meeting to be held in January prizes are to be awarded the different stores and the competition is already beginning to show signs of competition that spell success. It is believed that this meeting will be attended by 8,000 employes in eight different stores.

W. T. Lewis, manager of the mail order department of Grinnell Bros., is a member of the committee and the whole organization is

wholeheartedly backing the idea to the limit.

An interesting angle of the music spread in Detroit stores is the idea introduced at the Grinnell stores of having a community sing for employes each morning before work is started. At five minutes after eight all of the employes gather on the lower floor of the main store and until eight-thirty they sing patriotic, operatic and popular songs. An orchestra on the mezzanine floor of eight pieces, and composed of employes, furnishes the accompaniment and every employe from the officials down takes part in the affair.

Vice-president Grinnell is firmly imbued with the idea that the community sing, whether it is in the individual store or in groups, is bound to create a better working spirit for the employe and he says that he will see the plan through to a rousing success.

URBAN SHOCKER BUYS SONORA

St. Louis, Mo., December 8.—The Mengel Music Co., of this city, Sonora dealer, has reported the sale of an "Intermezzo" model to Urban Shocker, star pitcher of the St. Louis "Browns" and one of the greatest twirlers in the national game. Mr. Shocker is delighted with the Sonora he purchased, having selected this instrument after an extended survey of the market.

A new music establishment has been opened in Lake City, Minn., by the firm of Schmidt & Thomas, which operates another store at Red Wing, Minn. Pianos, players, musical instruments and talking machines are handled.

Tenhoff's Pharmacy has secured the Victor agency in Balaton, Minn.

MARION HARRIS WELL RECEIVED

Popular Columbia Artist Entertained by Columbia Dealer at Syracuse, N. Y.—Handsome Painting Specially Prepared for Event

SYRACUSE, N. Y., December 3.—With the aid of Markson Bros., Columbia dealers, the recent appearance of Marion Harris, exclusive Columbia artist at B. F. Keith's theatre in this city, was a signal success. Not only was Miss Harris



Marion Harris at Markson Bros. Store royally entertained at the store, but this enterprising dealer installed a window display which was artistically arranged and listed all of Miss Harris' Columbia records.

The B. F. Keith theatre designed an unusual picture of Miss Harris, using as a background a large Columbia record measuring approximately five feet in diameter and in the front featuring Miss Harris.

This novel painting was the work of Robert M. Berman, a graduate of the College of Fine Arts and Syracuse University, who prepares the publicity in connection with all artists' appearances at that B. F. Keith theatre.

Those qualities which make for success in life deserve a better and more dignified name than the expression, "tricks of the trade," for trickiness really has no part in the right order of success.

GLORIA REPRODUCER—AN IMPORTANT MESSAGE

A sound-box and diaphragm of entirely new principles

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum $\frac{2\frac{1}{2}}{1000}$ of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

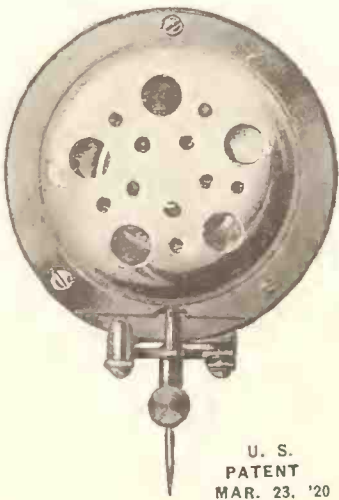
To the trade: The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

Remittance must accompany all orders for samples

GLORIA PHONOGRAPH CO.

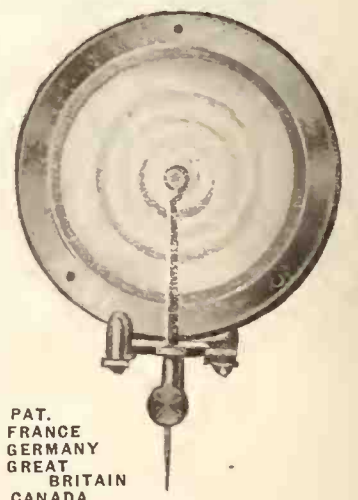
Factory
226 15th Street

Salesroom
559 Fifth Ave., Brooklyn, N. Y.



Ready for use

U. S.
PATENT
MAR. 23, '20



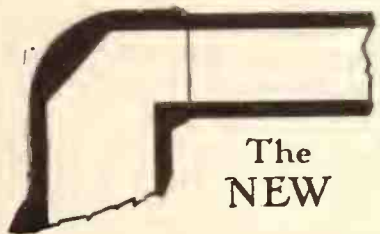
Open face

PAT.
FRANCE
GERMANY
GREAT
BRITAIN
CANADA

The NEW Scotford Tonearm and Superior Reproducer



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

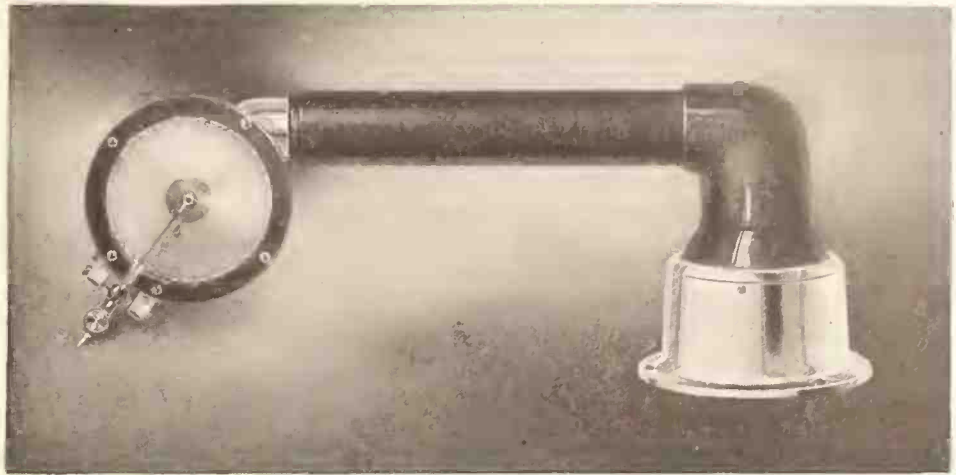


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



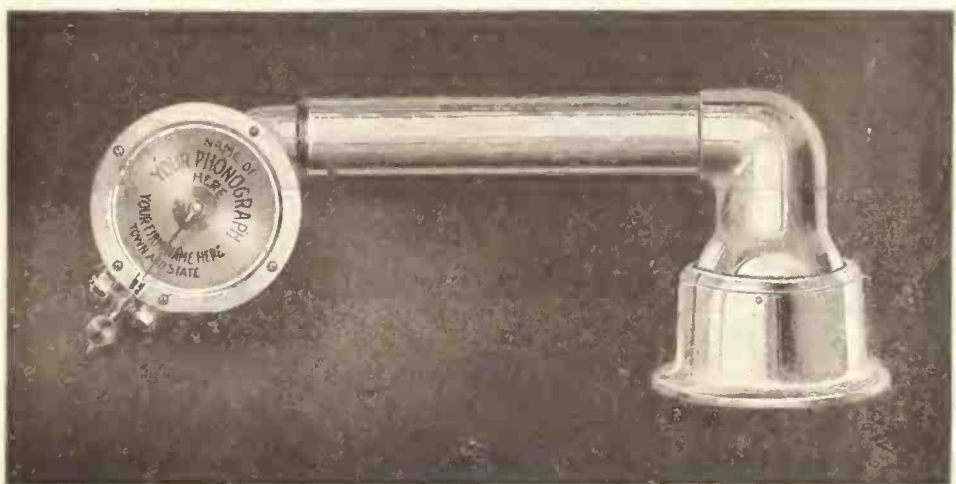
The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white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



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

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

Samples Will be Submitted on Approval

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

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

The Importance of Instalment and Collection Methods in Making the Store Pay :: By L. C. Lincoln

Adv. Mgr. Sonora Phonograph Co., New York

There is an old saying among experienced instalment men that a sale is not a sale until the last payment is made. It is one thing to induce a customer to sign the contract and another to have him make the payments promptly as they fall due.

When a customer buys a phonograph from you and signs your instalment contract there is a definite understanding that he is to pay a stated amount each week or month. As long as he lives up to the letter of the agreement you are powerless to compel him to pay more. If he pays you \$10 down on a \$100 machine he owes you the entire balance no more than you owe the rent for the term of your store lease. He owes you nothing until a week or a month from date of purchase, according to the terms of the agreement, and then owes but the first instalment.

Merchants selling on the instalment plan are seldom so exacting about the credit and standing of the purchaser as those selling a bill of goods amounting to \$100 or \$200 without security for the reason that an instalment customer invariably gives the dealer a lien on the phonograph or other merchandise.

A dealer with a goodly number of accounts usually maintains a loose-leaf ledger or card ledger system. When an instrument is sold on the instalment plan the account is opened. Information pertaining thereto is transferred to the ledger page or card and this usually includes the name and address of the purchaser, business or occupation, whether married or single, names of references, the name, number and style of the phonograph, the name of the salesman, date delivered and other vital information for check-

ing or tracing in the event of contingencies.

Some bookkeepers enter a charge for the entire string of payments at once. In other words, if a machine is sold for \$100 and the customer is to pay \$10 down and \$10 a month, a debit of \$10 will be entered for the first payment together with a credit of \$10, showing that the first payment has been made. Then follow nine debits of \$10 each and the date due. If partial payments are made, because of the customer's inability to

*A Sale Is Not a Sale
Until the Last Payment
Is Made, Hence the
Value of Bookkeeping
and Collection System*

pay the entire instalment, these are applied on the first payment to become due.

Other bookkeepers simply enter a debit for the entire balance and credit payments as paid, whether partial or in full, and then show the unpaid balance on the account. The former system, while entailing a little more work at the outset, is advantageous, as it always shows whether or not the customer has paid to date or is in arrears without the necessity of checking

the account. If in the month of July, for instance, the bookkeeper sees that credits have only taken care of payments up to and including April it is known at once that the account is three months in arrears.

The customary manner of using a loose-leaf ledger is this: an alphabetical index consisting of blank pages is in the front of the book. The ledger pages are separated by thirty-one guide pages each of which is numbered for one day of the month. The page or account is placed in the ledger on top of the date on which the payments fall due and the name of the customer is then placed in the alphabetical index.

When John Jones calls to make a payment the cashier immediately finds the name in the index and notes that the account is in section No. 18, which means that his payments are due and payable on the 18th of each month. If there are many accounts each one is given a special number, so that 15-18 would mean that the account is the fifteenth page in the eighteenth section. The cashier notes what payment is due, marks it paid on the ledger and immediately in the cash book. These two entries are made at the same time, which saves posting later.

Experienced instalment houses invariably mail a notice of the payment to each customer about ten days before it is due and this is brought to the store with the payment. It gives the page and section numbers of the ledger, so that the cashier can refer to the account without any loss of time; the notice is then marked paid and returned to the customer as a receipt, thereby saving the cashier the extra work of writing one.

If the card system is used instead of the loose-leaf ledger the same operation is followed.

*The time has come
When every Record Dealer
Should carry*



OKeh Records

*The excellent recordings
Are the wonder and admiration
Of all who buy them.*



STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 436 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

The Dealer Will Use
The Talking Machine World Trade Directory
As His Standard Reference Book

The talking machine dealer has been handicapped in the past by not having at his disposal an up-to-date reference book that gives him accurate information on all matters pertaining to talking machine products.

THE TALKING MACHINE WORLD TRADE DIRECTORY solves the dealer's problem in this respect, for it will contain accurate and up-to-date lists of manufacturers and jobbers of all products relating to the talking machine industry. The dealer can use it with safety, for it will be authentic and authoritative, because it is published under the auspices of THE TALKING MACHINE WORLD.

When in the market for new or additional lines of machines, records, supplies, accessories, etc., the dealer will refer with full confidence to THE TALKING MACHINE WORLD TRADE DIRECTORY for information and guidance. The data he will find there will enable him to reach his merchandise markets readily and efficiently.

As an advertising medium, THE TALKING MACHINE WORLD TRADE DIRECTORY will have tremendous value. It will be the industry's only complete reference guide and the dealer's stand-by. The available advertising space will be limited, and reservations are being made daily. We would, therefore, suggest that you reserve your space without delay.

EDITOR'S NOTE:—If you have not yet returned the information data sheet that we sent you, please do so by return mail. It will be to your distinct advantage to be listed properly in THE TALKING MACHINE WORLD TRADE DIRECTORY.

THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City

Customers should not be permitted to fall behind in their regular payments without first advising you of their inability to meet them and secure your permission for an extension of time. Opinions vary as to what policy should be pursued in making collections and enforcing payments. Some believe in allowing customers to let their payments become past due for several months before taking a firm stand, but it is a noticeable fact that the greater number of large, experienced instalment merchandisers use the most aggressive methods to enforce payments, and this fact would seem to indicate that this policy is the one most productive of results.

If you secure a loan from your bank and give your note payable on a certain date you are going to pay that note or see the banker on or before the date due and make arrangements for a renewal. You will not expect the banker to call you up a few days or a month later to remind you that you have not met it. There is no more reason why you should expect one of your customers to consider his obligations to you any differently or as something of no importance, and if the payments are not met promptly you should learn the reason at once, with a definite promise when they will be made.

Accounts cannot be watched properly unless it is done in a systematic manner. A good way is to refer to the ledger every Monday, see what payments were not made during the past week and write a letter to all delinquents, call this fact to their attention. One week later it will be necessary to look again to see if all those having received letters responded or made the payment in question.

If no attention has been paid to the letters the accounts should then be placed in the hands of your collector, in many stores the manager or proprietor himself. It should be remembered, however, that your customers should be taught to call at the store with the money and not encouraged to wait for a collector or a salesman to call at their homes for it.

Houses employing one or more collectors find that these men seldom seem to grasp the fact that accounts are payable at the office and not at the homes, but collectors, with few exceptions, seem to like to return from the day's work with a pocketful of money, probably to show that they have been on the job and, accordingly, encourage the customer to wait for them to call.

Large establishments catering to the poorer class are the exception, for the reason that people of this class must be seen as soon as they receive their pay, otherwise other houses will get it all, leaving nothing for the house that does not send collectors.

The use of printed forms notifying people that their payment is past due is not encouraged. A printed form immediately discloses the fact that there are many others who are in arrears.

Letters written individually to each are far more effective. The first letter to be sent when a payment is missed should be very fair, explaining the situation to them, appealing to their good intentions, giving them an opportunity to call and either make the payment or explain why this cannot be done at once. The second should be along the same lines, but expressing surprise that the first one was given no attention. The third should be much stronger.

If no attention has been paid to three letters you are justified in writing very pointedly and setting a definite time to make settlement "before you take steps to enforce collection which might prove embarrassing to them." By send-

ing such letters no one would be justified in complaining about receiving strong letters, because you have written at least two which explained the situation to them and given them every opportunity to call at your store to explain matters if their intentions were good. By writing a mild letter in the beginning and gradually working up to a strong one you have the best of an argument before it starts.

Ordinarily, the first letter should be sent out a few days after the first payment has been

missed, as has already been stated, and the other letters should follow about one week apart.

If you have good reason for doubting the ability or intentions of a new customer to make the payment it would be advisable to send a representative at once, but in ordinary cases a letter system works out in a satisfactory manner and teaches the new customer that payments are to be made at the office and all extensions of time must be granted by your office before the payment becomes due.

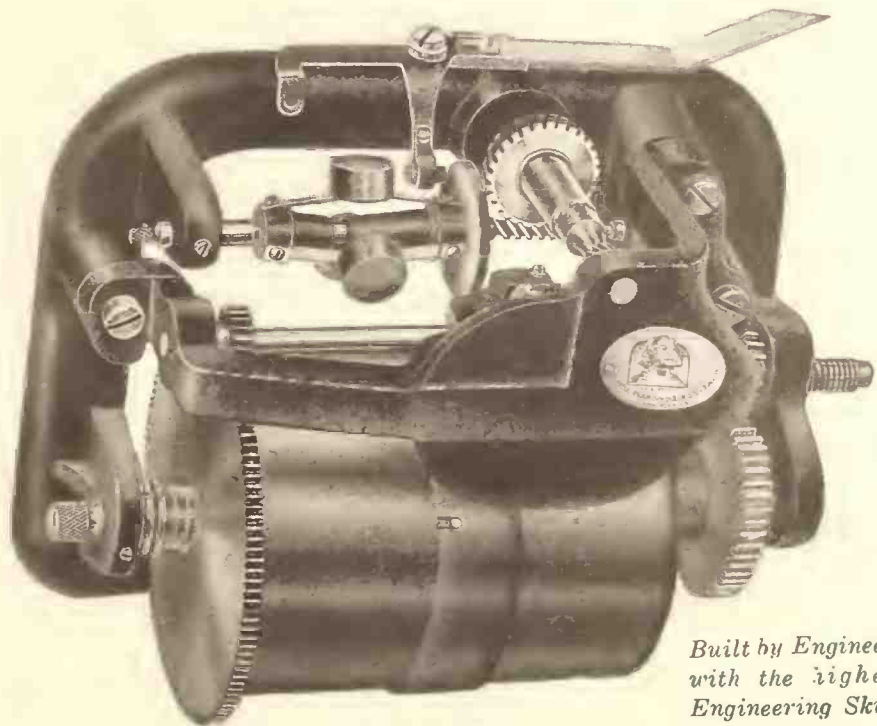
NEW LIBROLA FOLDER

Seaburg Mfg. Co. Issues Artistic Folder—Librola's Distinctive Features Illustrated

JAMESTOWN, N. Y., December 5.—The Seaburg Mfg. Co., of this city, manufacturer of the Librola phonograph, has just issued an artistic four-page folder which can be used to splendid advantage by Librola dealers. The front page is designed in several colors, featuring an illustration that combines a sales message with human interest. In the two center pages are illustrated various

models in the Librola line, among which are the No. 125, retailing for \$125; the Louis XVI, retailing for \$150, and another model of the Louis XVI, retailing for \$200. All of these models are designed as consoles, and, in addition, there is a No. 110 upright, Adam design, retailing for \$85, and a console cabinet design to accommodate the small table models of the standard machines.

On the fourth page of this interesting folder there is presented a brief sales message, calling attention to some of the distinctive merits of the Librola. One of the features of this instrument is the fact that two-thirds of the top is stationary.



*Built by Engineers
with the highest
Engineering Skill.*

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.

NEW YORK CITY

Warbletone Record Renewer

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

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.

MAGNAVOX

TYPE MV-1
Music and Voice Telemegafone



**MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH
MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS**

Because it raises the usefulness of phonographs to a degree never before attained.

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Send for Full Particulars

THE MAGNAVOX COMPANY

General Offices and Factory
Oakland, California.

New York Office
370 7th Ave., Penn. Term. Bldg.

VOLUME

Helping the Talking Machine Retailer With His January House Cleaning

:: :: By Thornton Hall

Anything well begun is half done. Getting away to a good start is more than half the battle in the retail talking machine business, just as much as in any other walk of life. With the old year practically off the books and a year rich in possibilities knocking at the gates it is time for the dealer to consider his opportunity.

The wise talking machine dealer will not waste the month of January. For him it is a golden month of opportunity. This is his time to put his business house in order for another year.

The coming January shapes up right now as even more important than usual in this respect because many a talking machine retailer has just weathered a lean year. When he turns over his New Year's business leaf he must make sure that his slate is just as clean as he can make it.

The way to clean the business slate is by eliminating the "deadwood" that has been clogging the works and impeding progress. Look into your business records and sales methods carefully, discover what is wrong, search for what is right and get started in January without a handicap. The competition for 1922 business will be keen. The dealer who is going to get the lion's share must dig his spikes in the dirt and not be left at the post.

The 1922 starting mark should be scratch. This January dusting off the wheels of merchandising machinery should be thorough. Too many dealers content themselves with a perfunctory stock-taking of the old-fashioned variety. With the new style retailer this matter of inventory becomes of minor importance, for he generally keeps himself posted daily with a perpetual inventory system. He is ready to spend this time brushing up for the year's work.

There is a Passaic, N. J., dealer who extends his January overhauling to all his departments. All phases of his business are placed on a fresh, clean basis for the coming year. His window trimming plan for the year is determined in advance and the ideas for the various displays for each month are chronologically indexed. This plan is carefully followed throughout the year and the result is an efficient system of keeping the windows fresh and bright with new ideas. His community observes from his windows that he is an up-to-date merchant. Of course, this arrangement of detail in advance does not at all preclude the staging at any time of impromptu displays suggested by events of the day.

Similarly this modern music merchant arranges his advertising campaign in advance. He studies conditions in the national and local markets and what its problems are likely to be during the year. He then works out a central idea on which to base the campaign calculated to sell his quota of machines and records. He then writes out all his copy and secures what illustrations he needs, after which he confers with the representatives of the local advertising media. He allots 5 per cent of the estimated sales total for the year for advertising and makes his plans to spend that sum in the most effective way.

In the same way he goes right down through the various departments and the problems connected with each—sales promotion, floor selling, canvassing, personnel, repair, stock and fixtures, bookkeeping and credits, delivery, mailing lists, service, etc. The clerk in charge of each is asked for suggestions which should build business during the new year. These suggestions are usually helpful and are talked over. If they are practical they are adopted.

Sales promotion, which, for the purpose of administration, should be distinguished from salesmanship, lends itself readily to this plan of getting ready for the year's work in advance. It covers the collection and follow-up of the prospect list, both by mail and by canvass from house

to house. At the start of the year the merchant should go over his prospect list, weeding out the "deadwood" and adding as many new names as have accumulated. Get the list ready for business, then proceed to work it just as thoroughly as it will stand. A good plan is to prepare a regular schedule of dates for sending out letters throughout the year, say the 14th and 28th of each month. Then prepare the letters to be used in the campaign and adhere strictly to the schedule. As fast as a prospect is converted into a customer he should be changed from the prospect list to the customer file and kept informed of the regular record releases, etc.

The matter of canvassing should be considered

January Is the Golden Month of Opportunity For Dealers Desiring to Perfect Their Plans and Policies for 1922

for its true worth. Because of the store location or other cause canvassing is the most important piece of sales machinery in many a store. Be sure your business is "all set" in this respect. Lay out the various routes that your canvasser will follow during the course of the year. At the end of each month have him report to you in detail and analyze and discuss this report. At this time add on the new names for each route that are continually coming up in the course of each day's business.

Selling on the floor is your ace of trumps. Right here is the make or break of the success of any talking machine retail establishment. The dealer who is going to make his 1922 ledger show a substantial profit will on January 1 say

to himself: "What is my equipment for selling on the floor, and in what sort of shape is it?"

Look back over 1921. What was the record? Who made the sales and who did not? Determine who of your salesmen is keeping up with or is above his quota and who is not. It is the latter with whom you should most concern yourself. Find out why he is falling down. Have a talk with him. Is it his personal appearance or manner? These can be corrected. Does he lack faith and enthusiasm in the product or in you or your methods? Perhaps you can show him in a few well-chosen words how to convince himself and in like manner the customers. Is he a poor closer? Drill him in this important point. Remember that salesmen are not born, they are made!

Personnel is a closely allied subject. While you are giving this January analysis to your sales force, go over the other members of your staff. There must be no square pegs in round holes in 1922.

Your repair department should be overhauled. Did it pay in 1921? If not, why not? If it did, how can it pay more during the coming year? Is it functioning properly and giving the proper service to customers? Are you running it on a system of scientific economy—in other words, a strict record of costs?

Little need be said of the annual inventory of stock and fixtures, except that it should not be omitted. This is a good time for those dealers who have not a perpetual inventory system to install one. Only by means of this system do you know the state of your business at any time. If you are not acquainted with any system your manufacturer or jobber will probably be glad to help you. Or, better still, arrange to have a local bookkeeper or accountant help you install it.

Are your books in order? Don't say to yourself: "Of course they are; they balance." Rather, "Are they telling me all I want to know about my business?" It is easy for the merchant to deceive himself as to the actual amount of his profit. Sometimes he fails to charge himself a personal salary. Some dealers quit the item of rent when they own the building. All

(Continued on page 62)

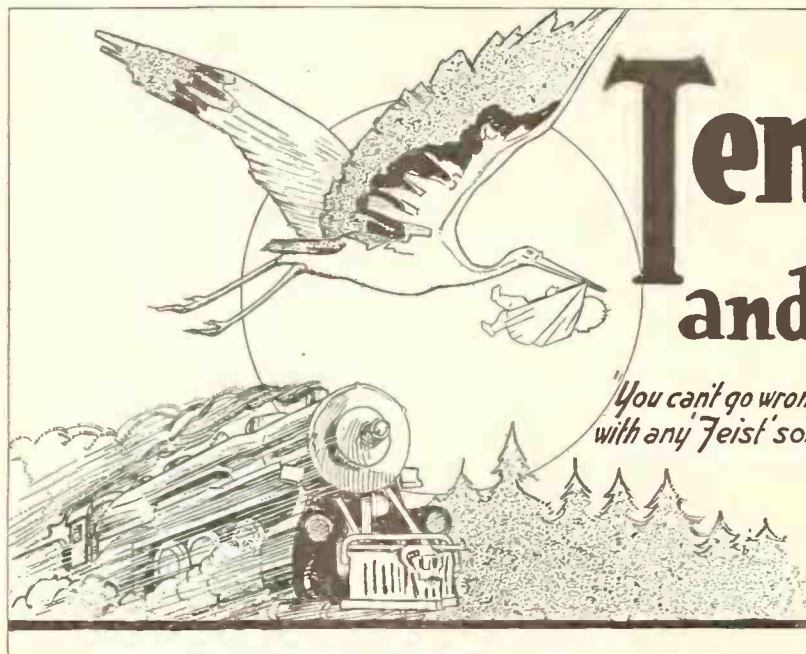


THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC.
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked
as the ease with which it sells.

"Sonora & Sales are Synonymous"



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!

DEALERS' JANUARY HOUSE CLEANING

(Continued from page 61)

these things mean a false profit and that the selling price of the merchandise is too high or too low.

If the talking machine dealer, large or small, will say to himself, "1922 offers me a big opportunity; how am I going to make the most of it?" and will think over the above suggestions, there is no reason why he cannot "make the most of it." Start 1922 with a clean slate, and plug hard six days a week for fifty-two weeks.

NEW KENT "SPECIAL" ATTACHMENT

Latest Addition to F. C. Kent Co.'s Line of Attachments, Designed for Use on Edison Disc Phonographs, Just Announced

The F. C. Kent Co., Irvington, N. J., manufacturer of bent pipe and tubing specialties, which is well known for its talking machine attachments particularly designed for Edison disc phonographs, has just announced its newest product, the Kent "Special," for playing lateral cut records on the New Edison phonograph, regarding which an attractive folder is now being forwarded to the trade.

The new attachment is made entirely of brass tubing and, it is said, insures the highest tonal qualities and is so fashioned as to preclude all possibilities of rattle or blast. It is lowered and raised on the machine in exact accordance with the method employed in using the regular reproducer. It is manufactured with either a mica or a composition diaphragm and is of the best workmanship consistent with the high standards established by the F. C. Kent Co.

In commenting upon this new device an official of the F. C. Kent Co. stated: "In offering the Kent 'Special' to the trade we feel that we are adding a most worthy member to our large family of special attachments for the Edison disc phonograph and one which will successfully

meet the demand for the highest grade of attachment and at a modest price. Having made the first marketable attachment for the Edison disc phonograph and being particularly well qualified by experience, tradition and training to determine the requirements of the trade in this direction, we feel safe in recommending the Kent 'Special' as being without a peer in its particular class. With our Kent Attachment No. 1, our Kent Universal Attachment No. 1, our Kent Master Adapter and our Kent 'Special,' together with our Type 'B,' our Type 'S' and our Type 'X' sound boxes, permitting of a very large variety of combinations, it is fair to assume that we are now in a position to satisfactorily supply the wants of every taste and pocketbook. It has been our experience that no one attachment can satisfy everybody and we believe that, so far as our present vision can encompass, our line is now complete.

"As an exponent of the merits of advertising you may be interested to learn that we attribute a large measure of our success to the consistent use of advertising space in the trade papers. This statement, to our minds, is amply substantiated by the fact that our phonograph accessories are now sold not only to dealers and jobbers in every State of the Union, but also directly to dealers and jobbers in Alaska, Australia, British West Indies, Canada, Canal Zone, China, Cuba, Denmark, Ecuador, England, France, Germany, Greece, Holland, Honduras, Hawaii, Haiti, India, Ireland, Japan, Mexico, Newfoundland, New South Wales, New Zealand, Nicaragua, Nova Scotia, Philippine Islands, Porto Rico, Scotland, South Africa, Spain, Turkey and the Virgin Islands, although we have never employed traveling salesmen to market our line. Of course, we have endeavored to make good in service, utility, workmanship and material, but the initial impulse was always conveyed by our advertising copy. We say 'It pays'."

W. D. Wiley, of Anna, Ill., recently opened a Victrola department in his book store.

NORA BAYES WINDOW SCORES

Alhambra Music Co., of Cleveland, Features Vaudeville Star in Window Display Which Created Considerable Interest and Sales

CLEVELAND, O., December 8.—The Alhambra Music Co., of this city, Columbia dealer, prepared recently an artistic window display featuring Nora Bayes, the famous vaudeville and musical comedy star. Miss Bayes, who is an exclusive



Alhambra Music Co.'s Attractive Window

Columbia artist, appeared here two weeks ago in a headline act on the Shubert circuit, and was accorded an ovation by Cleveland's theatregoers.

The window display prepared by the Alhambra Music Co. was enthusiastically praised by passers-by, and Miss Bayes was personally delighted at the distinctiveness of this window. During her stay in Cleveland the local Columbia dealers reported a marked increase in the demand for her popular Columbia records.

The Automatic Repeating Phonograph Sales Co., of Binghamton, N. Y., which recently opened its store, is pushing the Brooks automatic phonographs.

There is none better than

Okeh Records

Popular music so good they sell as fast as released

Standard music of such superior quality that they enjoy steady, satisfying sales

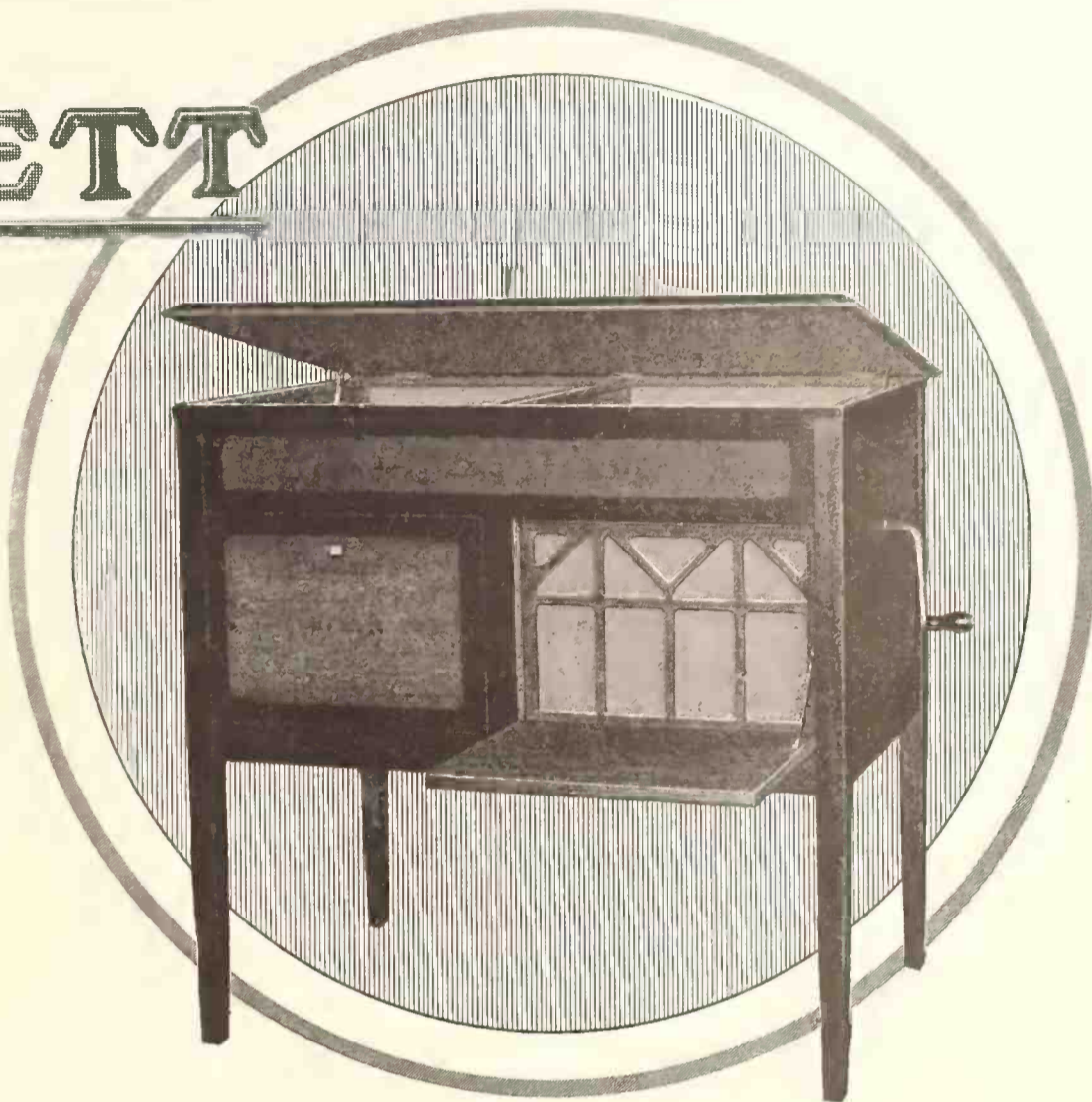
Independent Jobbing Company

Okeh Record Distributors

Goldsboro, North Carolina

JEWETT

Besides this Simplified Sheraton console, the Jewett line includes attractive upright and console models priced from \$125 up,



A Finer Console Than You Ever Dreamed Possible at \$145

In offering this exquisite new Sheraton console to the trade, we wish to make it clear that this is not "just another phonograph."

It is the greatest single achievement made in recent years in the building of fine phonographs.

Your first thought will probably be that it is impossible to build a really high-grade instrument to sell for \$145. That is because you have in mind the range of prices of other makes of consoles.

The tone is absolutely superb. No "blasting"—no lost tones—no metallic vibration. Just pure music, amazingly lifelike with a fullness and richness that will delight the hearer who appreciates faithful reproduction.

Hear this new Jewett. Play orchestral or brass selections and hear instruments you have never been able to "pick out" before. Then see if you do not agree with us that this console is truly wonderful value—an unusual merchandising proposition at \$145.

Write today for our dealer discounts and liberal advertising and financing plan.

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT

INDUSTRIAL CONDITIONS WEST OF THE ALLEGHENIES

Manufacturers and Supply Men Have Removed Their Indigo-hued Glasses and See Bright Times Ahead for the Industry, Says L. H. Crabtree, of the International Mica Co.

[Editor's Note:—L. H. Crabtree, of the International Mica Co., Philadelphia, Pa., who recently returned from an extensive trip covering the talking machine industry west of the Alleghenies, has written the following interesting analysis of conditions as he found them in this territory.]

In our travels we meet a number of gentlemen who are now convinced there is a hell, for they ask, "Where else could business have gone?" But these men are slowly removing their dark glasses.

The disastrous year of 1920, phonographically speaking, is quickly drawing to a close and the joys are quickly overcoming the glooms. Some of the manufacturers in their hustle and bustle feel as though the industry has shot its bolt, not realizing the tremendous number of talking machines which have been sold during the year, but which volume, on account of the very great number of machines of all descriptions which had been manufactured ahead in anticipation of the Fall rush of 1920, and which to our sorrow did not materialize, were thrown on the market, under the hammer, through forced liquidations, etc. Therefore, while the volume of business was there, the results were not felt by many of the operating manufacturers on account of replacements being taken care of through these other channels.

This condition, however, has been eliminated to a very marked degree, and those who have survived the ordeal are being rewarded by a continued increase of orders. The tremendous change of heart which occurred in Chicago, for instance, between the first week of November and the second week was very marked, and for practically the first time during the year there was evidenced the fact that prices had reached the bottom and that it was safe to order a little further ahead than for one's immediate requirements. The more efficient sales forces have succeeded during the past eleven months of this year in closing out their tremendous stocks of high-priced supplies and are ready to proceed

with new stocks of raw materials, lower wages and minimum overhead, on a cost plus basis.

This is the condition which must be arrived at by all manufacturers to be able to stand the gaff. The evidence of this condition is further illustrated by the fact that practically all orders which are being received for parts going into the talking machines are telegraph and rush orders for immediate delivery.

The quality manufacturers specializing on exclusive art models are busy and have been busy for quite some time. This specializing during depressions is particularly adapted to these times and conditions and is practiced by the larger industries—for instance, the woolen and worsted cloth industry—in dull periods as follows: The designers work their hardest to bring out a new style in desirable suitings, and if successful their mill remains at maximum production while the other fellows are running at reduced production on the staples. Where this applies to the woolen and worsted industry it also applies to cabinet manufacturers, tone arm manufacturers and hardware manufacturers, and offers food for thought. The older concerns manufacturing machines in Chicago report business quite satisfactory. The tone arm manufacturers also report business picking up quite considerably, with request for samples and quotations possibly 100 per cent more in November than in October, and orders proportionately.

These accounts also report the "hand-to-mouth" buying of the manufacturer, with deliveries requested immediately, and one account illustrated one of the more abnormal conditions as follows: A talking machine manufacturer—or, more accurately, assembler of talking machines—required some tone arms and proceeded to this tone arm manufacturer with the statement that he would buy tone arms provided the manufacturer accepted cabinets in payment. This condition,

however, is now eliminated and the tone arm manufacturers are feeling more optimistic, for they realize the previous surplus of tone arms has been practically eliminated and advise that once the "buying power" is turned on and confidence is restored so that at least a fair amount of stock can be safely carried we should be able to proceed on a much more substantial basis. Further, with the manufacturers keeping all stocks at a minimum it is quite possible, should the reserve buying power which has been accumulated be turned on too quickly, that a scramble for parts would not be an impossibility.

The accessory and mail-order houses catering to mid-West and Western accounts report business quite satisfactory and state it is now worth while to send out literature. With the recent pick-up in business it has given the entire trade incentive to go after things, and those who have survived are right after business with satisfactory results for their efforts.

The "Imico" representatives in Cleveland, V. T. Shultz; in Kansas City, Steinola; in St. Louis, Artophone; in Davenport, Davenport Phonograph & Accessory Co.; in San Francisco, Walter S. Gray Co., and our factory branch in Chicago, find a very much better feeling among the various dealers and manufacturers in their respective vicinities. The continued pessimism in conjunction with the talking machine industry, one of the real large industries of this country, is certainly, in their opinion, without proper foundation, for all businesses have been affected, and seriously affected, during the past year. The talking machine industry, on account of its very rapid strides, possibly burned the bridges on the advance, not anticipating any such calamity, and we were possibly not so well entrenched as some of the older industries. The same cry was also made in reference to the automobile industry in its infancy. There will always be a demand for talking machines, for those who have not bought, for replacement of worn-out machines and for those who started with the smaller machines and replace them with larger machines.

The Japan office of the International Mica Co.



PAT. APPL'D FOR.

ORO-TONE FEATURES



PAT. APPL'D FOR.

MODEL L S
**COMPOUND
ROCKER
ACTION**

The highest grade and most scientific reproducer ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 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.

ASK FOR ILLUSTRATED AND DESCRIPTIVE
CATALOGUE



1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

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.

reports business very good at present, resembling more the talking machine business two years ago, when the question of "When can you deliver?" was the important requisite for receiving the order.

The various "Imico" representatives are particularly pleased with the recent considerable reduction for the standard "Imico" imported India ruby mica diaphragms, which has been made possible by the success of the "Imico" mining engineers in working up during the recent slump and finally "bringing in" a shaft producing the best quality of flat ruby mica in large quantities.

SHIPS SONORAS ABROAD

Gray & Martin, Pittsburgh, Pa., Report Sales of Sonoras for Foreign Climes—Total Business for Present Season Is Very Satisfactory

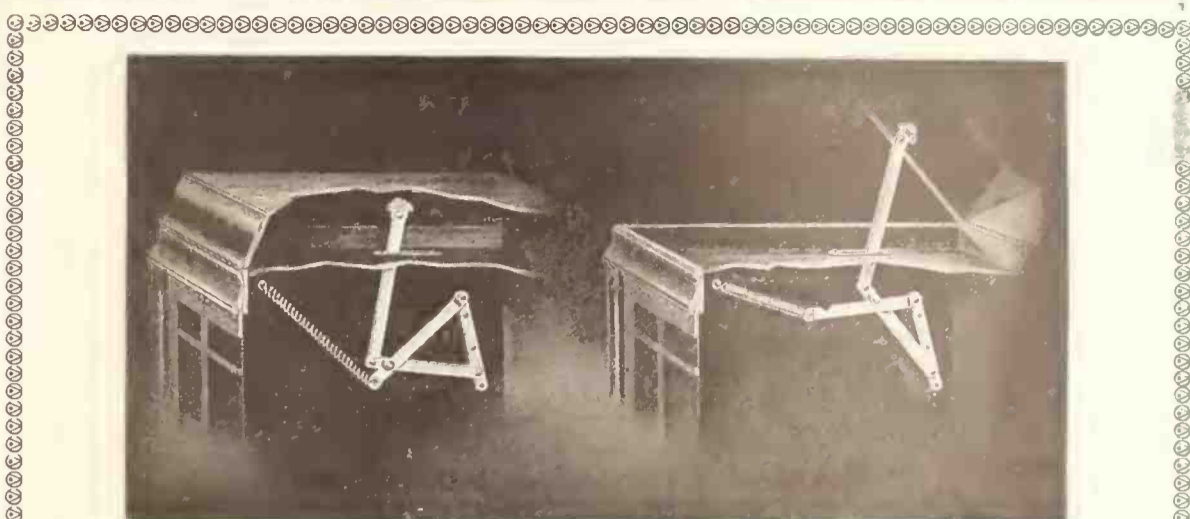
The sales department of the Sonora Phonograph Co. received recently an interesting letter from Gray & Martin, Sonora dealers at Pittsburgh, Pa., this letter reading in part as follows:

"It may be of interest to you to know that we have in our shop for very slight repairs one of the early models of Sonora, with sloping top, tone arm of which travels on a horizontal rod, and as we have only been handling Sonora for six or seven years its design and construction make it quite unusual in appearance.

"This Sonora was in our shop about four years ago for new mainspring, and at that time the owner said the machine had been in use, without any repairs whatever, for eight or nine years.

"While the later children of the Sonora family have improved marvelously in size, finish and appearance over this older brother, his voice still is 'Clear as a Bell,' and is scarcely any worse for the wear; in fact, looks good for another twelve or thirteen years.

"At different times our old Sonora customers have purchased another one to be sent for use in other climes and countries or to a considerably distant point in the United States, among them being a Grand to Stockholm, Sweden; an In-



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

vincible to Budapest, a Sonora Portable to Shanghai for a missionary, an Invincible to Palatka, Fla., and other Sonoras to Sheridan, Wyo., and Bocas del Toro, Panama, Canal Zone. These sales in every instance were made upon the known dependability of Sonora.

"Our Sonora business has been of good volume this month, being a little larger in volume than any October since we sold this line."

A RECORD SUPPLEMENT FOLLOW-UP

SALT LAKE CITY, UTAH, December 3.—The John Elliot Clark Co., Victor dealer, this city, is stimulating record sales by sending to customers a postcard announcing four or five records which are meeting with popular approval. These cards are sent out shortly after the monthly record supplement has been mailed to customers and the results have proved most satisfactory.

MUSICAL EQUIPMENT FOR COLLEGE

Mrs. B. M. Shanley Presents Knabe Grand With the Ampico, an Organ, a Talking Machine to the Value of \$5,000 to the Villa Victoria

TRENTON, N. J., December 4.—Mrs. B. M. Shanley, of Newark, N. J., has presented a complete musical equipment to Villa Victoria, the normal training college for sisters of the Italian Catholic schools of the Trenton diocese. The equipment cost approximately \$5,000 and consists of a Knabe grand piano with the Ampico, an organ, an upright piano for practicing purposes, a large-size Cheney talking machine, music cabinets, a fine complement of Ampico recordings by great artists, as well as an abundant supply of talking machine records. The equipment bears the name of the donor and was purchased from the E. A. Barlow's Son Co., of Trenton.

FLEXLUME SIGNS

They Bring in Sales 24 Hours a Day

YOUR sign's first aim is to command attention—to make your store stand out from all the other stores. That is what brings business.

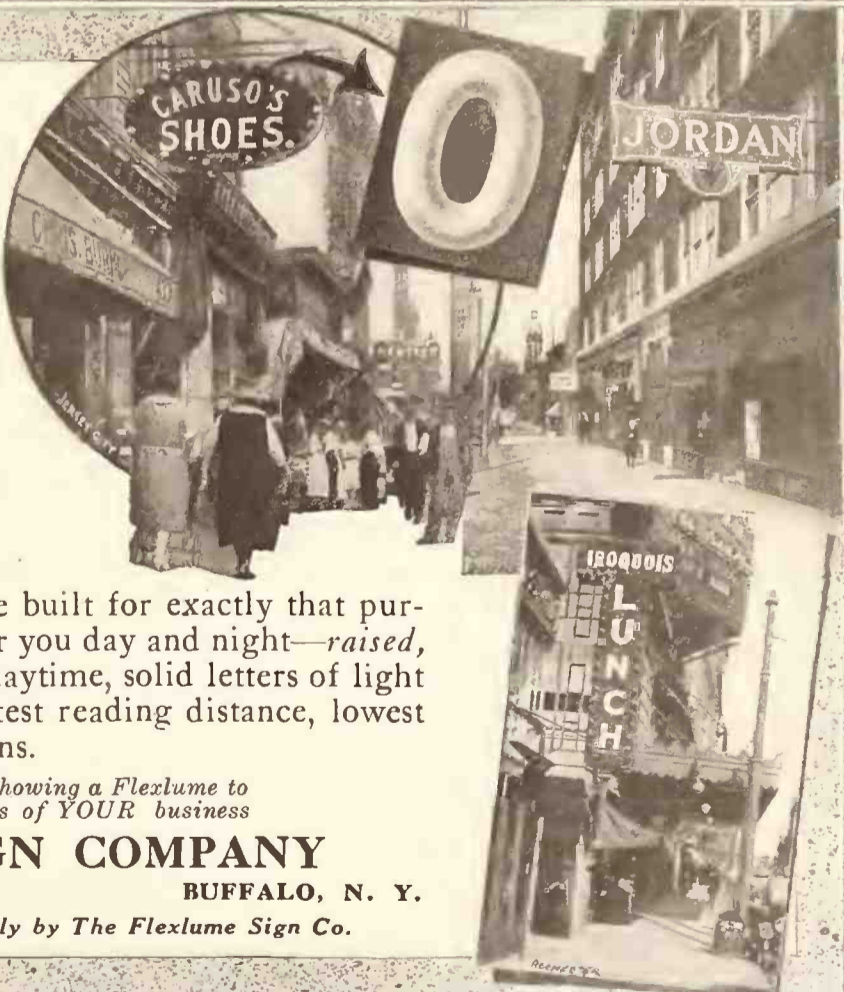
Flexlume Electric Signs are built for exactly that purpose. A Flexlume will work for you day and night—raised, snow-white glass letters in the daytime, solid letters of light at night. Flexlumes have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet the particular needs of YOUR business

FLEXLUME SIGN COMPANY

36 KAIL STREET BUFFALO, N. Y.

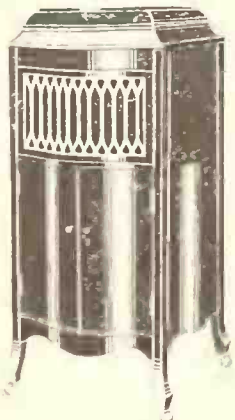
Flexlumes Electric Signs Made Only by The Flexlume Sign Co.



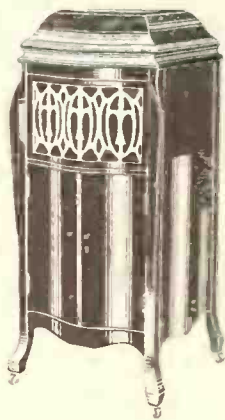
TWO NEW SONORA MODELS

"Imperial" and "Intermezzo" Models Well Received by Trade—Sonora Factories Working to Capacity to Meet Increasing Demand

The Sonora Phonograph Co. recently placed on the market two new models known as the "Imperial" and the "Intermezzo," the former retailing at \$140 and the latter at \$175. Both of these instruments are finished in golden and fumed oak, brown mahogany and mahogany, and contain all of the mechanical features which have made the Sonora one of the recognized leaders of the industry. The "Imperial" is 18 inches wide, 42 $\frac{3}{4}$ inches high and 18 inches deep. The "Inter-



The Imperial



The Intermezzo

mezzo" is 20 $\frac{3}{4}$ inches wide, 46 $\frac{3}{4}$ inches high and 19 $\frac{1}{2}$ inches deep.

Referring to the reception accorded these new models by the trade, Joseph Wolff, secretary of the company, stated in a chat with *The World* that Sonora jobbers and dealers report an unexpectedly heavy demand for these two instruments. In fact, the Sonora factories have been working to capacity to take care of the dealers' requirements for these two models, as well as for all of the other models in the Sonora line, and there is every reason to believe that the month of December will be one of the greatest in the history of the Sonora Phonograph Co.

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.

BUBBLE BOOK DEMAND BROADENS

Leading Stores Throughout the Country Report Big Holiday Sales, Thanks to Intelligent Presentation to the Buying Public

The Fall and Winter campaign of the Bubble Book division of Harper & Bros., New York, inaugurated in September, is now beginning to produce gratifying results for talking machine dealers who feature Bubble Books in their stores. In addition to the wide advertising campaign carried on in all the leading national magazines, daily newspapers in every large city are to carry every week, from now until after the holidays, timely and attractive advertising featuring Bubble Books as desirable gifts for children.

Many of the large stores are featuring Bubble Books during the holiday season by special displays and by the attendance of an expert woman demonstrator, especially trained in the art of child verse, who can present each book in an interesting manner to the parents visiting this department. Among the prominent stores in New York featuring this method of demonstrating Bubble Books are Lord & Taylor, James McCreery Co. and John Wanamaker, while Houghton & Dutton and the Jordan Marsh Co., of Boston, and many leading stores in other cities report an increasing public interest.

B. M. GRUNEWALD A DOG-FANCIER

Well-known Piano Man of New Orleans Wins Five Prizes With His Latest Acquisition, a German Police Dog, "Joselle Rex"

NEW ORLEANS, LA., December 6.—The trade friends of B. M. Grunewald, of the Louis Grunewald Co., Inc., are not generally acquainted with the fact that Mr. Grunewald shines as a dog-fancier, as well as a successful talker man. Mr. Grunewald's pet at this particular time is "Joselle Rex," a German police dog, thirteen months old, who made his debut recently in the Dog Show at the Jefferson Parish State Fair, and not only attracted much attention, but won five prizes. The mother and father are owned by P. A. B. Widener, of Philadelphia, and are both valuable prize-winners.

RECEIVABLES CO. INCORPORATES

A charter of incorporation has been granted to the Receivables Co. of North America under the laws of the State of Delaware, with a capital of \$5,500,000. The concern will handle Victrolas and pianos.

Get men who think more of the winning than they do of the recompense.

There is a strong reason why—

YOU SHOULD SELL

OKeh Records

First Released on OKeh Records

The gay melodies that are a part of the luxurious life of popular cabarets, fashionable restaurants and ball-rooms, are the dance melodies heard on

OKeh Records

The seeker for the musical hits of the day is always satisfied with

OKeh Records

If a product satisfies, it increases sales and it is the reason why customers return to your particular store. *You sell what they want when you sell*

OKeh Records

THE KENNEDY-SCHULTZ COMPANY

1865 PROSPECT AVE.

CLEVELAND, OHIO

Christmas Records

- | | | |
|------------------------|---|------------------------------------|
| 4056
10-inch
85c | TOY PARADE, THE—Instrumental..... | Okeh Concert Orchestra |
| | DAY IN TOYLAND, A—Instrumental..... | Okeh Concert Orchestra |
| 4193
10-inch
85c | MARCH OF THE TOYS—Instrumental..... | Conway's Band |
| | TEDDY BEARS' PICNIC, THE—Instrumental..... | Conway's Band |
| 4207
10-inch
85c | SILENT NIGHT, HOLY NIGHT—Vocal Trio With Orchestra..... | Gounod Mixed Trio |
| | CHRISTMAS HYMNS (Medley)—Vocal Trio—Orchestra and Chimes..... | Croxton Trio |
| 4208
10-inch
85c | RAGTIME IN A TOY SHOP—Instrumental..... | Conway's Band |
| | CHRISTMAS EVE IN THE TOY SHOP—Recitation and Song. With Orchestra Accompaniment.
Irving Gillette—Maud Randolph—Sterling Trio | |
| 4463
10-inch
85c | ADESTE FIDELES (Rung by James Hager)..... | Cathedral Chimes and Church Chimes |
| | CHRISTMAS MEMORIES (A Fantasia)..... | Hager's Concert Orchestra |
| 4464
10-inch
85c | SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German),
With Orchestra and Chimes | |
| | COME, LITTLE CHILDREN (Ihr Kinderlein Kommet)—Chorus—(In German)..... | With Orchestra and Chimes |
| 4465
10-inch
85c | THE CHRISTMAS TREE (O Tannenbaum)—(In German)..... | Carl Nebe Quartet, With Chimes |
| | SILENT NIGHT, HOLY NIGHT (Stille Nacht, Heilige Nacht)—Chorus—(In German),
Carl Nebe Quartet, With Chimes | |
| 4117
10-inch
85c | HOLY GHOST WITH LOVE DIVINE—Tenor..... | Reed Miller |
| | BEAUTIFUL ISLE OF SOMEWHERE—Soprano—Baritone Duet..... | Jean Neilson—James Jordon |
| 4189
10-inch
85c | ROCK OF AGES—Contralto-Baritone Duet, With Orchestra..... | Helen Clark—Joseph Phillips |
| | I NEED THEE EVERY HOUR—Tenor-Baritone Duet, With Orchestra..... | Charles Henry—James Jordon |
| 4190
10-inch
85c | JESUS, SAVIOUR, PILOT ME—Tenor, With Orchestra..... | Henry Burr |
| | LEAD, KINDLY LIGHT—Vocal..... | Peerless Quartet |
| 4272
10-inch
85c | CRUCIFIX—Sacred Duet, With Orchestra..... | Charles Henry—James Jordon |
| | PALMS, THE—Baritone, With Orchestra..... | Bernard Ferguson |
| 4273
10-inch
85c | BEAUTIFUL SAVIOUR—Vocal..... | Shannon Four—J. Neilson |
| | WHEN CATHEDRAL BELLS AT TWILIGHT CHIME—Orchestra, With Celeste and Chimes,
Shannon Four—J. Neilson | |
| 4290
10-inch
85c | JESUS, LOVER OF MY SOUL—Duet, With Orchestra..... | Charles Hart—Elliott Shaw |
| | OPEN THE GATES OF THE TEMPLE—Baritone, With Orchestra..... | James Jordon |
| 4320
10-inch
85c | WHERE IS MY BOY TO-NIGHT?—Sacred Baritone, With Orchestra..... | Elliott Shaw |
| | FACE TO FACE—Sacred Baritone, With Orchestra..... | James Jordon |
| 4431
10-inch
85c | SAVED BY GRACE—Baritone, With Organ..... | Wilfred Glenn |
| | JUST AS I AM—Baritone, With Organ..... | Wilfred Glenn |
| 4437
10-inch
85c | GO DOWN, MOSES; 'WAY DOWN IN EGYPT LAND—Spiritual Colored Quartette,
Virginia Female Jubilee Singers | |
| | WHEN JESUS CHRIST WAS BORN—Spiritual Colored Quartette..... | Virginia Female Jubilee Singers |
| 4209
10-inch
85c | THE VOICE OF THE CHIMES—Male Quartette..... | Shannon Four |
| | THE HOLY CITY—Baritone..... | Joseph Phillips |

Okeh Records



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



INDIANAPOLIS A NOTABLE CENTER OF TRADE ACTIVITY

Holiday Sales Now Under Way—Baldwin on Deck Following Fire—Miss Hobson's Fine Educational Campaign—Splendid Feeling of Optimism Prevails Regarding Prospects Present and Prospective

INDIANAPOLIS, IND., December 5.—Although the Baldwin Piano Co. suffered a fire loss of approximately \$25,000 last month there was comparatively little damage to the stock of talking machines, according to C. P. Herdman, manager of the talking machine department. Many of the instruments were marred through handling by the salvage corps, thus necessitating special prices which, on many of the machines, were 50 per cent of the original prices. The special prices quickly moved the greater part of the stock so damaged.

Water damaged practically the entire stock of Columbia and Brunswick records and Q R S player rolls. Instead of placing this stock on sale Mr. Herdman decided that the reputation of his house for the distribution of only first-class goods could best be preserved by disposing of the stock otherwise. He therefore disposed of all the damaged goods through insurance adjustment to the 'Underwriters' Salvage Co., of Chicago. The transaction involved approximately \$13,000. Mr. Herdman says he is receiving especial attention from distributors, with the result that he will be in good shape for handling the regular Christmas holiday trade in records and rolls.

Demand for Records Grows

C. E. Collins, of the Collins Talking Machine Co., reports business in Emerson records increasing rapidly. He says that Dumbald & Burns, Emerson dealers at Huntington, have thus far this year increased their record business 300 per cent over last year. Mr. Collins reports also a healthy increase during the last two months in sales of talking machines, particularly in the Indianapolis territory.

Thos. E. Hendricks a Busy Man

Thomas E. Hendricks, formerly manager of the talking machine department of the Pearson Piano Co., left that company to accept a posi-

tion as special agent for the Crescent Life Insurance Co., a Masonic insurance organization. He is supplementing the insurance work by conducting a wholesale talking machine accessory business for the Stewart Talking Machine Co., Victor distributor. He also has accepted temporary employment as floor salesman for the Indianapolis Talking Machine Co. during the holidays.

A. C. Hawkins, manager of the latter company, reports both machine and record business picking up, as the result of the near approach of the holiday season. Business, he says, is coming chiefly through the efforts of the outside crew of salesmen, with sales of the \$150 machines leading.

Finds Large Increase in Business

C. A. Grossart, of the Brunswick Shop, says that business has increased at a remarkable rate in both machines and records during the last two weeks. He finds it difficult to keep his record stock up to where it should be, he says, and he credits that fact chiefly to a large demand for the Isham Jones record of the "Wabash Blues" and "Ma." He says his last consignment of that record was 750 and that he sold the entire consignment in three days.

Price Stability Inspires Confidence

People have increased confidence in the Edison phonograph as a result of the unchanged prices of that instrument, says W. O. Hopkins, of the Edison Shop. He says that despite price cutting in other lines his business for November ran a little better than during the same month of last year. The fact that several Broadway hits were received in this city on Edison records before the sheet music arrived, he says, has gone far in calling attention to Edison progressiveness.

Mr. Hopkins has won some worth-while publicity through the fact that the Indianapolis post

office is trying out an Edison in the mailing room for the purpose of testing the value of music in connection with the activities of the clerks and carriers in the office. The machine has been in satisfactory use there two months. A recent issue of the London Illustrated News showed the picture of a "gramophone" in use in the London post office and gave the explanation that the London postal authorities were contemplating adoption of the music plan on trial in Indianapolis. The Edison Shop has added the Gulbransen line of player-pianos.

Reduced Prices on Gennett Records

The Starr Piano Co. has announced a return to pre-war prices on the Gennett records. The reduction has been from 85 cents and \$1 to 75 and 90 cents. T. H. Bracken, manager of the Indianapolis store, says he has been pushing the record sales, with the result that his business in that line increased rapidly during the latter part of November. There has been no appreciable increase in the sale of machines, he reports. Business in the Indianapolis store and in the branch stores of the State, he says, has been generally satisfactory the last few months, with every indication of a healthy increase through the Winter.

Reports Business Expansion

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., reports that business has increased to such an extent during the last few weeks that she is having difficulty in supplying machines. She is meeting particularly with a shortage of the No. 300 models and certain finishes in the No. 100.

Becherer's Cheery Report

C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co., says that the sales of baby grands and the cheaper period models have kept up his business so well that October and November this year brought returns equal to the business during the corresponding months last year.

John McCormack Scores

The appearance of John McCormack at the
(Continued on page 68)



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

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

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

Needle scratch almost entirely removed.

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

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



Showing Jewel Attachment in position for playing vertical cut records.

THE IMPROVED Jewel ATTACHMENT FOR EDISON

N O T

Just Another Attachment

B U T

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

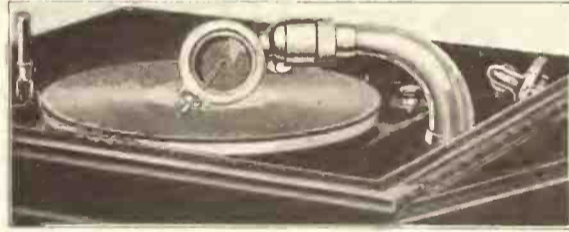
If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



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

Needle CENTERS on all records.

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

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

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

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



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

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

TRADE ACTIVITY IN INDIANAPOLIS

(Continued from page 67)

Murat Theatre on Sunday, November 20, resulted in a renewed interest in the Victor records made by that artist. Victor dealers throughout the State have been ordering heavily on the three Victor records released as "specials," according to reports from the Stewart Talking Machine Co. Indianapolis dealers say those records have had an unprecedented sale, but only two dealers reported the same record as being in the lead so far as the greatest number of sales was concerned.

Talks to Kiwanians on Child Music

Miss Caroline Hobson, educational director of the Stewart Talking Machine Co., in an address before the Kiwanis Club on the subject of music appreciation, made "six-year-olds" out of 200 dignified Kiwanians and illustrated how youngsters in the primary schools are being taught better grades of music.

Miss Hobson had the Kiwanians humming childhood lullabies, such as "Rock-a-bye Baby" and "Old Mother Hubbard," to phonographic accompaniment. Putting the club to a test, she discovered that only three out of the 200 knew the name of America's foremost composer. She said that was not strange, since business men are too busy making money to concern themselves greatly about music. She urged her hearers not to permit the children to become fond of jazz. People may obtain a liberal education in music by listening to good music, she declared.

The Stewart Talking Machine Co. will hold an educational meeting for store salesmen December 8 and 9. It will be attended by representatives of the Victor stores in the Indiana territory. Miss Hobson will conduct the classes, giving particular attention to the handling of records.

To Feature the Motrola

Under a new plan of national distribution for the Jones Motrola, a winding device for phonographs, the Stewart Talking Machine Co. has been made the exclusive wholesale distributor for this State. A new type of the Motrola is noiseless and sells at little more than half the price of the old type.

Harry Diehl, popular traveling salesman for the Stewart Co., has successfully solved the problem of "Music in the Home." Ask him about it and he will straightway proceed to explain that her name is Helen Louis and that she weighed nine pounds when she arrived.

Kimball Phonographs Are Moving Rapidly

The movement of Kimball phonographs is being stimulated by advertising and sales campaigns conducted in conjunction with dealers by E. H. Jarrard, manager of the talking machine department of the Capital Paper Co. Increased sales efforts, supplemented by special prices, resulted in successful sales by the Reliable Furniture Co., the Phoenix Furniture Co. and the White Furniture Co., of this city.

After making an extended trip over Indiana,

Equip Your Booths with Stewart Record Stands



No. 5A 010

\$8.70

f. o. b.
Indianapolis

COMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

In Mahogany, Golden Oak and Birch finish. Height, 43¼ inches. Top, 16½ x 16½ inches. If you have no account with us please send check with order.

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS



Illinois, Ohio and West Virginia Mr. Jarrard reports the market flooded with inferior machines and says the retailing of such machines is making it hard for dealers in standard machines, but that the discriminating buyers are still demanding the good quality of the standard makes. He says the standard machines are apparently not so easily sold now, but that they stay sold when once they are in the hands of buyers.

Pathé Business Improving

The business in Pathé machines is about the same as a year ago, according to C. O. Mueller, of the Mooney-Mueller-Ward Co., Pathé distributor. The record business, he says, is picking up rapidly. It is Mr. Mueller's observation that dealers are remaining close to their business and are visiting in the city frequently, as they were in the habit of doing a year or two ago.

Business to Be Had if Solicited

H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor, says the cash prize contest just closed by the company proved very successful. "Our cash prize contest," he explains, "has proven to us that there is business to be had for the salesman who has unwavering faith in his ability to go out, face the odds and sell. A very remarkable fact is that one of our cash prize-winners near the top has

been in the Edison game less than one year. He attributes his success to the great assistance given him by the Edison laboratories, with their various sales plans. Conditions in our territory indicate that we are going to have the last-minute rush that always appears during the holiday season."

Takes Both Auto and Victrola

E. F. Routh, Victor dealer at Salem, Ind., is looking for a thief who stole his Hudson super-six and a \$250 console model Victrola. The Victrola was in the automobile when the thief decided to depart with the car. Routh is offering a reward for the return of the property. The serial number of the Victrola is 26,238. The series number of the automobile is 100,452, the license number is 279,131 and the motor number is 153,624.

Says the Outlook Is Rosy

O. C. Maurer, manager of the talking machine department of the Kiefer-Stewart Drug Co., Sonora distributors, says the outlook for Sonoras is "rosy." The dealers have responded, he says, to aid given them by the Sonora Co., with the result that there has been considerably increased enthusiasm among them all and a general toning up of business throughout the State.

Much Advertising in Evidence

It was estimated by a phonograph dealer of Indianapolis that one of the city's newspapers on the afternoon of Friday, November 25, carried \$1,500 worth of phonograph advertising. This advertising included announcement of a \$42,615 purchase of Sonata talking machines to be sold at one-third the factory price, an offer of Vitrolas and other machines at special prices.

SELLS SIXTY-FIVE MACHINES

Enterprising Columbia Dealer in Texas Closes Successful Week—Intensive Sales Efforts Produce Results Which Convey a Salutory Lesson

DALLAS, TEX., December 5.—In the books of the Dallas branch of the Columbia Graphophone Co. Eagle Pass was formerly indicated by a small dot representing a town of 5,655 people. At this writing, however, the dot has assumed imposing proportions, owing to the unusual campaign conducted by the New Furniture Co., Columbia dealer in that city.

This dealer inaugurated a Grafonola Week recently and, working in conjunction with Mr. Parker, of the sales staff of the Columbia branch in Dallas, sold sixty-five Grafonolas in one week. Newspaper advertisements, sales letters, personal calls and, in fact, every form of sales effort was utilized in making this campaign a success and the New Furniture Co. is well deserving of the congratulations which it has received from the Columbia organization at Dallas.

Now with the smoke of battle cleared away is not the time to discuss about what might have happened. See that you are prepared for the next fight—we mean the fight for business in 1922.

Complete Stock and Excellent Service on

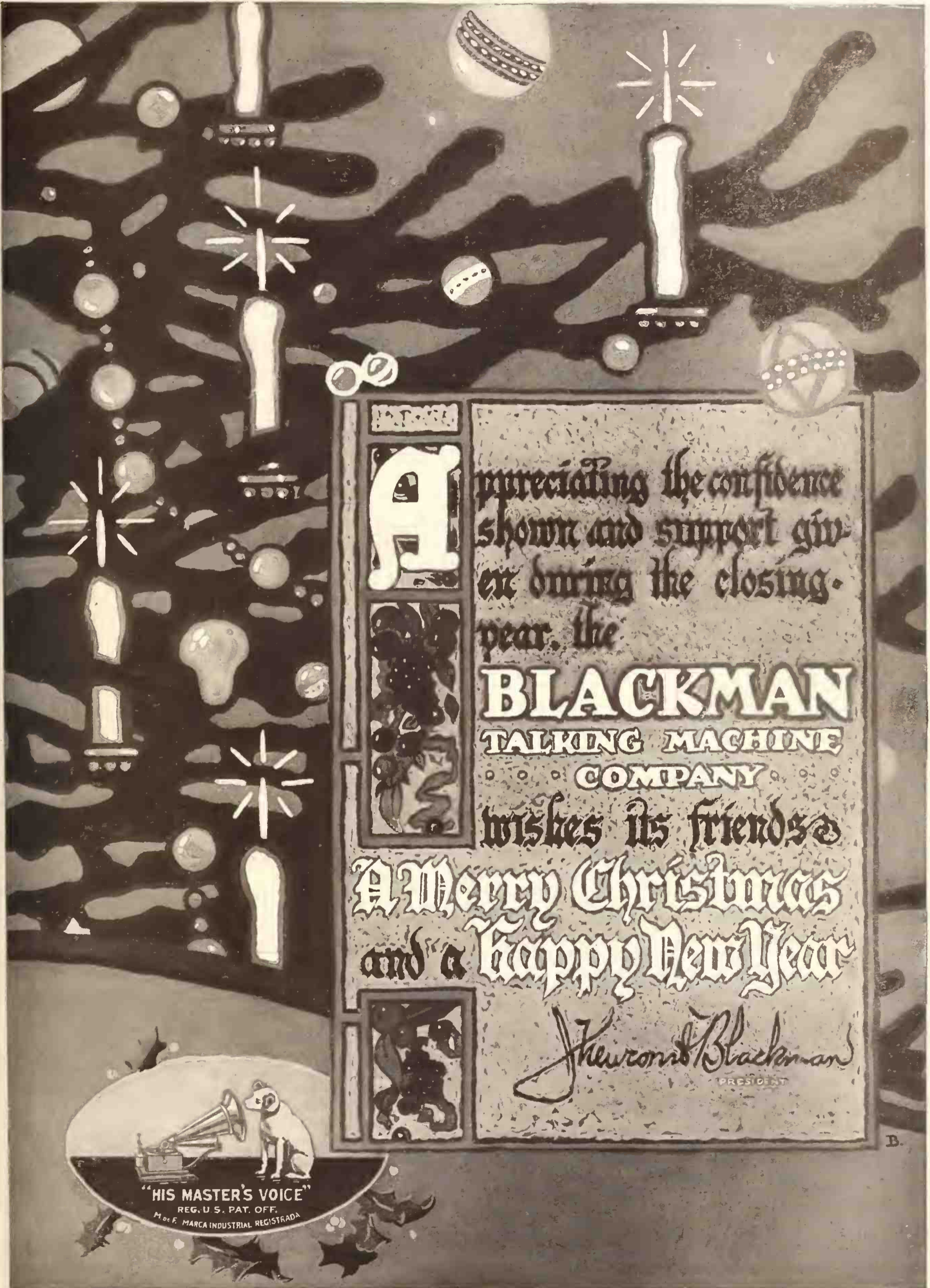
OKeh Records

THE ARTOPHONE CORPORATION

1103 OLIVE ST.,

ST. LOUIS, MISSOURI

Wholesale distributors of **OKeh Records** for the South and Southwest



A

ppreciating the confidence shown and support given during the closing year, the

BLACKMAN
TALKING MACHINE
COMPANY

wishes its friends

**A Merry Christmas
and a happy New Year**

Hermond Blackman
PRESIDENT



B.



Imagine "Rocked in the Cradle of the Deep" as a saxophone solo! And for good measure, Clyde Doerr records "Jeunesse," too, as the coupling. A-3491 will sell big to your customers.

Columbia Graphophone Co.
NEW YORK

ACTIVE HOLIDAY BUSINESS PROMISED IN NEW ORLEANS

Retailers Encouraged by Fact That Christmas Savings Funds Are Large—Extensive Advertising Bringing Results—General Improvement in Business Reported This Fall

NEW ORLEANS, LA., December 5.—With the paying out of over \$2,000,000 in Christmas savings, and with the holiday season just opening, the talking machine trade is preparing for a deluge of buyers. From the early start made by the shoppers and with the savings twice the amount of 1919 the merchants predict a bigger season than last year. All stores have attractive and inviting window advertisements, and with the club plans in operation, providing easy payments, they expect to put talking machines in the homes of rich and poor alike.

In the words of B. G. Powell, manager of the Victrola department of Philip Werlein, Ltd., the public this year is not as reckless as it was last year, for it has learned the lesson during the period of depression better than the War Saving and Thrift campaigns could ever hope to teach them—it has had the effect of making the people ponder longer before buying and in the end buying better machines—machines that would last. In brief, the people are buying closer this year than they did in 1920.

In commenting upon the Victrola business done by the Werlein house, Mr. Powell claims

that while the month of November as a whole was not exceptionally good and sales were slow, the last week of the month was notable for a whirlwind finish which is still in evidence the opening days of December, and which will merge into the regular Christmas rush. Mr. Powell has inaugurated a Red Seal derby among the selling force which has stimulated sales considerably. It will be a regular monthly feature beginning with November.

Another thing brought to the attention of your correspondent by Mr. Powell was that a survey of the papers of New Orleans and of other Southern cities showed that the talking machine people here have been advertising more extensively than any other city in the South.

The Edison Co. conducted the Elizabeth Spencer tone test at the Little Theatre in the Grunewald, November 23, at which there were 1,500 people. She was accompanied by Emil Bertel, pianist. The Edison people have also been conducting a drive among the restaurant people and have placed fifteen machines in the restaurants in different parts of the city. Among the big buyers were Harris Ice Cream Co., \$1,000; Comus

Restaurant, \$900, and the Thermol Chain. Edison record sales have been increasing steadily and popular hits have been appearing even before the selections were released by the publishers. Sales of Edison record cabinets also show a big increase.

The Maison Blanche has just finished a Victrola week which kept them hopping for the whole six-day period. The \$150 machine proved to be the most popular and the best seller. In the Brunswick machine the Console type was the best seller. "Ma" and "Wabash Blues" are two records that they have been unable to keep in stock, so fast have they been selling, says J. D. Moore, in charge of the department. Mr. Moore had been kept at home for the past two weeks with his son, who had been critically ill, and has just returned.

Guenard's Music Shop on University Place, which at the last report was rather upset, having just opened, is now quite an up-to-date music store. Starting with the Columbia line exclusively, Mr. Guenard has now added the Kranich & Bach piano and the U. S. player roll to his stock, in addition to musical merchandise. Both this shop and the store on Dryades street are going at top speed. Ted Lewis records are in great demand, says Mr. Guenard. With the player rolls he is inaugurating an exchange plan whereby his customers may exchange old rolls for new, allowing 33 cents on every roll returned.

Junius Hart Piano House reports an increase in every month this year over the same month of last year, the greatest increase being in the medium-priced machines.

As a whole the New Orleans trade seems to be very optimistic over the outlook for the holiday season and for 1922. There has been no price cutting in this section of the country, though some dealers complain that other dealers are selling terms instead of phonographs.

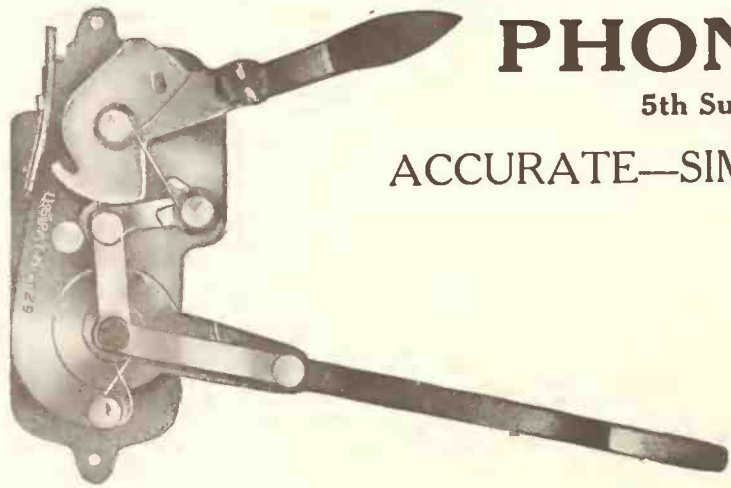
PERFECT CARUSO FOUNDATION PLAN

Plan to Raise \$1,000,000 Foundation Fund by Public Subscription

At a recent meeting of the Bankers Club in New York steps were taken to perfect the organization of the Caruso Memorial Foundation which was started some time ago. The plan provides for the raising by public subscription of \$1,000,000, the income from which will be used to establish scholarships in music and to develop a wider appreciation of music in this country as a perpetual and practical memorial to the noted tenor. The headquarters of the Foundation are in the Woolworth Building at 233 Broadway, New York.

PHONOGRAPH SALES CO. BANKRUPT

OMAHA, NEBR., December 8.—A petition in bankruptcy against the Phonograph Sales Co., 2415 Farnam street, this city, has been filed by creditors, including the Knittel Music Co. and the Columbia Phonograph Cabinet Co. Liabilities are estimated at \$40,000.



PHONOSTOP

5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable
Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL
STANDARD



NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

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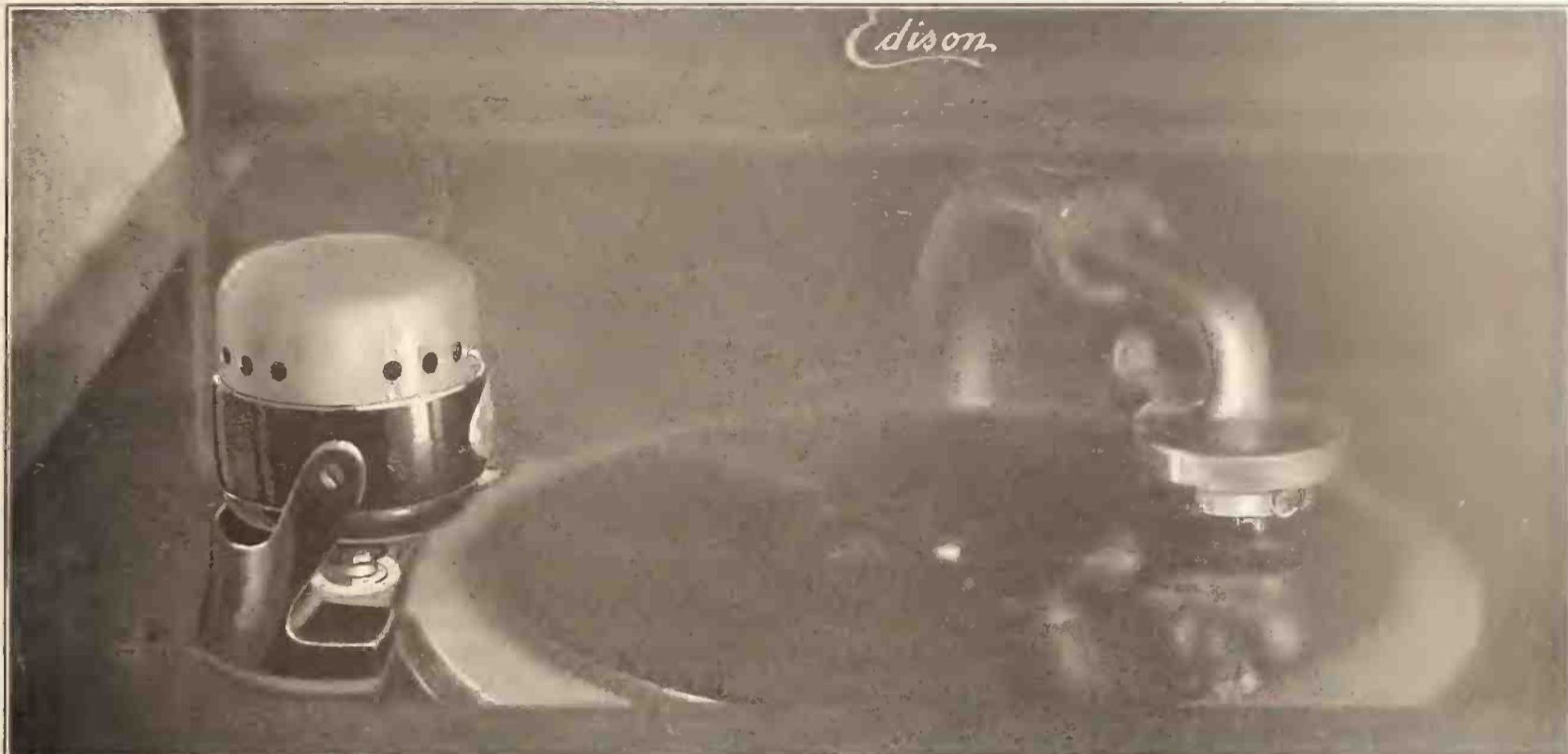
AT

75 cents

Trade Discount

A SUPERIOR TOOL

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



*Mr. John D. Rockefeller—Mr. Alfred I. Dupont—Mr. Henry Ford
—Have Equipped Their Phonographs With*

THE SHELTON MOTOR

The Perfect Motor for Phonographs

**EDISON and VICTOR DEALERS! ARE YOU INTERESTED
IN SELLING THE BEST?**

Owners of phonographs throughout the country have been quick to see the many advantages of the compact little Shelton Motor which transforms any phonograph—Edison—Victor—Columbia—into an electrically driven machine. There are more than 20,000 satisfied users today.

Can be installed in a minute. So small it will fit in your pocket. *Invisible when lid is closed.* Cost of operation less than five cents a month. Never gets out of adjustment. *Guaranteed indefinitely.*

Exceedingly simple to operate. A light push on turntable automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. *Absolutely noiseless.*

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a minute to demonstrate its superior points.

Write today for name of your nearest distributor.

Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.



Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the fourteenth 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.]

"KNOWLEDGE IS POWER"

The simplest and most obvious principles are often the hardest to put before the consciousness of bodies of men in practical form. Nothing should be easier to understand than that the talking machine business is simply the business of merchandising music. Yet the merchant who acts upon this obvious principle is the exception.

Let us take one of the simplest examples. Anyone who troubles himself enough about the internals of his business to study them at all must realize that the record catalogs contain vast quantities of music which is imperfectly known and very little exploited. Yet there is as much profit in each dollar's worth of these records as in any others. A well-balanced retail business will be one which can command the sale of all parts of its stock with relatively equal facility. A badly balanced business is one which runs to extremes, which is always short on whatever happens to be the fad of the moment and always encumbered with dead stock of everything else. No merchant is foolish enough to wish that a condition of this sort should continue, but, very often, merchants simply do not know what to do about it and so let it continue against their own better judgment.

The Clear Aspect

The musical aspect of the talking machine is the aspect which ought most clearly to be kept in view in all decisions as to merchandising policy. But this musical aspect cannot be so kept in view when there is no settled principle on which to base a policy. If one just sells what the uninstructed public wants to buy then it is certain that one's selling will be one-sided and ill-balanced and that neither the manufacturer nor the dealer will make much profit out of the efforts which are put into the business.

The value of the talking machine, of course, is

relative to the use which is made of it. The talking machine can only be sold at all for what it will do. The record, then, is the determining element in the talking machine business, and it is the first affair of the seller to master all available knowledge as to the contents of the record catalogs, the styles, types and values of various instrumental and vocal recordings and the relative success which each meets with in filling the wishes and fancies of the buyers, the people.

All this seems obvious enough when it is put down on paper, but there seems to be a good deal of difficulty in applying it. Yet this difficulty is more apparent than real.

A Practical Example

There is a certain retail talking machine store in a large city which represents almost to perfection the results which flow from applying steadily the principle of knowing the goods one sells. The store is not large, but it attracts the most cultivated and musically wise people in the community. The proprietor is himself interested in music, though he is not a musician by any means. He, however, first became interested in the talking machine after he had bought a good machine years ago. He gradually collected a library of fine records, which he has built up year by year, till to-day he has one of the finest private collections to be found in the country. Now, this man became so much an enthusiast on the subject of talking machine music that he proceeded to enter the selling field himself. One of his most sincere convictions is that he owes the success he has made principally to the extensive and minute knowledge he began to acquire years ago concerning the riches of the record catalogs.

This man knows the line of records which he sells. He possesses in his private collection specimens of every style of recording, voices of all sorts, ranges, powers and qualities, orchestral records, solo instrumental records, quartets, trios and quintets. He has the complete operas "Faust" and "Pagliacci." He has specimens of accordion, concertina, barrel-organ, bag-pipe (Scotch, Irish and Italian), ocarina, zither, xylophone. He knows them all. He knows the tone of each one instrument and how that instrument

is distinguished from its associates in the orchestra and in the band. He knows the selections under the different headings, orchestra, military band, string quartet, etc. He can pick out from the catalog an orchestral number which will suit a cultivated customer who shows a knowledge of music. His knowledge embraces, likewise, the entire range of modern popular music in voice and instrumental recordings, and he is at no loss to suit any taste. But he knows that any fool can keep up with the hits of the moment which are here to-day and gone to-morrow.

The Foundation of Good-will

On the other hand, he also knows that his talking machine business, if it is to continue as successfully in the future as it was in the past, must continue to be built on the good-will of the entire community. He knows—what so few merchants seem to realize in a practical way—that the patronage of the best and most highly cultivated families in the community has a reflex effect far greater than can be measured in any direct amount of buying by these families. He knows that if he is the purveyor of home music to these cultivated circles by means of the talking machines and records, if he can advise these customers of his, show them that he knows their wants and can anticipate them intelligently, that he has the same love for the beautiful that they have, and that he can speak their own language in these matters, they in their turn will cry aloud his virtues and the beauties of his store from one end of the city to the other. He knows this and profits by his knowledge, which he applies in practical fashion.

It Does Pay

It does pay directly and definitely to know the records one sells, to know them not merely by name but by actual acquaintance. It does pay to know why the records of a band conducted by Sousa differ from similar records made by a band under the baton of Pryor. It does pay to know what a concert overture is and why Mendelssohn's "Fingal's Cave" differs from Beethoven's "Consecration of the House." It does pay to know the sound of an oboe and to distinguish it from the sound of a clarinet.

So, also, it pays to know why the Kneisel Quar-

A RECORD RACK

Particularly for
DEALERS IN WARM CLIMATES



Vertical racks cause warped records.

Warped records are a dead loss.

This handsome horizontal rack holds 400 twelve inch, and 800 ten inch records, in addition to drawer space, occupies an area only 1 foot by 3

feet, 8 feet high, solid dustproof back, enamel or mahogany finish; ready for shipment; write for price.

VAN VEEN & COMPANY

Hearing Rooms, Record Racks
and Counters

47 West 34th Street, New York City
1711 Chestnut St., Philadelphia, Pa.



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.



ASK TO HEAR IT



THREE O'CLOCK in THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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



tet was once world-famous and why the Flonzaley and the London quartets are famous today. It pays to know something of the difference between the fiddle styles of Heifetz and of Kreisler, between the vocalizations of Gallurcurci and of Florence MacBeth, between Muratore's mannerisms and Caruso's.

"Blues" and Burr!

Yes, and it pays to know why a saxophone is needed to give the "blues" effects in music and why Mamie Smith and Marian Harris have totally different styles in blues work. It pays to know all about Henry Burr, beloved of thousands for years back, Henry Burr of the sweet high tenor. It pays to know his history and how many records he has made and which are the best-liked by the general public.

It Pays

It pays to know all this and a great deal more.

For how can the talking machine be sold profitably save by featuring its musical possibilities? And how can its musical possibilities be featured if not by means of its records? And how can records be used for that purpose and sold at a profit—how can it pay to keep records at all if the selling of them is not guided by some system?

The man or woman who is unwise enough to suppose that a knowledge of music, and especially of music as given by the records listed in the great catalogs, is not essential is too silly to stay in the talking machine game. There cannot be too much knowledge of the sort. There cannot, we repeat, be too much knowledge of that sort. And the more profound it is, the broader, deeper, clearer, more extensive it is, the better for the talking machine business of the man or woman who possesses it.

chine will be appreciated and how the recordings of the great artists will be enjoyed, etc. He emphasizes the surprise and pleasure of such a gift from husband to wife and sets Smith to thinking.

Jones waits a few days and sends a follow-up letter to Smith requesting an appointment, and in many cases the sale follows. Of course, the sale sometimes falls through, but if the letters are tactfully written Smith will at least try to find out from his wife whether or not she favors the idea and if he is disinclined to make the purchase himself he may delegate to his wife the task of selecting a machine.

TAMPA HOUSE FEATURES COLUMBIA

Tampa Hardware Co., Columbia Grafonola Distributor, Institutes Big Ad Campaign

SENTIMENTALITY OF MEN OFTEN A REAL SALES FACTOR

Study of the Men Folk as Buyers of Talking Machines and Records Well Repays the Inquisitive Progressive Dealer or Salesman—Some "Experiences" Here Set Forth

It is an established fact that women are the buyers of the country and merchants, knowing this, concentrate their attention on them, often excluding entirely the possibilities of making sales through the head of the house, the man. The man offers a mighty good field for the talking machine dealer and he should not be neglected as an avenue to sales.

While it is true that men, as a rule, allow the women to do most of the buying for the home, there are a number of methods of influencing them so that they either will buy themselves or use their influence with their wives to purchase a certain article at a certain store.

The best method of approaching most men is through sentiment. Men to-day are just as chivalrous and sentimental as they were in the days of old, despite reports to the contrary, and if the talking machine merchant approaches a prospective male customer and tackles him from the standpoint of sentimentality he enhances his chances of making a sale. Of course, any man with a grain of sense will have to be convinced that the machine he is interested in is durable and that he is getting his money's worth, from a practical standpoint, but no man is going to buy a talking machine simply because he makes a good bargain and it is up to the dealer to convince him that he desires music in the home and the particular make of machine which is being demonstrated to him before he will buy.

For example: John Smith is a hardheaded business man. He has a wife and perhaps children at home, but personally he doesn't care a hang about a talking machine. However, his name is on the prospect list of Jones, the local dealer, who decides to sell Smith a machine.

Jones tries all the usual ways of interesting the prospect in a talking machine and fails. Circulars, ads, letters and the usual sales talks are without any visible effect. Jones is persist-

ent, however, and spends much time in thought. He recalls that Smith is devoted to his wife and decides to approach him from a new angle. Accordingly he sends Smith a personal letter, using distinctive paper of good quality, in which he draws a pen picture of the home, how a woman loves music and how the gift of a talking ma-

TAMPA, FLA., December 8.—The Tampa Hardware Co., the only exclusive wholesale hardware jobbing concern in Florida, and one of the largest concerns of its kind in the South, has inaugurated an extensive publicity campaign in the Tampa Sunday Tribune in which Columbia Grafonolas, for which it is a distributor, are featured prominently in a full-page spread. The advertisement of the company in one edition of the paper covers many pages and urges the buying of Columbia Grafonolas and other merchandise from local dealers.

DID YOU GET YOURS?

If not, write today for circular illustrating our latest creation,

THE KENT "SPECIAL"



to play lateral cut records only on THE EDISON DISC PHONOGRAPH



Operates only with the lever, same as EDISON. Made of brass tubing, carefully finished, beautifully fashioned and modestly priced, it is easily the best buy on the market. Do not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We specialize in attachments for Edison and Victor machines, also sound boxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed. Inquiries solicited.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.

Whose phonograph accessories "Win their way by their play"

NEW EDISON JOBBER IN IOWA

Silzer Bros. Succeed Harger & Blish in Des Moines and Sioux City—H. H. Blish Will Move to California—C. G. Silzer Heads New Jobbing House—Well Equipped to Serve Edison Dealers in Important Territory

ORANGE, N. J., December 3.—Announcement was made to-day at the Edison headquarters to the effect that a new company, to be known as Silzer



C. G. Silzer

Bros., will be organized within the next thirty days. The territory embraced in this jobbing enterprise will be the same as that covered by Harger & Blish, the concern to which Silzer Bros. are the successors, and the headquarters and executive office address will be the same, in both Des Moines and Sioux City, Ia., as was formerly occupied by Harger & Blish.

The change described above is the result of the failing health of H. H. Blish, who will hence-

forth make his permanent residence in California. It is his intention to organize and operate in that State, in conjunction with his son, H. H. Blish, Jr., a financial company, which will discount Edison paper.

C. G. Silzer, who has for many years been a prominent member of Harger & Blish, will head the new company of Silzer Bros. He will have associated with him his two brothers, G. U. and Herman F. Silzer.


In chatting with a representative of The World C. G. Silzer stated that conditions in the Middle West covered by the business operations of his company are showing steady improvement. While the corn market is not in satisfactory shape at the present time, the hog market is in excellent condition. In a recent trip which Mr. Silzer made to make an analysis of the territory which his business covers he found that 60 per cent of the farmers own their own farms and that 80 per cent of the farmers are practically certain to go through the depression of 1921 sound and solvent. Of the remaining 20 per cent he estimates 15 per cent will have a very hard time to pull through and 5 per cent will go under. This analysis, Mr. Silzer believes, indicates a fundamentally good status and one which will mean a substantial volume of Edison business during 1922.

At the present time, he says, business is somewhat spotted—very good in certain cities and behind in others. He believes that this variation indicates positively that the opportunity for sales exists, provided the retail merchant and his sales staff are fighting aggressively every hour of every business day. He also said that price-cutting of standard lines has not assumed the threatening aspect which is the case in some of the large Eastern cities.

RECENTLY INCORPORATED

The Wonder Phonograph Co., of Dover, Del., has been granted a charter of incorporation under the laws of that State, with a capital of \$150,000.

THE RESURRECTONE
"Even pressure fulcrum"



Patented
June 15th,
1915
June 22nd,
1915
Jan. 21st,
1919
June 21st,
1921

Trade-Mark
Registered

Patents Pending
Our new Tuning-fork and
Single Prong models are
standards of simplicity
and perfection. Superb quality—increased volume.
Order sample, return if not satisfied. Reasonable prices.
HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City
Makers of the "air-tight" Tone-arm and Hoffay Phonograph

CATHEDRAL CO. PROPERTY SOLD

Real and Personal Property of Bankrupt Phonograph Co. Disposed of at Trustee's Sale

MARION, O., December 3.—Real and personal property of the Cathedral Phonograph Co., bankrupt, was sold at a trustee's sale on November 26 to Dimon Herring, Mansfield, O., for \$44,900. Mr. Herring stated that it was his intention to open the local plant for the salvaging of the personal property.

The real estate in Marion County went to Mr. Herring for \$24,500. The appraised value of this property was \$35,000. The personal property was sold in bulk to Mr. Herring for \$20,400.

Personal property of the company consisted of some 800 completed phonographs, 100 other phonographs previously sold on consignment, of which seventy are at San Francisco and thirty at various other points; one lot of other phonographs, approximately 900; raw materials, miscellaneous hardware and machinery located in the plant; miscellaneous tone arms, parts and dies at Chicago, and all accounts, bills receivable and claims due the bankrupt company.

The Deeken Music Co., at 2017 East Grand avenue, St. Louis, Mo., one of the latest additions to the local talking machine business, is featuring Victor products.

A Merry Christmas and A Happy New Year to All

1922

is going to be a RECORD year

Let us help you make it so by pressing
your records

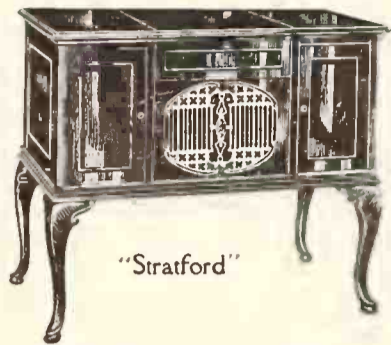
Samples and Prices on request



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.





"Stratford"

THE BRUNSWICK COMES TO HARDMAN HOUSE

As its inherent fitness made manifest the Brunswick's right to highest musical recognition, it became manifestly fitting that we should welcome it to Hardman House.

Our ideals of artistry and the artistic achievements of the Brunswick were too alike to remain permanently apart.

So now the inevitable becomes the actual. The Brunswick and Hardman House! One and inseparable. Complementing and mutually complimenting.

The brilliant gem in a rich new setting; the lovely blossom on a thriving stem; a distinguished stage for a new attraction.

Fifth Avenue's Phonograph Headquarters now invites you to new Headquarters for the Brunswick.

Individual Concert Chambers at Your Disposal

We invite you to hear the Brunswick in repertory of your own choosing. Convenient main-floor Concert Chambers! Sound-proof.

CONVENIENT TERMS

HARDMAN, PECK & CO.

Eighty Years of Fine Piano Making

433 FIFTH AVENUE · NEW YORK

Also at 47-51 Flatbush Avenue · Brooklyn

Fifth Avenue's Latest Convert

Above, a reproduction of a 400-line advertisement inserted in The New York Times of November 4th, and other papers, by the famous old music house of Hardman, Peck & Co., of New York and Brooklyn.

"A man is known by the company he keeps"

THE BRUNSWICK-BALKE-COLLENDER CO.

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

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

New England Distributors:

Kraft, Bates & Spencer, Inc.

1265 Boylston Street, Boston, Mass.

Canadian Distributors:

Musical Merchandise Sales Co.

79 Wellington Street, West, Toronto

The Brunswick-Balke-Collender Co.

1a Calle de Capuchinas No. 25

Mexico City, Mexico



Brunswick

PHONOGRAPHS AND RECORDS

One of the leading phonograph manufacturers in the country having more than 70 per cent of their output sold, wants a few high grade distributors in territories where they are not now represented. The proposition is a very attractive one for the right concern. Get particulars. Box No. 2, Talking Machine World, 373 Fourth Ave., New York.

SALESMEN ARE MADE, NOT BORN

The Most Successful Salesmanship Can Be Analyzed as Merely the Unremitting Application of Essential, Every-day Qualities.

Frederick W. Nash, writing in a recent issue of the American Magazine, says that in his opinion good salesmen are made; not born, and says in part:

"The object of salesmanship is to sell and it is proper and normal for the prospect not to want to buy. The reason that men fail as salesmen is that they think of themselves more than they do of those they want to have as customers. The first principle of salesmanship is not persuasion. It is not a division of oratory or hot air. Neither is it a kind of glorified begging. We speak of 'selling a man' or 'putting over' a deal. A real salesman does not think in those terms; he thinks how what he has to sell can make money for someone else, and when he has that all planned he goes out and tells that someone of the plan. Not infrequently salesmen who are unable to place a satisfactory order with a doubting merchant go right out into the neighborhood and by a house-to-house canvass prove to the merchant that a demand exists for the goods.

"Sometimes a salesman becomes too accustomed to his territory. At first he will know that he has to sell, and, if he is a good man, he will sell part of the trade so well that he becomes an order-taker as far as they are concerned. He will try for months, and perhaps for years, a certain number of other prospects, until it comes about that they know exactly how to refuse him. His arguments and their arguments stalemate; finally he stops calling. It is very difficult to keep a fresh fund of arguments over a well-beaten, accustomed route, and more especially when a satisfactory portion of the people on the route buy anyway. The salesman loses his resource, and for his good as well as for the good of his employer he ought to be shifted to harder ground. Easy going will spoil any salesman that ever lived."

In spite of all the opinion that salesmanship is an art and that sales come through the activity of inspired salesmen, Mr. Nash clings to the belief that salesmanship is merely an unremitting application of essential, every-day common-sense qualities.

FILE PETITION IN BANKRUPTCY

A voluntary petition in bankruptcy has been filed by Walters & Barry, Buffalo, N. Y., talking machine dealers. Liabilities are given as \$46,670.32, and assets are listed at approximately \$19,637.39.



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

J. J. REILLY JOINS JEWETT STAFF

Well-known Wholesale Traveler Will Cover Pennsylvania for Jewett Phonograph Co.—Identified With Trade for Many Years

DETROIT, MICH., December 6.—A. A. Fair, sales manager of the Jewett Phonograph Co., of this city, announced recently that John J. Reilly had joined the company's sales staff and would cover Pennsylvania territory. Mr. Reilly has already started work in this territory and is producing splendid results.

John J. Reilly is well known to the retail music trade, as he has been identified with the industry for many years. For over four years he was department manager of the music roll section of John Wanamaker, and for two years traveled for the Aeolian Co., visiting the trade in Pennsylvania, New York, New Jersey and Virginia. He then joined the staff of the Philadelphia Show Case Co., Vocalion jobber located in Philadelphia, being appointed sales manager of the Mel-O-Dee branch of this business. He resigned

from this position to become identified with the Jewett organization, and his thorough knowledge of the retail business will undoubtedly enable him to co-operate to splendid advantage with Jewett dealers in Pennsylvania.

EDISON ARTISTS IN CANTON, O.

Interesting Recital Held Recently Under Auspices of Rhines Edison Shop

CANTON, O., December 2.—A novel and thoroughly pleasing recital was offered Tuesday evening, November 29, in the new McKinley high school auditorium under the direction of the Rhines Edison Shop. The artists appearing were Sibyl Anderson Fagan, whistler; George Wilton Ballard, baritone, and Willard Osborne, tenor. The artists performed in comparison with their recreations on the New Edison phonograph.

A capacity audience attended a similar concert at Alliance, O., given under the auspices of J. H. Johnson & Sons, music dealers in that progressive city.

CONNORIZED

PHONOGRAPH RECORDS

10-inch DOUBLE DISC

WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

If you have not tried these records send for some at once. Their reproducing qualities will prove to you why they are so popular and profitable. The latest hits are found in the list for December.

- | | |
|---|---|
| <p>3025 Inst. { I Wonder If You Still Care for Me (Smith-Wheeler-Snyder). Fox-trot.
Merry Melody Men
It's You (Davis-Conrad). Fox-trot.
Lanin's Famous Players</p> <p>3026 Vocal { Dapper Dan (Brown-Von Tilzer). Orch. Accomp. Sung by Irving Kaufman
Oh, Brother, What a Feeling. Orch. Accomp. Sung by Ernest Hare</p> <p>3027 Inst. { Bring Back My Blushing Rose. Fox-trot (Intro.: "Sally, Won't You Come Back?") Merry Melody Men
Cho Cho San. Fox-trot. Harry Raderman's Orchestra</p> <p>3028 Inst. { Bimini Bay (Kahn-Egan-Whiting). Fox-trot. Lanin's Famous Players
Leave Me With a Smile (Hoehler-Burnett). Fox-trot. Lanin's Famous Players</p> <p>3029 Inst. { I've Got the Joys (Ask). Fox-trot (Intro.: "Cry-Baby Blues"). Bennie Kreuger's Orchestra
Wabash Blues. Fox-trot. Lanin's Famous Players</p> <p>3030 Inst. { Gypsy Blues (Sissle-Blake). Fox-trot. Connorized Jazzers
I've Got the Blues, But I'm Just Too Mean to Cry (Parish-Young-Squiers). Fox-trot.</p> | <p>3031 Inst. { Sabre and Spurs (Sousa). March. Knights of Columbus Band
Knights of Columbus March (Clifford). Knights of Columbus Band</p> <p>3032 Inst. { O Sanctissima Chimes and Sterling Brass Quintette
Adeste Fideles Chimes and Sterling Brass Quintette</p> <p style="text-align: center;">NUOVI DISCHI ITALIANI</p> <p>10 in. { Voca E Ganta—Barcarola (Cinquagna-Valente). Acc. Dell' Orchestra Napoletana. Sung by V. Summa, Tenore
E Chitarre (Borio-Silvestri). Acc. Dell' Orchestra Napoletana. Sung by V. Summa, Tenore</p> <p>12 in. { Filava Filava (O. A. Bixie). Acc. Dell' Orchestra Napoletana. Sung by M. Scialpi, Tenore
Come Pioveva. A. Gill (M. Testa). Acc. Dell' Orchestra Napoletana. Sung by M. Scialpi, Tenore</p> <p>10 in. { Gore Signore (N. Valente). Acc. Dell' Orchestra Napoletana. Sung by M. Scialpi, Tenore
A Ganzena Sittu! (Murolo-DeCurtis). Acc. Dell' Orchestra Napoletana. Sung by V. Summa, Tenore</p> |
|---|---|

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., - - - New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

Gennett

RECORDS

"The difference is in the tone"



Gennett Records

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett.

NEW GENNETTS FOR JANUARY

- | | | | |
|------|---|------|---|
| 4793 | { I'VE GOT THE JOYS (Akst) (Intro: "Cry-Baby Blues")—Fox-trot.....Bennie Krueger's Orchestra | 4798 | { IOWA CORN SONG (Lockard-Riley-Hamilton), Criterion Quartette, with Orchestra Acc. |
| .75 | { MY SUNNY TENNESSEE (Ruby-Kalmar-Ruby)—Fox-trot.....Bennie Krueger's Orchestra | .75 | { ON THE BANKS OF THE WABASH (Dresser), Criterion Quartette, with Orchestra Acc. |
| 4794 | { GYPSY BLUES (Sissle-Blake)—Fox-trot, Ladd's Black Aces | 4799 | { BIMINI BAY (Whiting-Kahn-Egan), Irving Kaufman, Tenor, with Orchestra Acc. |
| .75 | { I'M JUST TOO MEAN TO CRY (Squires)—Fox-trot, Ladd's Black Aces | .75 | { DAPPER DAN (Brown-Von Tilzer), Irving Kaufman, Tenor, with Orchestra Acc. |
| 4795 | { HOW MANY TIMES? (Robinson-Turk) (Intro: "Mamma Whip, Mamma Spank")—Fox-trot, Bailey's Lucky Seven | 4800 | { KENTUCKY HOME (Brashen-Weeks), Strand Theatre Quartette, with Orchestra Acc. |
| .75 | { WIMMIN (I'VE GOT TO HAVE 'EM, THAT'S ALL) (Contro-Fisher)—One-step.....Bailey's Lucky Seven | .75 | { PLANTATION LULLABY (Stevens-Gillette-Holmes), Strand Theatre Quartette, with Orchestra Acc. |
| 4796 | { LEAVE ME WITH A SMILE (Koehler-Burnett)—Fox-trot.....Lanin's Famous Players | 4801 | { I AIN'T GIVIN' NOTHIN' AWAY (Zoeller), Eliza Christmas Lee and Her Jazz Band |
| .75 | { WABASH BLUES (Ringle-Melnken)—Fox-trot, Lanin's Famous Players | .75 | { ARKANSAS BLUES (Lada-Williams), Eliza Christmas Lee and Her Jazz Band |
| 4797 | { STACK OF BARLEY, Peter J. Conlon, Accordeon—Piano Acc. John Muller | 4802 | { BRING BACK MY BLUSHING ROSE (Frim!) (Intro: "Sally, Won't You Come Back?" from "Ziegfeld's Follies of 1921")—Fox-trot, Merry Melody Men |
| .75 | { MoBAN'S REEL—Irish Reel, Peter J. Conlon, Accordeon—Piano Acc. John Muller | .75 | { SAL O-MAY (Stolz).....Harry Raderman's Orchestra |

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI
CLEVELAND INDIANAPOLIS LONDON, CANADA

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

EFFECT OF A DOUBLE DIAPHRAGM

Baltimore, Md., November 22, 1921.

Editor Talking Machine World:

Will a reproducer with a double diaphragm worked with one needle give greater volume and clearer tone than a single diaphragm?

R. Eisenberg.

Answer: The question of using a double diaphragm vibrated by one needle is one that has been worked over by almost all sound-box experimenters.

There are many things to be considered in successfully making a sound box of this description which will produce any greater volume of tone without blasting or blurring.

In the first place, it is absolutely impossible to get two pieces of mica or of any other material that are exactly the same. They may measure alike to the ten-thousandths part of an inch as to thickness and diameter, but still the fiber and vibrating qualities of each will vary. As a consequence the tone or pitch of each diaphragm would be different, sufficient to cause blasting or blurring.

To overcome these inherent defects certain experimenters have worked out the following method of constructing a sound box in order to get the maximum results.

Constructing the needle bar with a forked end in such a way that it is connected to the center of each diaphragm, means is then provided to take the sound waves from the same surfaces of each mica and carry them off into the horn or



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



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

tone tubes. It is obvious that were the sound waves drawn from the opposite sides of the diaphragms the result would be blurred or jangled-up tones, for when one side of the one diaphragm was pushing against the air the other side of the opposite diaphragm would be pulling away from the air.

I know of a sound box constructed in the following manner in which this trouble was overcome. The tones from one diaphragm were drawn off into a large horn (attached in a fixed position) and the tones from the other diaphragm were drawn off into a smaller horn (placed parallel to the large horn), which was made movable, much in the same manner of the slide trombone. In practice this smaller horn is moved in or out,

in relation to the diaphragm, and the sound box, as a whole, is tuned. The different lengths and sizes of the horns compensate the difference in time it takes the tone to travel from the diaphragm surfaces; it must be remembered that the tone from one diaphragm is always a little ahead of the other.

This subject will lead one to consider the possibilities of taking the tone waves from both sides of one diaphragm, and in doing this means must be provided for the use of a double horn system.

The actual result (answering your question) is a considerable increase in volume, but not as clear and brilliant a tone, with more liability to blast and blur than with a single diaphragm.

INDUSTRIAL MUSIC BUREAU FORMED

Los Angeles Chamber of Commerce Forms Bureau for Music Advancement in Industry

LOS ANGELES, CAL., November 30.—Taking the lead among American cities in a new line of endeavor, the Los Angeles Chamber of Commerce has instituted a Bureau of Industrial Music. The new department is said to be making a strong appeal to the leading merchants and manufacturers in this district.

In telling the objects of the Bureau, Miss Antoinette Ruth Sabel, who has been made director, stated: "The aim of the Chamber of Commerce is to furnish a clearing house for the musical activities of Los Angeles—not for supervision, but in order that the culture already existing here, together with its further development, may be available to newcomers, as well as to the citizens who may now be at a loss as to where they may use their musical ability to the greatest advantage."

"What kind of reception has the movement received?" Miss Sabel was asked.

"The very kindest from almost everybody," she replied. "Heads of industries employing large numbers of men and women have become enthusiastic when the meaning of the effort has been explained to them."

"The functioning of the Bureau will result in the establishment of choruses, bands and orchestras among employes and their gradual training and development into effective and permanent forces, which will mean much to the city's life."

"This is no experiment, for, a few years ago, such a movement was started among the working people employed by Marshall Field & Co., of Chicago. To-day the Marshall Field chorus is recognized as having passed the amateur stage and is rated as a professional organization, giving great oratorios to large audiences every year."

"I have long since learned from actual contact with the people that any amount of the best talent is snuffed out because its possessors are compelled to labor daily for a living, without the opportunity or the means which musical culture demands. To the thousands of such people an opportunity like this comes as

a God-send. All of the city's clubs are extending their whole-hearted co-operation. I am strong in the belief that our efforts will meet with success."

RUDD & RIX OPEN NEW STORE

Central New York Victor Dealer Opens Attractive Branch Store in Herkimer

HERKIMER, N. Y., December 8.—Rudd & Rix, Inc., of Iliion, N. Y., have opened an attractive branch store on Greene street, this city, which is

the equal in appointments of any store in this section of the State. A comprehensive stock of Victrolas and records has been installed and, in addition, a sheet music department is being arranged. Robert Bothwell, formerly in charge of the talking machine department of the Sheperd-Norwell Co., of Boston, Mass., has assumed the management of the new establishment. Miss Helen Moyer has been placed in charge of sales.

The expansion of the Rudd & Rix concern is the direct result of their aggressive sales policies in connection with the Victor and other lines of merchandise which they handle.



"BRUNS MADERITE"

Phonograph Moving Covers

Not mere price, but quality consistent with price—that's the basis of real economy

Made in two grades—Grade "A" eight ounce Brown Duck—Grade "B" Standard Khaki Drill—lined with heavy flannel—interlined with heavy cotton felt and closely quilted.

REGULAR CLOSED TYPE COVER	
Medium Size 43x20x23½	Large Size 49x23x24¾
A—\$7.00	\$7.50
B— 6.00	6.50
With Moving Straps Attached	
A— 9.50	10.00
B— 8.50	9.00
CONSOLE OR PERIOD TYPE COVER	
Grade A—\$9.50	Grade B—\$8.50

Write us for special prices on the BRUNS One Man Phonograph Moving Covers—also about the MADERITE Fleece Lined Rubberized Phonograph Dust Cover.

One way delivery straps with handles, \$1.50
Two way delivery straps with handles, \$2.50

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

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories

60 Grand Street

New York City

CAMEO RECORD CORP. FORMED

Edw. N. Burns President of New Company Capitalized at \$1,900,000—Will Manufacture Records to Retail at Fifty Cents—Earle W. Jones Vice-president of This Organization

Edward N. Burns, vice-president of the Columbia Graphophone Co. for eleven years, and associated with that company in important executive posts for twenty-seven years, is now president of the Cameo Record Corp., a new organization that was recently incorporated for \$1,900,000 under the laws of the State of New York. Associated with Mr. Burns in this new company are Earle W. Jones, who has been elected vice-president; Samuel Geneen, who is vice-president and treasurer; Thomas F. McMahon, secretary, and Carl Siemon, who is a director.

Earle W. Jones was formerly head of the Jones Recording Laboratories, New York, and these laboratories are now absorbed by the Cameo Record Corp. The equipment has been moved to the Cameo laboratories at 102 West Thirty-eighth street, where the executive offices are also located. Mr. Jones has for many years been prominent in the recording field and is recognized as one of the best posted recording experts of the industry. Samuel Geneen is owner of the National Concerts, Inc., a well-known and successful organization, and is also identified with several important industrial concerns in New York. Thomas F. McMahon is a New York attorney, and Carl F. Siemon is president of the Siemon Hard Rubber Co., of Bridgeport, Conn., one of the finest equipped record-pressing

plants in the country. The Cameo Record Corp. has made arrangements to handle the entire output of this record-pressing organization.

In a chat with *The World*, Mr. Burns outlined his plans for the Cameo Record Corp., stating



Edward N. Burns

that the company will confine itself exclusively to the production of records that will retail at 50 cents. The record library will be complete, comprising all types of music, and the records will be merchandised direct to the dealers. The

first Cameo record list will probably be ready for the trade within a fortnight and it is planned to issue regular supplements.

The company has taken over the ninth floor of the building at 102 West Thirty-eighth street, New York, which incidentally was the home of the recording division of the Columbia Graphophone Co. for many years. A complete and fully equipped plating plant is located at Eleventh avenue and Twentieth street.

Wallace Downing, formerly a member of the Columbia recording staff, has joined the new organization as recorder. John Pearsall, previously connected with the plating department of Thos. A. Edison, Inc., is in charge of matrix production. Frank Hennigs, formerly associated with the Emerson Phonograph Co., as general representative of the recording department, has joined the Cameo staff in a similar capacity. Among the artists that will be represented in the first supplement are Bennie Krueger's Dance Orchestra, the Velvetone Trio and Lanin's Roseland Orchestra.

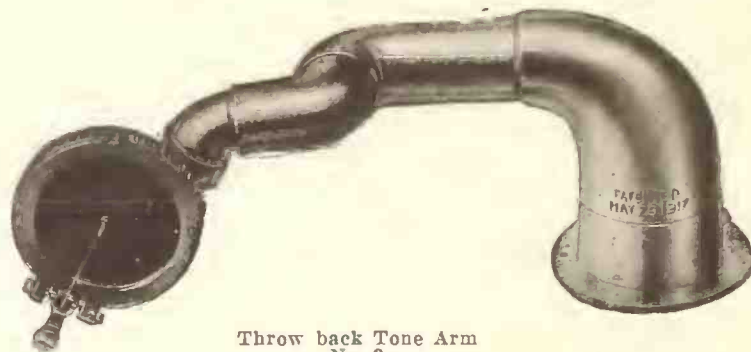
As vice-president of the Columbia Graphophone Co., Mr. Burns concentrated his activities on the recording end of the business, and he is known through the trade as one of the foremost authorities on recording. He is thoroughly familiar with every phase of the business, and, assisted by his present executives, he will be in a position to give the dealers invaluable service and co-operation in the development of record business.

The chief defect of the human mind is its unwillingness to learn from those it considers inferior.

To our many friends we extend the compliments of the season and our best wishes for 1922



Mutual Tone Modifier
On Sound Box



Throw back Tone Arm
No. 3

The MUTUAL TONE ARMS and REPRODUCERS

Are of the Highest Quality

We manufacture tone arms and reproducers for all makes of machines. Our product has a reputation that will always be maintained. Sizes are 8", 8½" and 9". Our new prices will interest you.

We are also manufacturers of the Mutual Tone Modifier, which does not muffle, but decreases the sound and may be secured for every type of reproducer made. Particularly appropriate for the portable

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

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 5.—A holiday (Thanksgiving), the two days following, which were filled with bad weather, and the subsequent Monday and Tuesday, when scarcely anyone ventured forth from their firesides because of the inclement weather, made a big dent in business right at the beginning of the holiday season. Jobbers had stocked up well and their goods have been well distributed among the dealers, but at this writing the trade has not been coming in as fast as was hoped for, though this is not to say that there will not be a rush from now until the eve of Christmas. The demand for records has been quite brisk, but the volume of business thus far in machines has not been of such a character as to make the trade sit up and take notice. Competition is very keen everywhere, and the concerns that are doing the best business, always barring those older houses which have built up a large and dependable business, are those which exercise the greatest consideration, courtesy and tact in dealing with that floating patronage which is as likely to drop into one store as another.

Record Sales Are Helped by Concerts

One thing that has helped the sale of records a great deal thus far this season is the excellent talent that has appeared on the concert platform here in the city, singers and instrumentalists alike. A very profitable line of advertising is that in the concert programs and one cannot take up any such sheet as a Symphony Hall or Jordan Hall or Steinert Hall concert without seeing the names of leading talking machine concerns, most of them especially featuring the singer or player of that particular day or evening. It is an interesting fact that many of the patrons of these concerts do not wait until after a concert to purchase an artist's records, but buy them in advance of the concert, and are thus made familiar with the singer's or player's ability and style, by the time they sit through the concert.

Tired of the "Gyp" Stuff

One encouraging piece of news to the reputable dealers is that the public is getting tired to death of the "gyp" stuff that has been put on the market in the past few months. As one dealer said the other day, the public has been fed on this material until it is sick and it will have no more of it. Cut rates somehow or other do not seem to interest the music lovers

any longer, and the case is cited of a proposition that lately was well advertised in the daily papers at a low price and which carried the endorsement of a large department store; but even the weight of this name did not seem to avail much and the sales petered out rather unsatisfactorily. It all seems to come to this: reputable dealers only carry reliable goods which the public must pay a reasonable price for, and this is the policy that these same houses have not deviated from one single iota throughout their honorable careers.

Well Satisfied With Columbia Progress

George W. Hopkins, vice-president and general sales manager of the Columbia Co., visited Manager Fred E. Mann a few days ago and expressed himself as well satisfied at the way Columbia business was moving along in this territory. At this writing Manager Mann is making a tour of the dealers in the western part of the State and will be away several days. He has been writing back to the Boston office in high appreciation of the manner business is booming everywhere. For the last two months the demand for goods here has been splendid and carload orders seem to be the regular thing these days.

J. O. Morris Guest of Jos. Burke

Manager Joe Burke, of the Musical Supply & Equipment Co., had for his guest the middle of the month J. O. Morris, president of the concern, who came over from New York to attend sales conference. A week or so later Mr. Burke started off on a business trip which took him through Connecticut and New York. He says that the Sonora is making great headway in his territory and that several new concerns have taken on this line of machines.

Take on Okeh Agency

E. B. Shiddell, of the E. B. Shiddell Co., Okeh distributors for the New England territory, has lately signed up with houses in Manchester, Laconia and Berlin, N. H., and all three concerns have taken on a large line of the popular numbers.

New Puritan Agencies in New England

The Puritan has lately been introduced to the Fitchburg, Mass., and Bristol, Conn., public, according to John W. Ellsworth, of the Puritan Co., who has lately signed up with agents in these two cities. Mr. Ellsworth says the Puritan is going strong and a large number of hand-

EASTERN SERVICE

"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"



We take this opportunity to express our sincere wishes, not only for a happy Christmastide, but for a prosperous New Year.

Eastern Talking Machine Co.
85 Essex Street
BOSTON MASS.

some new models have lately been installed in the warerooms at 429 Boylston street. Benjamin F. Drake, who is associated with Mr. Ellsworth, has had several very successful business trips through the New England territory lately.

Planning Vocalion Expansion in 1922

A trip which Edward M. Wheatley, local manager of the Vocalion, took over to New York the latter part of November was for the special purpose of mapping out a program for the holiday campaign. A. C. Barg, head of the wholesale end of the business hereabouts, went over with him. Among the plans decided upon was an extensive series of advertisements in the Bos-

(Continued on page 80)



VICTOR SERVICE PLUS

for

NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

THAT'S DITSON SERVICE

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

ton newspapers by way of calling the attention of the public to the merits of this instrument. Added interest in the Vocalion has been displayed the past few weeks through the presence in Boston of John Charles Thomas, who is a featured member of the company playing in "The Love Letter," and who is an exclusive Vocalion artist. One of his big song hits, "Chansonette," is soon to be released on the Vocalion.

F. T. White's Department Broadening Out

Francis T. White's department at the C. C. Harvey Co.'s large and beautiful warerooms, at 144 Boylston street, is booming right along and calls for the Victor, Edison and Brunswick lines, which this company carries, are being received from a widely scattered area around Greater Boston, and even from more distant points. Two additions to Manager White's staff are Frank Berghous, formerly with Kraft, Bates & Spencer, Inc., and Miss Martha Held, who has come to the Harvey warerooms from Henderson's. Miss Held has been employed at several large establishments in the last few years and has been specially trained in handling the Victor line. Winthrop A. Harvey, head of the house, spent the end of November on a hunting trip down on Cape Cod, bagging much small game.

Join Gilchrist Co. Forces

Norman Stocker, manager of the talking machine department of the Gilchrist Co., is well pleased over the demand that there has lately been for the Brunswick and Victor lines, and because of the need for extra service he has added to his staff Mrs. Eunice D. Moran and Miss Elizabeth Smith, both experienced in handling machines and records.

Artistic Bubble Book Window

The window of the Grafonola Co. of New England has a very attractive holiday display in which the Bubble Books are delightfully advertised. The scene represents a bit of countryside in mid-Summer, and all around are

HORTON-GALLO-CREAMER CO

NEW HAVEN  CONNECTICUT

VICTOR SERVICE SPECIALISTS

Christmas Greetings and Sincere Wishes that 1922 will see the realization of your most cherished ambitions.

Mother Goose figures (large-sized dolls), each of which holds one of the Bubble Books. The window, which was arranged by Manager Arthur C. Erisman, is daily the center of attraction for large crowds.

Important New Columbia Accounts

One of the latest concerns reported from the Columbia headquarters as having taken on

this line is the G. Fox Co., one of the largest department stores in Hartford, Conn., which has installed a fine talking machine department, with L. H. Webber as manager. Mr. Webber formerly was associated with Widener's, in Worcester. This Hartford house has lately undertaken a house-to-house drive which was supervised by

(Continued on page 82)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

FACTS AND FIGURES vs. PLANS AND PROMISES

As a business man, you are interested in seeing the actual figures.

In our office we can give you the facts which show our own success in handling The Brunswick Phonograph and Brunswick Records.

We can give you facts which prove the success of dealers supplied by us.

And we can give you facts from all over the country which will convince you that the Brunswick is the most profitable line you can sell today.

KRAFT-BATES & SPENCER, Inc.

1265 Boylston Street - - - Boston, Mass.

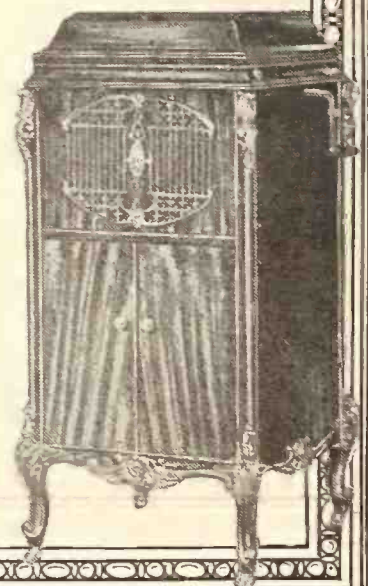
NEW ENGLAND DISTRIBUTORS

Steel Needles

Albums

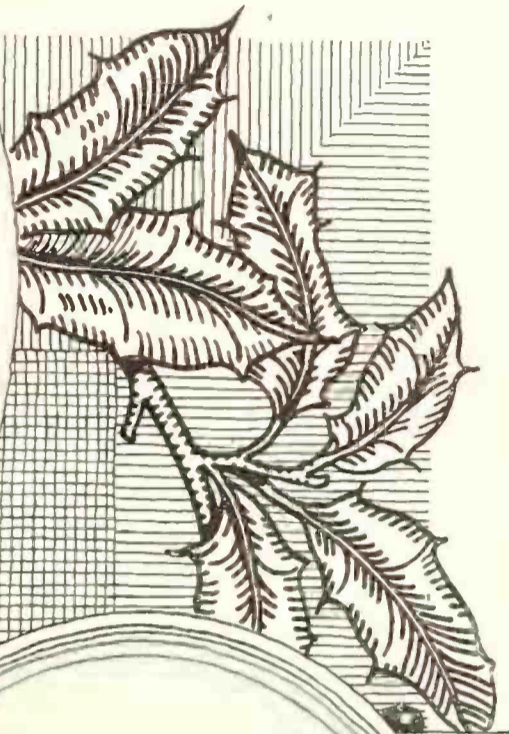
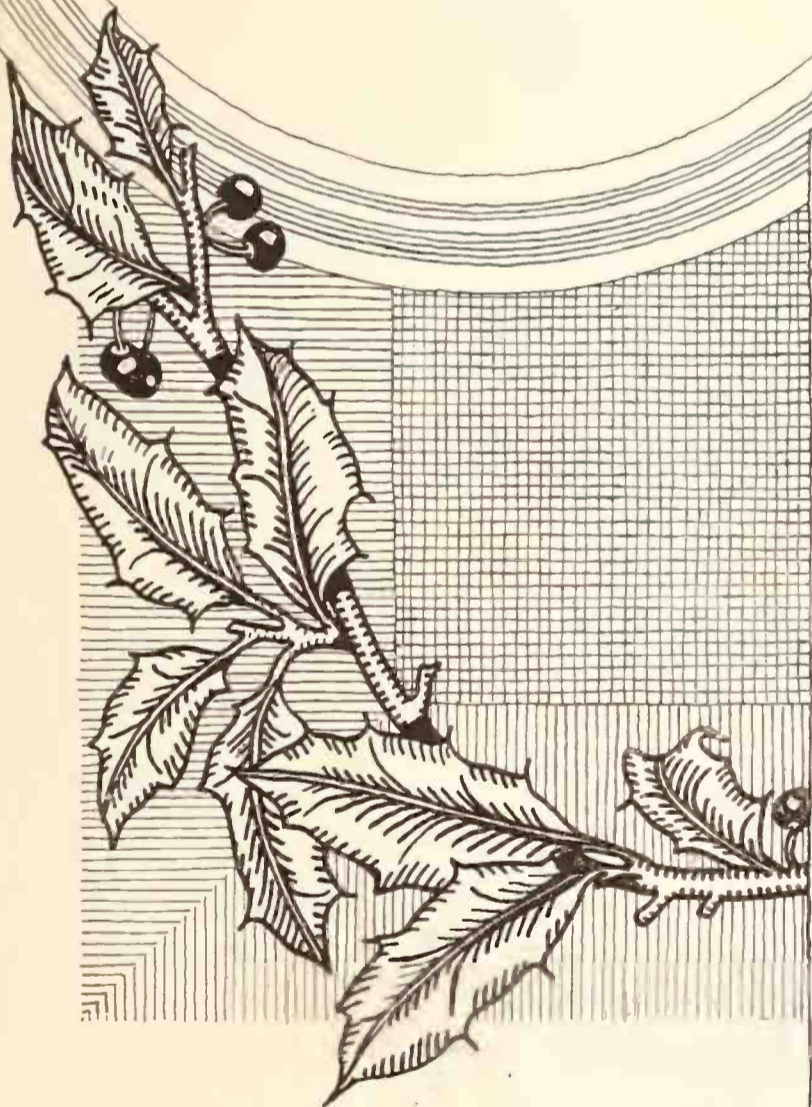
Record Brushes

Khaki Covers



Greetings to Victor Dealers

May the coming year
bring with it an overflow-
ing measure of Happiness
and Prosperity!



1922

We are facing the New Year with utmost optimism and with the firm purpose of making Steinert Service even more valuable and helpful to the Victor Retailer than ever before.

STEINERT SERVICE SERVES

M. STEINERT & SONS

Victor Wholesalers

35
Arch St.

Boston,
Mass.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

E. H. McCarthy, who went down from Boston for this special work. Another new Columbia account reported from the local headquarters is the Poole Dry Goods Co., of Springfield, Mass., which has laid in a large consignment of handsome Columbia models.

Hearty Welcome for Mr. Frye

Jimmie Frye is back in town and a host of friends are glad to know it. He is here as the successor to C. B. Estabrook, who recently resigned as the Victor traveling representative for this territory to go into other business. For about two years Mr. Frye has been in the West, but a pleasant experience in this field several years ago brought him many friends, whom he has happily retained in the interim. He has always held a warm place for Boston, so it's not surprising that this very popular Victor representative is glad to be back in this territory.

Kraft, Bates & Spencer Report Progress

The Brunswick proposition is going big, so one learns at the Boylston street establishment of Kraft, Bates & Spencer, Inc., where the only trouble is that the orders are coming in far out of proportion to the ability of the factory to supply machines. The house would like to sign up with several good houses in New England which are anxious to take on this line, but, as Manager Phinney says, "What's the use when we can't properly take care of those we have?" The Brunswick output for New England for December, judging by the way conditions have begun, promises to make a highly creditable showing.

Visited the Victor Headquarters

Kenneth E. Reed, wholesale manager of the Victor department of M. Steinert & Sons, arrived home to-day from Camden, N. J., where he had been spending several days at the Victor factory. The Steinert house has had a very good season thus far and it has been able to make a good distribution of the December list of records, which dealers have been eager to grab. There has been a heavy call for the higher-

priced models of machines, which means that dealers are having a very persistent demand from the purchasing public.

Spent Thanksgiving in Philadelphia

Herbert Shoemaker, of the Eastern Talking Machine Co., and Mrs. Shoemaker spent Thanksgiving with his family in Philadelphia and, incidentally, he was able to visit the Victor plant. His time was limited to several days because of the press of business on this end. The Eastern Co. reports business as very good and there has been a heavy drain on the stock of Victor goods.

New Quarters for Lansing Sales Co.

Due to the continuation of Stewart and Eliot streets and the widening of this combined thoroughfare through to the South Station, the Lansing Building, at the corner of Eliot and Warrenton streets, is about to be torn down.

Anticipating this event, however, the Lansing Sales Co., manufacturer of the Lansing covers for talking machines and distributor of general accessories, secured new quarters at 170 Harrison avenue on the first of the month. The new quarters represent a noticeable increase of space over the old and comprise the entire ground floor of 5,000 square feet in the modern fireproof building located at the above address. No expense has been spared in equipping the new headquarters in the most approved manner, both from the standpoint of efficiency and attractiveness.

Under the able direction of A. J. Cullen, president, and R. G. Lipp, secretary and manager, the business of this concern has had a steady growth and the extensive sales plans mapped out for the coming year indicate that 1922 will be a banner year in the history of this business.

Business Steadily Growing

The New England Talking Machine Co., of this city, manufacturer of Perfection tone arms and reproducers, reports that business has been increasing in a steady manner and the month of November has surpassed the record of last year. It is predicted at the offices of this company that 1922 will be a prosperous year.

Greetings

At this season of good will I extend my hearty wishes for a Merry Christmas and a Prosperous and Happy New Year.

The friendship and cordial business relations with dealers in the territory I cover have been much appreciated and it is my intention to continue throughout 1922 a service that will well merit its continuance.

L. W. HOUGH

Factory Representative

LONG QUALITY CABINETS
PEERLESS RECORD ALBUMS

20 Sudbury St. Boston, Mass.

BATCHELDER DIRECTS TREMONT CO.

Chas. F. Bruno Retires, His Interests Being Purchased by Eastern Talking Machine Co. as a Temporary Expedient—Details of an Important Move in the Boston Retail Field

BOSTON, MASS., December 5.—The special news of the month is the retirement of Charles F. Bruno from the local talking machine field. Mr. Bruno, it will be recalled, came over from New York less than two years ago, purchasing the Tremont street establishment of the Eastern Talking Machine Co., which thereafter became the Tremont Talking Machine Co., one of the finest retail establishments of its kind in the city. Mr. Bruno's interests in this growing concern have been taken over by the Eastern Talking Machine Co., which originally controlled it before Charles H. Farnsworth and George A. Dodge purchased the Eastern Co.'s business. One of the first things that Mr. Farnsworth and Mr. Dodge did on acquiring the business about two years ago was to cause the Eastern Co. to retire from the retail field entirely, but now that the Tremont Co. has again come back into their hands the dealers must not get the idea that the Eastern Co. is deliberately entering the retail field, as only force of circumstances has brought things about as they now are.

This Victor store, at 177 Tremont street, by common agreement is to be kept in the highest state of efficiency and supremacy in line with all Victor establishments. To do this it became necessary to provide a large amount of capital for the corporation, which is a Massachusetts one. As Mr. Bruno just at the time did not feel that he was in a position to provide the necessary additional capital for the corporation he decided to sell his holdings. The Eastern Co., which is one of the largest wholesale distributors of Victor goods in New England, therefore purchased Mr. Bruno's holdings in the Tremont Co. as a temporary expedient, and this action is simply in line with the Eastern Co.'s broad policy of co-operating with its Victor dealers in every way.

Warren A. Batchelder, who has been associated with the Tremont Co. for some time, and is thoroughly acquainted with the Victor product, will manage the Tremont Co.'s business.

POPULAR IN FOREIGN CLIMES

WARREN, MASS., December 8.—"Reorders from leading dealers who sell U-Sav-Your cleanser and polishes are coming in steadily," stated B. D. Perkins, general manager of the company, to a representative of The World. "We consider this the highest form of testimonial." U-Sav-Your cleanser is also meeting with popularity in foreign climes. Samples sent abroad in response to inquiries have resulted in substantial orders.

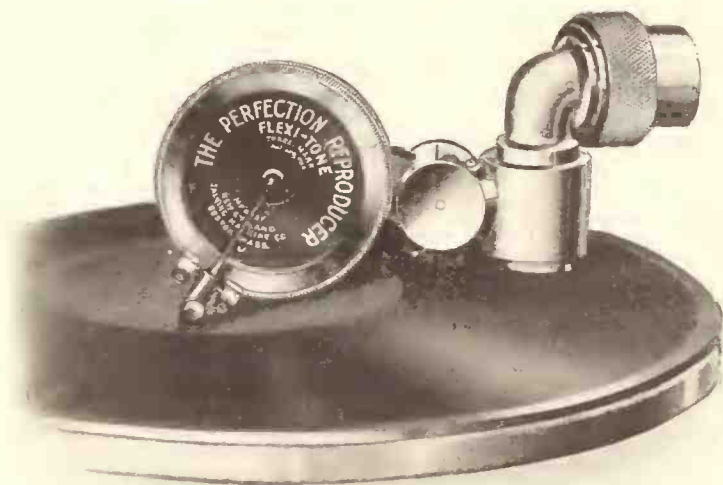
The optimist goes about in the bright sunlight looking for the beautiful things and sees more than the pessimist can with his dark lantern.

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

Boston, Mass.

Factory Representative

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 82)

STARR DEMAND IN NEW ENGLAND

Manager Fales Reports an Expanding Business in Machines and Records in This Territory

BOSTON, MASS., December 3.—The New England branch of the Starr Piano & Phonograph Co. reports that the demand for the now well-known Starr phonograph and Gennett record has been very far beyond expectations, which reflects the thorough work done by this branch during the past few quiet months in preparation for an anticipated active Fall and Winter business. John R. Fales, manager of this branch, in addition to his many duties at headquarters, has made several trips in the territory, working with his sales staff calling on the trade, and the result has been that many new dealers have been added to the growing number of agencies who feature Starr phonographs and Gennett records. This branch, since its inauguration a year ago, has shown exceptional progress and Starr products are now being sold in most every town in New England.

LANSING KHAKE
COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

- \$6.00 medium size 43"x20"x23 1/2"
- \$6.50 large size 49"x23"x24 3/4"
- \$7.35 extra large 52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



170 Harrison Avenue
BOSTON, 11, MASS.

TO HANDLE CHENEY IN NEW ENGLAND

Stephen A. Colahan Appointed Representative for the Cheney Talking Machine Co. in That Territory, With Headquarters in Boston

BOSTON, MASS., December 5.—Stephen A. Colahan, lately with the Pathé department of the Hallet & Davis house, has been appointed New England representative for the Cheney Talking Machine Co. and his territory will be New



Stephen A. Colahan

England, which he has exclusively. Mr. Colahan will make his headquarters in the warerooms of the A. M. Hume Music Co., at 196 Boylston street.

Mr. Colahan formerly was with Frederick Loeser & Co., Brooklyn, N. Y., in the capacity of salesman. Later he was manager of the talking machine department of Flint & Co., Providence, R. I., subsequently holding the same position with Kelley & Cowles, Hartford, Conn. He came to Boston a year and a half ago as manager of the retail department of the Hallet & Davis Co. Later he entered the wholesale end, traveling through New England for the Pathé.

He has just returned from a trip to the Cheney headquarters in Chicago and the factory at Grand Rapids, Mich., where he familiarized himself with the manufacture of the product in all its details. Mr. Colahan is a world war veteran, having served overseas with the 105th Machine Gun Battalion, 27th Division. He is a son of Dr. and Mrs. Thomas P. Colahan, of Brooklyn, N. Y.

THE "STRAND" IN NEW ENGLAND

A. C. Erisman Now Distributor for Manufacturers' Phonograph Co. in That Territory

BOSTON, MASS., December 8.—After having given long consideration to the new proposition put forth by the Manufacturers' Phonograph Co., of which George W. Lyle is the most active factor, Arthur C. Erisman, head of the Grafonola Co. of New England, has taken on the line made by this new concern and will act as distributor for New England. The line is called the Strand and thus far only one model, selling for \$125, is available, but Mr. Erisman has been able to interest a great many talking machine concerns throughout New England in the proposition, as well as managers of talking machine departments of department stores and other places. The handling of the Strand is solely Mr. Erisman's own undertaking and has nothing to do with the Grafonola Co. of New England, which he has been successfully conducting for several years. Mr. Erisman's twenty-three years in the business have given him an established prestige in the trade and he has become a conspicuous factor in the New England business.



We Challenge
Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The exquisite tone of this new patented Clayola Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is mechanical excellence. Painstaking care to secure perfection in every detail of construction. The most artistic, the most useful of all phonographs. We have added to the cost of this table money which might have been added to our profits.

My idea of introducing the new style Clayola is not to make the most profit but to make the best phonograph.

We are more than sure of your approval of the exclusive patented features of major importance, features other phonographs do not have.

We can furnish these library table machines in the William and Mary period if you desire.

Attractive prices to dealers forwarded on application.

THE PHONOMOTOR

The standard electric phonograph motor for seven years. Universal motor, A. C. or D. C. current, 110 volts, with current consumption of less than a twenty watt lamp. Automatic stop.

Always true to pitch. Silent, durable and dependable. Write for our new prices.

GEO. CLAY COX

Manufacturer

Offices: 73 State St.
ROCHESTER, N. Y.

John W. Canavan, Jr., of the Oliver Ditson Co.'s Victor staff in Boston, has been laid up at home with a severe cold which has kept him away from his duties the better part of a week. Before being taken down Mr. Canavan made several successful trips among the company's Victor dealers.

DOING BUSINESS OF \$1,000 A DAY

Talking Machine Department of Shepard Stores, Boston, Sets High Sales Record

The talking machine department of the Shepard Stores, Boston, Mass., under the management of R. O. Danford, handled over \$14,000 worth of talking machine business during the first sixteen days of November. With two Sundays taken out, it meant a business of approximately \$1,000 a day. The great bulk of the business was done in Heywood-Wakefield reed phonographs, offered at special prices through the medium of striking advertisements in the local newspapers.

SPEAR CO.'S ARTISTIC PUBLICITY

Dover Merchant Features the Granby by Means of a Hallowe'en Party and Wins Third Prize for Granby Float in Parade

DOVER, O., December 1.—The Spear Music Co., of this city, recently entertained through the medium of a Hallowe'en party, and the honored guest was Virginia Granby, impersonated by one of the prominent young ladies of this city. She appeared masked in various parts of the town and everyone endeavored to discover her identity. It is said that her identity still remains a mystery. In the Hallowe'en parade, which was also held in this city, the Granby float, under the auspices of the Spear Music Co., won third prize among more than ninety floats which were in line. The structure at the front of the float represented the well-known Granby slogan: "As Mellow as Southern Moonlight," showing a door with moonlight flowing through, which was made possible through the medium of a spotlight placed back of the car. A number of Granby models were placed on the float and were played during the parade. Seated next to one of the instruments was Virginia Granby and H. C. Schultz, garbed as the Father of his country, stood beside Miss Granby. This display attracted much attention and considerably increased Granby prestige in this city.

A "PROGRESS VICTROLA SHOW"

COLUMBUS, O., November 30.—Visitors from both small and large cities are arriving every day here in order to see the "Progress Victrola Show" at the Moorehouse-Martens-Martens Co. store. The cities represented thus far include Detroit, Toledo, Dayton, Mt. Gilead, Cleveland, Delaware and Camden, N. J.

The Tone Shop, Inc., Worcester, Mass., filed articles of incorporation a few days ago for the purpose of dealing in musical instruments and talking machines.



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.

GENERAL PRICE REDUCTIONS ON VOCALIONS ANNOUNCED

Aeolian Co. Puts Into Effect Radical Price Readjustments, Rebating Dealers for Machines in Stock—W. H. Alfring Explains the Significance of the Move—Back to Pre-war Basis

The Aeolian Co. announced, on November 28, that, effective on that date, prices on all conventional models of Vocalions had been reduced to a point as low, or lower, than pre-war prices. At the same time it was stated that the new prices were guaranteed until July 1, 1922, and that all Vocalion dealers would receive rebates from the company covering the difference in price on all machines on their floors. The Aeolian Co. also announced that between now and January 1, when the excise tax is taken off talking machines, the company will absorb that 5 per cent tax, thus making the quoted prices net.

W. H. Alfring, manager of the wholesale department of the company, in making the announcement, said: "The trade generally has recognized that there must be some readjustment of prices to meet new conditions and we have simply taken a forward step by announcing prices based upon anticipated replacement costs rather than the prices we paid for the materials entering into the manufacture of Vocalions.

"The many improvements which have been made in the Vocalion during the past two years have added materially to the intrinsic value and quality of the instrument and have included the

introduction of a new tone arm and sound box which has served to improve the tone quality to a point where it is far beyond criticism. Then, too, special attention has been given to both the designing and finishing of the cases and the cabi-



Period Model: Florentine

net work found in the Vocalion to-day is accepted as a standard.

"In order that dealers may have some definite basis on which to place their orders and anticipate their requirements we have guaranteed the new prices until July 1 of next year, at which time there is no question but that the process of readjustment will have been completed and some sound foundation established for the conduct of business.

"We have arranged to rebate our dealers on all Vocalions on their floors on November 28, paying them the difference between prices charged for the instruments on hand and the new prices for the same models and, in order to avoid confusion, have arranged to absorb the 5 per cent excise tax from this time until January 1, when it will be eliminated through the operation of the new revenue law.

"There is no question but that this readjustment of prices, properly brought to the attention of the public, should prove a substantial factor in stimulating holiday business for all Vocalion dealers and enable them to increase their volume of trade to a considerable degree during the next few months."

SAY IT WITH MUSIC

AND LET YOUR CHRISTMAS WISH
AND NEW YEAR'S RESOLUTION BE

*"That every Victrola Owner shall obtain
more pleasure from his Victor Records"*

Holiday Greetings to all our friends

KNICKERBOCKER TALKING MACHINE CO.

VICTOR WHOLESALERS

138 WEST 124th STREET, NEW YORK CITY

We will gladly furnish gratis to any Victor Retailer our new idea, "How to sell more Victor Records."

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

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

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

Scientific Treatment of Taxation Necessary

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

We are about to receive from our Congress, after many months of pulling and howling and the clashing of diverse interests, a Federal revenue bill that will be satisfactory to no one, a regarnishment of the old bill, when conditions demanded a scientific measure, a measure of new alignments, a measure that would produce the needed revenue by equal application and without burdening any special interests. The increased normal tax on corporate profits is unwise. To us it seems strange that our representatives in Congress should not appreciate that a provision of this kind will frighten away capital, will drive it into recesses difficult to discover, and that, after all, it isn't possible to place the burden of taxation on any class of individuals or enterprises without hurting our entire economic scheme. Waiting patiently for the production of a bill that would respond in a large measure to the demands of the nation at this juncture accentuates the disappointment we feel that nothing better has been accomplished. The measure we are about to receive can be regarded as nothing more than an emergency in its character, not

something deserving of actual perpetuation.

We are led to question in this situation whether it is possible for Congress, representing, as it does, so many diverse interests, to do so delicate a piece of work as framing a scientific revenue bill, and if the time hasn't arrived, therefore, to place this work in the hands of a commission with sufficient powers to do it in a broad and intelligent fashion. We never realized what taxation meant until profits of corporate individuals and the incomes of individuals were penetrated to the very quick, but so long as it is necessary to take from the pocketbooks of the people a sum nearing or exceeding three billions a year, so long will it be necessary to conduct this operation equably and to make as a basic factor the imposing of taxes according to the abilities of people to pay.

We believe the corporate enterprise should not be penalized. Every business should have a real freedom in the making of reasonable profits, and the people should pay from their incomes according to the income and the manner of its production, so that we may share and share alike, and

feel happy in so doing. We must become articulate on this subject, one of the most important before the nation at present, if we are to restore ourselves and become broad enough to meet the new conditions with earnestness and success.

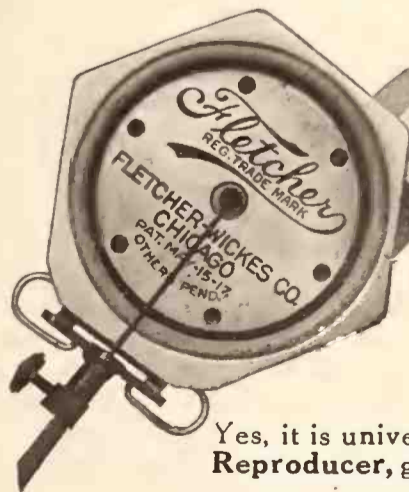
LIVE DEALER IN PONCE, P. R.

PONCE, PORTO RICO, December 2.—Luis V. Martinez & Co., talking machine retailers of this city, are doing an entirely substantial business on the island. A large measure of the success of this company can be attributed to the energetic publicity emanating from this house. In a recent issue of "El Dia" this enterprising retailer's publicity appeared in seven different places. This publicity covers such well-known lines as the Pathé phonograph and records, Wall Kane needles and other well-known accessories. This forceful publicity might well serve as an example for other progressive dealers.

The business that relies absolutely on one man is a business that is always walking along the precipice of oblivion. This is no iconoclastic statement; it is merely a red signal for business men who overlook or push aside the fact that to-day a business that has character itself is the business that will continue when the personality of any one member is no longer available.

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS



FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

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



Al Jolson, acclaimed the greatest comedian in the country, sings "April Showers," from *Bombo*, his new show in his own new theatre. You know how a Jolson hit goes. A-3500.

**Columbia Graphophone Co.
NEW YORK**

SAN FRANCISCO DEALERS EXPECT LARGE HOLIDAY TRADE

Elaborate Preparations Made for Effective Holiday Window Displays—Exhibitors at Industrial Exhibition—Recitals Stimulate Public Interest—Many New Agencies and Trade Changes

SAN FRANCISCO, CAL., December 6.—Notwithstanding that general business conditions have not improved greatly in the last month, the leading dealers say that interest in machines and records is encouragingly alive. It is expected that the holiday season will turn out well in San Francisco and vicinity. Many of the dealers are making elaborate preparations for effective displays in their windows and stores. Merchandise is plentiful in most lines.

"Talkers" at Industrial Exposition

At the present time there is being held in the Civic Auditorium in San Francisco a monster Industrial Exposition. Sherman, Clay & Co. have very attractive exhibiting space and give continuous musical demonstrations on the player-piano and talking machine. The booths are beautifully finished in old ivory and the general tone of the furnishings is light brown. The Victrola is featured in one booth.

The Sonora Phonograph Corp. has a booth at the exposition, at which demonstrations are given. Several attractive models are exhibited and obliging attendants are explaining or demonstrating the special features of the Sonora.

Melodiola Exhibit Arouses Interest

One of the most interesting exhibits at the big industrial show is that of Frank B. Long, which shows the Melodiola, made by the Melodiola

Mfg. Co., in this city. The machine comes in a number of pleasing and artistic styles, mostly of period design. The special feature of the Melodiola is its tone color device, which is an improvement invented by Mr. Long.

Robert Coltart Joins Thayer Music Co.

Robert Coltart, manager of the Music store of the Einselen Music Co., has resigned his position to accept a post with the Thayer Music Co., of Honolulu. Mr. Coltart was formerly with the Columbia Graphophone Co. in various capacities on the Coast.

Alterations at Einselen Co.'s Stores

The two music stores of the Einselen Co. have been undergoing extensive alterations in preparation for the holiday rush. The facilities of the talking machine departments have practically been doubled.

Pathé Shop Moves

The Pathé Shop, which has been conducted by Charles H. Fyfe in the store of the Baldwin Piano Co., has been moved up the street two blocks to 470 Sutter street. The new location affords more space for the business. A recital with Pathé Actuelle demonstrations and vocal and instrumental solos was given at the formal opening of the new shop.

Victor Artists Coming Soon

The famous "Victor Eight," the artists who

are giving recitals throughout the country, are expected in California in February. Billy Morton, of Sherman, Clay & Co., is arranging a series of concerts for the troupe.

Columbia Co.'s Music Campaign

The Columbia Co. conducted a great music campaign in the San Francisco territory this month. Machines and records were loaned without charge to prospective customers, who thus had the opportunity to test out the merits of the Columbia products. Many sales resulted from the plan and the educational value of the campaign has already been most noticeable.

Edison Recitals Stimulate Interest

The enterprise of the Edison Co. on the Coast is little short of colossal these days. Many new agencies have been opened and the popularity of Edison machines and records was greatly increased in the last year. By co-operating with dealers in giving tone-test recitals the Edison Co. has stimulated unusual interest in its product. The most successful recitals given recently were those by Miss Helen Clark, contralto, and Joseph Phillips, baritone, assisted by Thomas George, pianist. These artists gave a recital at the St. Francis Hotel, under the auspices of the Edison Shop, and the same program was repeated at different dates in a number of California cities. In some instances the recitals celebrated the opening of new Edison agencies. Among the musical houses which sponsored the joint recitals are the following: The Garrett Owen Music Stores, Oakland and Berkeley; Modesto Music Store, Modesto; Hockett, Bristol & Cowan, Visalia and Fresno; Santa Rosa Furniture Co., Santa Rosa; Nielsen Furniture Co., Petaluma; M. Newfield & Sons, Lodi, and the Ellas Marx Music Co., Sacramento and Marysville.

H. C. Capwell Co. Opens Studio

On the occasion of the dedication of the new talking machine studio of the H. C. Capwell Co., of Oakland, recently the Clark-Phillips recital was given to a large specially invited audience.

Concert Features Alameda Opening

Louise M. Pates is the proprietor of the Phonograph Studio, 2412 Santa Clara avenue, Alameda, a new "Home of the New Edison" formally opened for business last week. The occasion was made glorious by a special concert, featuring Stella Jelica, Tessa Dent McGuire, John Wharry Lewis and Hollister B. McGuire. The recital was held in the Rialto Theatre.

New Kohler & Chase Store

Kohler & Chase have opened a new store at 1346 Stockton street, this city, in order to better cater to the trade in the North Beach district. M. J. Malatesta is the manager.

Three New Brunswick Agencies

The Brunswick-Balke-Collender Co. placed three new agencies for Brunswick phonographs and records this month, all of them large dealers. They are: The John Breuner Co., Sacramento; the Jackson Furniture Co., Oakland, and the Sterling Furniture Co., San Francisco. Mr. Corcoran, sales manager for the San Francisco

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

territory, says business continues good. He has 400 machines oversold in his territory.

Magnavox Interests Football Fans

The Magnavox was a much-talked-of feature at the big football game between the teams of the University of California and Stamford at the formal dedication of the new Stamford Stadium at Palo Alto last week. About 60,000 people saw the big game and the announcements through the Magnavox were clearly intelligible to all.

Some Staff Changes

Robert Kane has resigned as assistant manager of the Sherman, Clay & Co.'s wholesale Victor department and his place for the time being is being filled by B. R. Scott.

Miss Gertrude Kingston has just resigned her position of manager of the exclusive Victor department of the Emporium.

Raymond E. Wolfinger Is Promoted

Raymond E. Wolfinger, formerly assistant manager of the Wiley B. Allen Co., in this city, talking machine department, has been appointed manager of the department, to succeed Mr. Corcoran, who is now with the Brunswick Co.

Mr. Wolfinger is a young and energetic man, and he has had a wide experience in the talking machine business. His selection for the responsible position he now holds is no surprise to the local fraternity.

Newberry Electric Co. Enters Field

The new store of the Newberry Electric Co., 359 Sutter street, is a marvel of artistic arrangement in old ivory and luxurious equipment. The company handles the Sonora phonograph and Vocaion records. There are two large display rooms for phonographs and three sound-proof demonstration rooms. The manager of the department is J. Wallace McKellar, an experienced business man.

New Okeh Agencies

The Remick Song Shop, San Francisco; the Dorman Furniture Co., of Sacramento, Stockton and Roseville, and the Marysville Music Co., Marysville, are recent concerns to take on the agency for Okeh records.

Morley Somers, manager of the Sonora Phonograph Shop, has gone on a ten-day trip to Oregon.

NEW LAW HELPS TRAVELERS

Revenue Measure Calculated to Lighten the Burden of Commercial Travelers

The music industry has not alone benefited by the new revenue law in that excise taxes have been eliminated on talking machines, but the new Act also provides for the elimination of transportation and freight taxes after the first of the year—a factor of no little importance and calculated to reduce the cost of selling to some degree at least.

Traveling men are favored in the new law under Section 214, which states: "That in computing net income there shall be allowed as deductions: All the ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business, including a reasonable allowance for salaries or other compensation for personal services actually rendered; traveling expenses (including the entire amount expended for meals and lodging) while away from home in the pursuit of a trade or business," and so on. This is welcome news to our traveling friends.

GREAT BRILLIANTONE MONTH

President Forster Sending in Large Orders as Result of Extended Trip—Business Very Brisk—L. J. Unger in Canada.

The Brilliantone Steel Needle Co., New York City, reports that the past month was one of the finest from a business standpoint in the history of the organization. The sales staff of this company is going out after business in an energetic manner and its efforts are being well rewarded. B. R. Forster, president of the company, spent some time in Chicago and the Middle West, after which he journeyed to Toronto, Canada, and other points in the Dominion. Orders sent in by Mr. Forster are indicative of the resumption of good business in the territories through which he journeyed. Harry W. Acton, secretary of the company, left on the 4th of the month for points in New England, and his first stop was at the factory of the W. H. Bagshaw Co., in Lowell, Mass., where the Brilliantone needles are made. Following this visit Mr. Acton made a number of calls throughout the New England territory.

L. J. Unger, of the Brilliantone sales staff, has left for Canada. Mr. Unger had made a number of trips through Canada previously, with each additional trip adding more Canadian dealers to the Brilliantone list. He will endeavor to ascertain the requirements for 1922 business and renew his cordial friendship with the Canadian dealers.

The wide range of tone available in the Brilliantone line makes this needle have an appeal to all tastes, and therefore has created a universal demand.

AEOLIAN ANNIVERSARY IN BRONX

Bronx and Fordham Stores of Company Celebrate Fifth Business Anniversary

The Bronx branch of the Aeolian Co., at 367 East 149th street, of which M. P. Stein is manager, has been recently celebrating the fifth anniversary of the establishment of the branch, which has met with great success in that populous section of the city. The new Fordham branch of the company, which is also under the direction of Mr. Stein, participated in the celebration, which really marked the anniversary of the company's entrance into that territory. Both stores were handsomely decorated and attractive musical programs were arranged for various days of the week.

ISSUE HOLIDAY SUPPLEMENT

The Pathé Frères Phonograph Co., of Brooklyn, N. Y., has produced a special holiday supplement of the popular classical and sacred selections obtainable on the Pathé Actuelle records. This latest supplement contains thirty-nine new Actuelle records, every one of which is a popular and standard selection.

A REAL CHRISTMAS OFFERING

To Victor Dealers

WHILE they last, we are offering high-grade cabinets to be used with Victrolas IV and VI at manufacturers' prices. The Victrola is inserted within the cabinet so as to give the appearance of a cabinet type Victrola. These cabinets will greatly stimulate your Christmas Victrola sales and also your sales directly after the holidays, when the public is spending its gift money.

PRICES

- Oak Cabinet for Victrola IV \$13.25
- Oak or Mahogany for Victrola VI . . . \$14.50
- Oak or Mahogany with castors and ferules accommodating Victrola VI . . . \$16.25

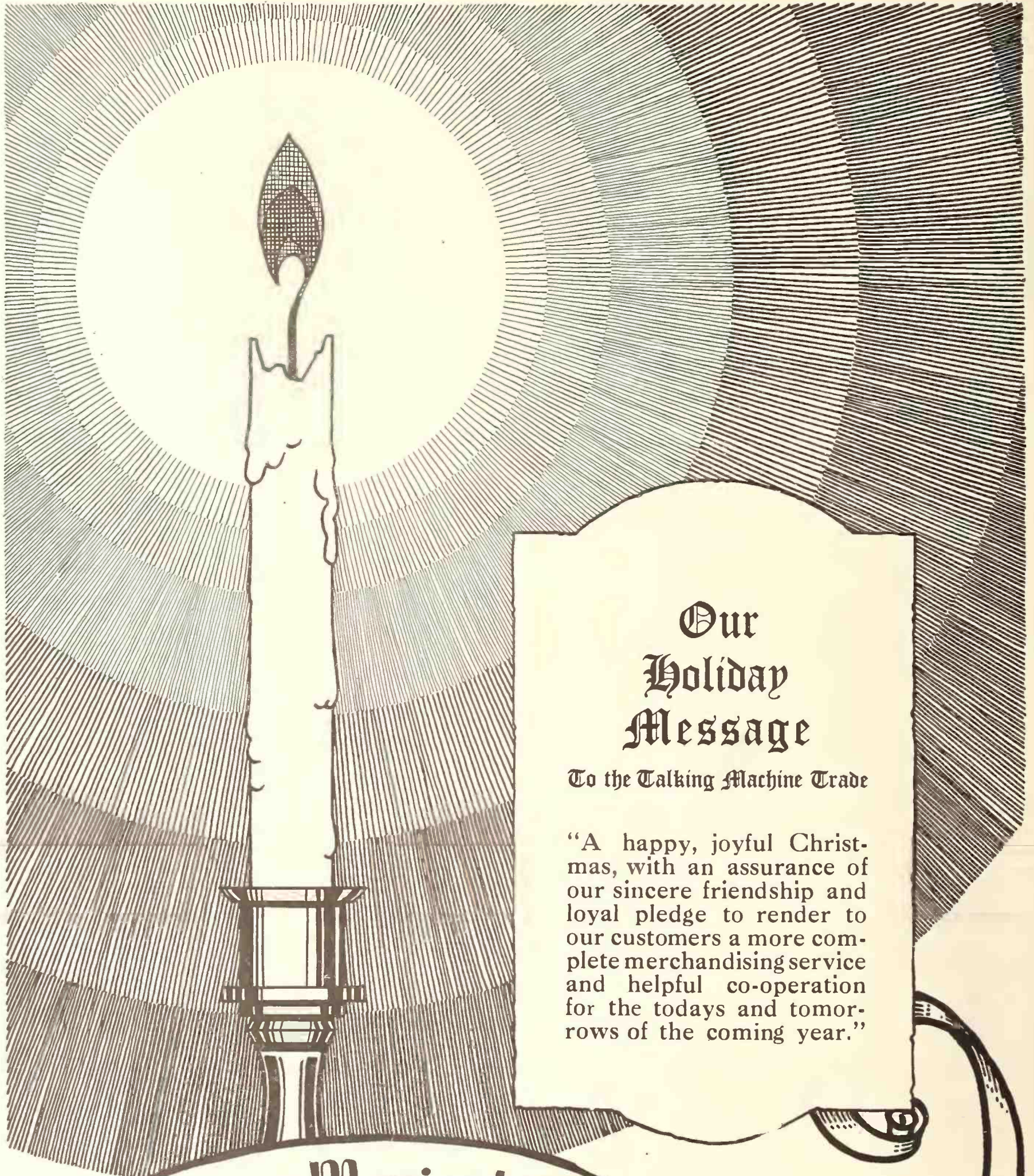
Manufactured by well-known cabinet manufacturers.

Order Immediately

CURTIS N. ANDREWS

Court and Pearl Streets

Buffalo, N. Y.



Our Holiday Message

To the Talking Machine Trade

"A happy, joyful Christmas, with an assurance of our sincere friendship and loyal pledge to render to our customers a more complete merchandising service and helpful co-operation for the todays and tomorrows of the coming year."



Cleveland, Ohio



DE FOREEST SEES TRADE REVIVAL

President of National Association of Music Merchants Responds to Call of National Prosperity Bureau With Optimistic Message

What he calls a "new era of expansion of trade" is seen by M. V. DeForeest, of Sharon, president of the National Association of Music Merchants, whose large retail music interests at Sharon and Greenville, Pa., and Warren, O., are in the heart of a large producing center of the steel industry.

In response to a call of the National Prosperity League, which is promoting a program calculated to restore confidence, stimulate buying, speed up manufacturing and relieve unemployment, Mr. DeForeest sent a message as follows:

"With the Federal tax on music removed by Congress, good cheer, confidence and smiles have succeeded the frowns and lassitude of the past. Music-loving folks were hindered in their desire for music and musical instruments during the discouraging industrial period just past. Manufacturers and retailers are alert to supplying better merchandise at lower costs. The confidence of the buying public is enhanced by this rapid return of the music industry to normalcy. We are already well started on a new era of expansion of trade, which is now felt in increased employment. The steel industry, termed by many as the barometer of business, is operating at its largest capacity of the year. The Middle West States are registering more business and increased industrial improvement, the textile centers show a marked business betterment, and a sympathetic improvement is spreading over the country in all trades. A general good tendency for increased business obtains everywhere."

Mr. DeForeest appointed E. H. Droop, of Washington, to represent the National Association of Music Merchants at a joint Congressional commission meeting recently in the Capitol Building at Washington, in response to an invitation from the National Prosperity League.

ARTISTIC COLUMBIA DISPLAY

C. C. Baker Features Columbia Record of "My Sunny Tennessee"

COLUMBUS, O., December 5.—C. C. Baker, of this city, one of the leading Columbia dealers in the country, makes a specialty of preparing artis-



Columbia Records Featured by C. C. Baker artistic window displays. In the accompanying illustration Mr. Baker's display features the popular song hit, "My Sunny Tennessee," and a Columbia Grafonola is utilized as the background for one of the most artistic displays that this dealer has featured in some time.

REDUCE CANADIAN FREIGHT RATES

OTTAWA, ONT., December 3.—The Board of Railway Commissioners of Canada have issued a formal order providing for drastic reductions in railroad freight rates. The order, which provides only for reductions in domestic freight rates, notifies railway companies that tariffs must be filed, effective December 1. The reduction is based on transportation charges as of September 13, 1920, and the average reduction fixes rates approximately 20 per cent higher than they were on that date.

MARTIN BROS. PLAN ALTERATIONS

Extensive Alterations, Including Talking Machine and Record Departments, to Be Made by This Well-known Springfield House

SPRINGFIELD, Mo., December 8.—Martin Bros. Piano Co. is planning extensive alterations to the interior of its building on McDaniel avenue immediately after the holidays. The three floors of the building will be completely remodeled and many improvements will be added to the talking machine, musical instrument and piano display rooms.

The first floor will contain the talking machine demonstration booths. Woodwork and decorations throughout will be in gray ivory. A specially constructed balcony along one side of the room will contain the record racks. The second floor will be devoted to display rooms for talking machines, tone test rooms and demonstrating parlors. When finished this will be one of the most modern stores in the Southwest devoted to the sale of all kinds of musical instruments and supplies.

SPRINKLE PIANO CO. BUYS BRANCH

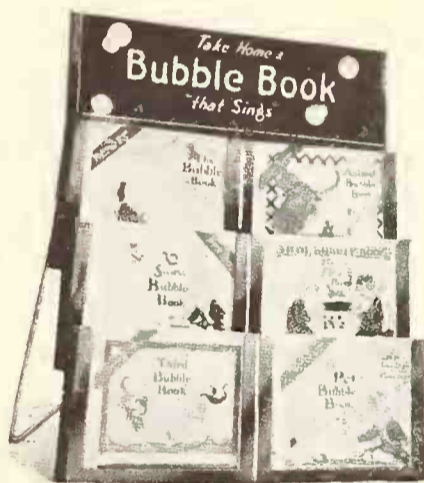
Webb Piano Co., Inc., of Richmond, Is Purchased by Well-known Norfolk Concern

NORFOLK, VA., December 5.—The Sprinkle Piano Co., Inc., announces the addition of another store. The lease and stock of the Webb Piano Co., Inc., of Richmond, Va., have been purchased, making the fourth store operated by this company, which has branches in Greensboro, N. C.; Winston-Salem, N. C., and the home office in Norfolk. The Richmond store is located at 214 North Third street and occupies two floors. Alterations and remodeling will start shortly after the holidays. The same line of pianos will be carried in Richmond as in the other three stores, namely, Sohmer, Jacob Bros., Cable & Sons, Davenport-Treacy and Hazelton Bros. Brunswick phonographs and records and Q R S music rolls will also be handled.

The A. Hospe Co., Victor dealer, of Council Bluffs, Ia., is featuring these machines and records in a "Buy Your Victrola Now" drive.

An Ideal Holiday Proposition

—and Just as Good for All
The Rest of the Year!

**BUBBLE BOOKS
"that Sing"**

Here Are Seven Good Reasons
Why Bubble Books Are a Good
Proposition Every Day in the Year.

- First:** They pay a liberal return on a small investment.
- Second:** They solve the problem of selling children's records.
- Third:** Bubble Book records are good records—made by a company which is internationally famous.
- Fourth:** Bubble Books form a buying habit. Children hear one, learn that there are others and give their parents no peace until they have the entire set.
- Fifth:** The reduced price of \$1.25 greatly stimulates their sale.
- Sixth:** Bubble Book interest is not limited to any particular season. Children love them any time.
- Seventh:** Prominently displayed Bubble Books will take first place when it comes to rapid turnover.

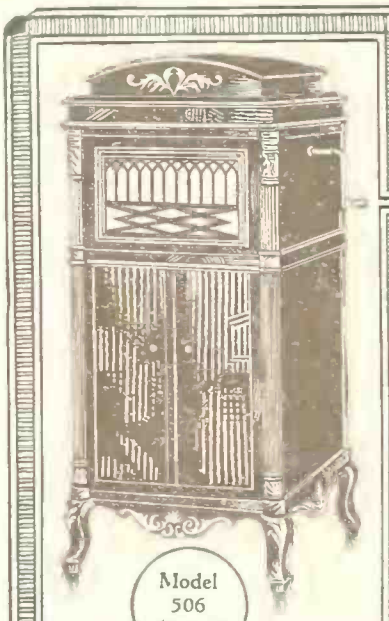
Start the New Year right!—Display Bubble Books—and remember when you sell one—you sell a habit—and when you are selling a habit you are doing a business

HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

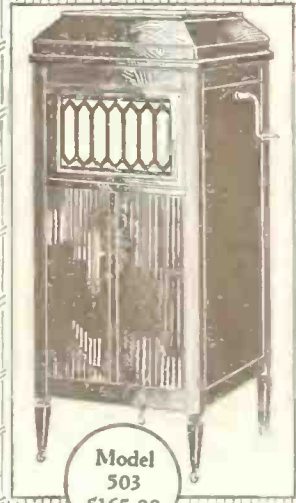
New York City



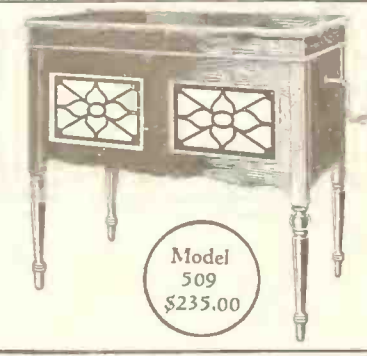
Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00

STEGER

*the finest reproducing
Phonograph in the World*

HAPPY, indeed, is the home that possesses a Steger Phonograph on Christmas day—as well as on every other day of the year. For the artistic Steger is a magic entertainer that brings unlimited enjoyment and fun to every member of the family. It plays all makes of disc records correctly with such sparkling vivacity that a listener may readily imagine himself in the presence of the living artist.

The patented, adjustable Steger tone-arm and the wonderful sound chamber of even-grained spruce are eloquent reasons for Steger supremacy in sound reproduction; the artistry and beauty of cabinet styles proclaim Steger mastery of design.

SELL THE STEGER

The merchant who sells the Steger does so with the stable confidence that is inspired by a phonograph which wins friends wherever it goes. And he is not dependent solely on his own sales efforts. A strong national advertising campaign in magazines which appeal to those who appreciate the best in music, is assisting him throughout the year.

Desirable Territory Open

Write today for the Steger proposition and our latest Style Brochure, if you want satisfied customers and substantial profits.

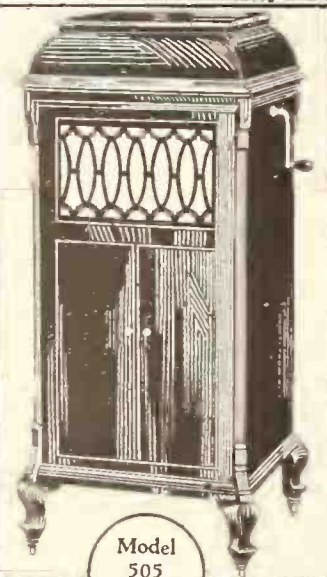
Phonograph Division

STEGER & SONS

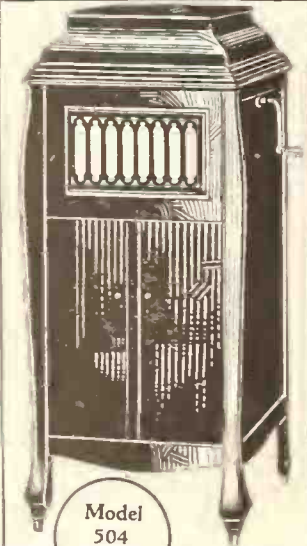
Piano Manufacturing Company

Steger Building, - - CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

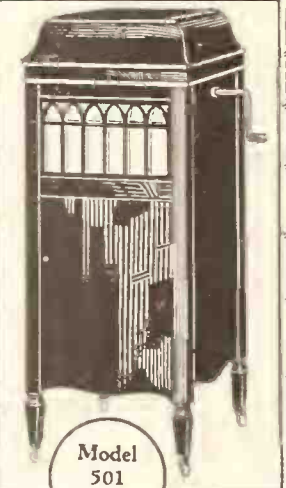
"If it's a Steger—it's the most valuable Piano in the world."



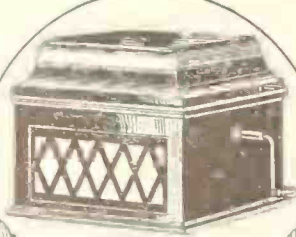
Model
505
\$220.00



Model
504
\$200.00



Model
501
\$115.00



Model
500
\$80.00



Model
510
\$290.00

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 8.—The talking machine business in Philadelphia during the past month showed a considerable increase over the previous month, and was slightly better than business for the same period in 1920. It was the best month the dealers have thus far had this year, and it looks as if there were going to be a heavy talking machine business, at least during the holiday period.

Aid in Getting Records to the Public

Several months ago the North American, of this city, commenced to devote a special section of its paper on the first of the month to the records issued for that month by the various firms. It not only gives a list of the selections, but also a description of them. The records are well classified, thereby giving the public an excellent idea for selection. The December lists are unusually attractive, and the following firms are represented: Victor, Brunswick, Edison, Vocalion, Columbia, Arto, Emerson, Gennett, Pathé and Okeh.

Great Columbia Activity

A very fine display of Columbias, showing all their exclusive features, is at present being made in the window of the Philadelphia Record, and is attracting considerable attention. The Columbia Co. reports a very excellent business all through November and notes that a number of its dealers are selling carloads of Grafonolas, included among which are the Columbia Grafonola Parlors, Wilmington, Del.; the Union Music Co., of Harrisburg, Pa.; the Frankford Music Stores, of Frankford, this city, and the Berks Supply Co., of Reading, Pa.

Dealers Entertained

During the month the Columbia Co. gave a most enjoyable evening at its headquarters at

Sixth and Filbert streets to all the Columbia dealers in this city and vicinity, more than one hundred being present. The chief entertainers were Van and Schenck, who are appearing here in the "Follies." There were also vocalists from the Leo Feist offices, the Fred Fischer Co. and others. The entertainment lasted from 7 to 10.30. Cigars and cigarettes were supplied by the firm. The entertainment was so much enjoyed that the firm has decided to repeat it whenever there are prominent Columbia artists in this city. Toward the end of the month Hulda Lashanska, an exclusive Columbia artist, entertained a very large audience in the Ball Room of the Bellevue-Stratford.

Some Recent Visitors

Toward the end of the month Manager Cummin, accompanied by Robert Porter, the field sales manager of the Columbia Co., spent several days up the State among Columbia dealers. Among the recent Columbia visitors here were: H. B. Newkirk, of Salem, N. J.; W. B. Hill, of Pottsville, Pa.; J. A. Sortman, of Newark, Del.; Neal Cunningham, Mt. Carmel, Pa., and early in the month the local offices were paid a visit by G. W. Hopkins, president of the Columbia Co. A. J. Lawler has been added to the Columbia Co.'s sales force and Messrs. Strahl, Lawrence and Harrigan have been added to the Columbia record department.

Penn Phonograph Co.'s Extensive Moves

The Penn Phonograph Co. reports having had a very satisfactory November on both Victor machines and records and that its supply of both is affording it the opportunity of keeping its dealers fairly well supplied, especially with records. T. W. Barnhill, the president of the company, is making considerable prepara-

tions for the coming educational convention, to be held here next March.

During the month the Penn Co. built an additional shelf space on the fourth floor of its building, which will give needed facilities for handling an additional 45,000 Victor records. During the month Henry F. Miller, the secretary of the company, was away on a gunning trip through northern Pennsylvania and succeeded in bagging considerable game, some trophies having already been mounted and displayed in the Penn Co.'s offices.

Among the Penn Co.'s visitors this week was Paul Britz, of the Marigold Music House, of Reading, Pa. He states that recently he has been making considerable improvements in his store and has been doing extensive work in the way of window displays. A recent Thanksgiving display was so striking that the Victor Co. sent a photographer up the State to photograph the window, which it will shortly use in its magazine, The Voice of the Victor.

Difficult to Get Enough Stock

The Louis Buehn Co. is going along at a very satisfactory rate and it looks forward to a very large holiday business. It is not getting machines through fast enough to keep its dealers supplied, but it states that records are coming through in large numbers.

Distributing Gennett Records

The Gennett records in this city are being distributed by the Witlin Musical Instrument Co., at 807 Chestnut street, which is advertising quite an attractive December list, all records being sold for 75 cents.

Wilson's Unique Advertising

The advertising of the J. R. Wilson Co., which
(Continued on page 92)

To All Victor Associates
THE LOUIS BUEHN COMPANY
of Philadelphia

Wishes Each of You a Happy Christmas
and
A New Year of Renewed and Great Prosperity.

Louis Buehn
President

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 91)

has four different stores in various sections of the city, is always unique. One of its advertised claims is that it can deliver a Victor machine within one hour of the receipt of the order to any part of the city, and one of its striking lines is: "Our service is next door to you no matter where you live."

Doing Big Business in Supplies

Everything is coming the way of Everybody's Talking Machine Co., which firm of talking machine parts has been doing a very good business all through November. It has been shipping large orders to all parts of the country and especially large is its business on springs and Umantone needles. This week shipments have gone to Texas, to a large department store in Pittsburgh, to St. John's, Newfoundland; Los Gatos, Cal., and Grand Junction, Col.

Mr. Fischer, the head of the firm, states that he has been receiving more orders recently than the house can conveniently handle. It is just beginning to put out a new style of spring, No. 57, for the small Thomas and Saal motors, which makes thirty-two styles of springs which it now carries in its stock—probably the largest of any firm in the country. Among the recent visitors to Everybody's Co. was Ralph Foster, who represents the Brilliantone needle; Otto Heineman, of the General Phonograph Corp., and Mr. Cohan, of the Greater New York Novelty Co. The firm's traveling salesman, Philip E. Grabusky, is at present covering the State of Texas.

G. D. Shewell Visits Cheney Headquarters

G. D. Shewell, president of the Cheney Sales Corp., of New York and Philadelphia, recently spent some time at the factory of the Cheney Talking Machine Co., in Chicago. Mr. Shewell reports that he found conditions exceptionally good and that the factory was working day and night to take care of the large number of orders being received. Mr. Shewell further reports that in the territory covered by his own organization conditions are equally favorable. The new Cheney price scale which took effect some weeks ago is reported to be meeting with much public favor. A number of new Cheney dealers have been added within the past month and everything looks bright and promising for the coming year.

Reports Good Brunswick Demand

Manager Nelson, the Philadelphia representative of the Brunswick, reports that his firm has had a most satisfactory amount of business in November, although it has been quite short of machines, especially certain types. Mr. Nelson

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



says: "We have had to call our salesmen off from establishing new representatives. We cannot take the care we should like to of those already handling the Brunswick. We are short on mostly all Brunswick machines, in spite of the fact that the factories have never been turning out such a large number as at the present time. Business is especially good in the coal regions, but a little spotty in Philadelphia. The biggest demand this year seems to be for the medium-priced models and the console type. There is also a greatly increased demand for Brunswick records and the company has been able to keep us supplied with a very good stock."

Columbia Line With North & Co.

The most important new connection that the Columbia Co. recently made in this territory was the placing of its line with F. A. North & Co., which has branch stores in a large number of cities throughout Pennsylvania and New Jersey.

For some time the North Co. has been trying to make a connection other than that made when it entered the talking machine business, and at least in Philadelphia it expects shortly to handle the Brunswick exclusively.

Among the recent Brunswick visitors here were Mr. Brown, of the Williams Department Store, of Wilkes-Barre, Pa., an exclusive Brunswick account, and J. L. Monroe, of the Brunswick Shop, Williamsport, Pa.

H. W. Weymann Tells of Business Growth

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers of this city, reports that there is already a decided scarcity in all mahogany-finished Victrolas from the No. 6 table model straight through to the popular No. 300. Mr. Weymann stated to the World: "We are making every possible effort to take care of the demands of our many dealers. The special finishes and special types of Victrolas we are able to ship from stock. I expect that the scarcity of mahogany finishes will continue through the early part of 1922, and it would, therefore, behoove dealers to anticipate their requirements in this finish for the next three months."

H. A. Weymann & Son, Inc., are also distributors of the Jones-Motrola, the electric winding device for the talking machine, which is proving very popular. Mr. Weymann reported that dealers are going out after Motrola business in an energetic way and that some dealers are going over their machine sales lists for the past five years and equipping a remarkable portion of this list with Motrolas. One dealer is placing the Motrola on machines which he has sold in the past for a ten days' free trial and reports that 80 per cent of the cases have resulted in sales of the Motrola.



The CHENEY

The Master Instrument

We offer the maximum of service to Cheney dealers in the following territory—

- Connecticut (Western)
- New York (Metropolitan District)
- New Jersey
- Pennsylvania (Eastern)
- Delaware
- Maryland (Eastern)
- Dist. of Columbia

Early English Period Model

An American Walnut art cabinet. Equipped with automatic stop and all other Cheney features. Plays all records. \$250
An exceptional purchase at

We have an interesting proposition. Write for details to-day

CHENEY SALES CORPORATION

G. DUNBAR SHEWELL, President

Philadelphia Office
1105 Chestnut Street

New York Office
1107 Broadway

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for farther information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

Recent Victor callers on Mr. Weymann were E. M. Watts, of Burlington, N. J., and Charles H. Godfrey, of Atlantic City.

Enlarging of Hill Store

A recent Philadelphia visitor to Pottsville states that the extensive improvements and enlargement of the W. B. Hill store room, 205 North Center street, in that city, have made this store one of the handsomest music exhibit parlors in the country. The work was under way for six weeks and was well worth the time, expense and inconvenience. The interior of the big store room has been finished in light and dark buff colors, blended beautifully by the artistic decorator, Charles Faust. The main demonstration side room is so large that a party of prospective patrons may sit in it and test out a piano, talking machine or other musical instrument. Also, there are individual demonstrating rooms. A large music rack has been added to the store equipment, capable of receiving thousands of records in a horizontal position. In addition to the large assortment of regular records there are on hand records in the Hebrew, Polish, Lithuanian, Hungarian and other languages.

Some Recent Visitors

Among recent talking machine men from out of town noticed on this market were J. P. Cannon, manager of the J. H. Troup Co., of Lancaster, Pa., and Mr. Shaeffer, manager of the C. M. Sigler Co., of Harrisburg, Pa., both well-known business men.

Some Local Retail Changes

The Vocalion Shop, at 1626 Chestnut street, was closed two weeks ago. This shop was conducted by the Philadelphia Show Case Co. and was started a short time after this company took over the handling of the Sonora, when it was named the Sonora Shop. When the Show Case Co. relinquished the Sonora and took over the Vocalion it was called the Vocalion Shop, and now that the Show Case Co. is going out of the talking machine business the Vocalion Shop has been closed. The new distributor of the Vocalion

products in this district has not as yet been announced, although a number of firms are after the handling of this fine machine in this market. Mrs. Carolyn Ross, who was connected with the Vocalion Shop, has gone back to the Gimbel employ. She is one of the most efficient saleswomen of talking machines in this city.

Brieflets

J. E. Williams, 1703 Snyder avenue, has just

completed extensive alterations in his Grafonola Parlor, and can now boast of having one of the most attractive shops in South Philadelphia.

A. J. Johnson is the new Pathé manager in Philadelphia.

Recently J. M. Calloway, Victor dealer at Hazleton, Pa., was in Philadelphia, securing some extra equipment for his store, including new

(Continued on page 94)



May your Christmas
be filled with happiness

and the

New Year bring you
unbounded prosperity

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia



AND
SINCERE
WISHES FOR



A New Year of Happiness
and Prosperity

are extended to the entire industry, carrying with them our expression of faith in American business and an assurance to our own dealers of plans for 1922 which will bring bigger and better business.

SONORA COMPANY of PHILADELPHIA

Distributors of *OKeh* Records

1214 Arch Street

Philadelphia, Pa.

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

A Fox-Trot Ballad with a Dixie Melody

GEORGIA ROSE

hearing booths, additional racks and show cases to display his musical instruments.

Joins Penn Co. Forces

D. H. Dows, for a considerable time connected with the Victor Co., has joined the Penn Co. forces, with a view to working with, and organizing, the firm's dealers for more effective work.

ORNSTEIN CO. IN NEW QUARTERS

Noted Jobbers Established in New Building at 1025 Arch Street—Admirably Equipped

PHILADELPHIA, PA., December 2.—The George D. Ornstein Co. is now established in its new building at 1025 Arch street. This street is rapidly becoming a center for Victor wholesalers. The Louis Buehn Co. is situated on the 800 block; the Penn Phonograph Co. on the 900 block, and now George D. Ornstein & Co. have their headquarters on the 1000 block.

The entire first floor, basement and mezzanine floor are occupied. The first floor is used entirely for display purposes and record filing, and the basement for the storage of machines. Excellent shipping facilities are available through the fact that the store runs from street to street and, therefore, the rear entrance is solely used for shipping purposes. The new headquarters contain double the amount of floor space of the old and it is planned to handsomely equip them with the newest developments in wareroom equipment.

The George D. Ornstein Co. was established in 1918 and enjoyed rapid growth in the four years of its existence. F. E. Ransley, manager of the company, who has directed its destinies during the illness of Mr. Ornstein, reports that conditions among the dealers served by them are very fine and believes that the coming year will be a good one from every angle.

THE VALUE OF DECISION

Maybe and Perhaps are two sleepy microbes. They throw their victim into a state of lethargy. You may find them in the brain of a man who is in a rut and knows it. Yet these foes to success keep him inactive. Decision is a powder which will destroy these microbes.

ESTEY PIANO CO. FORCES IN PHILADELPHIA CELEBRATE

PHILADELPHIA, PA., December 6.—Grouped in the accompanying picture are the employes and a considerably higher than as dispensers of food a la carte or table d'hote.

few of the friends of the Estey Co., piano dealers and Victor retailers of this city, who gathered on a recent holiday to celebrate, not only the occasion, but also the accomplishment of a good Fall business.

Louis Quinby and Mrs. Quinby, who are in charge of the Estey Co.'s activities here in Philadelphia, find time in their busy business life to bring relaxation and pleasure to the capable organization with which they have surrounded themselves.

The reader's eye can easily fall with pleasure upon all composing the group above, but especial attention is called to the charming hostess, Mrs. Louis Quinby, on the right. Also to the two French chefs, who are none other than Bill Nolan and Ed. Bliss, of the Louis Buehn Co. Victor wholesalers, whose rating as salesmen of Victor merchandise is



Attendants at Recent Estey Celebration

TO OPEN NEW VICTOR DEPARTMENT

MASSILLON, O., December 5.—Announcement is made by C. J. Duncan, local jeweler, who now has a store at Plum and Mill streets, that his new store will be opened within the next month. It will be located at 8 East Main street, and will be one of the most modern shops in the city. A complete Victrola shop will be installed on the

second floor of the store, which will be fitted up to represent a temple of music.

THE POWER OF WORDS

Everyone knows the power of words. We pass through periods dominated by this or that word—it may be development, or it may be competition, or education, or purity, or efficiency, or even sanctity. It is the word of the time. We might add strenuousness, or conservation, or reform, or system, or science, or organization, and ever and always "advertising"; and now—preparedness for a bigger business in the new year soon to be ushered in.

PLACES VICTROLAS IN SCHOOLS

NEWTON, IA., December 6.—The Iowa Mercantile Co. has just completed a successful campaign for the placing of Victrolas in the rural schools here. The plan consisted of a letter explaining how to raise the necessary funds, and was followed up with a personal call by C. P. Hunter, manager of the company.

"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

From the **DORAN CO.**
45 MICHIGAN AVE.
DETROIT

SOLE BY **MURTEAU, WILLIAMS & CO. LTD.**
MONTREAL OTTAWA

Kunkel Piano Co.
BALTIMORE

FROM **THE PHONOGRAPH CO.**
1240 HURON ROAD (Grand Tower Bldg.)
103 E. BROAD STREET
CLEVELAND

SOLE BY **WALTER D. MOSES & CO.**
Oldest Music House in VA and NC
RICHMOND, VA.

SOLE BY **J. E. STRATFORD**
AUGUSTA, GA.

ENTIRE TRADE PROVES OPTIMISTIC REGARDING PROSPECTS FOR 1922

Sees a Clearing Up of the Uncertain Situation Next Year and a Gradual Return to Normal Business Conditions—Real Opportunities Ahead for Energetic Retailers

THE members of the talking machine industry, as a rule, take a most optimistic view of the business prospects for 1922, particularly as they relate to their own trade, and, in most cases, have excellent reasons for their confidence in the future, according to the reports gathered by The World from various sections of the country and presented herewith.

While it is admitted that general business conditions this year, and particularly during the past few months, have been discouraging, it is believed that the situation is being cleared up gradually, and that as industrial activities are resumed in the various sections and the farming element disposes of crops and takes its loss there will be a gradual return to a permanent normalcy.

One of the problems that the trade in certain centers had to contend with was that of overcoming the effect on the buying public of the throwing on the market of thousands of machines of little or no reputation, offered at liquidating prices. This had a bad effect on legitimate business, but it is felt that the worst of the unloading is about over and that the first of the year will see a return to the practice of handling standard and recognized products in a businesslike way.

As a general thing, there seems to be an increasing demand for the more expensive and elaborate models of machines, particularly the console types, although the standard styles still hold their own in public favor. The record situation shows material improvement, both in the matter of supplies and in the demand.

Taking it as a whole, there is every indication that the year 1922, in the opinion of those members of the trade in a position to speak with some authority, will offer real opportunities for the retailers who go after business in an energetic and systematic manner and who actually work to sell the products for which they are representatives.

VICTOR TALKING MACHINE CO., Camden, N. J., by **Ralph L. Freeman, Director of Distribution.**

"It seems to us that the year 1921 must always stand out in the memory of every man who has been in any way actively engaged in business.

"The line of progress has been as jagged as the temperature chart of an invalid. We feel, however, that it is gradually becoming steadier and more normal, and that general conditions will be better in 1922.

"In point of volume our own business has been wonderful, exceeding that of any other year, but the margin of profit has been so narrow that if only the present were considered we would have to consider it a case of 'Love's Labor Lost.' We feel satisfied, however, because the public has run true to form in showing a gratifying discrimination in favor of good merchandise. The progress of the year will show more clearly in retrospect than it now appears.

"For 1922 we expect slightly better general conditions and decidedly better opportunities for dealers in Victor products. We do not mean to predict abnormal demand, but we believe that the public, having less fear of impending hard times, will evidence less resistance to intelligent sales efforts."

UNIT CONSTRUCTION CO., Philadelphia, Pa.

"Nineteen twenty-two will undoubtedly witness a return to normalcy in the talking machine industry. We should not anticipate abnormal activity such as prevailed during the last half of 1919 and the first half of 1920. Conditions which have prevailed during the past six months, however, clearly indicate that we may expect the following in 1922:

"Normal buying as against 1921 buyers' strike.

"Normal competition as against 1921 price-cutting riot.

"Normal service as against 1921 'any old thing.'

"Normal price levels as against 1921 price inflation.

"Unico sales volume during the past six months has been 25 per cent greater than during the corresponding period of 1920, and the ratio is increasing monthly."

MINNEAPOLIS DRUG CO., Minneapolis, Minn.

"Conditions throughout the Northwest at the present time are not very promising. The States of Minnesota, North and South Dakota, Iowa and Montana, in which we operate, are very badly hit, owing to the extremely low price of all farm products.

"This is strictly an agricultural territory, and we see little debt-paying ability in the present crop at prices now prevalent, and the farmers

are going to fall far short of getting square on the books this Fall. This is resulting in a depressed condition and affects business in all lines. We look for a little stimulation in trade from now until after the holidays, but it will be only a small per cent of what ordinarily should be expected at this time and will give no dependable indication of conditions for 1922. In fact, we look for extremely light trade during the first half of 1922 or until another crop at good prices is assured us. The record business is affected in very much the same way as that of talking machines.

"There seems to be an increasing demand for period and console models. We do not think, however, that the present demand for these styles will be over 5 per cent of the total. Our feelings are, however, that this will increase rapidly each year.

"There have been a great many off-line instruments on the market at extremely low prices, which, no doubt, has affected business."

MICKEL BROS. CO., Omaha, Neb.

"Business has not come back to the volume of last year, nor will it as long as rural communities

(Continued on page 97)



ELMIRA ARMS CO.

ELMIRA, N.Y.

1922

SERVICE
TILL

It is with genuine full-heartedness that we wish Victor dealers throughout the country a Merry Christmas; and it is with true sincerity that we predict a more successful and prosperous New Year for Victor dealers.

ELMIRA ARMS COMPANY

ELMIRA VICTOR DISTRIBUTORS NEW YORK

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

LONG CONSOLES

"MADE GOOD"

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES have "made good," and for 1922 we are planning to give the dealers enhanced service and co-operation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

Write for Our Catalog

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



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

TRADE OPTIMISTIC REGARDING PROSPECTS FOR 1922—(Cont. from page 95)

are in the condition they are at the present time—as one of our customers whom I was urging to put in machines said to me: 'Now, Mr. Mickel, corn is only 17 cents a bushel and I do not need to tell you anything more.'

"You are well aware that they are all farmers out in this territory, whether they are running a bank, selling talking machines or running a peanut stand—the basic industry is agricultural, and, when prices on their products are such as they are now, it is impossible to get a volume of business. Things are in a little better shape in the larger centers, but in the strictly rural communities—nothing doing.

"During the Summer the record situation held up better than machines, but even this was not up to former volume. The tendency in machines is toward the cheaper models, the higher-priced ones are not selling so readily. General conditions of the trade, so far as any price cutting is concerned, is good—we have had nothing of that kind, and the marketing of talking machines has been kept so far on a very clean basis.

"Of course, we are coming into the holiday trade, and there is some additional demand. I am not pessimistic over the outlook for I know this country is absolutely right and we are going to get back into volume, but it is not going to be during the holiday season of 1921-22.

"We have many dealers, however, who are on their toes and ready to go—are doing everything they can to stimulate business, and, through the inauguration of Christmas clubs in a number of the larger towns, there has been some volume of business done, but it seems to require a forced draft in order to get them to buy, and this never runs into big volume."

W. B. GLYNN DISTRIBUTING CO., Saxtons River, Vt.

"We have the Northern New England territory, where most of the International Paper Co.'s mills are located, and strikes that have been in progress since May have brought about an unusual condition with us. Other industries hereabouts are on part time, and the situation is in no sense near normal. The result is that dealers

are carrying only enough stocks for present needs and are not anticipating their wants to any degree.

"There is very little price cutting in this territory except on machines that have been dumped on the market and have little name value.

"We find our business for the eleven months is larger than for the same months of 1918 and only slightly less than the total for the same months in 1919. On the whole, therefore, we feel that business is healthy and sound, and that, when existing conditions are overcome, there will be a gradual business increase and a return to prosperity. We do not, however, look for the unprecedented buying of 1920, but, rather, for a safe and sane prosperity."

SCHMELZER CO., INC., Kansas City, Mo.

"We are enjoying a very healthy business. To be frank, it is greater than we had anticipated. The dealers are selling Victor goods, and the stocks that the dealers have on hand will go by Christmas. Things seem to look up. The tendency is toward the medium-priced outfits.

"We have not experienced any price cutting in this trade territory. We look for a very satisfactory holiday business, which we feel satisfied will run into 1922.

"We look with confidence to a constantly increased volume of business in the line we are interested in as exclusive distributors for the Victor Talking Machine Co.'s products."

GIBSON-SNOW CO., INC., Syracuse, N. Y.

"Business has come back this Fall, but not quite so strong as we expected. Orders are coming in very good. Dealers order often, and in small quantities. The western and southwestern sections of the State seem to be picking up more rapidly than the eastern section. Our orders are all for machines ranging from \$100 and up, with a very fair percentage running around \$300.

"Period models have increased in sale. We have had very little, if any, price cutting in our territory.

"We are looking for a good holiday business and a good increase for the first two or three months of 1922. To our mind advertising is the only thing that the retail music dealer can do to increase his sales."

MICKEL BROS. CO., Des Moines, Ia.

"Business has come back. Of course, it has not come back to the war period, but neither do we expect it nor want it. It is really back to normal, and by that I mean it is in excess of what was considered normal before the war. This revival has been evident since September 1, but more so since October 1. The increase, however, is not as great in record sales as we had hoped, as the gain is shown particularly in machines. Most of the sales have been in the \$135 and \$150 types, particularly in mahogany and E. B. M. finishes.

"We have yet to find a case where Victor merchandise has been sold at less than the list price. There is a lot of price cutting going on in almost every other line, and it is very gratifying to us to be able to state that the Victor has held its own all through that period of depression.

"We have, and are still looking for, more business as Christmas draws nearer. We do not expect any business from smaller towns to amount to much, as the smaller towns depend upon the farmer, and, inasmuch as the market price on his products is so low, he is not in the humor to make any purchases for other than bare necessities. In the larger towns, where people are working on fixed salaries, is where 90 per cent of the business is coming from to-day."

STEWART TALKING MACHINE CO., Indianapolis, Ind.

"We are exclusive Victor wholesalers, and our business has not varied from month to month, as in the case of retailers. We have done just as well this year as in previous years and cannot complain of lack of orders. Right now our stock of Victrolas is lower than it has been at any period in our history, with the possible exception of the Christmas of 1918, during the war, notwithstanding the fact that shipments from the

(Continued on page 98)

Increase your profits!

EVERY phonograph owner who buys records from you will buy needles too—and you should sell a great many needles.



SEMI-PERMANENT NEEDLES

Are the Best Talking Machine Needles on the Market.

They are called for by owners of every make of phonograph because they will play every make of steel needle record.

If you haven't these needles in stock order at once from

Sonora Phonograph Company, Inc.

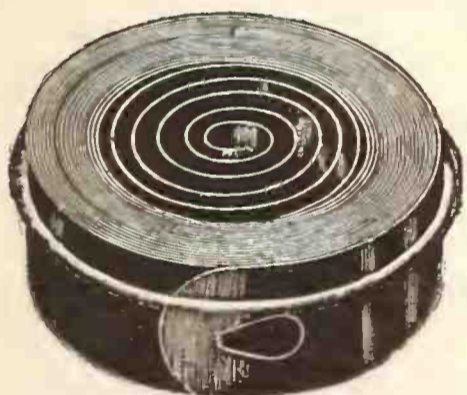
GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/8 inrb x 10 feet for all small motors.....	\$.40
3/8 " x 10 " " Pathe, Columbia, Helneman...	.45
1 " x 10 " " Columbia.....	.50
1 " x 11 " " Columbia with books.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 12 " " Victor, new or old style.....	.75
1 " x 18 " " Helneman 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 " " Helneman 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.

TONE-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, Incae 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.

ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 97)

Victor Co. have been unusually large. Shipments of records from the factory are considerably larger than ever before. A recent stock list sent out brought splendid returns, so we are very optimistic in this department of the business.

"The greatest increase in business this Fall has been in the popular style machines, such as the Victrolas Nos. 80, 90 and 100, in the mahogany, English brown mahogany and American walnut finishes. It is hard to say whether the demand is toward medium or high-grade outfits. We doubt if any change of this kind has taken place. It is noticeable, however, that the small table machines have not sold as well as in former years. In other words, the trade seems to demand cabinet machines more than in any previous period. The expensive machines—over \$250—are selling as quickly as heretofore, but the increase in business has possibly been greater in the medium-priced machines.

"The regular models outsell period or console models twenty to one. Our Victrola No. 300 is very popular, and, although new in the field, we predict the sale of it will exceed the sale of our Victrola No. 110, which retails for \$225. Possibly as time goes on in this territory we will notice a slight change in this ratio in favor of the console models. However, we feel safe in saying that for the next year at least the sale of the regular models will greatly exceed the sale of the console type.

"Price cutting in Victor products is practically unheard of in this territory. A good many other makes, however, are suffering from this evil, and dealers here and there are extensively advertising reduced prices on some of the better-known machines.

"Business conditions, locally, are not satisfactory; since Summer, however, there has been a slight increase in employment which has been of some help. Small weekly payments have done more than anything else to bring in machine sales during this period.

"We predict a splendid holiday and Winter

business in both machines and records. We really believe that the average Victor dealer in this territory will do a larger business this Winter than in the corresponding period of last year, but we can hardly think of anything that can be done by the trade to improve conditions."

VICSONIA MFG. CO., INC., New York.

"It is our opinion that the phonograph industry has not yet reached normal, but the indications are that beginning immediately after the holidays a noticeable change for the better will occur. This, we believe, will be due to the ending of all liquidations by the new year. Easier money and the Fordney tariff bill will also help not only the phonograph industry but all industries. We look forward to a very busy New Year."

CARDINAL PHONOGRAPH CO., New York.

"In the record end of our business we find that the sales have increased each month during this Fall in a healthy ratio and believe that business in this department will be practically normal inside of the next sixty to ninety days.

"We are not in a position to advise regarding the sale of machines, as we have been out of machines for nearly four months, due to the fact that we changed our entire line, and the new samples were placed on the market last week. From the advance orders we believe that the demand is about 25 per cent for a Period or Console model and balance for uprights. Greatest demands seem to be for a medium-priced machine not over \$200.

"We believe that the business will show a steady increase for the next few months and by Spring things will be nearly normal.

"We believe that the dealer has a great deal to do with the poor sales at the present, as he is still living in the war period. Personal observations in a great many cases show that dealers are not lifting their hands to increase their sales and spend most of their time lamenting the fact that they are not showing as much business as they did two years ago. In a great many cases

they do not give the customer the attention and courtesy that are required and cannot understand why the customer does not come back again. I believe that if dealers will work and co-operate more with their manufacturers and jobbers there will be a great deal of improvement in the situation; but so many of the dealers have an idea that the houses they purchase from are only in the market to load them up with goods that they absolutely refuse to listen to any suggestion whatever that will enable them to increase their sales."

PHONOGRAPHS, INC., Atlanta, Ga.

"Our business has improved considerably this Fall, but, of course, it is not what it was eighteen months ago. We notice a gradual improvement and believe that within a few months normal conditions will be back again.

"The ratio in increase is greater on Re-creations than instruments and the tendency is toward the higher grade instruments. The sale of period and console models has increased in our territory.

"There has been no price-cutting by any of our regular legitimate dealers that we know of, and we do not anticipate anything of this kind.

"Prospects are good for the holiday trade and we look for a steady improvement, beginning with the first of February.

"We might state that the hardest-hit section of our territory has been that embraced by the cotton belt, but our business in Florida, Tennessee and North Carolina is very satisfactory."

WM. H. LYONS, Chicago, Ill.

"Business has shown a decided improvement with us the last two weeks. Previous to this we have not been receiving many stock orders, but on the December list of Blue Amberol records the dealers have come back as strong as in former years.

"The Edison factory makes no console types in the Amberolas, so the sales have all been uprights and the small table models.

(Continued on page 99)



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK

ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 98)

"We have not heard of any price cutting on Edison goods, although many of the fly-by-night cheap machines are being sold at any price in Chicago to get rid of them. We look forward to a steadily increasing business from now on and expect to be back to normal about February or March."

BUFFALO TALKING MACHINE CO., Buffalo, N. Y.

"Our Fall business compared very favorably with that of last year, the biggest year that we have had, and November ran considerably ahead of November, 1920. December is somewhat problematical, but if we can get the goods we are very confident that we will exceed last December. We do not feel that business has become normal in our territory—not by any means.

"There are many dealers who still are not working—many who are on a non-productive basis, but the Victor business being done by those dealers who have not forgotten how to sell is of greater volume than heretofore.

"There has been absolutely no price cutting in our line in this territory. The Victor Co.'s policy of giving us improved models at good prices has gone a long way toward maintaining this condition.

"We are very confident that there will be more actual selling done in our territory in 1922 than ever before and are equally confident that the volume of sales will exceed any hitherto."

STREVELL-PATERSON HARDWARE CO., Salt Lake City, Utah

"In our territory business has not yet got back to normal, nor will it for some time. Our business depends on three factors principally—the mines, the farmers and the stockmen. All three have been hit so hard during the past two years that it will take them some time to get back on their feet. The farmers had fair crops, but the prices were low and they owed so much money to the banks that what money they did get for their crops did not do them much good as far as immediate purchases are concerned. The mines have been closed down since early in the year and it is doubtful when they will reopen.

"As far as phonographs are concerned, all of our dealers have good stocks which they have been carrying throughout the year and they will do well if they move what stocks they have on hand. We do not do a large record business, but we imagine that the record division has shown a greater increase than the machines. There is a tendency to buy medium or low-priced outfits.

"The sale of period models in this territory is very small and will only run 3 or 4 per cent of the sale on the regular models. There has been little or no price-cutting on the standard lines.

"We believe that there will be a fair holiday phonograph business and the record business should be good during December and also early in the year.

"In our territory we believe that one way to improve conditions is to educate the dealer to know better the product he is selling—to know how to properly display it and to give service to the consumer. The manufacturers could also help out by making arrangements to handle the dealers' phonograph paper, as most of the dealers in our smaller towns are not in a position to put out machines on time without assistance.

"We do not want to appear pessimistic, but are giving the true facts in our case; and, while we believe that conditions are going to continue to get better, yet it is going to be slow and it will be several months before we can really say that conditions are anywhere near normal."

UDELL WORKS, Indianapolis, Ind.

"Our business certainly has come back since September 1, and, in fact, right now we have all that we can do, but, of course, there will be a let-down after Christmas. There is an increasing demand for the Console type, and we are making them for the Victrola VI, as well as for player-piano rolls. Of course, there have been a great many jobs of plunder thrown on the market, but these are gradually being liquidated.

"We think the prospects for holiday business

are splendid. As for 1922, it looks good to us; in fact, we got a beautiful order this morning for delivery in January.

"I do not know of anything that can be done by the trade itself, but it does seem that the United States Congress would help the condition more by helping the farmers than by anything else. The market on corn and other products is shot full of holes, and we all know that the price on farm products is fundamental. We also know that the recent flurry in cotton is what got the South to come back so splendidly."

THOS. A. EDISON, INC., Orange, N. J., William Maxwell, Vice-president

"My present conception of business developments during 1922 is that there will be a steady improvement. I am afraid of inflation in some directions. In textiles, for example, there are likely to be shortages of some kinds of goods, which may set on foot a secondary inflation in the prices of wearing apparel.

"The tendency to stimulate and, to a certain extent, subsidize building operations will make it difficult to readjust wages in the building trades and to prevent building materials from being marked up in price.

"It seems to me that no one need fear that general conditions will not improve during 1922. The thing I most fear is that, under the stimulus of cheaper money and the Government's efforts to speed up business, we may have a sort of psychological boom, from which there will be an ultimate reaction. However, the taxation law which Congress has passed tends to minimize the effect of plentiful and cheap money, as the high surtaxes on incomes will continue to divert a great deal of money from commercial channels.

STARR PIANO CO., Richmond, Ind.

"Our business has shown a very satisfactory volume as compared with last year, with a particularly remarkable increase in the sale of Genett records. The products of the Starr Piano Co. have kept full pace with varying business conditions and have enabled our customers to

obtain maximum results under most adverse conditions. We, ourselves, in the volume obtained, have a very rosy opinion of the immediate future, which we believe is equally shared among our distributors and dealers."

GREATER CITY PHONOGRAPH CO., New York City.

Prospects for a good holiday business and for the first quarter of 1922 are fine, judging from the influx of orders at the offices of the Greater City Phonograph Co., Inc., Sonora jobbers in New York, according to Maurice Landay, president. Mr. Landay declared that the trend of the demand at present is for the period models, with the new additions to the Sonora line in popular favor.

"The increase in entertainment this Fall has resulted in a larger demand for machines than was anticipated and the fact that the season of entertainment is just beginning augurs well for the business," said Mr. Landay. "However, it is my opinion that business could be even better if proper steps were taken by the dealers with this object in view. For example, an association of dealers similar to the Florists' Association, having a strong treasury to be spent in advertising the cultural entertainment value of the talking machine would do much to stimulate business generally.

"In the last few years the jazz element has been emphasized, practically to the exclusion of the real value of the talking machine as a medium for bringing beautiful music to the home. The future of the talking machine must rest on its recognition as a 'musical' instrument. A talking machine association such as suggested above could accomplish this result."

PUTTING THE IDEA TO WORK

Columbus had a theory and was called an idiot. He proved his theory and became a hero. In salesmanship, as in astronomy, the best idea is worthless until it is put to work.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES

are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

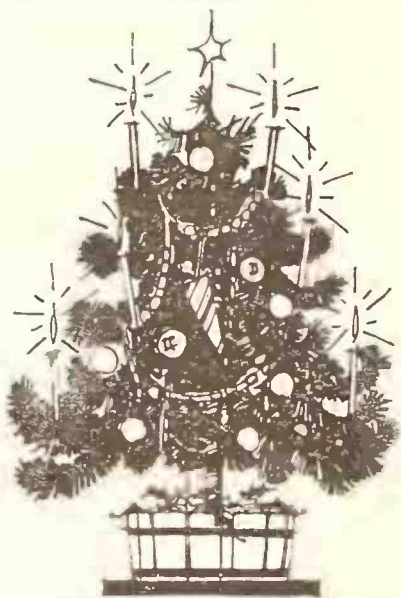
Inquire for our new jobbing proposition

The Greater New York Novelty Co.

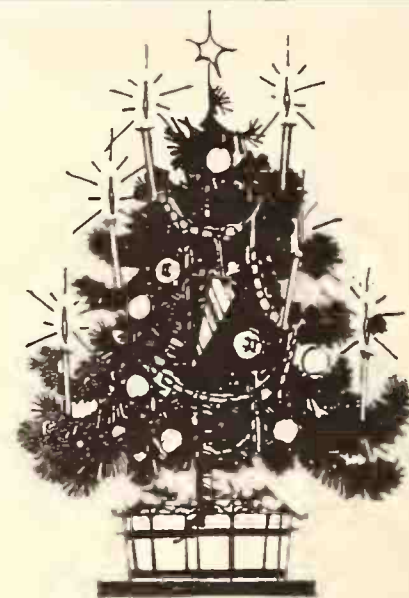
3022 14th Avenue

Brooklyn, N. Y.

Ask for the Red Record



You'll Know it by its Color



You'll buy it for its Tone

VOCALION RECORDS

Play on any Phonograph

EVERYBODY SAYS Vocalion Records are the best records to listen to and the best records to dance to because you *get* every note. *Everybody* knows they're the best records to buy because they last longer.

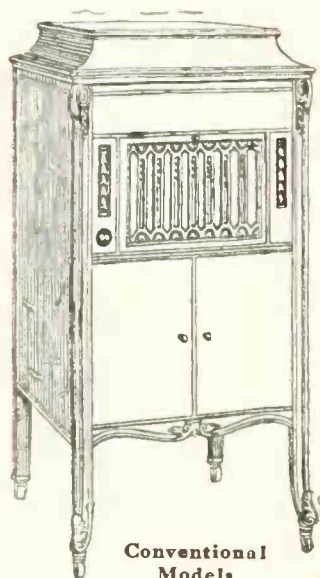
Everybody should know that they are the best records to give because their red color says: "Merry Christmas" even before you know what the record is. And Everybody will feel when they hear the mellow richness of their tone that they express the spirit of all the Christmases.

Everybody will like a gift of Vocalion special releases.

WITH THE GRADUOLA Tone Control, you play The Vocalion. You attain the Great Desire—self-expression. The Graduola, found only on The Vocalion, raises the Phonograph from a talking machine to the standard of a Musical Instrument. It gives you the power to create—to put your heart and your soul into the Music. And this is not surprising when you remember that The Vocalion is made by the world's foremost makers of musical instruments—The Aeolian Company. You have but to hear The Vocalion to know that it is the Phonograph Supreme.

December 15th Specials

When Francis Dances with Me—	Billy Jones	14257
		10"
I Want My Mammy—	Irving Kaufman	85c
June Moon—	Wiedoeft's Californians	14251
When Buddha Smiles—		10"
	Wiedoeft's Californians	85c
Say It With Music—	Arthur Burns	14260
		10"
I Ain't Nobody's Darling—		
	Billy Jones	85c
Tuck Me to Sleep—		
	Al Jockers' Dance Orch.	14262
		10"
Wabash Blues—		
	Al Jockers' Dance Orch.	85c



Conventional Models from \$45, With Graduola from \$125

These 1922 Model VOCALIONS are priced on the basis of pre-War Values

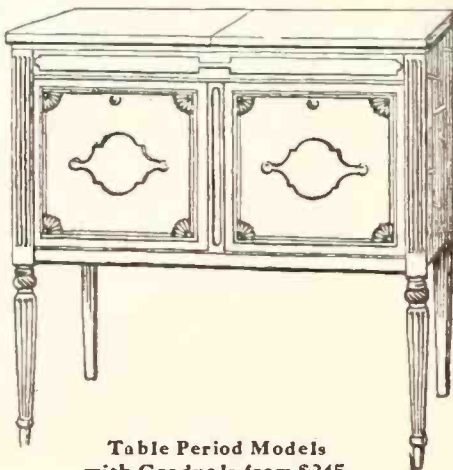
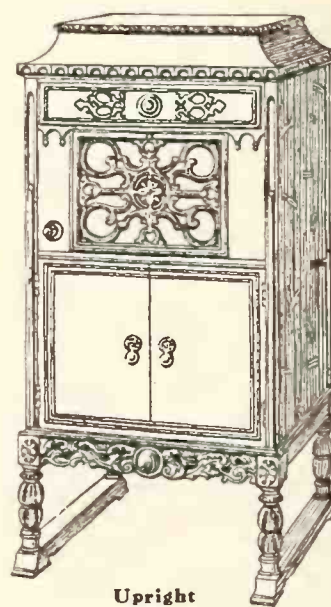


Table Period Models with Graduola from \$245



Upright Period Models with Graduola from \$300

These beautiful Period VOCALIONS are obtainable in over forty different designs

THE AEOLIAN COMPANY

NEW YORK

CHICAGO

CINCINNATI

BOSTON

ST. LOUIS

Two yodel duets this month by Fritz Zimmerman and Marcelle Grandville, "Sleep, Baby, Sleep" and "Homeland Switzerland." A delightful novelty, a sure seller. A-3462.

**Columbia Graphophone Co.
New York**



HOLIDAY TRADE IS SHOWING UP STRONG IN CINCINNATI

Sales Staffs Being Enlarged to Handle Business—Scarcity of Popular Machine Models Reported—New Stores Being Opened—Bubble Book Party Proves Big Success

CINCINNATI, O., December 4.—Dealers throughout the city have closed a highly satisfactory month of business and December has opened with a rush. There is no doubt but that the holiday business will be a record breaker, according to predictions. A number of houses have taken on extra salesmen for the holidays and it is hoped that conditions will justify retaining them after the first of the year. For some unexplained reason there is a shortage of talking machines and a number of dealers will not be able to have as large a stock of machines on hand for the Christmas rush as they desire. The shortage is noticeable in the larger and more expensive machines, the sales of which, reports show, have surpassed all others during the month of November. More cash business was transacted during the past month than in any of the preceding six months. Store managers are giving an exceptional amount of attention to the dressing of their windows to attract Christmas shoppers. More and more each day dealers are beginning to realize the psychology of getting and holding for a few seconds the eye of the shopper by attractive window displays.

Furnishes Dance Music for Carnival

E. M. Abbott, proprietor of three Cincinnati stores, made arrangements for placing a talking machine on the sidewalk in front of his Seventh street store, with a Magnavox attached, and furnished dance music during a recent celebration and carnival under the auspices of the Seventh Street Business Men's Club. The stunt met with great success.

E. M. Abbott Offers Bonus to Salesmen

Mr. Abbott has offered a \$50 bonus to each of his salesmen who can turn in \$2,000 worth of business during the month of December, a bonus of \$25 to the salesman having the largest number of sales and a bonus of \$15 for the salesman having the second largest number of sales. He also promises \$25 to the salesman making the largest number of cash sales during the month, \$15 bonus to the one having the second largest and an additional bonus of \$25 for each additional \$500 worth of business exceeding \$2,000. The Salesmen's School, which is under the personal direction of Mr. Abbott, is proving a big success, he reports. Business is highly satisfactory with all three stores going strong.

A. Cirkin Opens Third Store

A. Cirkin, proprietor of two Columbia shops in Cincinnati, has opened a third store in Brighton, the heart of the west central part of the city. Mr. Cirkin says that business is up to expectations in both stores and the location of his new store insures good results.

New Edison Co. Business Improves

"There has been a vast improvement in business during the last three weeks and the outlook for December is very satisfactory," says Mr. Oelman, manager of the New Edison Co., of Cincinnati. The sales contest being conducted

by the Edison Laboratories is working wonders with the salesforce, he reports. The company recently signed contracts with Glen Ellison, Scotch comedian, for a five weeks' tone test tour in the Spring. Oelman reports a shortage in large and high-priced talking machines, due to the large number of unexpected sales of those models during November. Thanksgiving business surpassed expectations, he reports.

Satisfactory Business at Otto Grau Co.

Satisfactory reports are being made by the Victrola department of the Otto Grau Piano Co. for the month of November, with machines and records both going strong. L. H. Ahaus, manager of the department, is confined to his home on account of illness. It is hoped he will be back on the job within the next few days.

Chubb-Steinberg Shop Optimistic

Mr. Chubb, of the Chubb-Steinberg Music Shop, reports good business. "We are highly satisfied with the present conditions and future outlook," he says.

Among the visitors during the month were L. O. Unger, of the Brilliantone Needle Co., New York; V. H. Curtin, of Cohoes Envelope Co., New York, and M. M. Willinger, of the New York Album Co. Chubb-Steinberg's Thanksgiving window display of a "regular" Thanksgiving dinner and a number of Victor dogs seated around the table attracted much attention.

G. W. Gurtner Has Narrow Escape

G. W. Gurtner, salesman for the Cincinnati territory for the Columbia Co., narrowly es-

caped injury recently when an automobile in which he was riding overturned on a road between Cincinnati and Hamilton, O. Gurtner escaped with a shaking up.

Fair Business at Link Music Shop

George H. Link, proprietor of the Link Music Shop, who recently doubled the capacity of his store by combining two stores into an up-to-date music shop, says that under the present conditions business is up to expectations.

Widener Store Expects Big Holiday Trade

"Our machine business has been very good for the past month," says Morris Fantle, manager of the Widener Grafonola store. "Records also have been going strong. We look for a record holiday trade. R. C. Clark, who handles our Granby line, is turning in satisfactory reports each week."

Bubble Book Party a Success

F. X. Donovan, manager of the Shilito talking machine department, reports good business. The Bubble Book party held here recently was a great success. Over 400 children were present at this gathering.

EUGENE A. WIDMANN RESIGNS

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., tendered his resignation three weeks ago, to be effective January 1. Mr. Widmann was the first president of the Pathé organization and occupied the position of chief executive of that firm from its inception straight through till last July, when he was succeeded by W. W. Chase and was unanimously elected chairman of the board of directors. Mr. Widmann's future plans are as yet unannounced.

BE PREPARED for the HOLIDAY RUSH

A good, serviceable table machine at a moderate price is the greatest value on the market today.

Our "Fulton" Model 35 Phonograph is just what you have been looking for.

Lower Than Pre-War Prices

Samples now \$13.50, Three or more \$12.50

Highest grade domestic steel needles at 30c per M. Discount in large quantities.



Phonograph records, accessories and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
SEND in your order today and make sure of immediate deliveries before the big Christmas rush starts.

Terms: Cash or deposit with order, balance C. O. D.

FULTON TALKING MACHINE CO.

253 Third Avenue,

New York

Merry Christmas
Happy New Year

NOW FOR 1922

May it be a bigger and better year
for Victor Dealers.

There is Good Business ahead
for the live wire. Be progressive
and aggressive, giving everybody

A SQUARE DEAL

**AMERICAN
TALKING MACHINE CO.**

356 LIVINGSTON ST. BROOKLYN, N.Y.

VICTOR DISTRIBUTORS



Brigg

THE TRADE HAPPENINGS OF BROOKLYN AND LONG ISLAND

Holiday Trade Campaign Well Under Way—Phillips Opens in Cedarhurst—Klaidman's New Store Wins High Praise—The Importance of Price Maintenance Stressed—Live News From Other Points

A trip through the retail talking machine stores at this time bears out the statements of Brooklyn dealers that business is on the increase, for in every shop you visit there is a stir of activity—of real buyers. The interiors and show windows have taken on a holiday air and present an attractive appearance which, no doubt, is an added incentive to visitors to linger, to listen and eventually to buy some extra records. Proprietors in many stores have augmented their sales staffs, with extra help to take care of record customers, so that the experienced salespeople can devote their activities to actual closing of sales—thus effectively insuring customer satisfaction. From every indication holiday sales will, in all probability, be equal in volume with those of last year at this period, as well as during the Winter months immediately following the holidays as well.

W. S. Phillips Opens in Cedarhurst

Among the new dealers recently established in Long Island is Walter S. Phillips, of Cedarhurst, who has just opened a modern exclusive Victor store on Central avenue. The opening of the store was announced with attractive invitation cards sent to the people of Cedarhurst and surrounding towns, and on the opening day, which was attended by many visitors, souvenirs were distributed. Mr. Phillips is well known in the retail talking machine trade and his extensive experience will enable him to give to the trade in his community an intelligent and satisfactory service. The American Talking Machine Co., Victor distributors for this territory, through the good work of Charles Offerman, Long Island representative, is responsible for this new shop. A large success is predicted for Mr. Phillips in his venture in the Victor retail field.

Max Klaidman's Artistic Store

Max Klaidman, who recently sold his talking machine business in Philadelphia, has purchased the entire stock and interests of the shop conducted by Harry Parness for several years at 368 Livingston street. The store is being renovated throughout, new booths installed, and the record racks moved to the front of the store where the trade can be better served. A feature of the new establishment will be a splendid display window to extend its entire width, which will be equipped with mirrors on every side. When lighted it will present an attractive front visible from all points of the square on which the store is located. This location is regarded by the talking machine men as one of the most desirable in Brooklyn, and when alterations are completed it will be one of the best equipped shops in this section. This new company will carry a complete line of Sonora and Brunswick machines, and will feature Brunswick records. Mr. Klaidman will be in direct charge of the activities of this new store, assisted by his son, who has had a wide experience in the talking machine field.

Namm's Active Holiday Trade

The talking machine department of A. I. Namm & Son, Fulton street, is among the busiest in the borough, and according to Manager George M. Krey, business has been on the increase for the past month. All indications point to a great holiday demand for all types of machines, from the smallest portables to the highest-priced Period models. Records have shown a decided jump in sales, especially the popular numbers which the store has been featuring in the local papers with consistent and attention-compelling advertisements for the past few weeks. The Sonora line is the leader with Namm & Son, with other well-known makes. Mr. Krey is satisfied with results so far, and predicts a large holiday business, which he believes will continue through the following Winter months.

Believes in Price Maintenance and Real Values

One of the most active dealers in Brooklyn in the campaign against the wave of price cutting is E. A. Schweiger, the prominent Victor dealer located on Broadway. This live dealer has been

a leader in all constructive measures in the merchandising of talking machine products and has always directed his energies toward upholding the high standing of the industry. Recently Mr. Schweiger carried strong advertisements in all the local papers warning prospective purchasers against misleading statements of the cut-price dealer, pointing out the risks attached to the purchase of a machine from dealers whose methods of doing business are so contrary to the principles of fair trading. Mr. Schweiger remarked that in almost every case where the customer stated that a certain model could be bought at a lower price at a certain store he has been able to convince customers of the wisdom of purchasing where they can be absolutely sure that the machine is not an inferior one—that it carries the guarantee of a reputable dealer who will not lower his prestige and standing by using illegitimate methods of cutting prices to get business. Business is good in both machines and records, Mr. Schweiger states, and he is preparing for a large holiday demand.

Adds the Brunswick Line

Harry Parness, who has recently opened one of the most modern and up-to-date talking machine stores in Brooklyn, is the latest addition to the fast-growing Brunswick dealer list. Chester Abelowitz, Brunswick representative for metropolitan New York, established this new account and is being congratulated in securing this desirable store as a Brunswick agency. Mr. Parness is well known in the talking machine trade in Brooklyn and has been identified with several novel and successful selling campaigns that have stamped him as a live and progressive dealer. In taking on the Brunswick line Mr. Parness stated: "We believe that, with this additional line, we are in a position to cater and serve our trade better than ever before, for, with the Victor line, which we have carried for some time past, we represent the best the talking machine field has to offer." To introduce this new line the whole front windows were devoted to a gorgeous display of the period models, recently introduced by the Brunswick Co., which are attracting widespread attention. A special circular, accompanied by a personal letter, has also been sent to several hundred new and old friends, extending a cordial invitation to call and inspect this new line and the artistic warerooms, which, no doubt,

are as beautiful and as well arranged as any to be found in metropolitan New York.

Increases Sales Staff

The talking machine department of Abraham & Strauss is a very busy place these days, so much so, in fact, that W. P. Doing, popular manager of the department, found it necessary to add several more people to his sales staff in order to take care of each customer in a satisfactory manner. "It is our aim," Mr. Doing says, "to give to each customer a maximum service, whether it is in the purchase of a record or the highest-priced machine." Speaking of the higher-priced machines, he continued: "We have sold more of the better-class models in the past few weeks than for a long time past." Considerable publicity is being given this live talking machine department through the medium of a console model Grafonola, which Mr. Doing placed, a few days ago, in the toy department. The machine is equipped with a Repeat-O-Graph and the latest records are played, which can be heard all through the entire floor, which has been transformed into a veritable fairyland.

Victor Dealers Optimistic

The general situation in the Victor retail trade in Brooklyn territory is very satisfactory and Victor dealers are more than pleased with the splendid co-operation accorded them by the American Talking Machine Co. and the G. T. Williams Co., Inc., Victor wholesalers in this territory. These jobbers have left nothing undone to give the Victor merchants efficient service during the most critical time of the year and their efforts are keenly appreciated.

It is the consensus of opinion among Victor retailers that the early part of 1922 will be a splendid record season, for there seems to be a renewed interest in records generally that gives this prediction a substantial basis of fact. Victrola sales have been excellent, and as each sale means a new record customer the dealers are planning to keep their record stocks in A No. 1 shape to take care of the requirements of their patrons during the early months of 1922.

Aeolian Business Shows Increase

Business at the Brooklyn, N. Y., branch of the Aeolian Co. is increasing steadily, according to C. J. Davis. Both the Vocalions and pianos are reaching a high sales mark. Mr. Davis attributes the encouraging volume of business to the consistent policy of advertising which he has inaugurated.

Presents Attractive Appearance

The Victor store of Jacob Bros., at 997 Broadway, has been refurnished and redecorated.

VICTROLAS

VICTOR RECORDS

—And Now the
New Year

TO all our friends we extend
the season's greetings. We
congratulate the Victor re-
tailers on their activities of the
past year, and offer our service
towards making 1922 a banner
year.




G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.



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

BUSIER TIMES IN THE TWIN CITIES

Northwestern Trade Shows Expansion—Machines May Be Scarce, Owing to the Demand—Dealers Doing Much Holiday Publicity

MINNEAPOLIS and ST. PAUL, MINN., December 5.—Talking machines almost are as popular as they ever have been throughout the Northwest. A most decided bulge in the volume of sales is noted by the majority of the distributing houses in this territory, indicating that the people are bound to observe the gift-giving traditions of the holidays regardless of threatening economic and labor troubles. The bulge was noted about the middle of November and the trade has assumed highly satisfactory proportions.

St. Paul and Minneapolis retailers also have noted a most gratifying revival of interest in talking machines and believe that they will come into their own for a time at least.

Complaint is made by George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., that it is impossible to obtain enough instruments to satisfy his customers. Such a complaint is most unusual in 1921, and Mr. Mairs bluntly admits he has no explanation to offer. Everyone in his department is busy all the time and every Victrola obtainable has a customer at once. What more blissful conditions could any department manager suggest?

Pathé machines and records have been in a steady demand all the Fall, according to Samuel Levinson, of G. Sommers & Co., and of late

there has been a spirited revival; so much so that Mr. Levinson was surprised, as he had not expected much in view of the croaking heard from various peoples and places. New accounts are being opened right along, which is an assurance that the business is going forward instead of backward. The record demand has been running strong.

The St. Paul Boy Scouts have been using a Pathé Actuelle in their wireless concerts and have been much pleased with the results. Marshal Foch's address and organ solo records have been the particular favorites at these concerts.

"Our November returns showed up \$2,600 better than our best previous November, which was last year's, so you can thus make an inference as to what we are doing," remarked Milton Lowy, of the Minnesota Phonograph Co., retail Edison dealer in Minneapolis.

While the local retail results have been phenomenally good, the jobbing end in the Northwest also has enjoyed exceptional business.

The Aeolian-Vocalion line continues to make way according to J. E. Gerlick, manager of the Stone Piano Co., Northwestern distributor. Business has livened a great deal during the past three weeks. The road men are turning in some pretty fair orders from certain localities, while in others there is very little business to be had. Wherever there was little or nothing to harvest there is now no money and hence no chance to sell phonographs. Mr. Gerlick complains that there has been a shortage in certain models, which has caused some dissatisfaction, but ex-

pects that the difficulty will be remedied very shortly.

Retail dealers in the Twin Cities are pushing their publicity in a fairly lavish manner and apparently look for a full revival of holiday activity.

BOOKLET OF EDISON PLAYLET

William Maxwell's Playlet Presented During Caravan Convention Issued in Book Form for Use of Dealers and Salesmanship School

ORANGE, N. J., December 7.—Thomas A. Edison, Inc., to-day mailed to Edison dealers throughout the United States a booklet containing in full the playlet, "School for Salesmen," a comedy with music in four acts. This is the play written by William Maxwell, first vice-president of Thomas A. Edison, Inc., which was presented during the 1921 Edison Caravan Convention at the Knickerbocker Theatre, New York; Tulane Theatre, New Orleans; Blackstone Theatre, Chicago; Avenue Theatre, Vancouver, B. C.

There is an introduction by Iden Payne, general stage director for Charles Frohman, Inc., entitled "If Salesmen Were Actors." This was delivered in the form of an address by Mr. Payne during the Caravan Convention, between the third and fourth acts of the play, "School for Salesmen."

This play in its printed form will be used in conjunction with the Salesmanship Schools, which are to be conducted the early part of 1922 by the Edison organization in twenty-two of the large centers throughout the United States. The play booklet is in a very handy form and provides some very interesting material for study in the bright and finished style which has ever characterized the work of Mr. Maxwell, the playwright and author.

AN ADVANCE RECORD SHIPMENT

Victor Co. Makes Advance Shipment of January Records for Holiday Sale

CAMDEN, N. J., December 9.—In order to reach the market at the earliest possible date and enable the trade to offer the latest popular selections to the holiday buyers, the Victor Co. is arranging to make separate shipment of the following records, so that they may be placed on sale Saturday, December 17: "I Want My Mammy," Peerless Quartet, "Mandy 'N' Me," American Quartet; "Weep No More, My Mammy," fox-trot, "April Showers," fox-trot, Whiteman and his orchestra; "Everybody Step," fox-trot, "Ka-lu-a—Blue Danube Blues," fox-trot, Whiteman and his orchestra; and "Birds of a Feather," fox-trot, "Leave Me with a Smile," fox-trot, All Star Trio and orchestra. A window streamer, announcing these numbers, will be shipped with the records.

The Kaplan Bros. talking machine establishment at Fall River, Mass., was considerably damaged by a fire which broke out in the building which it occupied recently.



To Our Friends in the Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year

The Fred. Gretsch Mfg. Co.



What About 1922?

Here's a New Year's resolution worth making:

To resolve that in 1922 you will give your Small Goods Department the attention it deserves.

For 1921 proved the selling strength and profit possibilities of Small Goods. Many a Piano or Phonograph dealer, fortified by a modest assortment of Brass, Reed and Stringed Instruments and Accessories, found 1921 a good year—a big year!

Forgetting for a minute the good sales and generous profits that Small Goods yield, just think of the customers they bring into your store—the new friends they make for you—and every one of them a Piano or Phonograph prospect.

Write on your own letterhead for our new Confidential Trade Price List. It's a veritable Buying Guide to Small Goods. And FREE, of course!

THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

GENERAL ACTIVITY REPORTED IN LOS ANGELES TRADE

Increase of Business Evident Immediately After Thanksgiving—New Stores and Departments Opened—Interesting Meeting of Association—Newspaper Record Concerts Help Business

LOS ANGELES, CAL., December 5.—The day after Thanksgiving saw the streets of Los Angeles thronged with more people than ever before. At least, that is how it seemed to an observer on Broadway, and the inside of the stores appeared to be jammed with frenzied shoppers. Music store after music store reported a very busy day—big Thanksgiving turkey dinners seemed to have stimulated buyers; it looked as if it were Christmas Eve. This is very encouraging, and is a hopeful sign of a splendid holiday business. Stocks of machines and records are in good shape, a few models only being scarce and hard to obtain.

New Victor Department Admired

The new Victor department of the Geo. J. Birkel Co. has been in full swing for some weeks, and A. Graham Cook, manager, reports a marked increase in record sales. It occupies a little more than one-half of the ground floor, and consists of fifteen Victrola and record demonstration rooms with a complete record center, with long handsome counters in a continuous oval surrounding it on all sides; clerks inside the counters hand out records to those who are waiting on customers in the rooms. A mezzanine floor above accommodates extra Victrolas. The entire department harmonizes with the rest of this floor and is furnished in ivory and mahogany.

Final Record Contests Interesting

The final record contests held by the Los Angeles Evening Express are proving to be of exceptional interest. The first of these concerts was the Columbia, and was held on November 28. The six records played, first prize winners at six previous Columbia concerts, were: "Aida" (O Terro Adio), sung by Ponselle and Hackett; "The Holy City," sung by Louis Graveure; "O Sole Mio," sung by Stracciari; "La Forza Del Destino," sung by Hackett and Stracciari; "Old Black Joe," sung by Barbara Maurel and Stellar Quartet; "Souvenir," violin solo, played by Kerekjarto; "Souvenir" (Drdla), played by Kerekjarto, was adjudged best by the audience and awarded the \$50 prize; a consolation \$10 prize went to "O Sole Mio," sung by Stracciari. In the Edison final prize concert, held November 29, the following recreations, first prize winners in six previous Edison concerts, were: "La Boheme" (Musetta Waltz), sung by Anna Case; "Pearl of Brazil" (Thou Brilliant Bird), sung by Anna Case; "Ave Maria" (Gounod), sung by Rappold and played by Spaulding; "Thinking of You," sung by the Homestead Trio; "Perfect Day," sung by Metro-

politan Quartet; "Souvenir," violin solo, played by Albert Spaulding; a still larger audience awarded the \$50 prize to "Souvenir" (Drdla), played by Albert Spaulding. Thus, so far, Drdla's famous composition has won in two concerts, each being the final choice from sixty chosen records or re-creations.

Victor Dealers Plan Concert

L. C. Mountcastle, special representative and advance agent, addressed the Victor dealers at a special meeting which was held to discuss plans for the concert, to be given under their auspices, by the eight Victor artists, Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. It was arranged to hold the concert on the evening of January 25 at the Philharmonic Auditorium.

Wholesale Man Goes North

W. F. Campbell, who is well-known in Los Angeles, where he was connected with Sherman, Clay & Co., Victor distributors, and later with the Columbia Graphophone Co., Los Angeles branch, has taken a position with the wholesale department of Sherman, Clay & Co., San Francisco.

Music Trades' Association Meets

A well-attended meeting of the Music Trades' Association of Southern California was held on November 9. Interesting talks were made by J. T. Fitzgerald, president of the Fitzgerald Music Co.; J. A. Stitt, Western representative of the Hallet & Davis Piano Co.; A. A. Buening, of the Packard Piano Co.; H. Baxter, of the Baxter-Northup Co., and D. G. Sunderland, of the Blue Bird Talking Machine Co. The meeting was presided over by E. A. Geissler, vice-president of the Geo. J. Birkel Co.

Barker Bros. in Pasadena

A new branch music store has been opened by Barker Bros. in Pasadena, General Manager Boothe appointing L. G. Shapney as manager. The new store is very artistically decorated and is unique among the many beautiful stores in Pasadena. Some very choice and exclusive period furniture and interior house decorating articles are being carried in addition to an exclusive line of Sonora phonographs and Sohmer pianos. The record department is in charge of Miss Nona Wilson, who was well known in the Los Angeles store for her exceptional sales ability.

Edison Expert in Long Beach

H. S. Hutchinson, who made a wonderful record in Okmulgee, Okla., selling Edisons, has been appointed branch manager of the Fitzgerald Music Co.'s Long Beach store. Mr. Hutchinson's sales of Edisons in Oklahoma were the highest of any store in the United States per capita last year, and special mention was made by Edison General Sales Manager Maxwell at the Edison Caravan Convention last year.

New Dealer in Burbank

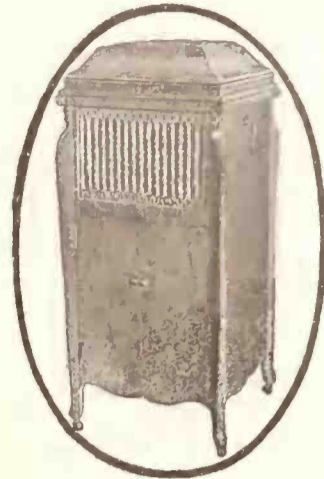
W. Pffisterer has purchased the Burbank Music Store and Brunswick Shop. Mr. Pffisterer has been connected with the wholesale phonograph business for many years and is well known in Los Angeles, where he was for some time assistant manager of the Los Angeles branch of the Columbia Graphophone Co.

New Burnham Jobber

Irving C. Franklin announces the appointment of the E. B. Gunning Co. El Paso, Tex., as Burnham distributor for West Texas, New Mexico, Eastern Arizona and the extreme northern portion of Mexico.

New Victor Store in Long Beach

The Southern California Music Co., which had for some time a branch store for pianos only in Long Beach, has now secured a Victor agency in that city. The new enlarged store was recently formally opened, an elaborate reception being given to the public, which was well attended. The store was gaily decorated and refreshments were given to the guests,



BLANDIN

Reproduction of the ordinary voice in talking, or the sound of ordinary musical instruments is accomplished by the ordinary phonograph. Perfect reproduction of the piano, violin or the tenor or soprano voice is accomplished best by the Blandin phonograph, because of its original construction of sound chambers. It allows no distracting, raspy, phonographic sounds to mar the record. Dealers find this a popular feature with all customers. The Blandin sells itself on these points as well as in the splendor of its appearance. Write for complete particulars regarding a dealership.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



pretty Japanese girls assisting. The Victor department is under the supervision of Irving Westphal, manager of the Los Angeles talking machine department.

Last-minute News

At to-day's Victor Record Concert at the Los Angeles Evening Express the grand prize was awarded to "Home to Our Mountains," from "Il Trovatore," sung by Caruso and Schumann-Heink. The consolation prize was won by "Dear Old Pal of Mine," sung by John McCormack.

THE CROAKERS ALWAYS WITH US

There are many croakers upon the edges of lakes and creeks; there they sit croaking and croaking; but they are only frogs after all. Doesn't this remind you of something?

PERRY B. WHITSITT

Records Make Ideal Gifts
Every Victor dealer should teach his community to accept this fact.
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO
VICTOR DISTRIBUTORS

CABLE ADDRESS REG'D
"FILASSE—PHILA."

EXTRA! Mr. Phonograph Industry **EXTRA!**

LONG DISTANCE 'PHONE
BARING 535

IMICO SHAFT No. 4 "COMES IN" WITH BIG PRODUCTION

Collect Your Dividends Now by Obtaining Lower Quotations

Send for Samples and Special Quotations Effective Now

**IMICO INDIA RUBY MICA DIAPHRAGMS
INTERNATIONAL MICA COMPANY**

PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

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

"IMICO" AND "SERVICE" ARE SYNONYMOUS

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

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

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

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

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

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

CONDITIONS SHOW STEADY IMPROVEMENT IN PITTSBURGH

Pre-Yuletide Campaign for Business Well Under Way—Industrial Situation Shows Betterment—Dealers Making Strong Appeals to Public Through Their Windows—News Happenings of Month

PITTSBURGH, PA., December 5.—The first real snowfall of the season covered the streets of Pittsburgh to-day, and this, coupled with the extensive preparations by the various shops (talking machine shops included) for the holiday season, indicated that the pre-Yuletide campaign for business is now on at its height. Trade conditions are slowly but steadily improving and the talking machine fraternity as a whole is convinced that there will be a very satisfactory volume of business handled this Christmas season.

Dealers Preparing Holiday Displays

Already all of the leading downtown talking machine dealers are getting their places of business in trim for the usual holiday displays of talking machines and records. Some of the most attractive displays are those of the C. C. Mellor Co., the W. F. Frederick Piano Co. and the S.

Hamilton Co., whose displays of Victrolas and Victor records were embellished with a Christmas touch that attracted many sightseers. The National Phonograph Co. had a very elaborate display of the Brunswick phonographs. One of these machines was placed on a revolving pedestal, and as its various sides were displayed with appropriate placards many passers-by stopped to view the display.

Industries Picking Up

The industrial situation, while not as satisfactory as anticipated by the talking machine trade, is slowly but steadily improving. There can be no gainsaying the fact that the Christmas payrolls will be smaller this year than last and the year before. While the mills are operating, the operations are not extensive and the number of men employed is much smaller than for some time past. In many of the mills the men have agreed to work on reduced time in order that all of the employes will be enabled to work at least some days during the week. This will continue until the iron and steel trade regains its normal status.

Clark Co. Opens Vocalion Agencies

The Clark Musical Sales Co., distributor of the Aeolian-Vocalion and Vocalion records in the Pittsburgh district, reports a very satisfactory volume of trade being handled. Charles E. Stran, who is associated with J. A. Pentz in the operation of the local offices, stated that the advance Christmas orders for both records and machines were larger than looked for. Some of the new Vocalion dealers are: D. A. White and D. O. Shaver, of Altoona, Pa.; M. A. Madison, of Ridgway, Pa. and A. McLaughlin, of 1713 Murray avenue, Pittsburgh. Mr. Stran, the past week, made a business trip to Johnstown, Altoona and other central Pennsylvania towns, calling on his clients. He stated that from conversations with the Vocalion dealers he gleaned that all were preparing for a good holiday business.

Pathé Christmas Outlook Bright

"Major" Jack Barnett, the midget Pathé demonstrator, spent a week recently at the Gately & Fitzgerald Co.'s Pathé department at Altoona, Pa. The diminutive demonstrator had a place in the large show window of the firm and, stationed alongside of a Pathé machine, he had a large crowd of admirers. "The Major" is working in the Pittsburgh territory under the direction of H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor. Mr. Bren-

nan stated that word from his road men and also a personal visit to a number of Pathé dealers in his territory indicated that a good volume-of trade would be handled during the Christmas season.

C. C. Mellor Victor Business Satisfactory

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., reports a satisfactory volume of business based on the present-day demand, which has been largely governed by the industrial conditions in this and adjoining districts. Mr. Evans, however, is strongly of the opinion that Victor sales, especially of high-grade styles, will be in evidence this holiday season. Mr. Evans returned a few days ago from New York and also a side trip to the Victor plant at Camden, N. J.

"Big Business" for Columbia Dealers

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., stated that there was "big business" in sight for the Columbia dealers and he saw no reason to advance why business during the holiday season should not be very remunerative to the Columbia trade. From another source it was learned within the past few days five carloads of Columbia Grafonolas had been sold to dealers in the Pittsburgh territory. As to record sales, T. B. Niles, assistant manager, stated that the popularity of the Columbia records was increasing at a very surprising rate, based on actual sales.

M. P. Frank, manager of the Columbia Grafonola department of Frank & Seder, said: "Our sales have been very brisk and I am looking forward to a banner holiday season in sales of our merchandise. We had a substantial increase in business in November, and we believe that December is also going to show a goodly advance over December of last year."

Horne Co. Stages "Week of Music"

The Joseph Horne Co. staged a very interesting "Week of Music" in its talking machine department recently, which was under the supervision of A. R. Meyer, manager of the depart-

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA
"Built by Tone Specialists"**

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

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.

ment. The Victrola, the Columbia and the Chency instruments were featured in various sections of the department to interested audiences. While the inclement weather kept many persons away, those who did attend were treated to a very novel entertainment. The history and workings of each talking machine were explained by representatives of each of the companies represented. R. R. Myers, assistant manager of the C. C. Mellor Co.'s wholesale Victor department, delivered a series of interesting talks and gave some highly pleasing demonstrations, including the showing of the various uses to which the various records could be placed in the home, school and classroom. His subject was "Principles of Reproduction and Processes of Record Making."

O. J. Benz Visits Columbia Headquarters

O. J. Benz, manager of the record sales department of the Columbia Graphophone Co., with headquarters in New York, was a visitor the past week at the local Columbia headquarters.

DeForest Music Week Arouses Interest

At the annual music week of the DeForest Music House at Sharon, Pa., there was a large turnout of persons who were interested in the recitals in the talking machine department given by means of Victrola, Brunswick and Edison phonographs. Among those who attended the festivities were C. N. Andrews, the well-known Victor jobber of Buffalo, N. Y., and Miss Grazella Puliver, the well-known Victor educational worker of Cleveland, O. Both Miss Puliver and Mr. Andrews were called on for remarks at the dinner held on "music trades day."

Frank F. Goodman a Visitor

Frank F. Goodman, assistant sales manager of the Sonora Phonograph Corp., returned to New York after a visit here to H. Milton Miller, Pittsburgh manager of the company. He expressed himself as much pleased with the outlook for the corporation in Pittsburgh territory.

Dealers Pleased Over Tax Reduction

Talking machine dealers are delighted over the success that attended the move to eliminate the 5 per cent tax on musical instruments. The move on Congress from the Pittsburgh district was most pronounced and letters and telegrams were sent freely to the Senators and Congressmen from the State. The Standard Talking Machine Co., Victor distributor, sent out a circular letter to the talking machine dealers urging prompt action in the matter and asking that each dealer write to his Congressman protesting against the tax.

A. A. Buehn Reports Brisk Trade

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, reports a brisk season thus far, and he is very optimistic concerning the future of the Edison line in his territory.

Brunswick Publicity Campaign a Success

J. A. Scanlan, Jr., manager of the Pittsburgh Brunswick offices, stated that the co-operative publicity campaign being carried on now by the Brunswick organization and dealers is meeting with favor. This is reflected in the excellent reports as to sales from Brunswick dealers.

G. L. Schuetz Manager Sterling Store

G. L. Schuetz has been assigned to Pittsburgh as manager of the Pittsburgh district offices of the Sterling Record & Roll Co., with offices at 434 Fourth avenue. The former manager, Ben L. Brown, has been transferred to the company's offices at Cincinnati, O. The Okeh records and Cardinal phonographs are handled.

RECEIVER FOR REMINGTON CORP.

Louis Jersawit Also Takes Charge of Affairs of Olympic Disc Record Corp.—Statement by Vice-president James S. Holmes

On November 31 Louis Jersawit was appointed receiver in equity for the Remington Phonograph Corp. and the Olympic Disc Record Corp., of 1662-1666 Broadway, New York City, under \$5,000 bond in an action filed by James S. Holmes, an official in both corporations, who claimed to be a creditor for \$3,136 in the Remington Phonograph Corp., and \$3,967 in the Olympic Disc Record Corp. The liabilities of the former corporation are stated to be \$22,500 and the assets about \$100,000, and the latter company's liabilities are given as \$33,000 and the assets about \$60,000. In each case, however, it is stated, the company has been unable to raise capital to finance the business.

James S. Holmes, vice-president of the Remington Phonograph Corp., in discussing the appointment of a receiver for both these companies, upon a petition concurred in by the board of directors of both corporations, made the following statement to The World:

"With a general business depression everywhere and with the purchasing public and trade unfavorably influenced, because of the financial difficulties surrounding many of our fellow manufacturers of phonographs, it is not unreasonable that so young a corporation as ours should have found difficulties on every side.

"We have manufactured an exceptional product and in less than eighteen months we have attained a reputation equal to most competitors', some of whom have been in the business many years.

"The large assets which we possess, as compared to our small liabilities and without having borrowed a dollar or being forced to discount any of our notes receivable, is a record which will commend our past.

"In the interest of nearly 2,500 stockholders, whose money has been invested in this business, my application for the appointment of a Federal receiver in equity was forced upon me by my determination to sacrifice even my own personal ambition to insure protection to our stockholders, as also to our creditors alike, and thus prevent any attempt on the part of any person or set of persons to seek undue advantage in the collection of moneys which the corporation might owe at a time when the returns from our receivables made it impossible to meet such items with sufficient promptness.

"I sincerely hope, and firmly believe, that the receiver will work us out of our trouble in a manner fully satisfactory to all concerned, as he has decided to continue the business."

CHRISTMAS CLUB BOOSTS SALES

BINGHAMTON, N. Y., December 8.—The talking machine department of the Fowler, Dick & Walker store, this city, has organized its annual Christmas Club to stimulate the sale of Victor, Brunswick, Edison and Aeolian-Vocalion machines, which it handles. Thus far the club has been far more successful than during any previous year. J. E. Green is manager of the department.

A business, like a plant, needs trimming back now and then to give the roots a chance.



**Booths
Sectional
Record Racks
Record
Sales Counters**

Did you sell that record, Mr. Dealer? Of course not. How could your prospective customer appreciate a beautiful violin solo while a crashing band record is playing at the other side of your store? What is the answer? Booths, the best you can buy, as many as you can place. We have the booths, at prices to suit; let us help you find the space. No more lost sales.



Illustration above shows Van Veen standard record rack, 8 ft. high, 3 ft. wide. Order as many sections as required for your present needs and add sections as your stock increases. They are a handsome addition to your store and match the booth sections. Space for 1,350 records, 10-in. and 12-in. size; also contain drawers for accessories. Will pay for themselves in a short time by saving breakage. Records well kept are half sold.

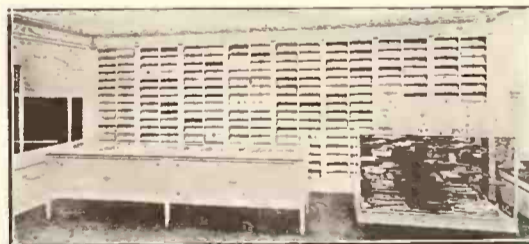


Illustration above shows a complete department for sheet music and musical merchandise; it is the type of equipment that creates sales, because it is there with the goods. We can either furnish such a department from stock or design it to meet your individual requirements—write for prices. Avail yourself of our dealers' service in planning your store. Phone, write or wire.

VAN VEEN & COMPANY
INC.

Principal Offices
47-49 West 34th Street
New York City

REPAIRS

We have a specially equipped repair shop and efficient mechanics to make all kinds of repairs on talking machines of every type. When sending repair work parcel post it is most important that a label be attached, with full instructions concerning same, and, unless special work is required, it will be returned within 48 hours after receipt of same.

"WE GUARANTEE SATISFACTION."

Send us your repair work by parcel post or express and get results.

Yours for service, THE PERIOD PHONOGRAPH SHOP

303 WEST 127th STREET
NEW YORK CITY

P.S.—We also have on hand Parts and Supplies for All Makes of Machines.

ACTIVITY IN THE AUTO FIELD HELPS TRADE IN DETROIT

Promised Rush After First of Year Serves to Stimulate Buying of Musical Instruments—Interesting Association Meeting—Jewett Plant Active—Strong Drive for Business

DETROIT, MICH., December 5.—This is the month that tells the story and we believe the story is going to be an interesting and important one. All year the talking machine has been in a depressive situation, so far as Detroit and some of the larger cities in Michigan have been concerned, not due to any fault of the industry itself, but caused by the general slump in the motor-car business. Michigan is the hub of the world in motor-making and there have been only three or four months out of the whole year that factories have been working normal or near normal. We can report officially, however, that at the present time conditions are showing great improvement and it is predicted by men who know that the year of 1922 will see Detroit near normalcy. Automobile factories have been adjusting themselves to after-war conditions, have weeded out the useless employes and created greater efficiency in their plants. This means

that after the first of the year, when these plants begin to prepare for the Spring rush, they will be employing more men than at present and the people thus employed will have permanent positions.

"If people haven't the money you can't get it out of them," said C. A. Grinnell, vice-president of Grinnell Bros., recently in discussing conditions with The World correspondent. "We are not doing the business we should be doing, of course, and we can't expect to, right now, with so many people out of employment." This doesn't mean that Grinnell Bros. are not doing business. What Mr. Grinnell means to infer is that the stores could be doing so much more if times were normal. Mr. Grinnell believes it will take some time yet to bring about better trade conditions, but he is optimistic and feels that when the time does come more talking machines will be sold than ever before.

Collections play an important part in the business of to-day, but dealers are not worried about their charge accounts. Most of the dealers report that many people are paying cash for their machines; and to others they are more liberal than ever. Even customers who are behind in their payments are not being "pestered" or dunned excessively. This applies to people who get behind because of unforeseen conditions and who are doing their utmost to pay as promptly as they can. We have yet to find a dealer who is taking advantage of the situation by replevining machines because people let payments lag.

Going After Holiday Trade

It seems that every dealer in the city is making a drive for holiday business. At least, this is indicated by the number of dealers using space in the daily newspapers and the amount of space they are buying. If anything the advertisements are larger than last year. Special prices are being featured by some dealers on some makes of machines and there are special inducements in the way of terms, while others are giving books and records with every purchase to stimulate sales.

Exhibit of Period Machines

The Max Strasburg Store on Library avenue recently held an exhibition of "Period talking machines," the first display of its kind ever held in Detroit. Mr. Strasburg advertised the event quite heavily and it attracted a lot of people. He had no less than two dozen models in period designs at all prices and they were exhibited in the window and on the floor. The periods were in uprights and console models, all Victor made. People came from all sections of the city and praised the periods very highly.

Meeting of Local Association

The Detroit Talking Machine Dealers' Association held its November meeting at the Board of Commerce on November 27, about thirty-five being in attendance. Following an excellent dinner President Sidney J. Guest introduced his own brother, Edgar A. Guest, Michigan's famous poet, who recited a dozen of his poems and told some interesting and humorous stories. It was a real treat to the dealers to listen to Mr. Guest. Following his recitations and stories the regular meeting ensued. There were important discussions on current trade topics, one of the matters that came up relating to dealers who sell lines of records for which they are not authorized dealers. For instance, in Detroit there are a number of dealers selling Victor records who are not licensed to do so. It was brought out that such a practice is unfair and all those present agreed that it should be stopped. The matter will come up again at the December meeting.

Gratifying Report by Lind & Marks Co.

S. E. Lind, general manager of Lind & Marks Co., Vocalion distributors, says that the last half of 1921 has shown up much better than the first half and he is already anticipating more than 100 per cent increase in sales during 1922 over 1921. "It took us all year to get started," he said to The World. "And now that we have a fine class of dealers, all of whom are hustling, we look for big business next year. We have had more than we figured on for November and December and we are proud of our dealers and the manner in which they have taken hold of the Vocalion line. The machines are selling very nicely and the records are selling faster than we can get them in."

Jewett Factory Very Busy

A. A. Fair, sales manager of the Jewett Phonograph Co., reports that the factory at Allegan is working almost twenty-four hours a day to get out the orders. "We are way behind and our factory is way oversold, but we are doing everything possible to get as much merchandise out as we possibly can," he said. "It is surprising the repeat orders we are getting and, really, this pleases us the most because it is not so difficult to get a dealer to put in a new line, but results speak for themselves when dealers reorder, and that's what all of our dealers are doing." Mr. Fair intimated to The World correspondent that he would have several very important expansion announcements to make after the first of the year.

Are You Running Short of Certain Victrolas and Records?

The heaviest part of the Christmas buying is still before you—but, time is short! Don't miss business through lack of stock. This is the season of the year when the intending buyer will not delay his purchase. He is buying for Christmas. He wants a certain model. If you haven't it, you have lost the sale.

*We Fill Orders
Same Day Received*

Mail or wire your order TODAY! Round out the year with the greatest possible volume of business. Have a stock that will enable you to sell each and every one wanting to buy!

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

Out in Chicago the Paul Biese Trio plays to record-breaking crowds every night at White City. Watch your customers buy its latest fox trots, "Sal-O-May" and "Catalina"! A-3494.

**Columbia Graphophone Co.
NEW YORK**



The Edison Shop, of Detroit, recently gave a tone-test before the members of the Charles A. Learned Post, American Legion, at the Detroit Board of Commerce. About 3,000 "buddies" attended the tone-test and you never saw a more enthusiastic crowd. Three Edison artists who are touring the country participated in the tone-test and they were thunderously applauded after each selection. The tone-test was given under the personal auspices of R. B. Alling, manager of The Edison Shop, and arranged for by Mr. Sweeney, in charge of retail sales, who is one of the officers of the Charles A. Learned Post. In Grand Rapids the same artists gave tone-tests under the auspices of the E. J. Pruim Co., Edison dealers in that city.

An Artistic Establishment

Dealers who are looking for new ideas for laying out a phonograph shop would do well to visit the new Brunswick Shop on East Grand River avenue, Detroit. It is certainly a beautiful store and well laid out. Considering its size, it is, no doubt, one of the finest shops in the country. Manager Quinn reports that, since the new "service counter" has been installed, record business has taken a big jump. One side of the store is for the machine booths, the other side for the record booths; between the two sections is the service-record counter.

Some News Brieflets

R. H. Kempton, general manager of the Vocalion department of the Aeolian Co., was a recent Detroit visitor, conferring with S. E. Lind, of Lind & Marks Co., Michigan distributors. While here he received an order from Mr. Lind for four carloads of Vocalion phonographs.

John J. Riley, formerly with the Aeolian Co. in New York State, has joined the sales force of the Jewett Phonograph Co. and is covering the eastern half of Pennsylvania.

Eight Victor Artists, touring the country, gave a concert in Grand Rapids last week. It was held at the Armory and the affair proved to be a big success.

UNUSUAL WINDOW FEATURE

Brunswick Manager in St. Paul Designs Special Illuminated Record Which Attracts

ST. PAUL, MINN., December 7.—The manager of the local Brunswick Shop in this city, Roy Swanstrom, has designed a large Brunswick record for his window displays, which he claims is getting better results than anything he has ever tried before. The record measures five feet across and is painted with the same scroll work as the regular Brunswick record. The name of the record, however, is painted on a glass slide, so that a light can be placed behind it, making it easy to read at night. Mr. Swanstrom is enabled to change this slide at will, so as to keep pace with the popular record hits without much expense.

The man who says "business is business" and thinks that he can thus throw principles to the winds had better modernize his thinking.

NEW VICTOR JOBBER IN OKLAHOMA

Oklahoma Talking Machine Co. Organized in Oklahoma City Headed by B. W. Gratigny—P. A. Ware a Big Factor in New Concern

OKLAHOMA CITY, OKLA., December 10.—Authentic information was secured to-day to the effect that in January, 1922, the Oklahoma Talking Machine Co. will make its debut in this city as an exclusive Victor wholesaler. Headquarters will be located at 315 East Grand street, and the activities of the new concern will embrace the territory contingent to Oklahoma City.

The principal figure, and, in fact, head of the new jobbing enterprise, is B. W. Gratigny, who, as vice-president of Bush & Gerts Piano Co., Dallas, Tex., has had an extended and successful experience in the distribution end of the music industry in general, and the Victor business in particular.

P. A. Ware will be associated with Mr. Gratigny in this company. Mr. Ware is one of the best-known members of the Victor trade, having served for extended periods with the Victor Co. and with one of the prominent Victor wholesalers located in the Middle West.

TO ENLARGE VICTROLA SHOP

The Victor Victrola Shop, of Ludlow, Ky., is about to be enlarged, according to Edward P. Cooper of that concern. The rapid increase in Victor business is responsible for the expansion.

REYNALDS HOUSE CELEBRATES

Twelfth Anniversary of Pensacola Concern Made the Occasion of a Celebration—Store Has Just Been Completely Remodeled

PENSACOLA, FLA., December 6.—The Reynolds Music House, of this city, one of the most attractive Victor establishments in the South, recently celebrated the twelfth anniversary of its existence. Visitors from all parts of the city and surrounding communities were present to attend the celebration. George Emmanuel, manager, and W. H. Reynolds, owner, acted as hosts.

The visitors were delighted with the beautiful establishment of the Reynolds concern, which has just been completely remodeled throughout. Six sound-proof demonstration booths handsomely furnished and a large rest room are features of the establishment. The predominating color scheme is ivory. Numbers of the well-known Victor dogs were distributed as souvenirs. Extensive advertising in the local papers announced the event, which was eminently satisfactory.

POINTS ON SERVICE

Have definite methods in your shop, a definite way of filing records, of ordering records, of keeping special orders for customers, of keeping up repairs, and all other activities of your business. Your customer will not analyze these from a technical standpoint, but cumulatively they will give him the idea of pleasing service.



Is a Guarantee a Mere Slip of Paper?

December marks the close of a most successful season,—we pride ourselves that 1922 will be a banner year.

The H. W. guarantee of PROMPT and EFFICIENT SERVICE combined with merchandise of the HIGHEST QUALITY, has not failed to impress the Talking Machine Trade.

REPEAT ORDERS PROVE THIS

STOCK RECORD ENVELOPES

150 lb. Green Sulphite and 110 lb. Kraft, either plain or printed with inventory form

SUPPLEMENT ENVELOPES and STRING BUTTON DELIVERY BAGS

We thank you one and all for your liberal patronage

HALSTED WILLIAMS CORPORATION

815-819 Monroe Street

Brooklyn, New York

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 10, 1921. WELL, it has come at last! Jules Verne thought up something like it many years ago, but nobody believed it ever could be done. Yet it has been done. We have had the music and the voices of the opera conveyed across the streets of a city without wires, and immediately recorded upon the wax discs of a phonographic recording apparatus, to be reproduced for the benefit of the hearers in the recording-room five minutes afterward. It was a great achievement, not because it brought forward any principle not in some way applied already, but because it showed in practical form for the first time what had hitherto been only a dream. It was a great Brunswick achievement, on which congratulations are in order. This company is doing great work. But it must not stop merely at taking off, from the stage of the opera, from the atmosphere and inspiration of the very operatic performance itself, the voice of a Claire Dux or of a Tino Pattiera. It must, and it will, go even further. Will not the day come when the inaugural speech of a President shall be caught up through the ether as it issues from his lips on the terrace before the Capitol, and recorded in permanent form a thousand miles away, to be distributed forthwith in a million American homes? It will come. It shall come. What the Brunswick people showed us recently was but the foretaste of much greater things to come, of conquests over space and time, of magical seizing and fixing of the impalpabilities of speech and music without the interposition of wires or recording horns, without the deadening effect of separation from the atmosphere and environment of the concert hall or of the opera house, of the Senate, or of the public meeting. All these things are before us.

Jules
Verne
Outdone!

FROM all we can learn, the retail trade around these parts had a very good month during October and during the first half of November.

"No Tickee,
Then
No Washee"

During the latter half of November, on the other hand, we learn, things were not the same—not quite. Now we find that during the month of October and the first half of November the dealers around here worked hard, and did a lot of local advertising. But during the latter half of November they seem to have laid down somewhat on their work and also on their advertising. What is the answer? It appears to be, in the language of the Celestial Empire, "no tickee, no washee." Or, in other words, no work, no business. It is hard, of course, to get out of the ways to which one has become accustomed, but the dealers who, after starting things up nicely, thought that they would be able to slack down on their energy and efforts, without suffering any damage, now find that they were wrong. In other words, the order-taking days have gone and the sooner we all recognize the fact the better it will be for all of us. Competition is, of course, keener than it ever was before. Which simply means that there must be a good deal more work going into every sale that is made. No work, no business.

THE Eight Victor Artists, Frank Croxton, Billy Murray, John Meyers, Henry Burr, Monroe Silver, Frank Banta, Albert Campbell and Fred Van Eps, have been in our midst, as it were. They came to our fair city as guests of the Victor dealers, and on November 28 and 29 they were at Orchestra Hall, before a very large and very happy family of Victor dealers, their friends and their families. These eight singers are remarkable persons. Who has not heard of Henry Burr? Who has not in his little library of records his high tenor tones, and the comic tenor tones of the only Billy Murray? Of course, we all know them both—in recorded form—but to see them in *propria persona* (or should we not rather say in *propriis personis*) was quite another thing. It was a dawg of another color, Mawruss. It was an astonishing program of fun, melody and harmony. To extend oneself would be easy. Not to write a page about these delectable entertainers is the more difficult. Now we shall go back to our record of Cohen at the Telephone and realize as never before how the unfortunate Cohen, who could not get anyone to

Eight
Famous
Singers

understand that he wanted a "carpenter" to mend the shutter, and not either a tremendous shutter or two men to mend it, was a very nice fellow after all. Dear, dear, but we should like a Victor record of Monroe Silver in a reading from Potash and Perlmutter. The incident of the "varking delegate who came by the window and made with his hands motions" would be just about in B'rer Silver's happiest vein. Then again, we have heard wonderful Victor records of banjo playing, with the name Van Eps on them, but we had to hear the veritable Fred himself before we could quite understand how wonderful those records really are. Whether as quartet, or in trio, or as soloists, these Eight Famous Ones are certainly all that one can ask for: and then some. And at the end let us slip in just one word for that dear Frank Banta, of the eloquent coat-tails. He is SOME accompanist, believe me.

WE emitted an observation some time ago to the effect that there is every evidence concerning an impending shortage of goods this year.

It Is
Old Stuff,
but:—

Our prediction was based on actual observation; but it was generally ignored, as not infrequently happens with predictions, good and bad alike. It is not in any desire to be captious that we say it, but solely because we love our industry and desire it no more harm than the little girl wished to little pussy whose coat was so warm—solely for this admirable reason we say that the average American business man frequently makes us weary. He waits till it begins to rain before he thinks about an umbrella. Wherefore many of them get soaked, and soaked good and plenty, to use language of the utmost eloquence. Which is only another way of saying that a good many dealers in the mid-West are due to get soaked good and plenty (to be elegant again) though not with a shower of goods. The shower will be of letters from manufacturers regretting their inability to fill orders. But why should any such condition be impending? The explanation is quite simple. For several months of this year the factories were running on part time and were short both as to material and personnel. They were building only about as fast as orders came in and consequently they have no surplus stocks to speak of. Wherefore the last-minute-boys are not likely to stand much chance when they begin sending in their telegrams and letters asking for immediate delivery. Which again is another way of saying that the time to put in orders is right now, this minute. That is to say, late though it be on this date, it is still worth our while to tell the dilatory dealers to hurry up and see that those orders for delivery Christmas week are wired in NOW.

SECRETARY McKENNA, of the Piano Club of Chicago, who is also Manager McKenna, of the Chicago Columbia organization, gave a pleasant surprise to the Columbia dealers of his district on November 28 when he took them over to the Majestic Theatre in a body and had them listen to the very charming singing of Marian Harris—pretty little Marian. Singer Marian knocked 'em cold, as they say on the kerosene circuit. She is not only a great artist on the "blues" work, but she is charmingly simple and sweet in her personality. When a great armful of roses was handed in to her over the stage Miss Marian was almost overcome. For which reason the assembled Columbians, quite naturally, roared their applause louder than ever. Marian Harris is a great little artist, and the Columbia dealers realize now, more clearly than ever, what a big weapon for Columbia battles her records are to them.

Pretty
Maid
Marian

TEN days from the date of publication, ladies, gents, friends and all others, if others there be, the merry Christmas time is upon us. Knowing that you all till then will be too busy to think of us, we ask you to forget this paragraph till the morning of the 25th. Then please dig it up and read once more these words, sincerely uttered, for you:

Once
a
Year!

Merry Christmas and Happy New Year!

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., December 8.—During the month of October and the first half of November retail business in this section was not exceptionally gratifying to dealers; yet we have received reports that business during these six weeks was as good as during the corresponding period last year or the year before, and far outdistanced any period so far this year. The latter part of November showed a falling off to some degree, but the opening of December started the business ball rolling again. We are inclined to believe that the falling off was due to two factors—the miserable, rainy weather and a let-up in local advertising on the part of dealers.

We know not only that business was good during those six weeks but that during that time there appeared in the local papers more talking machine advertising than had appeared previously during the year. The dealers were out to get the business and they got it. But the sad part of it all seems to have been that as soon as business started to hum in a manner satisfactory to the dealers the latter became slack again. It seemed that they supposed that it was only necessary to start the business a-going and it would then continue by virtue of its own momentum. Perhaps this would have followed out and the business would have continued to roll in had Mr. Dealer shoved hard enough, but it seems he merely got it started good and then stopped shoving. The natural result followed—the business quit rolling.

On the first of December the dealers seemed to have awakened and publicity again appeared in the local papers. The canvassers were also started up again. The natural result followed immediately. Business began to improve, and

from present indications there is every reason to believe that the dealer has learned his lesson and will bring about a satisfactory turnover for the month of December.

The unemployment situation has been very noticeably relieved, and we are now practically at the same level as we always were in normal years. Chicago has always been a center of unemployment. It is the center of railroads, steel mills, packing and other tremendously large undertakings, such as harvesting machinery, building trades, etc. Whenever there is a strike or labor dispute affecting one of these vast industries, it seems as if the rest become infected automatically.

But all that is past, for the time being at least, and many of the workers are back to work and making money. The money they are making they are also spending, though not in war-time quantities. But we can safely say that they are spending it in amounts that can easily be compared with normal times. That being the case, it is only necessary for the retail dealer to keep on the job and go after business. He is sure to get it. Let him remove himself from the order-taker class and get into the selling class and stay there. The days when a high-class salesman was ignored in favor of the order-taking clerk is past, and the high-pressure men are again coming into their own.

Another Columbia Shop Opens

Another exclusive Columbia Grafonola Shop, which reflects music, mirth and melody for many blocks around, has just been opened at 1976 Milwaukee avenue under the name of Lazar & Son's Music Center. The formal opening of this new store took place on November 15. That due

notice of the opening had been scattered broadcast was clearly evidenced by the large attendance. The publicity was put out under the supervision of S. R. Lenzberg, sales representative of the Columbia Co.'s Chicago branch. It is estimated that 2,000 visitors were in attendance during the day. Souvenirs in the form of roses, bangle pins and miniature Grafonolas, made of glass and filled with candy, were given out. A prize contest was also put on, and the first three winners received packages containing a choice selection of Columbia records. One of the interesting incidents of the day happened when a gentleman who, it is said, was a city inspector visited the shop and insisted that the projecting Columbia sign which can be seen for many blocks north and south be removed, as it was against the city ordinance for such signs to project over the sidewalk beyond a certain distance. The gentleman was at once surrounded by the jazz band and a bevy of beautiful girls and serenaded with "Home Again Blues." The serenade had the desired effect, for the inspector soon became reconciled to the fact that it is a good idea to keep people happy and the sign is still in position.

Mid-West Victor Dealers Meet

The mid-West Victor Dealers' Association held its regular meeting on the evening of November 21 at the Hotel LaSalle. The speakers were: Edgar A. Benson, head of the famous Benson orchestras, and Roy Bargy, musical director of Benson's Chicago Orchestra, who gave short talks on their respective experiences in the work of making Victor records. An interesting talk was also given by William A. Griffith, assistant sales manager of the Chicago Talking Machine

(Continued on page 113)

Doubles the Joy of Owning a Phonograph



Retail Price \$2.50

Patented in U. S. Foreign Patents Pending

Geer Repeater Proves Remarkable Seller for Fenton Music Co.

Walbert Manufacturing Co., 925 Wrightwood Ave., Chicago, Ill.

Dear Sirs:

"We wish that you would increase our order given to you last evening for the Geer Repeaters from one hundred to two hundred. We find that the same is proving an immense attraction to this store and, when we placed our introductory order, never realized the possibilities it would provide towards increasing sales.

"Thanking you for giving this your immediate attention and assuring you of our earnest desire to co-operate with you in placing the same in a prominent position in our store, we wish to remain,

"Yours very truly,
"FENTON MUSIC CO.,
"By A. C. Fenton."

Ten Times More Sales

MANY stores selling Geer Repeaters have put in special window displays. The repeater is used on a machine with an electric motor or, better a turntable and a motor is used and supported by a large glass jardiniere or other base. Such displays make excellent window attractions and they build business. In so far as we have checked results, this type of display has increased sales of repeaters more than ten times over. Many stores find that sales of records and phonographs are also increased.

Try a Window Demonstration—it will boost your Christmas Sales.

THE Geer Record Repeater is remarkable because it is as simple and easy to use as a record. It repeats instantly and as often as wanted. It cannot break or get out of order. It protects the record, the machine and the needle. And it is a proved seller.

For dances, receptions or other occasions phonograph owners need a Geer Repeater. And stores handling this repeater and showing it in operation in their windows are finding a steadily and rapidly increasing demand, as is proved by the letter herewith reproduced.

Send for our "Demonstrating Package" of three Geer Repeaters (Price to you, \$4.75 prepaid), giving us the name of your jobber.

WALBERT MANUFACTURING COMPANY

Home Office:
925-41 Wrightwood Avenue
CHICAGO, ILL.

Eastern Office:
200 Fifth Avenue
NEW YORK, N. Y.

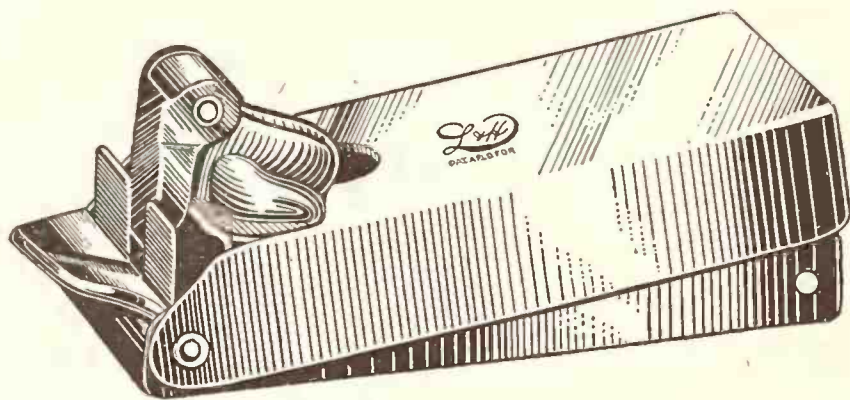
LYON & HEALY

WISH YOU

A Merry Christmas

and

A Prosperous New Year



Back to Pre-War Price
 L & H Fibre Needle Cutter
 \$1.50 Retail
 Effective Dec. 15, 1921

The new low price on L & H Fibre Needle Cutters will aid you in making 1922 prosperous.

Of course, you know that every time you sell a talking machine you should sell a Fibre Needle outfit with it. That is one of the best ways to make satisfied customers; because fibre needles will not injure the record and they give a sweeter, purer tone.

With the L & H Fibre Needle Cutter each needle can be used ten or twelve times. It gives a fine point, will not get out of order, and is easily operated.

Dealer's Discount 40%

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Co., who spoke on various phases of the dealer's problems and on how to overcome any troubles that may arise. The meeting was in charge of R. B. Corcoran, president of the Association.

B. F. Bibighaus, assistant manager of the Victor traveling department, who is making a tour of the mid-West, topped off his day-and-a-half visit to Chicago by attending this meeting.

Cotter in Charge in Fort Wayne

W. E. Cotter, who for many years was connected with the W. W. Kimball Co., of this city, has just been appointed manager of the Victor department of the Wolf-Dessauer department store of Fort Wayne, Ind. Mr. Cotter is one of the best-known retail salesmen in Chicago. During the short time that he has had charge of the Wolf-Dessauer Victor department he has already received favorable comment concerning the increase in business. Mr. Cotter was in Chicago for the better part of Thanksgiving week visiting relatives and friends in the trade, as well as paying a visit to the Chicago Talking Machine Co.

Change Program at Marigold Gardens

The new Winter "edition" was recently put on at the Marigold Gardens, which heralded an entire change of talent and musical numbers. The opening of the new edition was attended by Victor jobbers and dealers of Chicago and vicinity, who made the event officially "Victor"-ious.

Retains Victor Department

Leopold Krchma just recently sold his department store entirely with the exception of his Victor retail department. This Victor department has been moved from the department store located at 2907 Milwaukee avenue. The new location is in the adjoining building, which was formerly occupied by a moving picture house. This building has been completely remodeled and has been entirely refaced with a new front. The remodeling also included the installation of eight record demonstration booths and two talking machine demonstrating rooms. The record racks and counters are built on the island arrangement and permit most rapid and efficient service. On the opening night the visitors were entertained by the Benson Orchestra, an exclusive Victor organization, and the ladies received carnations as favors.

Going After Business

W. H. Huth, president of the Walbert Mfg. Co., Chicago, manufacturer of the Geer Record Repeater, has been talking about the state of business.

"Somewhere recently," said Mr. Huth, "I read a statement about Edison in which he was reported to say, 'I have been through five business depressions. They all act alike. This latest one acts exactly like all the rest. The men who, if business fell off 66 per cent, increased their sales effort 75 per cent managed to pull through as if there were no depression.'

"That's the thing I should like to say to every talking machine dealer in America. We have found in selling our repeater that the right kind of a window display will multiply sales many times over. Many dealers are also finding our window displays are stimulating sales of records and machines.

"It is perhaps not a common thing in these days to see people crowd the window of a talking machine shop. Wherever we have put in our special displays, however, crowds continue to manifest unusual interest in what the window shows. A number of dealers have told us that they consider the Geer repeater as a window attraction superior to any other window attraction they have tried.

"It is sound merchandising to push articles that turn fastest and therefore give the greatest net profit. It has been widely published that the wages of to-day buy as much as ever. Unemployment is dropping. That argues the public has money to spend. It is the opportunity of the talking machine dealer to go after sales, therefore, and in doing this one of the greatest assets is the window display."

Sherry & Sons in New Location

The firm of I. Sherry & Sons has just moved

from their own building at 3448 West North avenue to a new building at 4035 West North avenue. This new Victor store has been laid out along lines suggested by the Chicago Talking Machine Co. The layout consists of the most modern equipment and has ten up-to-date demonstration booths with modern record racks. The attractive window display space, together with the handsome fittings of this new store, mark a new era of improvement in talking machine representation in that section of the city.

Now the Alamo Phonograph Corp.

One of the visitors to Chicago this month was W. L. Gleason, president of the Texas Talking Machine Co., of Dallas, Tex., who had been up visiting Chicago and points north on a purchasing tour. Mr. Gleason had many interesting things to say concerning business in Dallas and

the possibilities for 1922. One thing he brought out is that the business situation is fast improving in the South and that the dealers down there are working hard to make the balance of this year an exceptional one.

There has been more or less confusion owing to similarity of firm names in Dallas, according to Mr. Gleason, and his company therefore announces that on the first of the year the name Texas Talking Machine Co. will be changed to that of the Alamo Phonograph Corp. The company is also pressing its own records in Dallas under the name of the Alamo Record.

Another activity contemplated by this company after the first of the year is the taking over of a large and modern factory which has just been erected. When the company moves into

(Continued on page 114)

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, \$8.50. 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, \$8.50. 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 113)

this plant it will begin to manufacture tone arms, sound boxes and talking machine cabinets, and will also have greater record-pressing capacity.

Clever Operatic Window Display

Over at the retail Brunswick Shop on Wabash avenue there is a clever window display which is attracting considerable attention. It is made up to represent the stage of the Auditorium Theatre, with footlights, proscenium arch and curtain. The curtain is raised and lowered automatically. When it rises the onlookers see a miniature setting depicting a scene from one of the operas now going on. The scene is a faithful reproduction, with miniature figures in proper position. These figures, however, are stationary. When the curtain lowers a new stage set slips into place, the footlights are lighted, the curtain rises, bringing into view another scene. Draped all about the stage front and completely covering the background and sides of the windows are large folds of dark green and black velvet. Setting in the foreground of the window are two expensive Brunswick models lacquer finished.

New Manager at The Fair

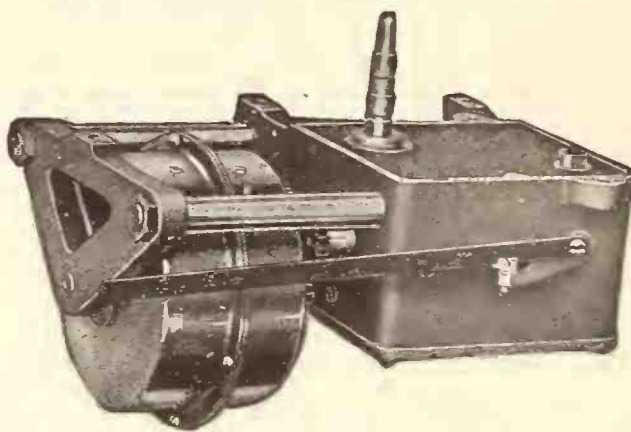
One of Chicago's largest department stores, The Fair, recently began a big drive to sell more talking machines in Chicago than has ever been accomplished by any other department store. This drive was put on under direction of J. M. Ervin, who recently was made manager of the talking machine department of The Fair. Mr. Ervin is a man of great ability in the talking machine field, and for a number of years has been connected with some of the biggest talking machine concerns throughout Ohio and points East. Before coming to Chicago he had been connected with the Columbia graphophone department of the Day Drug Co., of Akron, and he also traveled Ohio for the General Phonograph Co. Since taking up the management of The Fair he has left nothing undone toward making this one of the busiest departments in the great organization.

New Automatic Duplex Record Press

The Chas. F. Elmes Engineering Works, of this city, have just placed on the market a new automatic duplex record press, which is said to have a capacity of 1,200 records per day. The press consists of two units automatically controlled so as to alternate, one of the units being always open when the other is moulding. This arrangement permits the operator, a girl, to take care of two units as easily as one. The moulds are opened and closed automatically by a cam shaft at the back of the press, which is operated by a motor of one-quarter horsepower. This cam shaft also automatically operates the hydraulic valves, steam valves and cold-water valves and, when desired, will also operate the record ejectors.

The upper half of the mould is arranged to swing up so that it is not necessary to remove it from the press in order to open. When the upper half of the mould comes down into a

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**

horizontal position two spacer blocks on the columns of each unit automatically move into place between the swing head and rigid head of the press, thus forming a solid construction for the hydraulic ram to work against. The heating and cooling are also automatically timed by cams, which are adjustable. This adjustment enables the operator to control the amount of heating and cooling necessary for the production of a perfect record. By this arrangement each record automatically receives an equal amount of heating and chilling as may be necessary to coincide with the chemical ingredients of the record.

Developing "Portable" Trade

There is an old adage which says, "Coming events cast their shadows before." And this is true insofar as the sales force of the Chicago Talking Machine Co. is concerned. This company found out, during the Summer of this year, that the portable talking machines are excellent sellers and now feels that, since last Summer saw practically the first energetic introduction of this type of talking machine, the Summer months of 1922 will bring about a much larger demand. For this reason the sales force of this company is now paying quite a bit of attention to the coming event. But they are not forgetting a business possibility that will tend to benefit their dealers, who sold many of these small portable instruments during the past Summer months. They have, therefore, introduced to their clientele the Unico portable cabinet

stand, which makes a splendid fixture for display purposes. There is also a grand opportunity for Victor dealers to round up all parties to whom they have already sold No. 50 Victrolas and demonstrate the possibility of adapting the Unico portable cabinet stand in camps, nurseries, living-rooms and for the impromptu dance on the enclosed porch. This little stand comes in six sectional parts in a container, and can be assembled by simply setting eight screws.

Pathological Possibilities

Word has just reached Chicago of a device which, it is said, will record on steel wire the sound of a human breath or heart-beat, which sound may be accurately reproduced at any time. The announcement comes by way of the Bureau of Standards at Washington, D. C. It is said that this work was undertaken at the request of the Army Medical Service, whose officers desired to obtain permanent records of unusual conditions of both the heart and lungs for clinical instruction. It is a well-known fact in heart and lung pathology that individual sound characteristics in a great measure help to differentiate one particular lesion from another. Books have been written on the characteristics of these individual sounds, but it seems that no writer, up to this time, has been able to portray verbally the characteristics of these sounds in a way that would enable one to recognize them after reading about them.

The device, we understand, consists of an

(Continued on page 116)

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

The Phonograph of Marvelous Tone

VITANOLA

Plays ALL Records - Natural as Life



Dealers—Attention!

By our direct selling campaign we are now enabled to offer you the wonderful Vitanoia at greatly reduced cost to you.

The Vitanoia product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitanolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

Send all orders and inquiries to

VITANOIA TALKING MACHINE CO.

1900 South 52nd Avenue

Phone: Lawndale 460

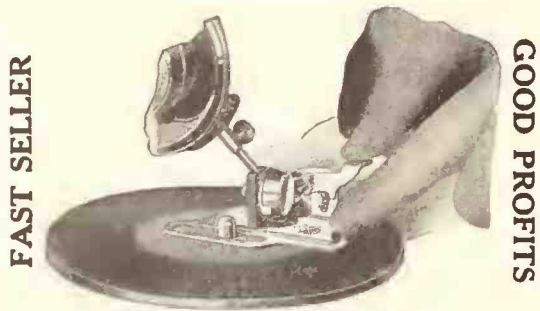
CICERO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

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

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

It's 5 years ahead of the times
CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

*Let us send you a sample
and further details*

LIDSEEN PRODUCTS
832-840 So. Central Ave. CHICAGO

ordinary telephone transmitter connected to a stethoscope. The sound, after being amplified, is recorded upon a steel wire. We cannot see why the same thing cannot be done with an ordinary talking machine record. A library of heart and lung tones would be greatly appreciated by doctors, nurses and students of the medical art and would prove a ready seller in any retail talking machine shop.

Louise Homer Here

Mme. Louise Homer, the famous contralto, who sang in Chicago on October 30, visited the local music firm of Lyon & Healy, spending some time in their sheet music department. She also visited the department devoted to Victor records. Lyon & Healy were pleased to be able to tell Mme. Homer that there is a fine demand for her records and it had increased as a result of her recital.

The Triplex Makes Its Debut

A new type of talking machine is now being placed on the market by the Triplex Artistic Phonograph Co., with a plant at Pershing road and Ridgeland avenue, Berwyn, Ill., a suburb of

Chicago. The Triplex is said to be a combination of three instruments in one, combining decorative, conservative and portable models. It is designed so that the panels can be changed at will, as they are set into a slot-like arrangement, which makes them easily removable. These panels are of wood finish on one side and on the other are reproductions of celebrated paintings. The machine proper, or inner unit as it is called, is also removable from the cabinet, and when taken out can be used as a portable instrument for picnicking, camping, etc.

Open New Store

A new store has just been opened at 539 South Wabash avenue, which is known as the Manufacturers' Agency. This concern sells both wholesale and retail. The men behind this organization also operate stores in other sections of the city, the names and locations being: Soul-Canfield, 3327 Lincoln avenue; Boston Talking Machine Co., 2425 Lawrence avenue, and the Lincoln Phonograph Co., 3119 Lincoln avenue.

Columbia Night at Majestic

Monday, November 28, was Columbia Night at the Majestic Theatre. Marion Harris, exclusive Columbia popular singer, who appeared during the week at the Majestic, was the guest of honor. The part of host was played by John McKenna, manager of Chicago Columbia branch and sales staff. Columbia dealers from Chicago and suburbs were the guests. At the conclusion of her act Miss Harris was presented with numerous floral offerings.

Hiawatha Hints for 1922

Manager Free Moynihan, of the Hiawatha Co., when asked what he thought about the outlook for 1922, said, "There is only one way to go after real business and get it. Let all of the jobbers and dealers do their parts by selling real quality talking machines. Give the dealer a machine upon which he can put his stamp of approval. This will have a tendency to discourage the sale of all the cheap stock that was put on the market, and which in turn gave such a black eye to the talking machine industry. No manufacturer of high-class goods has any objection to competition, provided, of course, the goods with which he is competing are also of high quality. The manufacturers and jobbers must realize that it is necessary for them to build for the future and not for the present."

New Blood Inventions

Three new designs in tone arms are about to be placed on the market by B. B. Blood, who was formerly associated with Blood & Kloeber. Mr. Blood has just designed these new arms and is now forming a company to manufacture, a plant already having been secured at 2600 West Twenty-first place. Two of these tone arms are of the throw-back type, and are made of brass tubing. Mr. Blood has devised a new method of bending brass tubing which he claims enables him to get out a brass tube tone arm as perfect in construction as if it were die-cast, at a cost which is practically that of ordinary die casting in white metal.

Paul Biese Publicity Tie-up

M. G. Peters, popular dealer service supervisor of the local branch of the Columbia Graphophone Co., was an important factor in the success of a Paul Biese publicity tie-up which was unique in many respects. This popular dance orchestra conductor, who records exclusively for the Columbia library, is well known to all Columbia

dealers and music lovers throughout the country. For several months past Paul Biese played at the White City Casino, one of the largest



Great Audience Enjoys Biese dance halls in the city. In conjunction with his appearance at this dance hall, Columbia dealers used extensive newspaper publicity, and, in addition, posters were designed and placed on all of



How Biese Was Advertised the "elevated" platforms; 360 billboards were included in this campaign, 50,000 blotters were

CABINETS

Special Prices for the Holidays
IMMEDIATE DELIVERY
with or without Motor Equipment



Cut shows our New 48" E Model

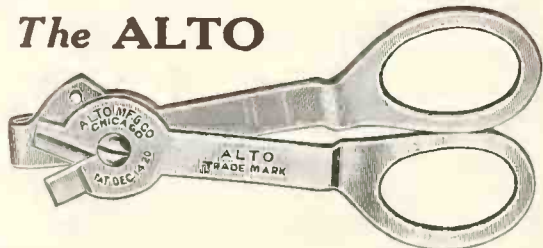
Send for circular showing our full line

Everett Hunter Mfg. Co.
McHENRY, ILL.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

mailed out by Chicago dealers and the newspapers contributed valuable publicity to this campaign.

One of the most successful events during the campaign was "Paul Biese Night," and on this occasion the entire evening was given to featuring Paul Biese and his orchestra. The names of several popular dance orchestras were written on slips of paper and placed in a hat; one name being drawn, and that orchestra was chosen as the second orchestra for the evening to alternate with Paul Biese's orchestra. This afforded continuous dancing and an opportunity for the dancers to compare Biese with the average dance orchestras.

The White City Amusement Co., owner of the Casino, purchased from a local dealer a period model Grafonola, which was displayed at the hall, and which was given away during Paul Biese's engagement at the Casino.

Visit Victor Plant

T. P. Flannery, proprietor of the T. P. Flannery Music Shop, and R. B. Corcoran, secretary and treasurer of Bent's Music Shop, have returned from a visit to the Victor plant at Camden, N. J. These gentlemen, who are both well known to the Chicago retail trade, pay glowing tributes to the efficiency of the Victor factory. Mr. Corcoran states that from present indications there will be a shortage of Victor goods here, but the management of the Victor plant is doing everything in its power to avert one. The factory is running to capacity and at present there are over ten thousand factory employes on the payroll, many of whom are working overtime in an effort to meet the demand.

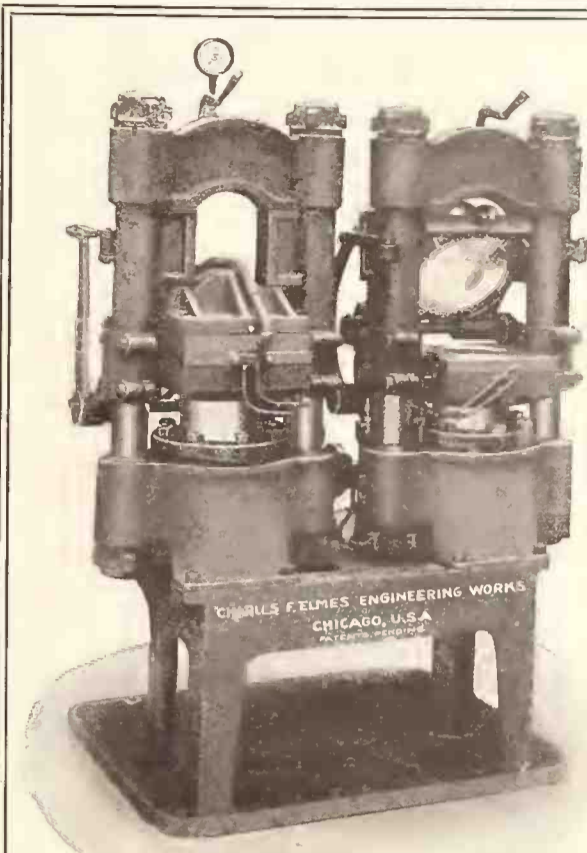
In commenting upon retail conditions in Chicago, Mr. Corcoran further stated that retail Victor business at the Bent Shop for the month of October was considerably in excess of the business carried on during the corresponding month of last year and that business indications for November also point to an excess over the business of November, 1920.

Handsome Christmas Bulletin

Cole & Dunas have just brought out one of the most comprehensive trade catalogs that have ever been put out by a talking machine jobber. The new book contains thirty-six pages and shows everything they carry in stock from console and upright type talking machines to all kinds of accessories and records. The catalog also lists a full complement of repair parts for talking machines, tone arms and sound-boxes. The latter half of the book is taken up with handsome illustrations of small musical instruments, such as mouth-organs, accordions, saxophones, cornets, trombones and drums. There is also a large variety of string instruments such as mandolins, guitars, banjos, ukuleles, violins and accessories for these instruments.

Frank Bacon at the Piano Club

Pat Henry, who had charge of the program for the weekly meeting of the Piano Club at the Illinois Athletic Club, sprang a big surprise when Frank Bacon, the famous star of "Lightnin'," which had such a phenomenal run in New York and which is now threatening to eclipse the Eastern record at the Blackstone Theatre in Chicago, entered the door. The unusually large audience gave one look, then three whoops, sprang to its feet, did some more yelling, whoop-



1 2 0 0
RECORDS A DAY
 WITH
ONE OPERATOR
 ON AN
E L M E S
AUTOMATIC
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS
 224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

ing and applauding, and quite a little stamping.

When Mr. Bacon was reached in due course of time by the chairman he responded in a delightful vein, poking genial fun at everything in sight, indulging in some witty personal reminiscences and displaying a soft, beautiful, well-modulated voice, at times allowing himself to lapse into that of his famous character, "Lightnin'." One of the Club members called attention to the fact that the famous "Bee Story" and also the great and pathetic court scene from "Lightnin'" had been recorded by Mr. Bacon on the two sides of a Vocalion record.

There was the usual quota of visitors. Matt Kennedy, the official introducer, called on Carl Knittel, sales manager of the Wolf Mfg. Co., maker of talking machines, of Quincy, Ill. He responded in a happy vein and finished up by telling the story of a young man who told his father that he wanted to go into the musical

business and wanted a practical partner. The father advised him thusly: "Don't pick a drum man because he will beat it, a trombone man is liable to slide away from you, the cornet player blows his own horn, the clarinet is liable to go on a toot, the violin player will string you; but select a piano man, because he is either square, upright or grand."

Other visitors were: S. R. Spafford, of Madison, Wis.; W. G. Westerfield, of the auditing department of the Columbia Graphophone Co.; P. H. Walley, Wisconsin representative of the same corporation; Roy York and H. L. O'Brien, of the Aeolian Co.; A. M. Huseby, of the W. W. Kimball Co., and Mesdames Rosencranz, Wolf and Riley, guests of Joe Pierson, of the Republic Building.

The announcements of the program committee for the next three weeks indicate that we
 (Continued on page 118)

Season's Greetings

from

Repeat—O—Stop

and

Repeat—O—Graph

Our New Selling Plan is Ready to Help Dealers

Start Now. Excellent Profits

Write for particulars

End the old year right and start the NEW YEAR'S selling right.

REPEATING DEVICES CORPORATION

CHICAGO 408-10 Sullivan Street Phone: 8010 Diversey
NEW YORK Van Alst and 14th Sts., Long Island City, N. Y. C. Phone: Hunters Point 6000
BOSTON, MASS. 200 Devonshire Street Phone: Main 5122
PITTSBURGH, PA. 609 Chamber of Commerce Bldg. Phone: Grant 8741
PHILADELPHIA, PA. 422 Lafayette Bldg. Phones: { Bell—Lombard 2553 { Keystone—Main 3627
DETROIT, MICH. 1604 David Whitney Bldg. Phone: Cadillac 6651

Edison Diamond Amberolas--Plus Service
 You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.
A TRIAL CONVINCES
 Our Service Covers the Country
William H. Lyons
 Formerly Jas. I. Lyons
 17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

are going to have some wonderful sessions. We will simply close this report by quoting the "Deep Stuff" epigram from the official letter of Brother John McKenna, secretary of the club and manager of the Columbia Graphophone Co.'s Chicago branch. Here it is: "Prosperity Will Speed Up When You Do."

Record Opera Via Wireless

An achievement of unusual interest and importance was registered on the evening of November 22, when for the first time an actual opera performance was recorded on talking machine records by means of wireless telephony.

The wireless recording was done by the Brunswick-Balke-Collender Co. in its experimental laboratories on the sixth floor of the Brunswick Building in Chicago. The technical plans for the new method were carried out under the supervision of Benjamin Franklin Miessner, acoustical expert for the Brunswick laboratories. Mr. Miessner is a man of great prominence in the radio field who during the war had much to do with bringing out methods for wireless control of marine torpedoes. For a period lasting over two years Mr. Miessner worked in conjunction with John Hays Hammond, Jr., a man of national repute in wireless torpedo control. He has now for some months been working in the Brunswick experimental laboratories here on various methods for converting sound waves into electrical waves, and reconverting these back into sound waves on the talking machine record. In this work he has attained considerable success, and present indications point to some radical changes in the recording field before very long.

On the evening of Tuesday, November 22, an actual demonstration in wireless recording was given before a group of acoustical experts and representatives from various trade journals, as well as local newspaper men. The party was gathered in Brunswick's experimental laboratories and the opera "La Boheme," which was given at the Auditorium Theatre, four blocks

away, was brought to them clearly and distinctly.

Three of Brunswick's exclusive operatic artists appeared in this presentation and their voices were actually recorded on the master wax records. The artists recorded were Claire Dux, Irene Pavloska and Tino Pattiera. The record of Claire Dux is of exceptional interest, because it represents the first recording of the actual debut of an artist.

The electrical apparatus for the recording was placed in position before the opera began. The transmitting devices at the Auditorium were installed above and behind the proscenium arch, and wires leading from these transmitters were



Musical Critics Present at Noted Event

extended to the roof of the theatre and thence to the transmitting antennæ. The receiving station was on the roof of the Brunswick Building, four blocks away, and wires from this led directly to the recording laboratory on the sixth floor, where connection was made to the recording apparatus and Magnavox. The Magnavox permitted the audience in the recording laboratory to hear the opera, but when the actual recording of the Brunswick artists was done the electrical waves were switched from the Magnavox directly to the recording apparatus, and when the recording was made the audience was able to hear the artist directly from the wax.

A Clever Business Stunt

H. H. Sheldon, Brunswick traveler from the St. Louis branch, while in Chicago recently, had

the following to say about the D. M. Dawson Furniture Co., of Christopher, Ill., which recently opened a new store in that city. This new account is exclusively Brunswick, and on its opening day the store gave away a well-known make of kitchen range, valued at \$100. Serially numbered tickets were given out to all persons in attendance, and the holder of the lucky number received the prize. One clever little business stunt consisted of printing on the back of these tickets a space for information to be filled in by the holder, consisting of the name, address and a few remarks as to whether the ticket-holder owned a talking machine, and if so what kind. In this manner quite a large prospect list was built up for the benefit of the sales people, and when the list was followed up the company was rewarded by orders from thirty-seven of the prospects.

Repeating Devices Corp. Broadening Out

The Repeating Devices Corp., of this city, organized a few months ago, which controls all the patents covering the Repeaterstop and the Repeat-O-Graph, is meeting with pleasing success in the introduction of these two well-known repeating devices. The company has established branches in New York, Philadelphia, Boston, Pittsburgh and Detroit, and the results of its sales campaign to date have been far beyond expectations. Soon after the first of the year the company plans to inaugurate a national advertising campaign and will also introduce a group of intensive sales ideas with the thought of co-operating with its jobbers and dealers in every possible way.

W. O. Meissner Tells of Improvement

W. O. Meissner, vice-president of the Sterling Devices Co., this city, manufacturer of Sterling tone arms and attachments, states that there has been a general improvement in business conditions all along the line. "As far as we are concerned," says Mr. Meissner, "the turn has surely come. We are getting more inquiries, and orders, both large and small, are being received in





**Start the New Year
With a Better Factory Service**

TRY

OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES
QUINCY ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

greater volume. There is a very active demand for the Sterling No. 31 tone arm with non-set automatic stop and the sales of Edison attachments together with the general line of tone arms have increased substantially."

Eight Victor Artists Appear

Mr. Simon spent three days in Chicago, so also did the Eight Famous Ones. There was a delightful reception at Lyon & Healy's on Sunday, November 27. Most of the Victor dealers in Chicago and some others met the artists and heard them sing, recitate and do various other sundry things. Henry Burr was there, the dignified one of the bunch. When a World man asked Henry how it happened that his voice retained its freshness after so many years of singing and record making he volunteered that he was but 39 years of age and that he had been doing some voice training in the meantime. He also intimated that association with the Victor Co. and a bunch like the seven others was conducive to the retention of the youthful spirit. John Meyer, the baritone, pleasant as a Spring morning, is an awfully fine chap to meet. Frank Croxton, the classical one of the crowd, keeps his fine basso-cantante up to the mark splendidly. The writer heard him give the prologue from "I Pagliacci" so many years ago that out of pity for Croxton he refuses to tell how many. It is just a joy to hear Croxton and Meyer sing a baritone and bass duet together. Yes, we met them all the other day at Lyon & Healy's.

Frank Banta—now he is really a fine pianist. I have no doubt that he can do the Hungarian Rhapsodies and the Rachmaninoff Preludes and Chopin things as well as anybody—a darn sight better than some. But he chooses to jazz things up much of the time, that is when he is piano soloing. But he refines everything he does. That is the beauty of the famous eight. They can give popular stuff in a way that offends nobody and be it understood that they are very careful about their selections. No rational Puritan can object to anything they say or do. They are a coterie of gentlemen and that's all that is necessary to articulate on that subject. But to return to Banta for just a moment—his accompaniments are simply wonderful.

Monroe Silver, the inimitable, told Cohen stories without stint. Most of them had to deal with the Irish and the Jews and one gets the faint impression that the Jew always comes out ahead. Now about Campbell. That handsome little gink with a Dresden china contra tenor is the most valuable member of the aggregation. We simply could not get along without him, neither could the public. The Campbell-Burr duets and the trillings of the Sterling Trio—Campbell, Burr and Meyer—are indispensable to the happiness of the American people as recorded on Victor records. Fred Van Eps is also indispensable. When he appears with his banjo, which by the way Billy Murray refers to as an African harp, he is just as much an artist as any one of them. He has the musical soul all right, though it is more likely to express itself in a toe-tingling way than in "I'll Sing Thee Songs of Araby," which Burr used to sing with such exquisite nuance. And finally cometh Billy Murray, famous introducer, magnificent topical songist, terrible tenor, superb comedian and one of the finest fellows, evidently, who ever lived.



HIAWATHA PHONOGRAPH CO.

209 South State Street Chicago, Ill.

As was said before, after we met them all they sang their little songs and spoke their little pieces and then I guess the famous eight went out and ate. Anyway, we did not see them any more until Monday evening, when they appeared before an audience that crowded Orchestra Hall. No use of going over that program now. The same thing or something like it has been done and will be done in lots of cities this season. And they did it again on Tuesday evening to another big audience. Just want to say in closing that the famous eight are all right and that Mr. Wiswell and the Chicago Victor dealers who brought them to Chicago are to be congratulated.

Jewel Phono Parts Co. Elects Officers

T. E. Davidson was elected president and production manager of the Jewel Phono Parts Co. at a recent meeting of the stockholders. Other officers are: Fred Schroeder, re-elected vice-president; A. B. Cornell, sales manager and treasurer, and Judge A. A. Rolf, the company's counsel, was elected treasurer.

Knittel Not to Leave

A report has been circulated that Carl Knittel, sales manager of the Wolf Mfg. Industries of Quincy, Ill., was leaving that company. In an interview with Mr. Knittel, we learn that he has no such intention and that his entire activities will be with the Wolf Service.

Activity With Lyon & Healy

The holiday season always finds Lyon & Healy splendidly prepared to cater to the needs of those musically inclined, and this year their windows and warerooms are so arranged as to win more than usual attention from those desiring anything in the musical line. The talking machine department, under the able management of L. C. Wiswell, reports that orders for Christmas de-

Sell Quality Quality Merchandise

means

Increased Sales
Greater Value
Complete Satisfaction

Jobbers and Dealers who sell Quality Phonographs are aiding materially in bringing conditions back to normal.

Write us today for prices

livery are now coming in in a manner to indicate a brisk holiday business. Medium-priced machines are most in demand and little interest is being manifested in the low-priced products.

Fine Cicero Victor Display

One of the most beautiful Victor representations in this section is that of the Krause Furniture Co., Cicero, Ill., a suburb of Chicago. The Krause Co. heretofore has been exclusively in



Krause Furniture Co.'s Attractive Store retail furniture and for years has maintained two retail establishments in this section. When this company opened its new Victor department an informal entertainment was given, which was attended by several thousand people residing in the vicinity.

Cheney Activities Satisfy

The monthly report received by Sales Manager C. E. Swanson, of the Cheney Co., from the Cheney factories at Grand Rapids shows that the entire plant is exceptionally busy at present. Every department is working to full capacity. Cheney jobbers all over the country are oversold and are being kept busy apportioning their

(Continued on page 120)

48 HOUR SERVICE

Write for our big new holiday bulletin. Just off the press. No matter what your needs are—either in the phonograph line or the small goods line—we can furnish your needs on any quantity and guarantee immediate delivery at lowest market prices. Wire us your last-minute holiday requirements.

COLE & DUNAS MUSIC COMPANY
50-56 WEST LAKE STREET CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

allotment of goods. The factory is somewhat behind in meeting its demands. Business at present simulates that of 1919. It is believed by Cheney officials that before the end of the year all 1919 records will have been broken.

Ambassador Plans for 1922

The Ambassador Phonograph Co. is planning extensive expansion for the coming year. G. A. Malaby, well known in this territory, has been engaged and takes full charge of the construction department, turning out very superior work at the finishing plant, 546 Jackson boulevard. Ray Dillon, for many years a prominent personage on Michigan boulevard as Paige representative, an ace in the United States Air Service, who won many honors and medals in the World War, is on the selling staff as district sales manager and will organize an intensive drive under his personal direction in the mid-West territory.

Dr. Orlando F. Scott, the president, who is a genuine human dynamo of energetic efficiency, and Fred K. Westen, the genial general sales

director, promise some musical surprises soon and, from past performances, we look forward to even more sensational publicity than previous stunts, which is going some, considering the fact that they put across the trade name "Ambassador" nine times in fourteen days, five times accompanied by photos, in big Chicago daily papers.

Tells of Big Expansion

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., in a chat with the World representative recently, regarding Brunswick activities, remarked: "The month of October was the best month we have experienced in the history of this institution, and the first two weeks of November greatly exceeded anything that we have ever accomplished in the way of sales. Our sales to-day are much larger than ever before, and but for the fact of our shortage of Adam brown mahogany finishes we would be able to do even a larger volume.

"We shall enter the year 1922 with less merchandise on hand than ever before in our his-

tory, and our present orders on hand will keep our factories working overtime for a period extending well into the new year. We are filling present orders as promptly as possible, but even these cannot be fully completed until the first or second months of 1922. Orders are still coming in strong, with no signs of a let-up at present. The volume of our record sales so far this year is from two and a half to three times that of last year. We have made radical improvements lately in our methods of recording, and that these methods are appreciated by the music-loving public may be easily seen from the increased record orders that our dealers are sending in."

City Furniture Co. Expands

The City Furniture Co., 6160 South Halsted street, exclusive Brunswick dealer, has found the talking machine business so profitable in



Exterior of City Furniture Co.'s Store

that locality that it recently decided to increase this department. It has rented the store next to the present large headquarters and has fitted it up in a manner becoming the most up-to-date



Interior of the Store

music store. The new store is on the ground floor and situated in the heart of the business district of Englewood, where it gives the Brunswick line an ideal representation.

Chicago T. M.'s Latest Thought

Again the advertising men of the Chicago Talking Machine Co. bring out a clever little idea that is truly worthy of the closest consideration. The latest is in the form of a pamphlet format for record check-up purposes. Heretofore, the Chicago Talking Machine Co. sent out these monthly check-ups in sheet form. With this new idea they are enabled to devote one page to some clever literature. The first edition contains a suggestion that no one can deny. The text matter is of such a quality that we believe the entire trade can benefit by reading it. It is as follows:

"You can't 'ring up' apologies on your cash register."

"Have you sufficient quantities of all these Victor records to tell every customer, 'Yes, we have it?'"

"Your busiest season is here. Are you ready?"

"Do not let insufficient record stock deprive you of a single dollar."

"You cannot spend your time more profitably than to carefully check this list and determine your requirements on these records."

Bissell-Weisert Co. to Move

The Bissell-Weisert Co. on January 1 will move from its present location in the Fine Arts Building to larger and more favorable quarters at 24 South Michigan avenue. The first floor warerooms now occupied by the Ed-

(Continued on page 122)

A Merry Xmas

and a

Prosperous New Year

to the Trade is the wish of

The Ambassador

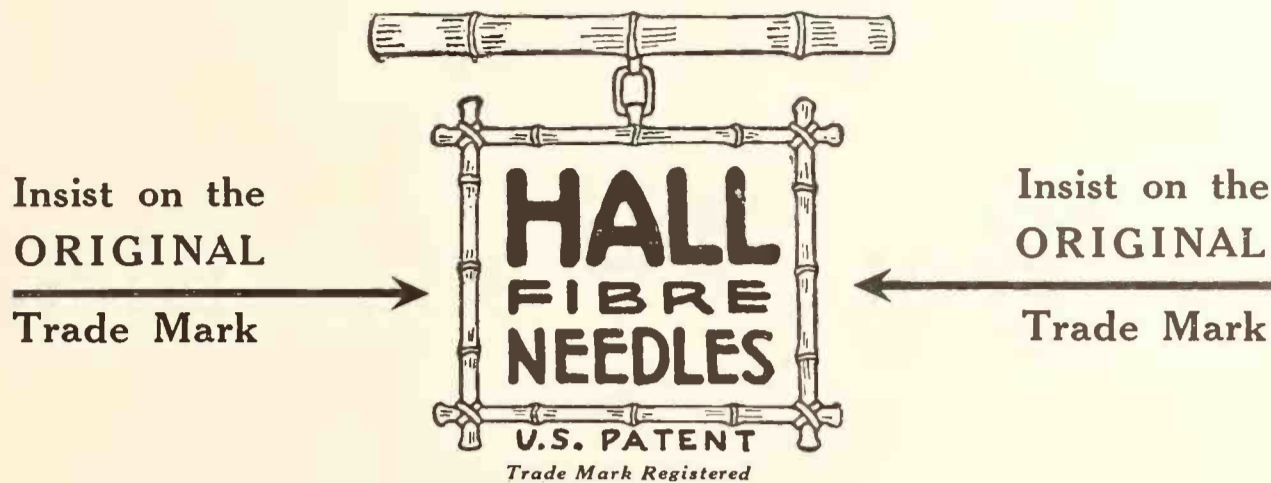
We invite all jobbers and dealers when they get to the point of wanting an instrument Superior in EVERY WAY to get in touch with us—Terms, quality, service and profit — Let us show you

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



TO OUR TRADE

We extend our Heartiest Greetings for

A Merry Christmas

Made Merrier by Good Business

A Happy New Year

Made Happier by Increased Business

RESULTING FROM THE SALE OF

HALL FIBRE NEEDLES

We wish also to assure our dealers that every effort, consistent with the maintenance of quality, will be made to satisfy the demands of their customers during the year 1922.

HALL MANUFACTURING CO.

Successor to the B & H Fibre Needle Co.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

son Keith Co. will be the future headquarters of the Chicago retailers. This location is one of the finest along Michigan avenue and provides much larger frontage than that now occupied by the Bissell-Weisert Co. In the present quarters there is only a small ground floor salesroom, the main one being located on the fourth floor of the Fine Arts Building, to which it is necessary to travel by elevators. Undoubtedly one of the finest retail music establishments in the Loop will result from this most recent move of Bissell-Weisert.

For years past this progressive concern has identified itself by catering to the best and most exclusive clientele in the city. Advertising of a uniformly high quality has established a reputation for artistry of preparation and effectiveness of result. The Bissell-Weisert Piano Co. handles the Chickering, Ampico, Krakauer, Marshall & Wendell pianos and the Victor line of talking machines and records.

Victor on Northwest Side

Another new store strikingly beautiful and modern is that of George Glick at 2100 West Division street. This, too, is an exclusive Victor representation which has attracted considerable



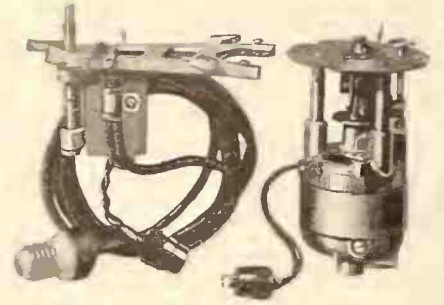
Interior of Glick's New Store

attention lately. The grand opening of the concern was attended by many men prominent in the talking machine trade as well as a number of officials of the Victor Talking Machine Co., who happened to be present in the city. The decorative and building work in this store was done by the George Peterson Mfg. Co.

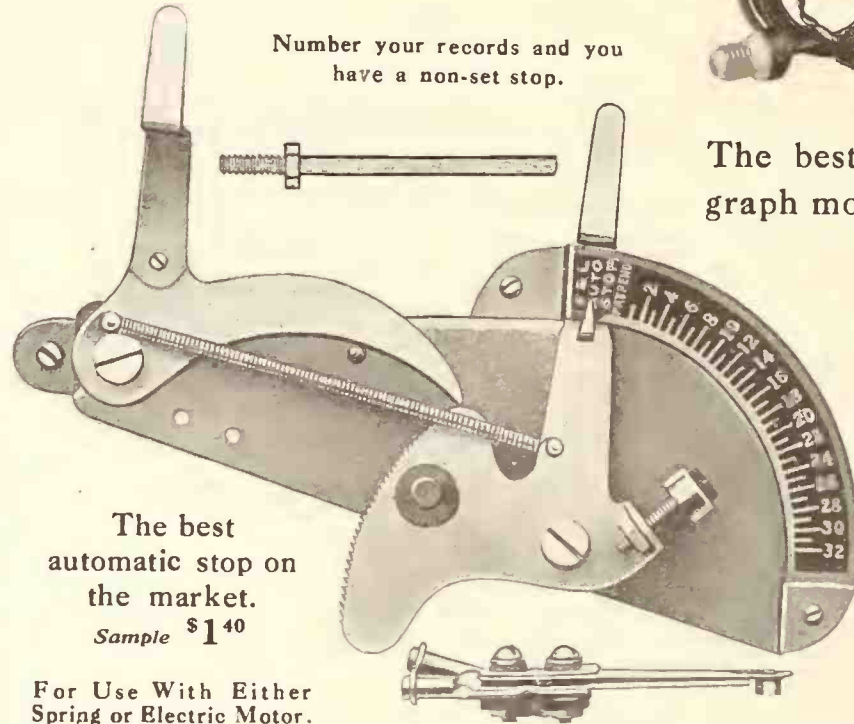
The lowering of prices of the necessities of life, where raw materials and labor have to come together, must come slowly. Prices have come down slowly, and they will continue to come down slowly. There cannot be anything like a sudden smash in prices.

To our friends in the trade we extend our best wishes for a Merry Christmas and a Happy New Year.

Send for a sample electric motor Complete \$19.50



Number your records and you have a non-set stop.



The best automatic stop on the market. Sample \$1.40

For Use With Either Spring or Electric Motor.

The best electric phonograph motor on the market. Made for use on voltages from 32 to 250.

Send for our parts catalogue

LAKESIDE SUPPLY CO.

416 S. Dearborn St. CHICAGO, ILL.

Telephone Harrison 3840

A Deciding Factor in Retail Sales for 1922

By CHARLES S. MCCOY, President, The Cheney Talking Machine Co.

A representative of The Talking Machine World recently asked Charles S. McCoy, president of the Cheney Talking Machine Co., for his views about the talking machine industry. In reply Mr. McCoy handed The World's representative a copy of the November Cheney Resonator and pointed to a letter therein, which he had written to a customer, and which is worth reproducing for its many merits of matter and style. Said Mr. McCoy to his customer, in part: "November 2, 1921.

"Dear Mr.
"The questions raised in your letter of the 24th inst., are rather difficult to answer briefly and we can do no more than give you an out-

line of our ideas in this letter. However, we repeat your three specific questions with our answers in the order in which you have put them to us.

"1. What, in your opinion, will be the deciding factor in retail sales of talking machines during the next few months?"

"Value! This has always been an important consideration, but the increasing tendency on the part of consumers to be supercritical of values makes it more necessary than ever before to lay emphasis on the value of the merchandise you sell.

"Price does not make value, but the combination of right price and quality does. Sell your customers the quality of your merchandise and, with prices right, you will make sales.

"2. What effect upon consumers do you anticipate will result from your recent price reductions?"

"The Cheney reduced prices will have a very wholesome effect on your business, if you will acquaint your customers and your salespeople with the fact that these sweeping reductions have been made; and if you will emphasize their favorable relation to the purchasing power of the dollar. In other words, we get back to value. We feel sure the following facts will be interesting to everyone—use them:

"A report issued by the U. S. Department of Labor, Bureau of Statistics, indicates:

"Average cost of foods in September, 1921, 46 per cent higher than 1914.

"Average cost of clothing in September, 1921, 90 per cent higher than 1914.

"Average cost of miscellaneous merchandise in September, 1921, 101 per cent higher than 1914.

"Average cost of fuel and light in September, 1921, 79 per cent higher than 1914.

"Compare the above figures with:

"Average cost of Cheney phonographs (upright models), September, 1921, 22 per cent higher than 1914.

"Improvements made since 1914 represent increase in intrinsic value equal to fully half of this difference.

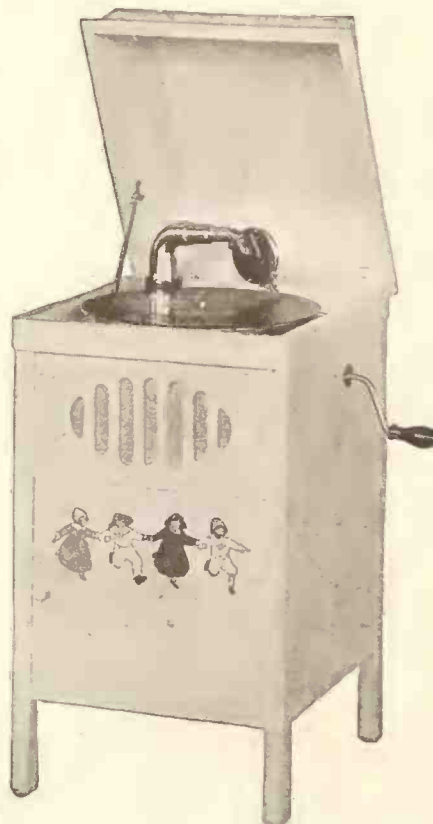
"Average cost Cheney phonographs (Art models) September, 1921, 5 per cent higher than 1918, when they were first introduced.

Even After the Holiday Rush

you can stimulate your sales with this

Baby DeLuxe

It has proven a sensational seller and attraction and warrants your investigation.



THE SYMPHONY MUSIC CO.

1020 Wilson Avenue CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

"3. What can we do to make the most of the present situation?"

"You should advertise, to get people into your store and, above all, have your salespeople 'on their toes.' We recommend that you stress the Cheney price reductions—the commanding values in the Cheney line—and the supreme quality of the instrument.

"We have splendid advertising helps.

"Use these as freely as you can and, above all, see that your salespeople are 'sold.'"

Value of Explanation in Retail Salesmanship

By RAY M. REILLEY, With the Columbia Graphophone Co., Chicago

Editor's Note: The author of this article has been in the phonograph business for twelve years, during all of which time he has been engaged in marketing Columbia Grafonolas and records. At one time he was manager of the talking machine department of the Central Piano Co. and had the enviable reputation of leading the list of retail merchants in Columbia sales.

"Interest the customer in other than the record he or she asks for." How many times have we heard this propaganda advanced for the benefit



R. M. Reilley

of talking machine merchants everywhere? But has the dealer ever actually been informed as to just how this is accomplished? In other words, would not a laboratory study of actual sales be of interest to any talking machine merchant? It is a simple thing to say there are any number of good records on the shelf that the customer is interested in and to which he only needs an introduction in order to purchase. But just what is the exact method by which this is accomplished? What is the most tactful way to interest the customer without seeming to force the salesman's personality upon him?

Only one source of information can correctly

"It is a case of work these days. Those who work the hardest—with the most intelligence—are getting results. Our reports show that merchants who are vigorously advertising and working for business are getting plenty of it; and they deserve it.

"Our advice to you is to push the sales of the standard models to the limit. At the new prices they represent values which are unapproached, and as for style and general desirability they satisfy the most discriminating."

state this most valuable asset of the talking machine salesman and that is the source of experience itself. The only test of a successful record salesman is the number of satisfied customers that issue from his doors carrying more records than the customers originally intended to purchase. Perhaps nowhere is the competition so keen as in the congested business sections of large cities and nowhere does there exist more thriving talking machine departments than in Chicago's Loop, which territory it happens to be my privilege to cover for the Columbia Graphophone Co. Here the store that sells more records than its competitors sells them solely because of salesmanship. Therefore a study of the successful methods employed in this particular section is certain to be of interest to talking machine merchants in all parts of the country as indicating what is correct or incorrect in handling a customer.

Let us imagine the prospect entering a store. He asks for the record of "Wabash Blues." He is handed it, and at the same time is asked whether he has heard the somewhat similar number, "Happiness." The customer, in most cases, will answer in the negative, saying something approximating: "No, I don't like that." Right here is where perhaps 75 per cent of talking

machine salesmen lose out. They do not attempt to interest the customer in the record which the customer has refused. An inefficient salesman will immediately proceed at this point to lay the record aside and search for something else. Not the efficient salesman, however. The latter will tactfully endeavor to ascertain why the customer does not like the record. In nine cases out of ten he will probably discover that the customer knows nothing about the number and answers in the negative only in a spirit of self-defense or a preconceived instinctive dislike because he feels he is being sold something he does not like. It is the salesman's business to explain the record. The only way he can do this is by having an intimate knowledge of the record itself. He must know who made the record, where it was made, what the reputation of the artist recording it has been built upon, etc. He must know the publishers who published the song and the shows, if any, it is featured in. All these things are of interest to the customer.

There are many hard-working people who do not get down to the Loop very often and who do not know just exactly what they want. It is hard for them to find out, but tact and experience on the part of the record salesman would bring to light in a very few words whether the customer will be delighted or displeased at certain record suggestions. Certain suggestions in certain localities sell better than others, but there are certain people in every locality who are prospective customers for records which other people might not care for in the least. In other words, there are certain standard selections throughout the catalog which can be sold to a percentage of people in any locality. In most cases they are the records which the customers know nothing about. I happen to recollect an incident in a certain downtown department store which is a good illustration of how a customer can be sold after refusing a number.

I was in the talking machine department at the
(Continued on page 124)

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.

is not new and untried, but has a three-year record of successful achievement behind it.

It does not look like an attachment, but harmonizes with the machine and gives the appearance of being an inherent part of it. It is controlled and operated by the lever same as the Edison and is the only reproducer that absolutely synchronizes when playing both hill and dale and lateral records.

The combination of the wonderful Edison phonograph and the Sterling Reproducer makes it possible to play other than Edison records better than the machine for which the records were originally intended.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)



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.
Arcino Co.

Manufacturers of
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"

time this gentleman came in and asked for a certain record. He was given the record, after which he was asked whether he would not like to hear some more selections. The young lady suggested piano selections. The idea seemed to take with him. She brought out two or three classical numbers and he did not buy. He handed them back, with the words, "No, I guess I don't like piano numbers after all." Just at this point I stepped over and suggested to the girl that she offer the selection, "Hold Me," which is a popular number with a snappy piano accompaniment. This made a big hit with him and he immediately wanted to hear some more like it. He ended by walking out with three more records than he had intended to purchase. To sum it all up, the knowledge of the records

themselves and the artists who make them is at the bottom of successful salesmanship. You cannot offer the proper selection if you do not know what is on your shelves. That brings it down to the final point of enthusiasm, for without enthusiasm in this most attractive of businesses the record salesman cannot interest himself in the various numbers he has for disposal. In conclusion, the suggestion might be added that it is highly important in the selling of records to instruct record salespeople to carefully play over the different selections as they are released and also the stock numbers in the racks with which they are not familiar whenever opportunity permits. This will enable them to intelligently inform customers of the interesting features of the various records.

Reasons Why 1922 Will Reward Fighters

By S. A. RIBOLLA, General Manager, General Phonograph Corp. of Chicago

To the slogan "1921 will reward fighters," the writer wishes to add "so will 1922." Those of us who are still left in the phonograph industry must have followed this suggestion either consciously or unconsciously, otherwise we should not have survived the worst slump and depression in business that our industry has ever experienced.

The year 1921, particularly in the so-called independent phonograph industry, has been one of forced liquidation. Undoubtedly a large proportion of the business done has been done at so-called "slaughtered" prices.

During the early part of the year 1920 nearly every manufacturer in our industry was overcrowded with orders, and the feeling was that this would be a banner year. The demand for phonographs was so great that many manufacturers built additions to their factories, and increased their output to the utmost. The slogan was "produce the goods regardless of cost." The bankers were patting the manufacturers on the back, and telling them to go ahead. Then suddenly the banking interests completely reversed their attitude toward manufacturers, suddenly refused to make further advances, and insisted on manufacturers cutting down their bank indebtedness.

This sudden action undoubtedly precipitated the so-called deflation, and brought about a real business crisis in nearly all branches of industry.

We all knew that deflation was inevitable sooner or later, but the prevailing general opinion of manufacturers and business men during the early part of 1920 was that deflation would come about in a natural way during the following year.

It is a fact that many manufacturers in our industry had actually in hand in the early part of 1920 large contracts and orders, which apparently justified them in expanding their output, but when the banks began to put on the screws the manufacturers soon began to receive hold-up instructions for goods which had already been manufactured, soon after followed by actual cancellations, entirely regardless of the orders or contracts which they actually possessed, and totally regardless of any "business morality."

This left many phonograph manufacturers either with large stocks of completed or partially completed machines on hand, and many with tremendous stocks of material which had been bought at very high prices. Consequently, many manufacturers in our industry were forced into bankruptcy or in the hands of Receivers or Creditors Committees.

I wish to point out that the average increase in retail prices of phonographs since 1914 to the highest peak of 1920 was approximately about 40 per cent, and this in spite of the fact that certain materials used to a considerable extent in the construction of phonographs increased in

cost 300 per cent, and in some instances more.

This is pretty good evidence that the phonograph manufacturer was not guilty of any excessive increase or inflation of prices—on the contrary the advance in prices of our industry were very moderate.

Writing on behalf of the General Phonograph Corp., I wish to point out that comparing our pre-war prices to the highest peak prices of our phonograph motors, tone arms and sound boxes shows an approximate increase of only about 25 per cent—this very moderate increase in our prices was to a considerable extent made possible by greatly increased output.

My observation has been that the phonograph business during the past several months has been very much better than during the same period of last year, and I believe that from now on there will be a steady gradual improvement.

The increase in price of cotton and tobacco has already produced a favorable influence on business throughout the Southern States. Building trades throughout the United States are gradually gathering headway which should ultimately lead to the biggest building boom which this country has ever experienced, and which will favorably affect many industries as well as labor conditions in general. This ultimately will lead to greatly increased sales of phonographs.

Undoubtedly, if some arrangement can be made to stabilize foreign exchange, it will have a very favorable effect on our exports, particularly of farm products. If this can be accomplished, it will assist the farmer very much in getting back to the buying mood, and will have a very favorable effect on the phonograph industry.

I wish to point out that according to the best available statistics obtainable there are ap-

MAIN SPRINGS FOR ANY PHONOGRAPH 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, .023x13 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—25/32 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—3/4 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.
- These 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 year bulletin, which shows everything in phonographs, musical instruments, supplies and accessories. This bulletin is used as a buying guide by hundreds of dealers. Our prices are exceptionally low. Send for bulletin. It is free.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 124)

proximately 22,000,000 families in the United States and that less than one-half are provided with phonographs as yet—besides this, it is estimated that fully 1,000,000 new families per year are started in the United States, so that there is still a very large field open—I am a firm believer in the slogan "a phonograph for every home."

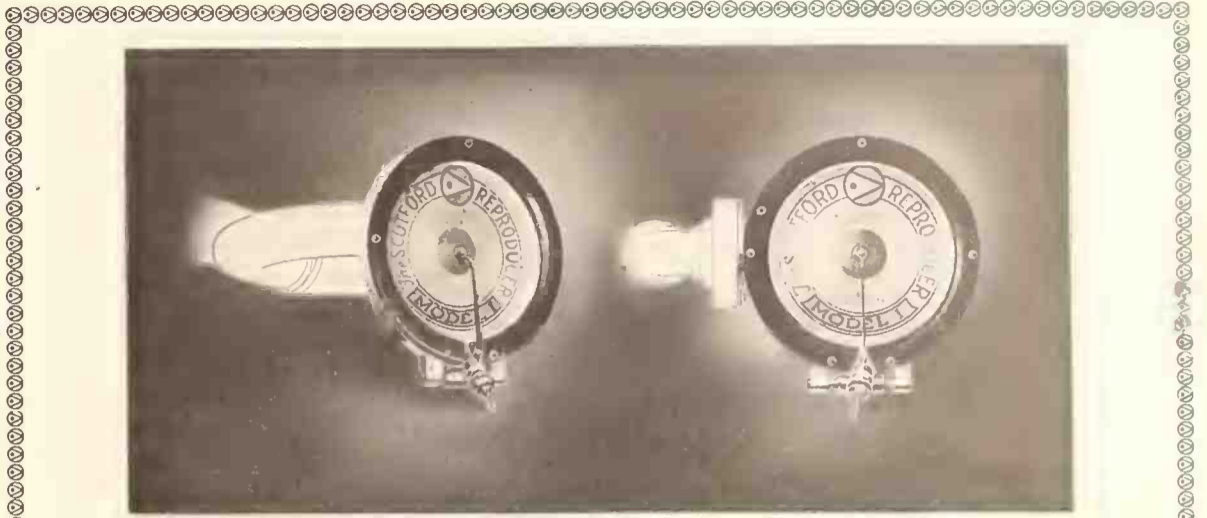
The return of "normalcy" means the return again to large business in the phonograph industry, and prosperity in this line for many years to come, as this field is still far from the point of saturation.

Regarding suggestions for 1922—I believe that it would be wise for all phonograph manufacturers to advertise extensively and nationally, and to emphasize these two facts, viz.:

First—That the increase of prices of phonographs during the war period was approximately only about 40 per cent, and many high grade manufacturers have already made reductions, which bring present prices down, on high grade instruments, to normal, taking into consideration the present higher level of labor and some material.

Second—Many instruments now being advertised at very low, slaughtered prices are principally of inferior quality, and usually of bankrupt stocks or receivers' stocks, which are being forcibly liquidated, in many instances at less than cost, and this is only a temporary condition.

In my opinion the public should be made to comprehend that the phonographs which are



Scottford Model I Reproducer on Victor and Columbia

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



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

being very extensively advertised at very low prices are of inferior quality, are being sold at less than cost and under forced liquidation, so as not to get fixed in their minds the idea that phonographs should in the future be sold at any such low prices, and the manufacturers of high grade phonographs should impress on the minds of the public the fact that the increases of prices of phonographs during the war did not exceed 40 per cent.

was how to fill orders fast enough, we are certain to be disappointed.

There will be an increased volume of business in 1922, but it will go only to the manufacturers and dealers who fight aggressively to get it. There are many classes of people, especially those with fixed incomes, who are appreciably better off to-day than they were two years ago.

The dealer who expects to prosper must be on his toes all the time, ready to take advantage of every opportunity. The manufacturer also must be awake to sales possibilities and be prepared to develop new outlets for his products to offset any slowing up of demand in established channels. Well-directed dealer co-operation will be a most effective means of building up a satisfactory sales total. Close attention by the manufacturer to the retailer's requirements, and a sincere effort to help him gain sales, will develop substantially better business relationships.

The Great Opportunities for Sales in 1922

By CHRIS. G. STEGER, President, Steger & Sons Piano Mfg. Co., Chicago

By analyzing present business conditions, in endeavoring to shape a reliable forecast for the coming year, the earnest investigator will discover many important indications pointing the way to better times.

Impressive statistics might be cited wholesale to support this statement, but none could be as illuminating as the simple, though deeply significant, fact that public confidence has returned. The pessimistic utterances of a few months ago have given way almost entirely to a healthy and universal optimism. Business men are beginning to look at the bright side of things and to plan their coming activities on a broader scale. This commendable outlook on the future is shared by merchants, manufacturers and bankers alike.

A noted wholesale merchandise house states: "Business is distinctly better. In nearly all lines costs are becoming more stable. Confidence is growing that values are approaching their new permanent level. Beyond doubt, the worst of the post-war reaction is behind us and a solid foundation is being laid for a new era of prosperity, which will insure employment for all workers, and active business for all merchants who work for it."

This optimism is emphasized by the National Bank of Commerce, of New York, which, in a recent bulletin, states:

"Improvement in business and finance is becoming more distinct, and though progress is gradual, it is on a substantial basis."

Hundreds of other equally significant expressions of confidence might be mentioned, but these are sufficient to show the trend of public thought. That this optimism is well founded is beyond question. Recent happenings in politics, in commerce and in banking confirm it.

The very fact that business men have abandoned a pessimistic attitude is by far the most encouraging sign of the times.

When I am asked my opinion on present conditions and as to sales possibilities for the coming year, I invariably think of a very clever slogan card which was brought to my attention several months ago. At the top in bold-faced capitals appeared the familiar question, "How do you find business?" and at the bottom in red was the pertinent answer, "By going after it!"

This should be the keynote of our activities during 1922. If we expect a return to the conditions of two years ago, when the big question

CONDITIONS THAT ARE OPEN TO CORRECTION

By CARL KNITTEL, Sales Manager, Wolf Mfg. Co., Chicago

Time and again you will hear this remark up at the front end of the store, "We can't sell talking machines!" Then, if you look around, you will at first be unable to find the machines at all, but later, after a diligent search, you will discover them at the back end of a balcony.

In other words, instead of utilizing the power of suggestion to help sell talking machines they make every prospect voluntarily ask for it before they show him one.

Now look over the cabinets and they are full of finger marks, the turntables dusty, needles strewn all over the motor board and needle cups
(Continued on page 126)

THE MANDEL TONE ARM AND REPRODUCER

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

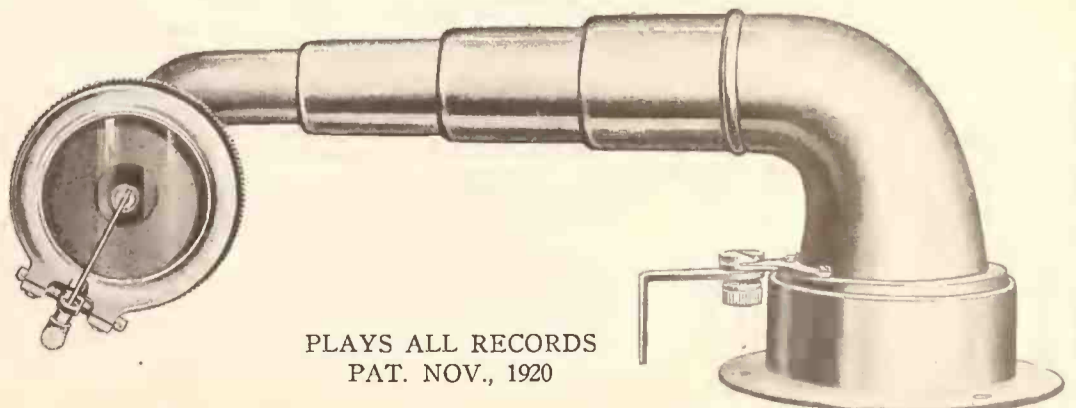
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

MANDEL PHONO PARTS CO.
1329 W. LAKE ST. CHICAGO, ILL.



PLAYS ALL RECORDS
PAT. NOV., 1920

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

that look as though they had not been cleaned for months. As an experiment ask someone to play a machine for you and they have no records handy. When they do produce one it is usually all worn out, with little or no clearness and much less beauty of tone.

Let us be fair; is it the talking machine's fault? If you were a customer yourself, what would you do if you walked into a store and found clean, fresh-looking stock in an attractive, suggestive surrounding and heard not a mess of

worn-out records but selected numbers picked especially to bring out the various tone points, and then went into another establishment with the service such as first described? You would buy every time where they were well displayed. So why not look over the stock a little bit, have it freshened up, polish the nickel work, pick good records and move machines where they'll be seen? Then try it again and see how much better they will sell, apart from augmenting the reputation of your house.

PORTLAND AND INDIANA FIRMS JOIN

McDougall Music Co., of Portland, Announces Affiliation With C. G. Conn, Ltd.

PORTLAND, ORE., December 4.—W. A. McDougall, of the McDougall Music Co., exclusive Columbia dealer, announces that the company has become affiliated with C. G. Conn, Ltd., of Elkhart, Ind., and that hereafter the firm will be known as the McDougall-Conn Music Co. of Portland. Mr.

McDougall will remain as president and general manager and C. D. Greenfield, president of the Conn factories, will be the vice-president of the new firm.

Mr. Greenfield, while in Portland last Summer, became interested in the business prospects of Portland, and it was suggested that the formation of a partnership as above might be mutually beneficial, in that it would give the patrons a direct-from-factory service. The deal followed.

The firm has a fine location at 129 Tenth

street, occupying the entire three floors of the building, which has been remodeled to meet the purposes of the business. The main floor of the building contains the Grafonola department and the small goods and sheet music departments. The record demonstration rooms and large and well-designed period demonstration rooms are on the mezzanine floor. The third floor of the building is handsomely equipped as a recital hall, which is in great demand by the music teachers and musical organizations of the city.

OREGON ASSOCIATION GIVES DANCE

Dance of the Oregon Music Trades Association in the Recital Hall of the McDougall-Conn Music Co. Is Largely Attended

PORTLAND, ORE., December 4.—The Oregon Music Trades Association held a most successful dance recently in the recital hall of the McDougall-Conn Music Co. Music was furnished by "The Gordon Six" orchestra. Those in charge of the affair were C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed, French Piano Co., and Louis Mack, sheet music dealer in the Bush & Lane store. They were assisted by W. A. McDougall, of the McDougall-Conn Music Co.; Frank M. Case, manager of Wiley B. Allen, and William Hoedecker, of the Seiberling-Lucas Music Co.

INSTALL UNICO EQUIPMENT

Greenwood Piano Co. Remodels and Enlarges Its Warerooms—Five Demonstration Booths

YOUNGSTOWN, O., December 6.—The Greenwood Piano Co., talking machine dealer of this city, recently beautified and increased the efficiency of its wareroom through the installation of extensive "Unico" equipments. The equipment consists of five demonstration rooms, to be used for both players and talking machines, and a player roll and record department with "Unico" counters. The entire equipment is finished in ivory and was installed in record time. It is stated that twenty-four hours from the time the order was received by the Unit Construction Co., of Philadelphia, the entire equipment was crated and on its way to this city.

TIMELY DEALER PUBLICITY

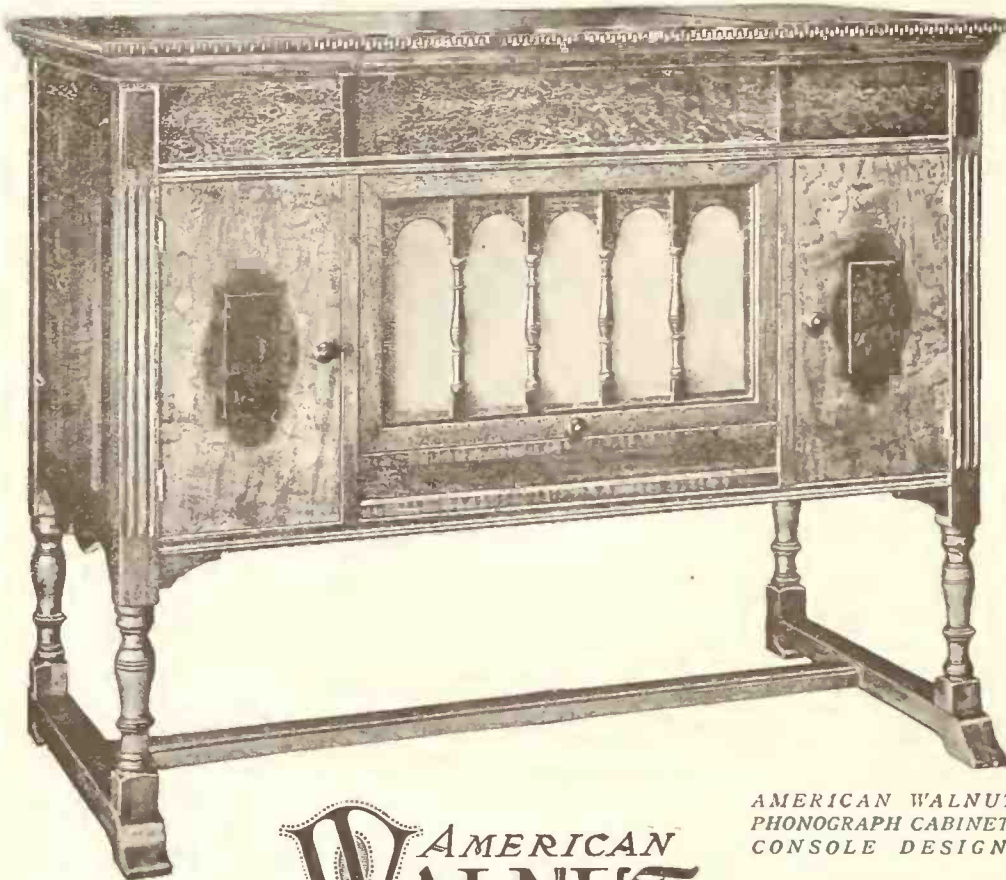
King's Pharmacy, Lewistown, Mont., progressive and successful Sonora dealer, is giving publicity to Sonora phonographs through the use



Display of Community Music House of outdoor signs and fair exhibits. The accompanying illustration shows one of the booths maintained by this dealer at a recent fair, together with one of the outdoor signs that it is using to advantage.

H. J. Kennedy has been made manager of Widner's Grafonola Shop, 351 Main street, Worcester, Mass. Mr. Kennedy has been associated with the company for the past five years and is a progressive personality.

All of our advertising contains this excellent advice—
"Be Sure Your Walnut is ALL Walnut."



AMERICAN WALNUT
"The Cabinet-wood Superlative."

AMERICAN WALNUT
PHONOGRAPH CABINET,
CONSOLE DESIGN.

A Well-Made Piece in American Walnut Sells Itself.

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

Write for data for MAKERS or data for DEALERS—and that invaluable "Brochure de Luxe" for your SALESMEN. Address the responsible producers of American Walnut lumber and veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.

SENATORIAL FRIENDS OF THE TRADE

Music Industry Owes Debt of Gratitude to Senators Frelinghuysen and Edge, From New Jersey, for Elimination of Excise Taxes

In these days when Senators and Congressmen are so freely criticized for real or fancied shortcomings, members of the music industry, and particularly of the talking machine trade, are firm in their appreciation of the notable services rendered by Senators Frelinghuysen and Edge, of New Jersey, who are directly responsible for introducing and winning support for the amendment to the new Revenue Act exempting musical instruments from excise taxes.

Many factors in and out of the industry played important parts in developing support in Congress for various suggested movements calculated to free the music industry from the excise tax burden. There is no question but that the several months of work on the part of the Music Industries Chamber of Commerce and its allied organizations, the music clubs throughout the country, and the Federation of Women's Clubs had the effect of acquainting Senators and Congressmen with the trade attitude towards the tax and the reasons offered for its elimination.

First there came the support of the Smoot suggestion of a general sales tax and almost as a final thought the amendment introduced by Senator Calder, designed to free certain musical instruments and parts, including pianos, from the excise tax, but leaving it on talking machines.

Then came Senator Frelinghuysen with the support of Senator Edge in introducing the amendment striking out entirely the paragraph providing for excise taxes on musical instruments, rolls and records and, freeing the trade from all excise taxes. It is a victory such as few had hoped for, in view of the attitude shown when previous attempts had been made to secure relief.

The actual introduction and putting through of the amendment simply represented the culmination of the work of Senators Edge and Frelinghuysen, who had previously approached the various Senators, particularly those who had shown themselves somewhat hostile to the demands of the music industry, and won these objectors over to the cause.

Those who watched the progress of the tax fight throughout the last five months are prone to admit that the entire music industry owes a distinct debt of gratitude to the Senators from New Jersey for their work in bringing about the complete elimination of the excise tax. It may be that the various other forces helped materially in preparing the way for the final stroke, but it was the two Senators mentioned who actually put over the move.

A number of members of the talking machine trade have already taken it upon themselves to write letters to the Senators thanking them directly for their efforts, and such expressions of appreciation are fully in order.

NEW VICTOR BOOK ON OPERA READY

The Sixth Edition of "The Victrola Book of the Opera" Is Ready for Distribution

CAMDEN, N. J., December 8.—The sixth edition of "The Victrola Book of the Opera" is now ready, according to an announcement by the Victor Co.

The new book is larger in size than previous editions and the stories of more than one hundred operas are told in clear, concise English. Victor records are listed at the end of each opera for the convenience of Victrola owners, so that the dramatic development of each opera plot is not interrupted.

Limited quantities of the book will be forwarded to wholesalers in time for the holiday season. The book is designed for general reader interest, as a reference volume for colleges and schools, or for libraries.

The emptiest man and the emptiest store are most talkative.

BRUNSWICK CONSOLES POPULAR

Big Demand in Eastern Territory—Manager Strauss Calls Conference of Traveling Representatives to Insure Fair Apportionment of Phonographs and Records to the Trade

The phonograph division of the Brunswick-Balke-Collender Co., New York, reports that Brunswick dealers are literally flooding the offices of the Eastern headquarters with orders for the new console models, which were announced to the trade in October. These new consoles, the Cambridge, the Colonial, the Queen Anne and the Stratford, are all meeting with an equal demand, but dealers in some sections of the East seem to favor the Stratford model, which they claim is finding a ready market with the better class of trade, attracting a desirable clientele of buyers. E. A. Strauss, Eastern sales manager, is exceedingly busy trying to take care of these many orders, as the demand has been beyond expectations, but the Brunswick Co., Mr. Strauss stated, is making every effort to produce and ship enough of these models in time for the holiday season and give the dealer the opportunity to capitalize on the timely popularity and demand which they have created.

In order to insure a fair distribution of Brunswick phonographs and records during the holidays, whereby every dealer would be given his proportionate share of goods, Mr. Strauss called into conference all traveling representatives in the East, when ways and means to take care of every territory were discussed at length, each representative estimating the demand for his territory and a fair quota of merchandise was assigned for distribution, thereby assuring dealers in every territory of their pro rata share of goods for the holiday trade.

INTRODUCING NEW RADIO MAGNAVOX

W. R. Davis, Eastern sales manager of the Magnavox Co., recently took an extended trip through New Jersey and Pennsylvania, calling on talking machine dealers in the interests of the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago. Mr. Davis stated that his trip was a most successful one, as dealers received this new instrument most enthusiastically, and as it opens up an entirely new field to the talking machine dealer and also promises to become a decided asset in the making of sales of both talking machines and records.

NEW EDISON RESEARCH DEPARTMENT

School Research Department at the Edison Laboratories Outlines Its Objects and Requests Co-operation of Dealers

An announcement and description of the new School Research Department, of the Edison Laboratories, which is conducted by Dr. Charles H. Farnsworth, was recently distributed among Edison dealers throughout the country, together with a request for the co-operation of the dealers in carrying out the objects of the department.

The primary object of the organization is to lay a foundation for musical culture in the schools. The new department will carry on research to determine what particular compositions by the great masters possess the greatest appeal to the youthful mind and in this way promote an interest in good music. The plan also includes the selection of music which will interest the parents of the children. An effort will also be made to stimulate in the schools the desire for more than one instrument, instead of the one machine which is usually moved from room to room as needed.

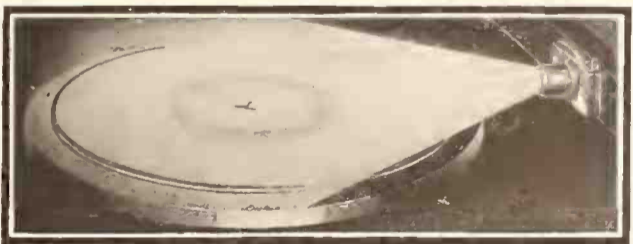
Dealers are asked to co-operate with the department to the extent of sending in the names of the heads of the schools and making known the existence of the department to persons in the community who may be interested. The headquarters of the School Research Department are at 473 Fifth avenue, New York.

NEW BRUNSWICK AGENT IN ORLANDO

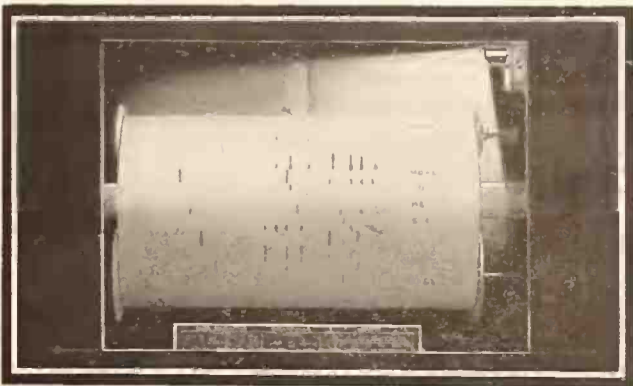
ORLANDO, FLA., December 7.—The Staton & Fife Piano Co., of this city, have just been made Brunswick representatives here. This firm are very enthusiastic about Brunswick records and phonographs and are giving the new line a great amount of local publicity. The firm are going right after business and are well pleased with the co-operation received from the Brunswick headquarters.

H. C. SAMPTER BETROTHED

Herbert C. Sampter, associated with the factory of the General Phonograph Corp., at Newark, N. J., and a brother of E. L. Sampter, advertising manager of this company, was betrothed recently to Miss Ruth Lustig, of New York City. It is understood that the wedding will take place the latter part of this month. The World extends its congratulations.



PHONOGRAPH and PLAYER-PIANO.



IT'S NECESSARY—VERY NECESSARY.

PRICES REDUCED

MR. MERCHANT, here is your opportunity to place a Record Flasher on every phonograph and player-piano you sell and your regular customers that have instruments will buy at sight.

It's low in price—within the reach of every one. Beautifully finished and fully guaranteed.

Attractive advertising matter furnished with each unit package of 12, which may be assorted in Nickel and Gold finishes.

Order at once—don't delay. Easily sold and very profitable.

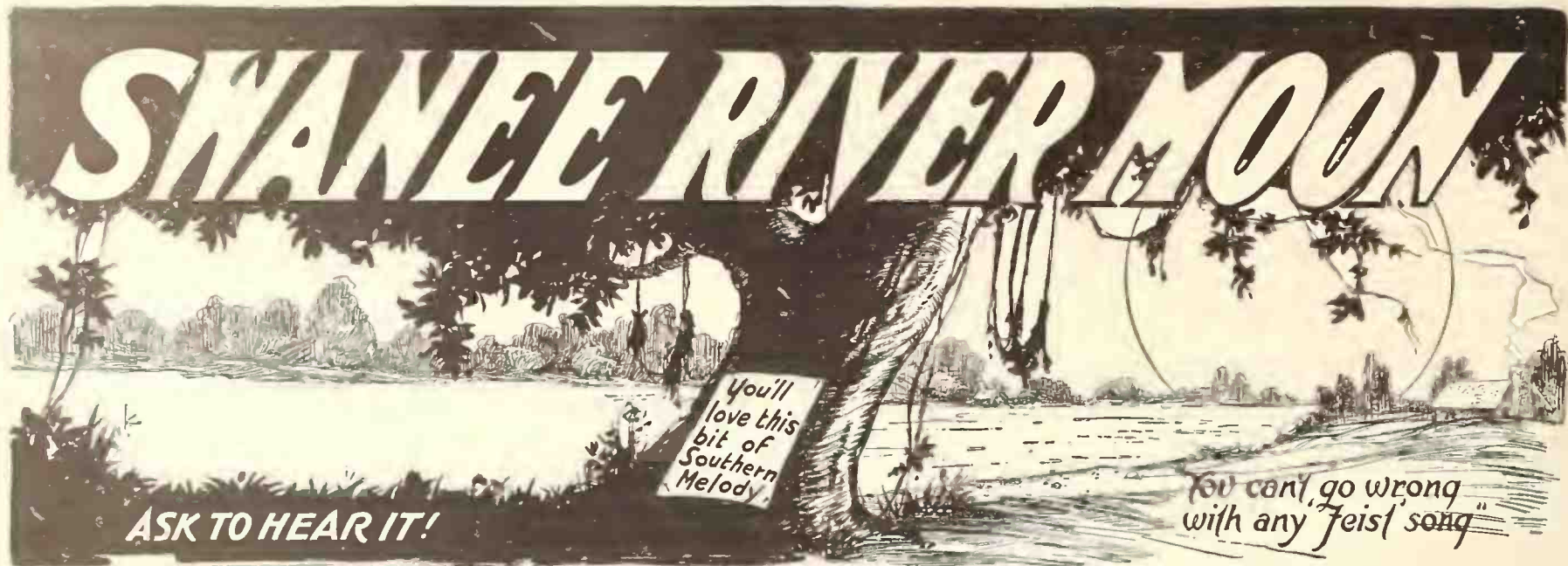
NEW RETAIL PRICES

- Nickel Finish, with battery....\$3.00
- Gold Finish, with battery..... 3.75
- Extra batteries75

Liberal Discounts to Dealers.

STANDARD ACCESSORY CORPORATION

355-57 E. Water Street
MILWAUKEE, WIS.



LOOKS LIKE "TALKER" CHRISTMAS IN ST. LOUIS TRADE

Conventional Models Much in Favor, but Consoles Have Quite a Vogue—November Business Exceeded Expectations—Music Merchants' Association to Hold Important Meeting—Budget of News

St. Louis, Mo., December 6.—It is going to be a talking machine Christmas in general and a console Christmas in particular. There is a good demand for the conventional models, but the trend is strongly toward the consoles, with indications that it may reach the intensity of a craze. Whether it is to be a passing phase or a permanent change is a matter about which dealers differ. Some say the conventional models will be driven out and others as positively assert that they will hold their own and come back stronger after the consoles have had their day. However that may be, there is no mistaking the tendency of the present demand.

Sales of Period Styles Predominating

There is a probability that the heavy sales of expensive period styles will counterbalance the December rule of a predominance of sales in the middle register of prices, \$150 to \$250, and the accelerated movement of the cheaper run of machines for Christmas delivery. Early ordering for Christmas delivery is not as general as it was last year, because it is pretty well known by this time that there is not likely to be a scarcity. Some are buying and having the machines put away, but for the most part those who want Christmas delivery are taking their time about purchasing.

Brunswick Phonograph in Concert

Gene Rodemich's orchestra and the Brunswick gave a Saturday matinee at the Famous & Barr Co. music salon which drew a big crowd. The Rodemich outfit has been making Brunswick records and it played "Just Like a Rainbow" in comparison with the record which it had made. Ted Fereda, formerly of New York, now of St. Louis, who wrote "The Love Bird," gave his own interpretation of it on the piano. Then there was anniversary and music week at the New Grand Central Theatre, where the

Rodemich orchestra plays, and Rodemich's "Cry Baby Blues" was played by the orchestra and the Brunswick Stratford.

Many Vocalion Sales Reported

Manager Chrisler, of the Aeolian Co., reports that the retail Vocalion sales for November were far ahead of last year. The readjustment of prices of the period and conventional models has attracted favorable attention. Manager Chrisler declares that the values being given are the greatest ever given, regardless of pre-war prices.

November Business Exceeds Expectations

Manager Ennis, of the Grand-Leader talking machine department, says the November business exceeded anything that was expected. It was expected to double the business of the preceding November, but it did more than that. The movement was mostly of high-grade periods and uprights and the cheaper styles, down as low as \$75 and \$100, with the medium styles not doing quite so well. There was a good sale of Victrolas at \$250 and \$300, the new Brunswick Colonials, Stratfords and Queen Annes and Sonora standards.

Meeting of Music Merchants' Association

The Music Merchants' Association of St. Louis, constituted in considerable part of talking machine dealers, will have a meeting after Christmas to decide whether to go on or quit. Interest has been lagging of late and there is a feeling on the part of some of the members that keeping it going costs too much in time and effort. Others hope that after the Christmas rush there will be a revival of interest in the Association and that its usefulness will not be brought to an end.

Becomes Manager of Phonograph Shop

Paul Gold, for eight years with the Silverstone Music Co., latterly as field representative in the South, has resigned to become manager of the Phonograph Shop (exclusively Edison), Memphis, Tenn. L. M. Schlude, who has been in the Silverstone retail department, will succeed him in the Southern field. Mr. Gold succeeds D. E. Porter.

R. V. Johnson Heads Vocalion Department

R. V. Johnson has been placed in charge of both the wholesale and retail Vocalion departments of the Aeolian Co. F. D. Brandt, formerly in charge of the retail department, has been transferred to the piano staff.

Columbia Happenings

E. M. Morgan, branch manager of the Columbia Co., has just returned from a business trip to Memphis, Paducah and Little Rock, where he reports an increased effort is being made by the dealers there to make a heavy Christmas clean-up. M. E. Rubinowitz dropped into the office to leave an order. He thinks the mails from Litchfield, Ill., are too slow. Fred P. Wat-

son, of the Fred P. Watson Co., Johnston, Ill., also called at the branch office.

Local Columbia dealers recently featured Charles Hackett in their window displays and mailing lists. Mr. Hackett sang at the Odeon December 2 and 3.

Rolens & Millikan, Murphysboro, Ill., are exhibiting a Columbia machine twenty-five years old, the owner of which has recently purchased a new Grafonola, but refuses to part with the old one because he says if he ever has any trouble with one machine he can always fall back on the other.

Mr. Shubert, of the St. Charles Music Co., St. Charles, Mo., hired a couple of energetic young men to start a sell-by-truck campaign. One of the young men hustled out to buy a truck, but the other one beat him to it and had an order for one Grafonola by the time the truck was on hand. They're out of sight now, but we've got both ears open.

Pfeifer Bros., Little Rock, Ark., had an unusually attractive Columbia exhibit at a fair in Little Rock recently.

Individual Style Makes Hit

Miss Merritt, manager of the Scruggs, Vandervoort & Barney talking machine, says there has been a remarkable response to the announcement of a console model Victrola, built to the firm's order from its own design. It was put out first during the firm's anniversary sale at a close price, but has now been priced at \$275, which is to be the permanent figure.

Some Personals

W. L. Scott, formerly with the Stout Music Co. at Kirksville, Mo., has been appointed manager of the talking machine department of the Lehman Music Co.

J. H. Bennett, assistant manager of the Brunswick Co., has returned from a business trip to Chicago.

A. F. Odell, of Odell's, Inc., Quincy, Ill., was in St. Louis a few days recently.

W. E. Krug, Jr., Edison dealer at Staunton, Ill., spent a few days in St. Louis, part of the time at the establishment of the Silverstone Music Co.

Miss Ruth O'Brien, of the record department of the Baldwin Piano Co., has returned from a trip to New Orleans.

The concert of the Eight Victor Artists here last month was so successful that the Tri-State Victor Dealers' Association, under whose auspices the concert was given, is \$1,000 to the good. Last year there was a deficit of \$600. It is planned to have the artists two nights next year.

J. Ed Black, of Springfield, Mo., has moved into a new store, in which two floors are devoted to talking machines.

The Redman & Son department store at Olney, Ill., has opened a Vocalion department.

The Symphony Shop has been opened at Tenth and Olive streets, selling the Symphony machine and Emerson records. N. D. Giles is the manager.

WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose. Send for rates.

Phonograph Recording Co.

260 West 42nd Street
New York City

Phone: Bryant 6389

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Making Christmas Shoppers Stop and Buy

ONE effective way to make a Christmas display that will attract attention is to fill the background of your window with white cheesecloth or bunting and cover the floor with white cotton and imitation snow. At the left set a Christmas tree with the usual ornaments and small electric lights of red, blue and white, to represent the candles. At the right place a cabinet model talking machine, and on it a card lettered in green, red and gold, with the following wording: "The Christmas Gift Supreme—(Name of Machine)—John Dough & Co." At the topmost point of your Christmas tree arrange a small searchlight so that the light shines continuously. This light should be pointed so that it falls upon the top of the talking machine and illuminates the sign. Such a searchlight can be made by either using a small standard current bulb with a reflector and necessary side pieces, or by merely attaching a small flashlight with the switch fastened down. In this case a new battery would probably have to be supplied three or four times before the display is discarded. The other window lighting should be kept very dim, so that the searchlight effect is not killed by conflicting lights. The dark outlines of the Christmas tree and the talking machine show up very strongly against the white background and give a striking effect. Frame your window all around, close to the glass, with some Christmas rope of holly.

* * *

TAKE advantage of the idea of giving records for Christmas by putting in a special window display featuring your gift packages. Across your window at the top set a streamer sign reading: "Dough's Christmas Gift Packages." Below this streamer arrange three large signs of upright shape, No. 1 headed "For the Older Folks," No. 2 "For the Young People," No. 3 headed "Favorites for Everybody." From a local photographer secure three large photographs, one of a grandmother type, one of a young girl about twenty, and one of a middle-aged man. If he cannot supply these of uniform finish and size, he can make reproductions to your order at slight cost. The photograph of the grandmother goes on sign No. 1; the photograph of the girl on sign No. 2; the photograph of the middle-aged man on sign No. 3. Under each is a list of five records you have chosen as most appropriate, including at least one special Christmas record in each assortment. At the bottom, total the price in large figures. At the foot of each sign place a Christmas package of records attractively wrapped and tied with red ribbon. Below this, to balance the streamer sign at the top, is another streamer sign of equal size with this wording: "Give — Records for Christmas."

* * *

IF IT is your policy to feature "terms," here is an effective Christmas window that will sell machines: In the center place an attractive sign of horizontal shape of a light green color with gold borders and lettered in red and black with this wording: "Special Christmas terms on all models in this window. Reserve your instrument now and avoid disappointment." In back of this sign, in a semicircle, place as many different models of talking machines as your window will accommodate. Red silk ribbon should lead from the door of each machine to the sign. At the base of each machine place a Christmas wreath.

* * *

CARE should always be taken that the glass of your show window is in proper condition. It should be washed and polished frequently so that it has a clean, shiny, new appearance. Such an important part does the condition of the show window play that at a recent meeting of the Window Display Men's Association in Milwaukee the matter of proper cleaning was thoroughly discussed and the following method was recommended:

"The inside of the glass should be washed with tepid water applied with chamois, using no soap or powder of any kind. Dry with the chamois and polish with a cheesecloth. The outside requires different treatment, and should be cleaned with the following mixture: One ounce pulverized whiting, one ounce grain alcohol, one ounce liquid ammonia, one pint water.

"Apply with a soft cloth after having removed the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the glass will be extremely

brilliant, and will remain so for a longer period of time than when washed in an ordinary way.

"If a glass has become badly scratched, then a filler should be applied. This consists of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks or scratches and prevents the dirt from lodging in them."

* * *

A VERY clever mailing card, making no direct solicitation for business, but at the same time reminding the community that you are the music center, can be gotten up in the following way:

On the face side of the postcard reproduce a photograph of either an exterior or interior view of your establishment. Underneath it place a small amount of copy, stating, for example, "Exterior view of John Jones & Co." On the reverse side of the card should appear a space for the address and the following:

"Music lovers gather together at the Opera Comique, Paris, the Metropolitan Opera House, New York, and the Music Shop, Smithville." (Substitute your own name and address in place of The Music Shop and Smithville.)

This little card you will find will increase your prestige as a music center in your locality.

* * *

IF you are making any special Christmas offer in your advertising, a very effective way to tie up your window display with your advertising is to reproduce your newspaper ad. in the window in large size. Give a proof of your ad. to your local card printer and let him make a reproduction of it about four feet high. Around the edges of the ad. should appear an imitation of the reading matter in a newspaper just as if the ad. had been clipped out of the paper. Whatever records or machines are featured in the advertisement should be placed in the window.

The effect is very striking and helps to connect your store with your advertising.

* * *

MOTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 by 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang up tooth-brushes. On these hooks a sign is hung which can be changed as often as desired. Hang the hand near the front of your window with two black silk threads, one at the wrist and one at the index finger, suspending it from the ceiling. On the changeable card advertise "specials," such as new records, song hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes, like the pendulum of a clock. From the street it is hard to see how the hand is suspended, and what causes it to move. The message on the card is a direct suggestion to the customer and the finger pointing to your door urges immediate action.

* * *

MUSIC plays its greatest part as a home entertainer between the hours of 7:30 and 11:00 p. m. You should call the public's attention to this fact. A window arranged in the following manner, not only successfully produces the desired result, but also gives an unusual effect:

Make a large clock with a dial of frosted glass or heavy wax paper. It should be printed with figures from 1 to 12, and in all details resemble the face of a clock. Where the name of the manufacturer should appear on the dial of the clock, write in small letters the name of your machine. On a box behind this clock set an electric light which shines through. The sector of the clock's face between 7:30 and 11:00 should be in rosy pink, so that it is as visible in the daytime as it is at night. From this sector there should run a red ribbon to a sign which is lettered as follows:

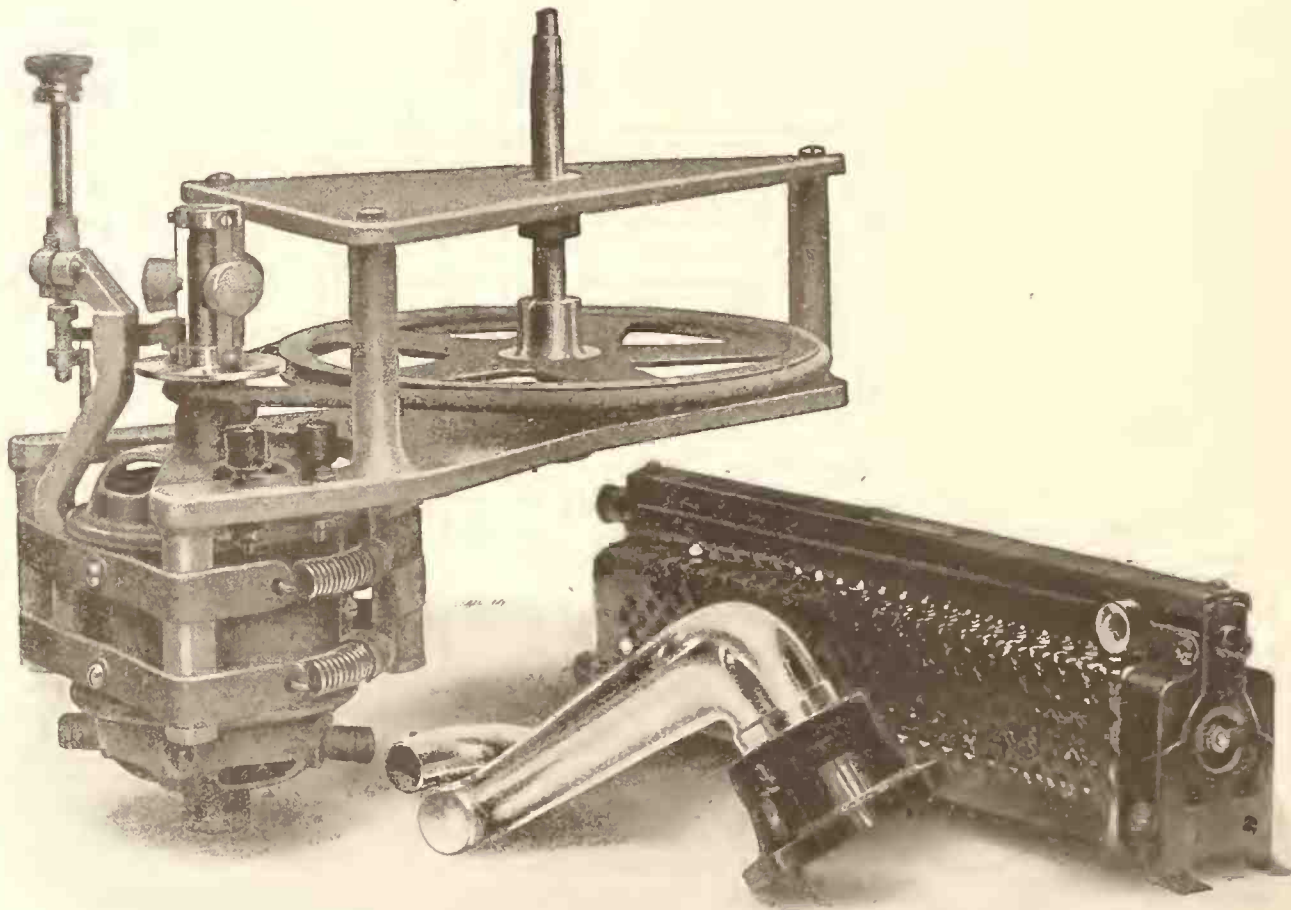
"This part of the day is music time. Is there music in your home? We sell the best of everything in music."

To either side of the clock place a machine opened as if playing. On the floor place two open albums containing records.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

The Last Word in Electric Phonograph Motors

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

The Happy Six are at their happiest in "Na-Jo" and "Jabberwocky," fox trots that will get your customers in both feet. A-3503 will sell fast.

**Columbia, Graphophone Co.
NEW YORK**



IMPORTANT CORRESPONDENCE REGARDING VICTOR PRICES

R. L. Freeman, of the Victor Co., Says That the Repeal of the Excise Tax Should Be Regarded as a Possible Means of Avoiding Increased Prices Rather Than as a Means of Indulging in Reduction

The New York Talking Machine Co., New York, Victor wholesaler, recently sent out an interesting letter to its dealers, enclosing copies of some correspondence between the company and the Victor Talking Machine Co., relative to the possibility of a reduction in the price of Victor products. This letter to the dealers, which was signed by Arthur D. Geissler, president of the company, is well worth close attention. It reads as follows:

"Each year, about this time, there have been persistent rumors relative to a reduction in the list price of Victor products from which dealers' and jobbers' discounts are figured.

"The effect of these rumors has been disquieting in a measure and if let go unchallenged might result in many of our dealers hewing too closely to the line in ordering, allowing them to go into January with an insufficient stock to take care of the active Winter business which we have been taught to look forward to in the first three months of the year.

"This year the law of supply and demand evidently will take care of this problem for us, as we are in the midst of an acute machine shortage at the present time.

"To settle this question the writer wrote Ralph L. Freeman, of the Victor Talking Machine Co., under date of November 15, as per the attached copy, to which we have appended extracts from his reply."

The letter sent by Mr. Geissler to Ralph L. Freeman, of the Victor Talking Machine Co., read:

"Rumors have been very persistent relative to a contemplated reduction in the price of Victor machines after the first of the year.

"We believe publicity given the possibility that the 5 per cent excise tax on musical instruments might be eliminated has caused the dealers immediately to wonder whether or not this would enable the Victor Co. to reduce prices.

"Our organization has steadily maintained that the Victor Co.'s margin of profit has been all too narrow on the present styles of machines and that, even if the repeal of the 5 per cent excise tax were an accomplished fact, it would hardly warrant your cutting the list price of machines from which your jobbers' discounts are figured.

"If you should be able, in a measure, to advise us definitely on this subject we would appreciate it immensely."

In reply to this letter Mr. Freeman sent Mr. Geissler an interesting communication reading, in part, as follows:

"Replying to your letter of November 15, we would say that it is entirely wrong for anyone to assume that the repeal of the excise tax on musical instruments would enable this company to effect a downward revision of its prices.

"Having in mind the very unusual conditions, the Victor Co. has deliberately sacrificed its profits during the readjustment period since the

war, but this has gone on as long as can be permitted. We believe that we are entitled to a reasonable profit from our investment in money and effort in this business and we know that the business cannot be maintained on the basis we

have been operating on during the past year. The repeal of the excise tax may enable us to avoid a general upward revision of prices, but, even at that, there will doubtless be some increases in our prices on certain models to avoid actual losses.

"In conclusion we would say that the repeal of the excise tax should be regarded as a possible means of avoiding increases in our prices, rather than as enabling us to contemplate reductions."

BUFFALO DEALERS OPTIMISTIC ANENT HOLIDAY TRADE

Talking Machine and Record Business Shows Decided Improvement in Northern New York—Local Association Changes Name—Jobbers Report Progress—Columbia Co.'s Carload Campaign

BUFFALO, N. Y., December 8.—Reports from talking machine men as to indications for holiday business vary. Some dealers express optimism concerning a brisk holiday trade, while others state that it will have to come in with a rush from now on if it is to compare at all with the business of last year.

A traveling representative of one of the big wholesale houses here, who covers territory as far south as Pittsburgh, reports that business is showing a decided improvement, except in the coal and oil districts, which are affected by unemployment. In other districts, he says, business is showing an upgrade tendency.

The record business is picking up decidedly as the holidays draw near. Among the numbers that are making a big hit at the present time are "Wabash Blues" and "My Sunny Tennessee." It is expected also that "Mississippi Cradle" will score a great success.

Dealers' Association Changes Name

At a recent meeting arranged by the Talking Machine Dealers' Association of Buffalo more than one hundred Victor dealers and their employes were present. Dealers from Buffalo and towns and cities as far east as Rochester and west to Erie attended the meeting.

The principal business transacted consisted of changing the name of the Association to the Victor Dealers' Association of Western New York. President C. E. Siegesmund presided as toastmaster and delivered an address, relating the growth of the Association and some of its outstanding accomplishments during the past seven years. He stressed the value of co-operation. "The history of business," he said, "shows that it passes through a number of cycles. The first of these is the one of 'dog eat dog,' bitter and ruthless competition; the second one of 'each for himself and Satan for the hindermost,' each business man fighting for his own interests solely; and so on down to the present cycle, the one of service to customers and to one another."

One of the chief speakers was J. S. MacDon-

ald, sales manager for the Victor Talking Machine Co. "Conditions," he said, "are gradually improving." He also pointed out that the man who has goods of quality to sell and who works with determination is bound to get satisfactory results.

Park Willis, field representative of the Victor Co., another of the speakers of the evening, said that in his travels in this section he had noticed a decided improvement in business.

C. N. Andrews, Victor wholesaler, and V. W. Moody, representing the Buffalo Talking Machine Dealers' Association, also wholesalers, both gave an exceedingly optimistic report on the outlook for the holiday trade. Other reports from sales representatives indicated a bright prospect for the future.

A special feature of the dinner which followed the meeting was the appearance of Jack Yellen, Buffalo songwriter, who favored those present with some of his latest hits.

Brunswick Business Picking Up

Brunswick business is good, H. J. Hermansdorfer, superintendent of the Brunswick branch here, reports. This establishment is rushed with orders for Christmas delivery and has been obliged to increase its working force and work nights and Sundays to fill them. The Brunswick record business here has jumped tremendously during the last year and the future appears bright to us.

The Columbia "Carload" Campaign

This district is among the leaders in the "Carload" campaign which Columbia is carrying on throughout the country. Most successful sales of this kind have been carried on by the following firms: J. A. Goldstein, Niagara Falls; Swanson Piano Co., Jamestown; G. F. Schafer, Batavia; Levis Music Store, Rochester; Verbeck Musical Sales Co., Buffalo; Markson Bros., Syracuse; Lang's Hardware Store, Olean, N. Y.

Robert Porter and H. L. Pratt, Columbia executive officials, were recent visitors at the local branch.

QUALITY — THEN SERVICE — THEN A FAIR PRICE

FOR THESE REASONS YOU SHOULD BE USING OUR

COTTON FLOCKS

SUPERIOR QUALITY FOR RECORD MANUFACTURE

Triol Samples Supplied Without Charge

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.

WABASH BLUES

ASK TO HEAR IT

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

A SNAPPY BIT OF SYNCOPATION

AS GOOD AS THE FAMOUS

"WANG WANG BLUES"

FEATURED BY
LEADING —
ORCHESTRAS
EVERYWHERE

BUSINESS SHOWS BETTERMENT IN CLEVELAND TERRITORY

Leading Jobbers and Dealers Pleased With Conditions, Both Present and Prospective—Eclipse Musical Co. Opens Service Department—Machine Shortage Possible—New Stores Opened

CLEVELAND, O., December 6.—A philosopher once said something about the proof of the pudding being in the eating thereof. Proof that the talking machine industry in this section is in excellent condition is obtained in the results of November's drive by jobbers and dealers alike. The month has gone ahead of last November in machine sales, indicating that dealers have been doing their holiday business earlier than usual this year. After a study of the situation as it is at present the opinion is offered by H. J. Shartle, general manager of the Cleveland Talking Machine Co., Victor jobber, that a shortage of machines is not unlikely by the beginning of the New Year, if not before Christmas.

Columbia Dealers Institute Sales Drives

Confidence in the situation is likewise proved by three separate drives being conducted by Columbia dealers in and near Cleveland. The Antel's Music Shop, of this city, and the Tiffin Music Co., Tiffin, and F. J. Wiegand, Barberton, each has taken three carloads of Grafonolas, which are being sold now. Indications are that these campaigns will not last a month, as originally planned, since sales at the beginning have exceeded expectations. These events were planned and are aided by Columbia branch officials, including S. S. Larmon, manager; H. C. Cooley, assistant manager, and J. G. Megirt, field representative.

Truck parades, with machines taken from the cars; newspaper advertising, music at the stores and other features were employed to arouse public interest. The Antel affair was especially noteworthy. A clown band led the parade, and Al Jolson, Bert Williams and other Columbia artists were invited to be present. Likewise, the enterprise of the Tiffin Music Co. in entering into such a campaign is noteworthy, inasmuch as it is less than a year old. Carl Abbott, Walter L. Robinson and H. C. Wolf make up the firm.

Phil H. Dorn Joins Eclipse Staff

Another welcome addition to the Eclipse organization is Phil H. Dorn, who is credited with having one of the largest followings in the talking machine trade in this section. Mr. Dorn is a pioneer in the talking machine world here, having been connected with the industry nearly a quarter of a century. He will have field work to do for the Eclipse, and already has accomplished significant service for dealers, all of whom welcome him back to the trade.

Kennedy-Schultz Co.'s Granby Drive

The Kennedy-Schultz Co., Granby distributor and Okeh record jobber, has completed two sensational drives for dealers in towns near Cleveland. These affairs marked the entry of

the Granby into the Spear Music Co., at Dover, and the Arbaugh Furniture Co. at Salem. In both instances similar publicity was used, and in both instances also practically the entire population for several miles around turned out to attend. Telegrams were used to announce that "The Granby Family" was coming to town, including "Miss Virginia Granby." At Dover Miss Peggy Gibson was Miss Granby, and at Salem an equally popular girl filled the part. They stood on certain corners, masked and garbed in Colonial costume, and the people were invited to guess their true identity. Leaders among those who guessed correctly won substantial prizes offered by the Spear and Arbaugh firms. At Dover a parade of floats, in which local merchants participated, was held, and the Spear float, representing the Granby trademark, won third prize. The Arbaugh event was linked with a dinner dance given by the Elks, and the Salem Miss Granby created a stir, with few guessers as to who she really was.

A Unique Service Department

A unique service department for dealers has been organized by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor job-



Mrs. Rae P. Lute

ber, with Mrs. Rae P. Lute in charge. Mrs. Lute has had twelve years' Victor merchandising experience. The new work will supplement the work accomplished by dealers who send their sales folk to the Red Seal School of Salesmanship of the Victor factory. All business-building principles that are needed by a dealer will be installed and developed by Mrs. Lute. Her services will be available to all dealers desiring such improvement to their business,

and she will remain as long as necessary in any one establishment to accomplish this end, explains Manager Lyons.

Victor Dealer Re-enters Business

Another new Victor dealer, or rather an old dealer returned to the fold, has opened here in the Collister & Sayle Co. One large window will be given over to talking machine displays only. Booths are in the forepart of the main floor, equipped with especially fine furniture and lamps. Ernie Rezeau will be general manager, and Miss Addie Snyder has been placed in charge of the department.

Randolph House of Good Music Moves

The Randolph House of Good Music has just completed its formal opening in its new home at St. Clair and Parkwood, the third in three years this firm has occupied in the same section of town. A new two-story building is given entirely over to music merchandising. One big feature is a 104-foot window display, said to be the largest given to any one line hereabouts. Almost the entire first floor is given over to talking machine displays and demonstrations, with two rest rooms near the front.

L. Meier & Sons Co. Opens New Store

Another new store makes its official bow to West Side folk in the Denison-West Twenty-fifth street store of the L. Meier & Sons Co. This is the second enterprise of this firm. A third store will be opened at Lorain-West Ninety-seventh street, for which a formal opening is planned early in the new year. About 15,000 persons were reached for this opening through the distribution of tickets at the stores, and from the giant Victrola mounted on a truck, these tickets entitling a lucky holder to a large talking machine as prize. Flowers, cigars, Victor dogs, balloons and other souvenirs were distributed. Much direct-by-mail advertising was used, as well as daily newspapers. The event lasted three days, during which artists of local fame and an orchestra played nearly all the time. Many members of the trade sent floral offerings, and prominent members of the trade attended, including Edward B. Lyons and P. J. Towell, of the Eclipse Musical Co.; H. J. Shartle, W. F. Sayle and Miss Grazella Puliver, of the Cleveland Talking Machine Co.; F. C. Erdman, special Victor representative, and others.

The original Meier establishment, Clark-West Forty-fourth street, has the distinction of being one of the handsomest retail stores of any kind in the country. The two new stores are patterned much after the manner of the first, though smaller. Some of the unusual features, originated by Louis Meier himself, are booths with marble wainscoting, equipped with electric fans and flower vases and plate-glass sides set in putty, which insure added sound-proof qualities.

Victor Artist Draws Large Gathering

Edward Johnson, Victor artist appearing in person here, drew the largest gathering so far this season of talking machine interests at a special meeting in the Hotel Statler. The event

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR

was arranged by Cleveland Talking Machine Co. officials. Mr. Johnson exceeded his previous remarks in his talk on the artist and record making, and the value of this knowledge to the dealer and record seller in closing business. Miss Grazella Puliver, publicity director of the company, was chairman of the meeting.

Long-distance Shipment From Cleveland

What is believed to be the longest distance a talking machine has traveled from Cleveland is a special Columbia, in a trunk, which has been



Columbia Shipment to Japan

sent to Japan. The order was received from Nogi Junzo Shirai, former Cleveland lad, and now of Tokio. Mr. Shirai used to be associated with George Krauslick, manager of the record department of the Cleveland branch of the Columbia, which may account in part for the order coming here.

Indications Point to Machine Shortage

That the predicted shortage in machines may be closer at hand than some suspect is shown by the accumulation of orders for Brunswicks in the local branch of the Brunswick-Balke-Collender Co., and the need for speedy delivery now so that dealers may have sufficient stock to meet their Christmas demand. Present distribution will be augmented, however, in the opinion of V. K. Henry, talking machine department manager in this territory, with the arrival of the Queen Anne and Colonial models.

Furnishes Granby for Theatre

Unique use of a phonograph has been accomplished by the Alhambra Music Shop in the installation of a Granby instrument on the stage of the Loew Park Theatre during an "All-Jazz Week" inaugurated by Maurice Spitalny, orchestra director. The instrument played during the intermission of picture exhibitions.

The Hoover-Bond Co. Christmas Drive

The Christmas campaign of the Hoover-Bond Co., which has three establishments in Tiffin, Lima and Ashtabula, all in Ohio, has been promulgated by H. C. Cooley, assistant branch manager of the Columbia in this territory, and a corps of expert sales promoters from the local office.

One of the unique sales of the period has just been completed by E. A. Friedlander, talking machine department manager of the Bailey Co., in the purchase of 126 cases of records, said to amount to 30,000 pieces, which were sold in less than a week, although it was expected this event would last twice that length of time. The records were sold at a markedly low price, which accounted for the quick absorption. Several stands throughout the store were erected to conduct the sale.

Phonograph Co.'s Tone Tests a Success

The Phonograph Co., Edison distributor, has completed the largest series of tone tests ever conducted in this territory. Close to fifty dealers in the district participated in this move. Artists who appeared at the different establishments or at the hall where the dealers conducted the tests included Willard Osborne, George Wilton Ballard, Sybil Sanderson Fagin,

Collins and Harlan. The bookings were made by E. S. Hirschberger, advertising manager of the Phonograph Co.

Cleveland Co. Organizes Sales Helps

With the dance season approaching its height, a plan that is welcomed by dealers who wish to cash in on the maximum business for dance records is being developed by the Cleveland Talking Machine Co. New hangers, in which the dance records are listed, without being dated, have been prepared. The innovation is designed to aid dealers in disposing of old dance numbers as well as new ones, points out Miss Grazella Puliver, educational director, and a considerable gain in this branch of the business already is reported by dealers.

Another dealer aid by the Cleveland Co. is the preparation of a bulletin of educational records, designed to assist the teacher in making selections for her school work. Every possible use of records for school work is included in this bulletin.

The presentation of "Over the Hill," motion picture, was timed in Cleveland with the arrival

of the record of that name in this territory. Through the effort of the Cleveland Talking Machine Co. motion picture exhibitors invited dealers to attend the preliminary showing of the picture here. The story learned by the dealers offered an asset to greater record distribution, and dealers, in return for the courtesy of exhibitors, informed the public in window displays that the pictures were being shown at Loew theatres.

Cheney Concern Perfects Service

Virtually perfect service for dealers in its territory has been created by the Cheney Phonograph Sales Co., and through this medium both machine and record distribution will be kept up until the holiday demand is over. In order to insure such good service President George R. Madson, of the Cheney company, does not contemplate adding new clients until after the first of the year.

Salesmanship is the art of getting people to buy what they want, even if they don't know they want it.



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

Join the Army of TONEPEN Dealers

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

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

Display Cases and Cards

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

Attractive Dealer Offer

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

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

Fifty Sample Cards FREE

With every initial order we give 50 cards (three Tonepens to each card) FREE for distribution as samples.

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

THE TONEPEN CO.

217A Center Street

New York



For the Children

THE ARTO CO.

Has Just Issued a Special

Christmas Record

Catalog No. 3089

"SANTA CLAUS' ARRIVAL"

AND

"SANTA CLAUS DISTRIBUTES THE TOYS"

Descriptive Christmas Stories

Recorded by Mr. Gilbert Girard, the well-known mimic of the expressive sounds of birds, cattle and animals, and an entertainer extraordinary. This ARTO Record is a sure-fire big seller during the Christmas season, and as a Novelty Record for children, there will be a demand for it throughout the year. Don't overlook this opportunity for more business. Have your order entered immediately with our jobbers as listed below, or you may order direct from us.

The Operatic Arias, sung in Italian by noted Grand Opera artists, as listed below, are masterpieces of voice reproduction. For your trade who prefer operatic selections, you should have a supply of these at hand.

Operatic Arias

Sung in Italian

- 3090 Rigoletto ("Caro Nome") (G. Verdi)—Soprano solo, orchestra accomp. Eva Leoni
- Rigoletto ("Questa O Quella") (G. Verdi)—Tenor solo, orchestra accomp. Antonio Rocca
- 3091 Il Trovatore ("Il Balen Del Suo Sorriso") (G. Verdi)—Baritone solo, orchestra accomp. Milo Picco
- Carmen ("Canzone Del Toreador") (G. Bizet)—Baritone solo, orchestra accomp. Carlo Ferretti

Please do not fail to obtain copies of the recent monthly bulletins of ARTO Records.

THE ARTO CO.

New York Office:

1658 BROADWAY

Factory: Orange, N. J.

LIST OF ARTO JOBBERS

- CROWN MUSIC CO., New York City.
- ARTO DISTRIBUTING CO., New York City.
- THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACH. CO., Chicago, Ill.
- SCOVILLE JOBBING CO., Atlanta, Ga.



VICTOR TRAVELING STAFF TO MEET MURRAY RESIGNS FROM PATHE CO.

Reunion During the Holidays at Camden—To Hold Important Conferences

CAMDEN, N. J., December 10.—Plans have been consummated whereby the entire staff of the traveling department of the Victor Talking Machine Co. will visit headquarters at Camden during the holiday week, immediately following Christmas Day. During this week various conferences will be held regarding the plans and work to be accomplished during 1922, and the entire traveling organization will also have an opportunity to establish a personal contact with the new head of the Victor traveling department, Frank K. Dolbeer, whose return to the talking machine industry was reported in detail in The World several months ago.

AN EXCELLENT HOLIDAY FOLDER

Talking Machine Department of James McCreery & Co., New York, Features Victrola for Christmas in a Most Effective Manner

An unusually fine folder featuring Victrolas for Christmas has been issued by the talking machine department of James McCreery & Co., New York, and affords an excellent idea of the individuality that may be shown by dealers in preparing sales literature. Five of the most popular Victrola models are listed in the folder, which is of convenient size for mailing in the ordinary envelope. Prices and terms are quoted in connection with each instrument.

The folder is finished with a background of tan, with the machines also printed in light tan ink against a field of red and black. Holly, snow and typically Christmas decorations serve to add to the attractiveness of the folder.

HOFFAY PHONOGRAPH CO. MOVES

Talking Machine Manufacturer Now Located at 160 Pearl Street, New York

The Hoffay Phonograph Co., manufacturer of the Hoffay phonograph and air-tight tone arm, as well as a sound box marketed under the trade name "Resurrectone," moved early this month from 59 Fourth avenue, New York, to 160 Pearl street.

The Hoffay Phonograph Co. was recently granted additional patents covering the manufacture of the "Resurrectone." Parts of the new product have been simplified and the manufacturer also states that the sound box gives increased volume as well as added quality.

PEERLESS DE LUXE MUCH ADMIRER

The Peerless Album Co., which announced early last month a new record album made particularly for Christmas trade to be known as the "Peerless de Luxe," states the new product is being received in trade circles with much favor. Several letters have been received by Phil Ravis, president of the company, in which retailers stated that it was the most timely offering received by the trade in many months.

The "Peerless de Luxe" is made primarily to be given as a gift to record enthusiasts or to owners of talking machines who place unusual value on their record collections. It is a quality product throughout, beautifully bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk with the metal bindings of gold plate. The covers are gold finished, bevel edged and the leaves are excellent quality satin finish envelope stock.

ANNOUNCES PRICE ADJUSTMENT

The Fulton Talking Machine Co., New York, manufacturer of popular-priced table model talking machines, phonograph parts and accessories, recently announced a reduction in price on its talking machines. S. Davidson, of the company, states that the demand for popular-priced table machines is on the increase.

Will Relinquish Post as Assistant to President of That Company on January 1

It became known last week that C. H. Murray has resigned his position as assistant to the president of the Pathé Frères Phonograph Co., of Brooklyn, N. Y., the resignation to become effective the first of the year. Mr. Murray has been connected with the Pathé Frères Phonograph Co. in various important capacities for the



C. H. Murray

past three years. He joined the organization as advertising manager. His exceptional executive ability was early recognized and well appreciated, which resulted in his appointment as assistant to the president, W. W. Chase. In this capacity Mr. Murray not only assisted the chief executive in his arduous duties, but also directed the sales of the organization. Mr. Murray has not as yet announced his future plans.

F. W. Waldmeyer, for several years credit manager of the Pathé Frères Phonograph Co., has also resigned and sailed for Europe on the "Olympic" on December 10.

INTRODUCING NEW HOME GAME

The Western Envelope Corp., 65 Hope street, Brooklyn, N. Y., recently announced a new game for home use to be used in connection with the turntable of talking machines. It is called the "Disc-o-games," made of heavy cardboard stock resembling a roulette device and, indeed, a form of roulette can be played upon it. In addition the device can be used to tell fortunes, act as a ouija board and carry out interesting mathematical and spelling problems by its unique arrangement.

J. M. Alter, president of the Western Envelope Corp., in speaking of the possibilities of the new product, said: "Prior to our acceptance of the manufacture of this product for which we hold the exclusive rights, samples were placed before the trade and invariably aroused unusual enthusiasm, all of which encouraged our desire to accept the new game as a manufacturing and sales proposition."

It is not how high you climb that counts—but how long you keep climbing.

THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' di count. Distributors wanted.

BROOKS MFG. CO.
Saginaw Mich.

GLEANINGS *from the* WORLD *of* MUSIC

DEALERS INTERESTED IN SHEET MUSIC DEPARTMENTS

Some of the Factors That Must Be Reckoned With in Establishing and Conducting the Sheet Music Department Successfully—Should Put Trained Clerks in Charge of Work

In response to some recent articles appearing in this department as to the profitableness and advisability of operating popular sheet music departments or racks, the writer has received numerous inquiries from retailers requesting advice as to the feasibility of opening complete sheet music departments in talking machine stores.

Of course, this question is not one that could be readily answered in a short letter, and, indeed, to do justice to both the inquirer and the goods spoken of, it would be necessary to have data regarding the dealer's location, present competition from dealers handling such a class of music, something of the musical taste of the locality, and such other information containing pertinent facts. In many cases it would not be well to make an authoritative announcement of the merits or demerits of such an addition to a going business without having first-hand knowledge of the situation.

Naturally, a complete sheet music department has its advantages and attractions, and in numerous instances it has become an important adjunct to the talking machine store.

One thing we would advise, however, is that no talking machine dealer attempt to operate such a department under his own personal direction, or at least only in rare instances, where previous experience has given the necessary qualifications. The problems are many, the details voluminous, and they would detract from

the proprietor's energies now applied to the strictly talking machine departments, in many instances to his disadvantage and financial loss.

That has been the reason we have advocated, where a dealer felt it necessary to add to his sales income, the opening of popular music departments or racks only, generally confining the stock to fifty or sixty of the best titles of the current season, for in this manner no additional energy is required to run the department. The title pages on display are silent salesmen. The turnover is quick and the investment is small. Also, the depleted stocks can be replenished overnight from one central source.

A talking machine dealer, therefore, who would enlarge on his sheet music sales and stock standard music would do well to engage the services of a young man or girl equipped with the necessary qualifications for the efficient and successful handling of such goods—one who can shoulder the details connected with such a line. Buy, show and sell the goods, and, as one might say, "speak the language" and know the problems of those interested in such works, which include teachers and pupils of all classes of musical instruments.

There is one exception to the above and that is the stocking only of standard titles that are almost universally known. A stock of such goods can now be selected without involving the store in additional problems, and by an arrange-

ment which confines the stock to the active sellers from among such prints.

At least one, and probably more, of the standard publishers have, during the past season, made arrangements by which racks displaying the better sellers from among well-known publications can be installed with a minimum investment, and under such a plan that portion of a standard department can be profitably handled.

The turnover will not be as quick as is now found with the fifty popular hits, but it is sufficient in many cases to make it worth while.

"GOOD MORNING, DEARIE," A HIT

New Dillingham Show Full of Good Music Composed by Jerome Kern

"Good Morning, Dearie," a new musical comedy produced by Charles Dillingham, with the book and lyrics by Anne Caldwell and music by Jerome Kern, recently opened at the Globe Theatre, New York City. According to the critics on the metropolitan dailies, it will forestall the entry of any other show in the Globe Theatre for many months. Its initial reception was very enthusiastic and the music particularly came in for extensive comment. Among the songs which, without doubt, will have popularity are: "Ka-lu-a," "Blue Danube Blues" and "Didn't You Believe?" T. B. Harms, Inc., publishes the score.

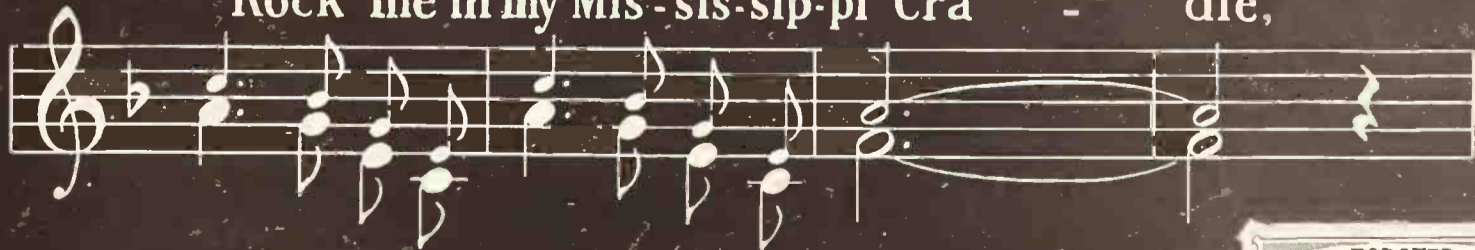
William Boosey, managing director of Chappell & Co., London, England, arrived recently in New York. After spending several weeks in New York he will make a short trip to Canada.

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"

FOUR HITS from the GREATEST MUSICAL SHOW EVER PRODUCED
IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

FOUR HITS FROM THIS SEASON'S MOST ACTIVE CATALOG

"GRANNY"
YOU'RE MY MAMMY'S MAMMY

"DELIA"

"BOW WOW BLUES"

"JUST A LITTLE LOVE SONG"

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

THE EVOLUTION OF THE "BLUES"

Perry Bradford Tells of His Efforts to Popularize This Much Favored Music in Days Agone

Perry Bradford, head of Perry Bradford, Inc., who has had unusual success as a publisher of jazz and "Blues" songs, and who has been the personal representative of several colored talking machine record artists, recently said: "Blues originated from old darky folklore in slavery time. It, therefore, becomes natural for colored people to sing and play 'blues' numbers and, indeed, with the present-day success of such compositions they have become quite the vogue in other circles."

Mr. Bradford, in speaking of his endeavors to originally introduce such works, said that he had "walked out several pairs of shoes trying to show the publishers the value of 'blues' until Fred Hager, the recording manager of the General Phonograph Corp., made a test of a Bradford number, with Mamie Smith singing, 'You Can't Keep a Good Man Down'."

Mr. Bradford states that practically every phonograph company has a colored artist singing "blues" and the catalog of "blue" numbers had been quite remunerative from a sales point.

You can never ride on the wave that came in and went out yesterday.

"TUCK ME TO SLEEP" POPULAR

Suggested That a Special Week's Campaign Be Carried Out on That Number

The Irving Berlin, Inc., number, "Tuck Me to Sleep" (In My Old Tucky Home) has achieved national prominence in a very short time. Hundreds of vaudeville acts now include it in their programs, and dance orchestras in all parts of the country feature it widely.

Dealers throughout the country have found a very active demand for this number and the sales are increasing at a rapid rate. This has led to suggestions being forwarded to the sales department of the publisher from many parts of the country encouraging a national campaign, with an intensive drive over a week's period, similar to the campaigns on "My Mammy" and "All by Myself." This is being given consideration.

LAMONT WITH SAM FOX

Sam Fox, president of the Sam Fox Pub. Co., Cleveland, O., who recently toured Pacific Coast territory, announces the appointment of Carl Lamont as Pacific Coast representative of his company. Mr. Lamont will be located permanently in San Francisco and will care for the Fox interests West of Salt Lake City.

FEIST GETS "STEALING"

New York Publisher Buys Song and Instrumental Rights of New Number

"Stealing," the song and instrumental success that has had some unusual popularity in New England territory and which was published by the Orpheum Music Co., Boston, Mass., was purchased early this week by Leo Feist, Inc.

The number has shown up so well that several of the large New York publishers became interested in it and the Orpheum Co. received a series of offers for the publishing rights.

Leo Feist, Inc., will immediately start a national advertising campaign on the number and just as soon as new copies are issued the various Feist representatives throughout the country will exploit the song in their territories. Orchestras have been forwarded dance orchestrations.

PLANNING FIGHT ON JAZZ

CHICAGO, ILL., December 3.—Enemies of "jazz" lined up at the Evanston Women's Club when Mary Ross Potter, dean of the women at Northwestern University; Mrs. Anna Oberndorfer, chairman of the music committee of the General Federation of Women's Clubs of America, and others lined up against the popular rhythms. They plan their first move against the theatres.

"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

I don't have to worry my mind, Because I'm no one's fool, I'm the struttin' in-de-

NO ONE'S FOOL

THE BIG VAUDEVILLE HIT

ASK TO HEAR IT!



ERNEST BALL ON LONG TOUR

Popular Songwriter Appearing in Leading Vaudeville Houses This Season

Here is a characteristic pose of that popular composer-entertainer, Ernest R. Ball, taken just prior to starting out on his tour of the leading vaudeville houses of the country as a "single."

In anticipation of an unusually successful sea-



Ernest Ball

son with the Ball numbers, his publishers are showing some exceptionally attractive streamers and posters for the dealers' window displays, which are being featured in music shops wherever Mr. Ball's itinerary carries him. In addition, M. Witmark & Sons have also issued a new catalog featuring Ball's ballad successes exclusively, and dealers will find this little booklet a boost to sales.

Mr. Ball is singing and featuring his latest songs on this vaudeville tour, including "I'll Forget You," "Laddie Buck of Mine," "Time After Time," "Let the Rest of the World Go By," "Down the Trail to Home, Sweet Home," "Mother of Pearl," and, of course, his medley of famous past successes, including "Mother Machree," "When Irish Eyes Are Smiling," "Till the Sands of the Desert Grow Cold," etc.

THE TYPICAL AMERICAN BLUES

Val and Ernie Stanton, headliners appearing on the Keith circuit in Eastern territory, have recently been singing what they describe as the typical American Blues. The number in question is known as "The Eddie Leonard Blues," a blues melody deftly constructed around one of Eddie Leonard's most successful songs, "Ida." The Edward B. Marks Music Co. is the publisher of this much-talked-of number.

KEITH BARS SLANG IN SONGS

Vaudeville Heads Issue Orders Barring Such Expressions From the Keith Stages

According to a general order sent from the Keith offices to all Keith, Moss and Proctor houses, vaudeville artists are, in the future, to be barred from using current slang phrases in songs or lines. This will include "That's the Cat's Meow," "Hot Dog," "Hot Cat," "Cat's Pajamas," etc.

There are at present several songs of this type that have had more or less popularity. The publishers, of course, only issue such novelties to meet a demand and they will look with favor on the restriction of such numbers and assist in eliminating them. The publishers, after all, favor songs of a more permanent character. Most novelties are issued by their writers at the special instigation of vaudeville artists, who claim they require special material. Of course, after a member of the writing staff has contributed such works and they attain a certain amount of popularity, it behooves the publisher to issue them and cash in on the demand.

This new order will force the vaudeville artists to sing ballads, melody songs and other works which will result in worthy numbers getting a better "plug."

During the past season there have been many vaudeville artists who felt it necessary to have special material and invariably this is never of as high a character as the regular works of a

publisher's catalog. If the Keith order is successfully carried out it will, in the long run, mean bigger sales for the publishers. The trade certainly will welcome this move on the part of the Keith offices.

MUSICAL TRIBUTE TO CARUSO

Signor Tirindelli Writes New Orchestral Composition Called "Elegie"

In memory of his friend, Enrico Caruso, Signor Pier Adolfo Tirindelli has written an orchestral composition which he has called simply "Elegie." This was played for the first time in public at a concert given by the orchestra of the Cincinnati Conservatory of Music in the conservatory concert hall November 10. Signor Tirindelli traveled with Caruso in Italy and was associated with him at Covent Garden for five years.

"SUZETTE" A NEW MUSICAL SHOW

"Suzette," a new musical production, opened in Stamford, Conn., on Friday evening of last week, and is slated to open at the Princess Theatre, New York, at an early date. Edward B. Perkins is the producer, by special arrangements with F. Ray Comstock. Ray Dixon is responsible for the book and lyrics and the music is by Arthur H. Gutman. Among the songs are "Dream of To-morrow," "Gypsy Rose," "Honey Love Moon" and "Sweetheart Mine." Leo Feist, Inc., publishes the score.

<p>HITS— NOTHING BUT —HITS</p> <p>MY JUNE LOVE</p> <p>By SPENCER WILLIAMS</p> <p>The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy</p> <p>ALLAN DALE says—"It's a wonderful tune."</p>	
<p>NERVOUS BLUES</p> <p>By the Writer of Crazy Blues</p> <p>Sung by Edith Wilson</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. a-3479</p>	<p>VAMPIN' LIZA JANE</p> <p>Sung by Edith Wilson</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. b-3479</p>
<p>FRANKIE BLUES</p> <p>A Real Fox-trot Blues</p> <p>Sung by Edith Wilson and</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. a-3506</p>	<p>OLD TIME BLUES</p> <p>"Variety" says: "This was the Greatest finale of any Show ever played on Broadway."</p> <p>Sung by Edith Wilson and</p> <p>Played by the Original Jazz Hounds</p> <p>Columbia Record No. b-3506</p>
<p>BUGLE BLUES</p> <p>That Great Sensational Blues</p>	
<p>Note:—We also publish "Crazy Blues," "It's Right Here for You," "If You Don't Want Me" and "U Need Some Lovin' Blues."</p>	
<p>PERRY BRADFORD, Inc., 1547 Broadway, New York</p>	

INVESTIGATING ALLEGED GRAFT

Music Publishers' Protective Association Looking Into Tactics Adopted by Some Orchestra Leaders for "Nicking" Publishers

The Music Publishers' Protective Association, which has been successful in eliminating many evils from the publishing field, is giving much serious consideration to what is termed "graft" by orchestra leaders. This development has resulted from the fact that some of the largest orchestra leaders had from time to time made special arrangements of numbers for publishers for fees which invariably they were justified in receiving. More recently, however, the smaller orchestra leaders have attempted, under the guise of making a special arrangement, to extort money from publishers for rendering popular numbers.

Not only has this situation developed into a form of graft for which there is no return, but the special arrangements made by hundreds of orchestra leaders invariably do an injustice to the melody of the song. Much complaint has been made in recent months that the orchestras fail to render melodies in their original form; in fact, often the whole theme of a number is distorted.

Graft is bad enough, but to have to pay fees for the abuse of a composition is hardly to be

countenanced. Action on the part of the Music Publishers' Protective Association will, undoubtedly, be welcomed.

NEW SONG BY CLAY SMITH

Witmark & Sons Announce New Concert Number by This Composer

Clay Smith, who wrote the song, "Sorter Miss You," has produced what is looked upon as the logical successor of that number, which is entitled "Seem to See You." It is a particularly appealing and melodious number and is rendered effectively with a simple violin obbligato. It was introduced at the recent recital by Edna Swanson Ber Haar, when it received a warm welcome. "Sorter Miss You" is a big favorite on concert and Chautauqua stages. M. Witmark & Sons publish both numbers.

NEW CADDIGAN AND STORY SONG

The Edward B. Marks Music Co. has secured the Caddigan and Story song, "Wait Till You See Me on Sunday." These are the writers of "Little Blue Diamonds" and other well-known successes. The number has already made a distinct impression in professional circles.

To make your stock pay bigger dividends, put more interest in it.

MUSIC HELPS MILLINERY TRADE

Retail Millinery Association Officially Endorses Use of Talking Machine in Stores to Increase the Volume of Business—Acts as Stimulator

It is now reported that talking machines are being installed in millinery stores for the purpose of putting customers in the proper frame of mind to decide upon creations that will put increased profits in the pocketbooks of the store proprietors. It may be, too, that if the husband of the fair patron accompanies her the music may serve to put him in a frame of mind to produce the necessary cash for the hat without undue argument.

Women's Wear recently reproduced and commented upon a bulletin sent out to members of the Retail Millinery Association suggesting the use of music in selling hats to women. The bulletin read: "The use of music, as an aid in selling hats to women, a plan now used by a New England member of the Retail Millinery Association of America, has been recommended to other members of the Association. On the business manager's page of the Association bulletin to members J. R. Bolton points out that a pleasant frame of mind may be created by good music, which will induce customers to purchase."

In the editorial the paper said: "It was raining. All day it had been either misting or raining and by three o'clock it was about as gloomy a day as one could imagine. One of our members dropped in to see me from one of the biggest and liveliest of the New England cities. He said, 'How are you?' I said, 'As well as possible under the circumstances.' He said, 'What circumstances?' I said, 'The weather.'

"Then he said, 'Where's your phonograph?' and I said it was home where it belonged. 'No,' said he, 'I mean the phonograph for your office?' I thought he was joking, but he was dead in earnest and he told me something so interesting and so fraught with real value that I asked his permission to pass it along to our other members.

"He said that since he had installed a phonograph in his millinery salesrooms his sales had gone up 25 per cent, and he attributed it to the music that it provided—not so much for his customers, but to his customers before they became such.

"For instance, a woman comes into his store with a friend. The intending purchaser has her mind upon securing a hat with the friend's mind open to suggestion. As they enter the strains of a really good selection fall upon their ears. They cannot help hearing it. One says to the other, 'That's pretty, what is it?' The saleswoman, hearing the question, courteously names the selection. They listen a moment, then it occurs to the visitor that she came in to buy a hat and she sets about it.

"But a pleasant and agreeable train of thought has been started in her mind. She is a bit more favorably disposed toward buying a hat in general and toward getting it in that special store in particular. She is, perhaps, humming the tune to herself. As she turns around to look into the mirror she finds that she is turning in time to the music. That is, psychologically, she is responding to the call of harmony, and not only musical harmony, but of that still greater and all-embracing harmony that is necessary to the actual making up of her mind to buy the hat.

"Or a man enters this store with his wife—probably a not altogether voluntary proceeding on his part. He hears the music. Well, at least, here is something to attract his attention and engage his thoughts to render the time of waiting less tiresome than it might be. He, too, is in harmony with the music and more likely to approve of his wife's selection than otherwise.

"In other words, it is like a balance wheel in that it not only caters pleasantly to the senses, but it also absorbs the natural but very insidious deterrents to the completion of a sale.

"Is this deep stuff? It may be, but I declare, if I had a millinery shop, I would install a phonograph tomorrow morning and try it out."

There are no level paths to success. One must keep climbing or slide back.

IN MAYTIME

(I LEARNED TO LOVE)

By JACK SNYDER



BAND
OR
ORCHESTRA

25¢

Pronounced by
critics to be
The MOST
BEAUTIFUL
WALTZ
BALLAD
EVER
WRITTEN

Published by **THE HOUSE OF MASTER COMPOSITIONS**
JACK SNYDER INC.
1658 BROADWAY, NEW YORK.

NED NICKERSON IN MIDDLE WEST

Ned Nickerson, traveling representative for Jack Snyder, Inc., publisher of "Frankie," "May-time," "A Little Birdie Whispered It to Me," and other successes, has recently been covering Middle West territory. During his stay in Cleveland, O., he took part in the annual national song contest held at Zimmerman's Dance Hall, that city, from November 16 to 26 inclusive, where he was successful in winning first prize with the song "Frankie." Mr. Nickerson will visit several other of the large trade centers of the Middle West, including Toledo, Detroit, Chicago, before returning to the home office in New York.

"MISSISSIPPI CRADLE" GOING BIG

While the sale of "Mississippi Cradle" is, at this writing, a long way from the general monthly average established by "Missouri Waltz," it is almost double for the first forty days of its exploitation of what the famous Logan number offered at its start, says Forster, Music Publisher, Inc.

DISPLAYS MUSIC WITH RECORDS

Liberty Music Shop, New York, Makes an Effective Combination Window Exhibit

Herewith is shown a reproduction of a recent window display of the Liberty Music Shop, New York, in which are exhibited advantageously records and advertising material of some of the pop-



The Liberty Music Shop ular song and dance successes. These include "Sweet Lady," "Tucky Home" and "Wabash Blues." It will be noted that, in conjunction with the display of Victor records of these numbers, title pages of the sheet music are also given prominence.

In recent months many of the metropolitan dealers have added sheet music racks to their equipment. Invariably, they find the sales of popular hits in sheet music form quite active and in no wise detract from the record sales of the numbers.

CLAIRE DUX HEARD IN NEW YORK

Celebrated Mezzo-soprano, With Dr. Richard Strauss, Makes Most Favorable Impression

Claire Dux, mezzo-soprano and an exclusive Brunswick artist who recently made her debut with the Chicago Opera Company, was heard in concert with Richard Strauss, the famous composer, at the Metropolitan Opera House, New York, on November 29, before a large and enthusiastic audience. Dr. Strauss, who is also a Brunswick artist, led the Philharmonic Orchestra in several interesting numbers and accompanied Mme. Dux in two operatic arias, which demonstrated the vocal capabilities and artistry of this singer, who is so popular in Europe. She was at her best probably in the four songs, the work of Dr. Strauss, and, in response to continuous applause, was compelled to repeat the "Weigenlied," which, as part of the program, had been received with great favor by the audience.

The first records of Claire Dux are soon to be released by the Brunswick recording laboratories to the trade and it is expected that they will be received with much interest by music-lovers who will want to enjoy her voice in their homes.

AN INTERNATIONAL HIT

"Sal-O-May," the European fox-trot recently purchased by the Edward B. Marks Music Co., has, with its American success, practically become known as an international hit. No less an authority than Sigmund Spaeth, former musical critic of the New York Evening Mail, pronounces the number as one of the most perfect dance rhythm melodies ever yet written. At any rate, well-known orchestra leaders like Paul Whiteman and Joseph Smith are featuring it extensively. Although its American life has been short, so far it has come well up to the publisher's predictions.

THE WHOLE WORLD

ENGLAND, FRANCE, ITALY, SPAIN, GERMANY, AUSTRIA, HOLLAND, TURKEY. NOW UNITED STATES, SOUTH AMERICA AND CANADA



ALL SET THE SEAL OF POPULAR APPROVAL

on

SAL-O-MAY

Song of the Orient and Famous European Melody

Stock up on the Records, Player Rolls and Sheet Music

EDWARD B. MARKS MUSIC CO. 102-104 W. 38th Street, New York

KIMBALL HALL

FRANCES CLIFFORD MUSIC CO.

"Publishers of Real Songs"

CHICAGO, ILL.

See Advance Bulletin FOR RELEASES ON THIS Big Selling Blues Hit and Order on Your Favorite RECORD

TRADE CONDITIONS IN KANSAS CITY SHOW IMPROVEMENT

Demand for Talking Machines and Records Steadily Expanding—E. A. McMurtry Honored—Importance of Concentrating on Talking Machines—Great Activity Destined for the Holidays

KANSAS CITY, Mo., December 7.—Business is good, according to the general testimony of Kansas City jobbers. There is a large demand to meet the holiday as well as the regular trade, as shown by the November orders. There is a lack of demand in purely agricultural districts, owing to the low prices of grain. There have been some unusually large orders sent in during the last week, some of them over the phone, with requests for immediate shipment. Collections are fair, and the music men agree with the report of the Kansas City Association of Credit Men in saying that the "average of collections over the entire trade territories seems to be better than for the past few months."

Columbia "Carload" Sales

The Columbia Graphophone Co. is putting on a number of "Carload" sales. One of them is starting in Kansas City, at the Graphophone Shop, 1120 Grand avenue. The purchase of the carload of machines is to be followed by a vigorous newspaper advertising campaign, backed up with aggressive work by the sales force. The Columbia Co. has prepared for this campaign in Kansas City by a syndicated advertising campaign, in which all the Columbia dealers in Kansas City were represented. This campaign is conducted to get into the houses with a machine, and with the idea that if the sale is not closed at the time there will have been established a connection which might lead to a sale later. The offer to give a five-day trial free to any one who would ask for it was met by a large demand and during October and November, months when normally things are quiet, there was plenty of work for the salesmen, and a good volume of business closed. As a result of this plan of merchandising one firm reports that out of fourteen machines placed sales were closed in twelve cases.

The Jones Store Co. reports good results from the announcement of a Christmas Club, the terms being one dollar down, and one dollar a week until Christmas—then the machine delivered, and the rest of the money to be paid on terms.

An Educational Campaign

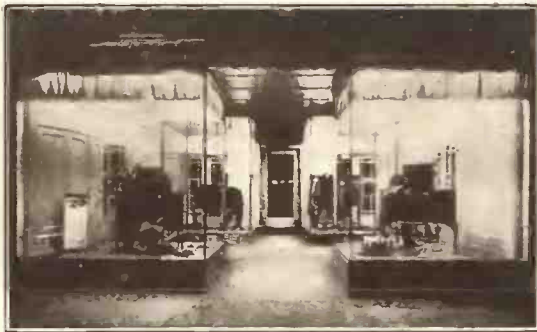
An advertisement that is different is that devised by the manager of the Kansas City branch of the Edison Co., M. M. Blackman, and worked out by the advertising agency, in which the merits

of the Edison machines are stressed. In one of the ads the Edison Mazda lamp is shown alongside of an old style electric lamp, and under the two cuts is the line—"Both are lamps, but—"; then follows a statement of the points of difference in the Edison phonograph and the ordinary ones. The same idea is worked out with apples, and horses. There are others of the series that are to appear.

The Edison Co. is also following its Mood Music tests in various towns with vigorous newspaper campaigns. The usual "follow up" is a spread in the local paper of a full page, changed each week for five weeks. This is accompanied with the personal work of the solicitors and the results are reported to be quite satisfactory.

The Handsome New Brunswick Shop

The Brunswick Shop in Kansas City is at 923 Walnut street. It will remain there. But the New Brunswick Shop is at 1109 Walnut street.



Exterior of New Brunswick Shop

The new shop was opened at this new location to reach the trade that "never goes below Tenth street." It is just off Petticoat Lane, the ultra fashionable shopping street for the ladies, and between that and Twelfth street, which has, per-



Interior of New Brunswick Shop

haps, more people pass over it during each twenty-four hours than any other street in the city. Because of this location, the owners of the Brunswick Shop believed they were justified in opening a second shop. The Brunswick people claim that this shop is equal, if not superior, in equipment to anything west of the Mississippi. It is certainly a beautiful shop, finished in white enamel, with mahogany offsettings and furniture, and with many mirrors that add much to the artistic effect. The interior improvements cost around \$12,000, and the twelve sound-proof and ventilated demonstration booths, as well as the whole shop, are strictly up to date. The immediate results in reaching many new customers who had never visited the old shop, and the good business that the new shop has enjoyed

since the formal opening on November 18, have satisfied the proprietors that they have made no mistake in their investment.

One of the main features of the new shop are the splendid show windows, which occupy a space twenty-five feet back from the street line. These windows give ample room for the display of the De Luxe and Console models, and the trade at the new shop has been largely on these models.

H. P. Ripley & Co. Expand

The talking machine department of H. P. Ripley & Co., of Leavenworth, Kan., has, until recently, occupied the rear of the first floor. It now occupies the full basement, which has been fitted up and decorated. A line of Lyon & Healy pianos will be added. Edison and Victor instruments are to be featured, and are to take the place of a miscellaneous assortment hitherto carried. The new manager of the department is W. M. Wilson, formerly of Lincoln, Nebr., who is now a partner in the department.

Must Concentrate on "Talker" Department

Dealers are recognizing more and more that music is more than instruments, and to sell it, there must be a salesman who is first sold on music himself. The Richards-Conover Hardware Co. is going out of the talking machine business. It is enlarging other departments, but it will drop music.

On the other hand, the Schmelzer Co., which is primarily a sporting goods establishment, is enlarging its Victor sales force, and the amount of business done is on the increase. But the Schmelzer people have virtually divorced the music department, so far as the wholesaling of the Victor is concerned, from the other departments. A. A. Trostler has devoted practically all of his time to this department for several years, and is treating it as a music business, and not as a side line to the sporting goods.

Local dealers are finding that it is a paying proposition to give someone special charge of the talking machine department and let them devote practically all their time to its development. The very fine results following the special efforts in some of the contests in this territory during the Summer and Fall, in which full time was given to pushing the sales of talking machines exclusively, has demonstrated that it pays.

Capitalizing Visits of Record Artists

A number of local dealers are using their windows to feature the records of the stars who visit the city and appear at the various theatres from time to time. Miss Dorothy Jardon, Brunswick artist, was recently at the Orpheum, and the advertising displays of her records were especially attractive. Her work at the Orpheum was interrupted by her illness, which sent her to the hospital, where an operation for appendicitis was performed. The operation was entirely successful.

A. A. Trostler Tells Why He Is Optimistic

"Absolutely" is the word that A. A. Trostler uses to convey his idea of the certainty of good business to follow the educational activities of music people in building future business for the music dealers. He thinks that there will be a rather quiet period following the holidays, but he is "absolutely" convinced that the business is to continue to grow in volume and quality. He thinks that the systematic training of the boys and girls in the schools will be the largest factor in this increase.

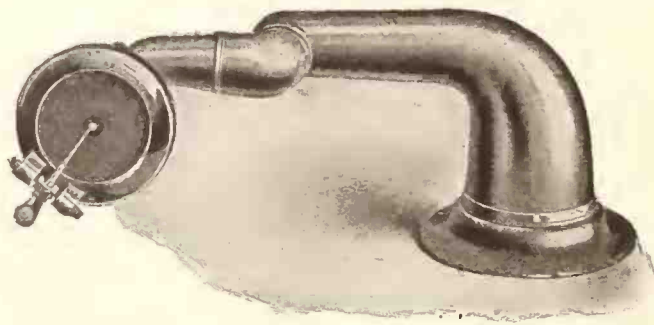
Increasing Demand for Console Models

A distinguishing feature of the business done during the past sixty days in Brunswick shops

Geo. Seiffert
The Modern Sales Corp.
Extend heartiest wishes to All
for Prosperity and
Happiness

929 B'WAY. Telephone ASHLAND 7453-7495 NEW YORK

STONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120



Mr. Dealer:-

The "Recordola"

is a

Timely Holiday Sales Asset

Let your customers make "Homograms"—Records of their own—in their homes with the "Recordola."

The Perfect Recorder and Reproducer.

May be attached to *any* Phonograph.

Fool Proof

Practical

Simple to Use—Positive in Operation

Every Phonograph Owner A Prospect

Complete "Recordola" outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price Complete **\$26.00**; Extra "Homogram" Records, \$1.00 each.

Liberal Discounts to the Trade

Write for Particulars

We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."

15 WEST 34th STREET

RECORDOPHONE CO., Inc.

NEW YORK, N. Y.

in this territory is the large increase in the sales of console models. There is a growing number of people, it seems, that want the wide models, instead of the upright. A lady recently traded in a \$295 upright, which had been used but a short time, for a \$300 console. The demand for some of the models is greater than the factory is able to supply.

Death of F. H. Butler

F. H. Butler, one of the best-known music men of this section, and for many years the senior member of the firm of F. H. Butler & Son Piano Co., of 530 Minnesota avenue, died at his home in this city recently.

E. A. McMurtry's Twenty-fifth Anniversary

E. A. McMurtry, Kansas City branch manager of the Columbia Co., recently passed his twenty-fifth anniversary of continuous service with the company, having started in the St. Louis branch as a boy, and his activities perhaps are best described in the following poem, by Thomas Devine, one of the star salesmen of the Kansas City branch:

OUR MANAGER

Twenty-five years in harness, Mac!
That's going some; and looking back
To-day, we see a Kid at work—
A Kid who doesn't know how to shirk.
Again, we see him in selling clothes,
Out on the road where nothing goes
Except an order; and last we see
The Kid, the Drummer who used to be,
A Manager now with cares galore,
And grouped about him a score or more
Of busy people all glad to work
For the Kid who didn't know how to shirk.

Here's to the years that are gone, say we;
And here's to the years that are yet to be;
May the past be doubled and trebled too,
That is our wish to-day to you.

The Kansas City branch salesmen and employes also celebrated the occasion by a gift of a handsome smoking stand, as an expression of their regard for Mr. McMurtry.

A very unique sale of a Columbia school outfit has just been reported by the Barnett Music Co., of Bartlesville, Okla., this sale being made by them to a local school, at forty-five minutes after midnight Friday morning, November 11, after a school "Pie Supper," before a school committee as judges, the sale consisting of a type D-2

Grafonola, a Pushmobile and a quantity of Columbia school records.

S. M. Henley, Columbia dealer at 813 Walnut street, this city, is now recovering from a stroke of paralysis and expects to be back selling Grafonolas and Columbia records at an early date.

The "Famous Eight" to Be Heard

The Victor dealers and jobbers of Kansas City are patrons of a concert to be given on Sunday night, January 1, at Convention Hall. The Victor Eight will be here and give a popular program. A. A. Trostler, of the Schmelzer Co., has charge of the arrangements.

A branch store was recently opened in Kansas City by the Royal Music Shop Co., at 1425 East Eighteenth street. Columbia Grafonolas and records will be handled.

GEORGE A. LYONS KEPT ON THE GO

Eastern Sales Manager Tells of Great Demand for Unico Specialties Throughout Country

PHILADELPHIA, PA., December 6.—George A. Lyons, Eastern sales manager of the Unit Construction Co., has been constantly kept on the go within the past few months. No sooner has he arrived back in headquarters in Philadelphia than his services have been required in another section of the country. Recently Mr. Lyons completed a tour through the Middle West, covering Cleveland, Cincinnati, St. Louis, Peoria and Chicago. He reports conditions decidedly favorable throughout this territory and that dealers are anticipating a continuance of good business into the new year. In Rockland, Md., adjacent to Washington, D. C., Mr. Lyons sold W. C. Bean, a new Victor dealer, a complete "Unico" equipment, which consisted not only of demonstration rooms, record racks and counters, but the newest "Unico" products—fans and lights.

The hardest man to approach is sometimes the easiest to close.

LATE TALKING MACHINE EXPORTS

Exports, Including Records for Ten Months Ending October 31, 1921, Total \$3,296,900

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

The dutiable imports of talking machines and parts during October, 1921, amounted in value to \$60,162, as compared with \$77,614 worth which were imported during the same month of 1920. The ten months' total ending October, 1921, showed importations valued at \$522,914, as compared with \$751,587 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,257, valued at \$139,429, were exported in October, 1921, as compared with 9,839 talking machines, valued at \$481,471, sent abroad in the same period of 1920. The ten months' total showed that we exported 30,231 talking machines, valued at \$1,427,111, as against 69,734 talking machines, valued at \$3,297,305, in 1920, and 52,336 talking machines, valued at \$1,817,399, in 1919.

The total exports of records and supplies for October, 1921, were valued at \$223,105, as compared with \$243,973 in October, 1920. For the ten months ending October, 1921, records and accessories were exported valued at \$1,869,788; in 1920, \$3,080,369, and in 1919, \$2,822,653.

NEW JERSEY INCORPORATION

The Clark Phonograph Record Co., of Newark, N. J., was recently granted a charter of incorporation under the laws of that State, with a capital of \$250,000. Incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clark, of Newark, N. J., and Frank Lappen, of New York.

MILWAUKEE DEALERS ARE ENTHUSIASTIC OVER OUTLOOK

Orders Received by Jobbers and Dealers for Machines and Records Indicate Prosperity—Better Homes Week Helps—Exhibitors at Local Exposition—Interesting Reports That Spell Prosperity

MILWAUKEE, WIS., December 7.—To the conservative element in the local talking machine trade business, during the early part of the holiday shopping season, has been so much better than expectations that enthusiasm has been aroused. Those who anticipated an active trade by taking on liberal stocks in ample time to avoid a rush are highly pleased that they should have so done. Requests received by jobbers and manufacturers from retailers throughout this territory for merchandise of all kinds are so numerous and of such good proportions that it seems like the good old days.

"Better Homes Week" Helps Trade

One of the things which have contributed materially to the present active state of the talking machine business, and to business in musical instruments of all kinds as well, is the "Better Homes Week" conducted by a leading daily newspaper of Milwaukee, in co-operation with the associations of music merchants, furniture and interior furnishings men and other craft organizations, during the present week, December 5 to 10, when Ross Crane and his associates of the staff of the extension department of the Chicago Art Institute have been brought to Milwaukee for a series of fifteen lectures and demonstrations of the home beautiful.

A talking machine, or a talking machine and piano, invariably has been included in each of the displays arranged by Mr. Crane and his fellow-experts to portray vividly to the eye the ideas of proper home furnishing which they rendered by word of mouth in their lectures. Thousands of Milwaukee people attended the lecture series and "Music in the Home" propaganda was given a substantial advancement.

Scramble for Merchandise

Local talking machine jobbers express gratification over the way retailers are buying to cover holiday needs. It is a well-known fact that many dealers did not repeat their usual custom of former years of buying ahead during the late Summer and early Fall for late November and December delivery. Consequently they have been caught short and are now in somewhat of a scramble for merchandise. It is the old, old story of waiting until the eleventh hour, but the jobbing trade rather looked for just such a situation and is fairly well fortified to fill late orders promptly.

Victor Dealers Buying Liberally

With the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan, activ-

ity is reminiscent of the rushing times of former years. This has been especially noticeable in the past week and it appears that it will continue until the end of the month. This condition exists despite the fact that Victor dealers have been buying liberally for the last two or three months. Therefore, the present rush is regarded as indicative of an active business throughout the territory beyond the early expectations.

Greatest Demand Ever Experienced

The Brunswick line is marching through to the holidays with the largest number of orders the Milwaukee branch has ever experienced. Manager Thomas I. Kidd is elated over the excellent volume, which exceeds even his liberal predictions of a month and two months ago. The Brunswick has gained a substantial foothold in Milwaukee and Wisconsin and Manager Kidd is just beginning to "cash in" on his several years of intensive effort to make his line one of the leading sellers in the Northwest.

Edison trade is very active and sales are establishing new high-water marks over the volume of past years.

City and country business in the Sonora line is excellent in Wisconsin as well as in the Upper Peninsula of Michigan, according to Fred E. Yahr, president of the Yahr & Lange Drug Co., who is devoting his personal attention to the distribution of the Sonora.

Remarkable Columbia Business

The Columbia is winding up the best year in its history in Wisconsin with a remarkable holiday volume in instruments as well as records. It was in the Spring of 1920 that this territory was subjected to a concerted drive for business, and while good results were evident a year ago at this time the call for Columbia merchandise since then has grown steadily until now the demand is, by comparison, astonishingly large.

Strong Demand for the Dalion

The Milwaukee Talking Machine Co., manufacturer of the Dalion, has been working hard for several weeks to fill a rush of orders and is making a whirlwind finish of an excellent year. Business is brisk and the factory will have all it can do to fill all of its holiday orders before December 24.

Entertained 14,000 Visitors

The Grant Furniture Co., of Racine, Wis. recently held the formal opening of its new store and entertained nearly 14,000 visitors, when it had arranged for but 4,000. One of the features

of the new establishment is the Victor department, which is located on the main floor and displays the Victor individually as well as a part of practical home furnishing groupings.

Activity With Bradford Co.

The J. B. Bradford Piano Co., one of the oldest and largest music stores in Milwaukee, always has enjoyed an extensive talking machine business, but this year it has smashed all previous marks for volume. It added the Aeolian Vocalion several months ago and is also pushing the Victor and Sonora. That these are in good company is indicated by the fact that the Bradford house represents the Mason & Hamlin, the Steinway Duo-Art and the Aeolian lines.

Runs Comparison Concert

Oscar E. Lentz, retail jeweler at Clintonville, Wis., and Edison dealer, recently conducted a notable event for a small city by offering Glen Ellison, Scotch baritone, assisted by Alta Hill, pianist, at the Grand Theatre, in a comparison recital. A select audience of nearly 1,000 people was present.

Walter C. Kelly, "The Virginia Judge," appeared at the Majestic Theatre in Milwaukee during the first week in December and his Victor records were widely advertised during this period, with excellent sales results.

Campaign of Gram Music House

The Cheney, the Brunswick and the Aeolian-Vocalion are being featured by the Edmund Gram Music House in its pre-holiday advertising. Miss Julia Wolff, manager of the talking machine department, reports the best November in the history of the house and says it looks as if December will break all previous marks as well.

Exhibit at Local Show

A large number of attractive exhibits of talking machines and records were made by Milwaukee dealers at the third annual Food, Household and Electrical Exposition, held recently in the Auditorium. Carl Euler, 1611 Vliet street, featured the Columbia and Sonora, showing standard as well as some of the beautiful period models of the Sonora. The Hoeffler Piano Mfg. Co., 274 Fifth street, distributor of the Starr, made a special appeal in behalf of Geunett records, showing also the Starr in upright and console styles.

SUFFERS DAMAGE FROM FIRE

CAMDEN, N. J., December 1.—A fire lasting several hours, to-day, caused considerable damage to the department store home of the Baker-Flick Co., which concern operates a Victor department. Reports received indicate considerable damage to the Victor stock.

The Record Lite

for Victrolas only

Not an Accessory—but a Necessity

THIS wonderful Automatic Record Lite prevents scratched records by proper illumination for setting automatic stop and starting. No screws or nails to mar cabinet—simply slip over tone arm. Use in Demonstrating Booths.

ONCE USED—ALWAYS USED. Orders may be sent to us and billed through your Victor jobber—or we will ship and charge direct.

Badger Talking Machine Company

Victor Jobbers—Wholesale Only.

135 SECOND STREET

MILWAUKEE, WIS.

Write

for special literature giving list prices and dealer and jobber special discounts.

TRADE IN CANTON, O., DECIDEDLY IMPROVED

Leading Dealers Report That December Business Is Making a Very Fine Showing—Advertising in Local Papers Brings Good Results

CANTON, O., December 7.—With but little change in industrial conditions in the Canton district, music dealers are unanimous in their prediction that December business will exceed any previous month in the past six. For most of the dealers November was a good month and showed a decided improvement over October. Collections are reported to be better, but dealers will not say just how long they expect this situation to continue, with industrial conditions constantly changing.

Slight improvement in business generally is seen by C. M. Alford, head of the music firm of Alford & Fryar. "I honestly believe there is a better trend in our line of business. This store enjoyed a good volume of business during November and December should beat it. Talking machines are selling satisfactorily."

Talking machine sales are on the increase with the J. W. Brown Piano Co. and it is expected that the entire stock will be disposed of by the holidays, for the store is receiving a large stock of new models of the Sonora. Collections with this firm are better.

"Business has been of a satisfactory volume in our talking machine department this year," said G. A. Garver, head of the Garver Bros. Co., at Strasburg, O., said to be the largest country store in America. This store caters largely to the rural trade and sells a large number of talking machines. Sales with this store to date aggregate more than \$575,000, according to Mr. Garver. "A Million in 1922" is the store slogan.

The talking machine department at the S. S. Urfer Co. store, New Philadelphia, O., is pushing the Columbia line this month with a vengeance, according to H. W. Whitney, manager. The volume of business, while not up to the same month a year ago, has been satisfactory, he says. Records are moving better with the advent of colder weather. Herbert Urfer, son of S. S. Urfer, proprietor of the store, is in charge of the talking machine department now.

November and December have proven exceptionally good months for Victor record sales, according to George C. Wille, of the George C. Wille Co. The unusually large number of popular selections on the lists of the last two months accounts for the activity in this line, according to Mr. Wille. Talking machines are moving better this month than last.

George E. Buss, New Philadelphia, O., Edison representative, tops his district for largest number of sales to date in a contest now being conducted by the Edison Co. Mr. Buss says business is very good and in the face of unfavorable conditions the Edison machine has held its own. "I have been doing everything in my power to stimulate sales of the Edison and have been successful. November was a good month, but December will beat it, I believe."

It is announced that the Canton, O., store of the Drake & Moninger Co., which maintains three other stores, the main store being at Alliance, O., will be discontinued after December 15. This store sells the Victor machine and recently opened an exclusive Victor shop at Sebring, O.

Canton music dealers are using twice the space in local newspapers that they did a month ago and without exception all are pushing their various makes of talking machines and pianos for Christmas gifts. They say they have more prospects on their lists this month than any previous month this year.

W. A. Grubbs, formerly with the Record Shop, has opened the Grubbs Music Shoppe, at 411 St. Clair street, Columbus, it is announced. He will have in stock a line of talking machines, records and sheet music.

Fear is the salesman's worst enemy—fear comes from the lack of knowledge.

NEW VICTOR NUMERICAL CATALOG

All Records in Victor Co. Library Listed in Numerical Order in New Volume

The Victor Talking Machine Co. has just issued the numerical list of Victor records for 1922, containing the names in numerical order of all records in all languages. The volume is an imposing one of nearly 300 pages, and serves to indicate the tremendous extent of the Victor record library. In addition to the record list, the book contains some interesting and valuable information on the important matter of keeping track of record stock which should prove of value to dealers.

A number of records are listed in the new numerical catalog, as well as the regular record catalog, without previous announcement, among them being a group of nine piano solos by Novaes, three records of Shakespearean readings by Sothern, three others by both Sothern and Marlowe, and over a dozen records by Caruso. The latter are relistings of records that have been withdrawn from the regular catalog.


SEEK TO AVOID MAIL CONGESTION

Co-operation of Music Dealers in Changing Dates of Mailing Record Lists, etc., Asked by Post Office Department

WASHINGTON, D. C., December 5.—Efforts are being made by the Post Office Department to secure the co-operation of music dealers throughout the country in equalizing the volume of mail by changing the dates on which they send out their notices of new records, new music rolls, etc.

Large quantities of circulars, such as catalogs, lists of new records and other matter, are sent out on the first day of each month, it is pointed out by First Assistant Postmaster General Hubert Work in an announcement to postmasters, resulting in serious congestion of the mails and delayed delivery.

In order to relieve this condition, postmasters have been requested to confer with the large mailers of advertising matter with a view to obtaining their co-operation by releasing all such matter on other days of the month, and on the lighter days of the week.



Style L
One of several beautiful Console Models

KIMBALL PHONOGRAPHS

Invite good customers and ready sales

Because the line is attractive from a business-getting standpoint and is thoroughly *reliable*, the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

Write for Agency Terms.

W. W. KIMBALL CO.

306 S. Wabash Ave., Kimball Bldg.
CHICAGO

*Manufacturers of Phonographs, Pianos, Player-Pianos,
Pipe Organs, Distributors of Okeh Records*



Style J
Mahogany Walnut



Style G

VICTOR CO. FILES SUIT AGAINST THE OPERA DISC CO.

Brings Action in U. S. District Court in Brooklyn, N. Y., Against Opera Disc Co., et al., to Restrain Defendants From Selling "Opera Disc" Records, Alleging They Are Pirated Copies

The Victor Talking Machine Co., of Camden, N. J., on December 7 filed in the United States District Court, at Brooklyn, N. Y., a suit against Max Hesslein, the Opera Disc Co., Inc., and the Opera Disc Distributing Corp., to enjoin these defendants from selling certain so-called "Opera Disc" records, including many by Caruso and other celebrated artists, which, in the complaint, the Victor Co. alleges are pirated copies of recordings produced by the Victor Co., or in which it has exclusive rights in this country.

The Victor Co. alleges that these records are being unlawfully manufactured in Germany by a German concern and are being imported into the United States and sold by the defendants in fraud and violation of the Victor Co.'s rights and in disregard of the royalty obligations to the artists. The Victor Co. also asks for an injunction against the use by the defendants of the

names of the famous "Victor" artists which these companies feature in their advertising, that further importation of such records be enjoined, that such "Opera Disc" records now in the possession of the defendants be delivered to the Victor Co. or to the court for destruction, and that the usual accounting for damages and profits be ordered.

MAKE SHIPMENT TO INDIA

BALTIMORE, Md., December 7.—Some time ago the Rev. Dr. Goedeke, a missionary to the land made famous by Kipling, purchased a Granby phonograph from Bass & Diering, Granby dealers, of this city. Dr. Goedeke has now reached his missionary station in Taneli, India, and writes that he is much pleased with the machine and is using it in his services for the natives.

GREAT METROPOLITAN CAMPAIGN

Geo. Seiffert, President of Modernola Sales Co., Carries Attractive Ads in New York Papers—Attractive Offices Opened on Broadway

The Modernola Sales Co., New York City, although only established a few months, has accomplished much in the distribution of the Modernola phonograph in the Eastern territory which it covers. George Seiffert, president of the company, has been identified with the distribution of Modernola phonographs for several years and, through his untiring efforts, has con-



George Seiffert

tributed much to the prestige of the Modernola phonographs.

Attractive offices have been opened on the second floor of the building at 929 Broadway, centrally located in the mid-town section of this city, and in addition to the general offices and Mr. Seiffert's well-appointed private office there is an attractive salon devoted to the display of the Modernola.

The Modernola Sales Co. is co-operating with the dealers in its territory in an energetic manner. A campaign has been begun in several of the Sunday editions of the metropolitan dailies featuring the Modernola under its signature and the Modernola Co., of Johnstown, Pa. In this publicity is included a list of Modernola dealers in the metropolitan territory, and it is a significant fact that in each successive weekly publication of this advertising there are a generous number of new names of dealers appearing.

An advance schedule and advance copies of this publicity were previously placed in the hands of the dealer in an attractive folder accompanied by a letter signed by George Seiffert. It was stated at the headquarters of the company that the dealers are experiencing decidedly favorable results from this well-planned publicity and that it is progressing in a very satisfactory manner.

George Seiffert is presenting to his many friends in the trade an attractive silver "Redi-point" pencil, with the compliments of the Modernola Sales Co., which is particularly appropriate in this season of good will.

In referring to the new year, Mr. Seiffert predicts that business will run along in a progressive and an entirely satisfactory manner and looks for a continuous improvement in general conditions.

INSTALLS EQUIPMENT IN THE SOUTH

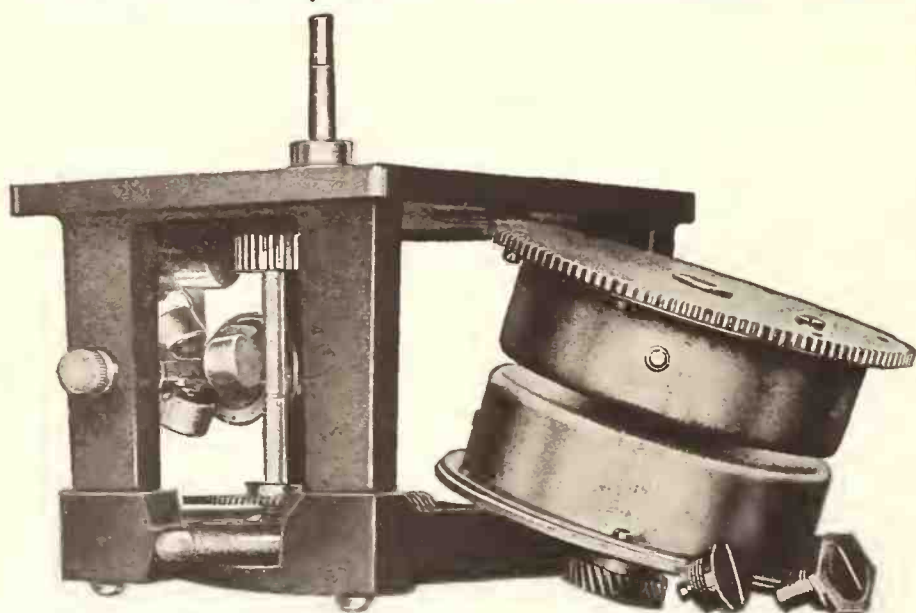
Van Veen & Co., Inc., New York City, manufacturers of equipment for talking machine warehouses, report increasing business being received from the South, indicating the improvement of conditions in this territory. One of the most important orders was recently received from the Field Furniture Co., of Ashland, Ky., where an equipment of the most modern type of double construction booths will be made.

The Rebel's Capitol Shop, of Laporte, Ind., is the latest addition to the talking machine establishments here.

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.

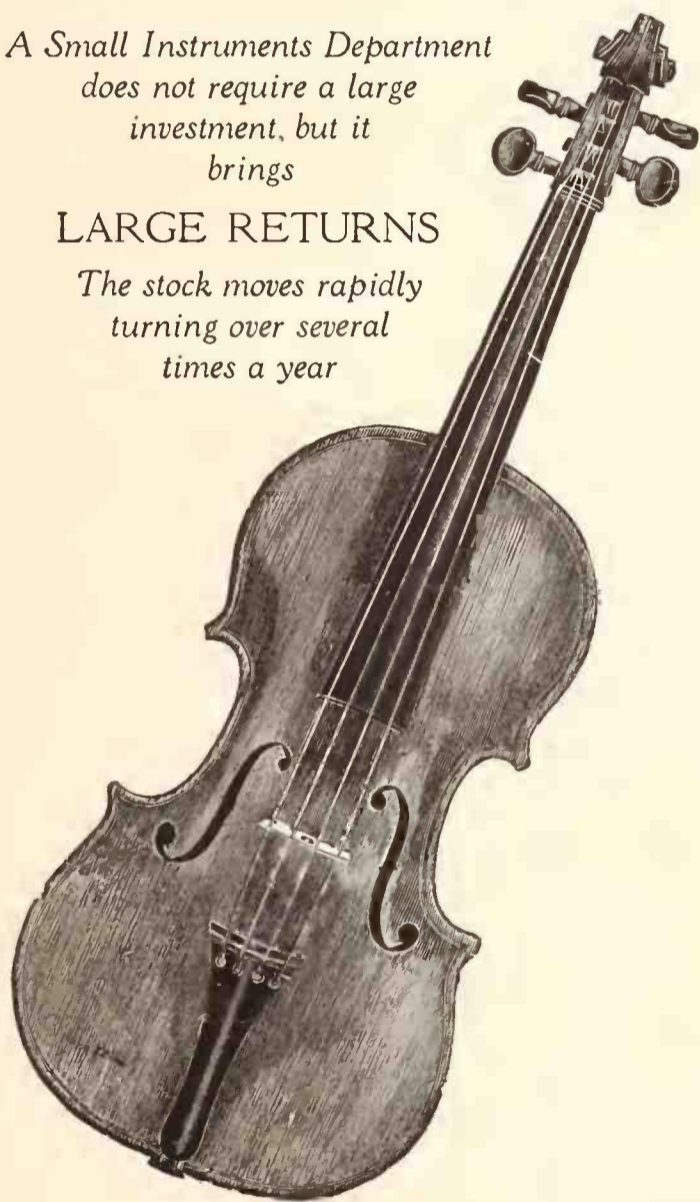
*Capitalize Lyon & Healy Nation-Wide Advertising
Make it Help Build up YOUR Business*

Cremonatone Violins

*A Small Instruments Department
does not require a large
investment, but it
brings*

LARGE RETURNS

*The stock moves rapidly
turning over several
times a year*



CREMONATONE VIOLINS are the highest quality, the best known, and the most popular modern violins on the market today.

They are nationally advertised. Look in the leading periodicals. You will find CREMONATONE advertisements in them.

There is an ever increasing demand for CREMONATONE VIOLINS. Thousands have been sold—thousands more will be sold. You should do your share of the selling and derive your share of the benefits. Become the music merchant in your city who will supply the CREMONATONE line. Write today for our proposition. No obligation.

LYON & HEALY

FOUNDED *Lyon & Healy* 1864

Everything Known in Music

Chicago

Are you familiar with our newspaper advertisements for local music houses? If not, write us for information. They are the work of the country's best experts. They will interest you.

HAPPENINGS IN THE DOMINION OF CANADA

COMMENCES MANUFACTURE OF GRAFONOLAS IN TORONTO

Columbia Co. Turns Out All Models for Canadian Trade—Introducing New Talking Machine—The Value of Talking Machines in Schools Appreciated—Reductions in Record Prices—Other Items

TORONTO, ONT., December 5.—Operations have commenced in the Grafonola department of the big Columbia factories in this city. It is the Columbia Co.'s plan to turn out all models of the Grafonola complete in its own plant, from where deliveries will be made. This is one of the best-equipped plants to be found anywhere. The lumber yards contain immense quantities of the finest mahogany, walnut and oak, all of which have been thoroughly seasoned.

Record manufacture has been carried on in the factory from the time the company occupied the premises. Operations in the cabinet factory were timed to commence with the completion of contracts with other manufacturers for cabinets. A. E. Landon is local manager.

A talking machine, to be known as the "Sonograph," is about to be placed on the market by the Provincial Machine & Supply Co., Ltd., West Talbot. The instrument is of the popular medium size.

Here's a live idea worked by a talking machine dealer in a good-sized town. As an experiment, he chose a country school in a district from which he got a certain amount of farm trade, and ascertained from the teacher that there were thirty-eight pupils, on an average, attending. He sent the teacher forty-odd invitations, one for each child and a few over, inviting them to his store to attend a talking machine recital on a stated Saturday afternoon.

The recital was especially for those thirty-eight and their teacher. It was a varied program, the selections chosen to interest children of the public-school age particularly. A little talk preceded each record and at the close the dealer announced that there was ten minutes to spare, in which he would play any record asked for, if he had it in stock. After that each child was given refreshments and a little folder advertising the machine the dealer was selling together with the latest record supplement. Thirty-one children attended that recital, with the result that there were thirty-one new boosters for that dealer's machines and records. The same idea will now be carried out with other schools.

Taking the country by and large, there is a growing interest on the part of dealers in talking machines in the schools. One dealer heard of lately is working the following plan to assist the teachers and pupils to secure a machine and library of records for their school. He gives with each purchase of \$2 from his store a ticket good for 15 cents cash when turned in to any of the school children for use in their talking machine campaign. People making purchases turn the coupons over to some boy or girl they know. The pupil in turn hands it over to the teacher and every such coupon secured is another 15 cents toward the school machine. Although only nicely begun, the teachers and pupils are taking right to the idea and working hard. Concerts and other means are also being employed to raise the necessary funds.

Canadian school boards will realize some day that a high-grade phonograph and carefully selected library of records should be part of the standard school equipment for which they should provide funds.

The musical season in Toronto has gotten off to a good start this Fall by the appearance at Massey Hall of Edwards Johnson (tenor), Alberto Salvi (eminent harpist), Louise Homer (contralto) and Galli-Curci (soprano), all well-known His Master's Voice artists.

The Starr Co., of Canada, Ltd., whose headquarters and warehouses are at London, Ont., is out with an announcement of substantial reduc-

tions in retail prices of Starr-Gennett records. The entire line of dollar records has been reduced to 65 cents retail and the Starr Co., of Canada, Ltd., emphasizes that this reduction applies to the regular repertoire of over eleven hundred numbers. In Western Canada the price will be 75 cents.

J. A. Croden, president of the Starr Co., when in Toronto a few days ago, was most optimistic as to the result of the reduction in price of the Starr-Gennett record and prophesied that not only would there be an immediate impetus to record retailing, but that there would at once be noticed increased business in machines.

P. Catucci, a director of the General Phonograph Corp., with headquarters in New York, visited Canada recently and enjoyed some real Canadian Autumn sunshine. He visited A. B. Pollock at the company's factory in Kitchener and C. J. Pott, Canadian manager at Toronto headquarters. Mr. Catucci has to his credit a number of important inventions in the talking machine motor field.

J. C. Mackay, who was until last March one of the peptomistic travelers of R. S. Williams & Sons Co., Ltd., is again on the road exploiting the Edison dealer.

MONTREAL IS PROVING A VERY ACTIVE SALES CENTER

How a Live Dealer Has Increased His Record Trade—S. Hird & Co. to Handle the Steel Needles—New Popular-priced Record—Records as Christmas Gifts—Great Welcome for Furnam & Nash

MONTREAL, CAN., December 6.—One live dealer The World was lately told about has arranged with a magazine stand at a suburban station to give a talking machine record service to out-of-town customers. At this stand is a large sign-board displaying the current month's record list. Pockets, fastened to the board, contain record supplements, folders advertising certain artists, and all such literature, as well as a display of steel needles in the various tones. A supply of the latest hits and any particularly timely records is on view. This service is intended to be two-fold. In the first place, it enables shoppers who have had a busy day in the city to get a couple or three or four or half a dozen records at the station, just as they are leaving for home. Secondly, a prominent sign tells these shoppers and commuters that any record orders left at the stand in the morning will be filled, parceled and ready to be called for in plenty of time for the departure of the evening cars or trains.

There passed away at his home in Montreal recently James Jordan, one of the pioneers in the Canadian talking machine industry. He was on the road for a number of years for the Berliner Gramophone Co., Ltd.

W. R. Steel, Ltd., of Redditch, Eng., the well-known maker of talking machine needles, has

E. V. Knowlton, formerly sales manager of R. S. Williams' wholesale musical merchandise department, has accepted the position of manager of the phonograph department and finds the work exceedingly interesting.

Fred Hager, of the recording division of General Phonograph Corp., Ltd., New York, was a recent visitor to the recording laboratory and record-pressing plant of the Compo Co., Lachine, Que.

The firm of A. J. Freiman, Ltd., Ottawa, which is active in the retail talking machine business, has been incorporated with a capital stock of \$1,500,000.

The Columbia Graphophone Co. has announced price reductions on Columbia records as follows: Twelve-inch double-disc blue label records, old price \$1.65, now \$1.25; twelve-inch double-disc symphony records, old price \$1.65, now \$1.50.

The appearance in Ottawa in a joint recital of Helen Newitt and Virginia Powell, eminent Edison tone-test artists, made it possible for them to perform an interesting musical experiment under the auspices of R. S. Williams & Sons Co., Ltd.

Hunter & Co., Cornwall, Ont., have added a number of sound-proof booths for demonstrating Columbia records and are going after Grafonola business stronger than ever.

The Musical Merchandise Sales Co., sole distributor in Canada of the Brunswick phonograph, is announcing two new models, Style 207, retailing at \$185, and Style 210, selling at \$220.

appointed S. Hird & Co., 313 Craig street, Montreal, as its Canadian agent for these needles.

The Apex, a ten-inch double-sided record to retail at 65 cents, and in the Western Provinces at 75 cents, has been put on the market. It is made by H. S. Berliner and is pressed at the plant of his firm, the Compo Co., of Lachine, Que.

Furnam and Nash, popular vaudeville team and exclusive Columbia artists, were given an enthusiastic reception by the Montreal branch of the Columbia Graphophone Co. upon their recent appearance in this city. Furman and Nash appeared at the Princess Theatre, where they scored one of the hits of the performance.

One night was set aside as "Columbia night," when over eighty Columbia dealers and members of the Columbia Co.'s Montreal branch attended the performance, giving Furman and Nash a "Montreal" reception. While here the artists attended the weekly luncheon of the Kiwanis Club and also called upon quite a number of the local Columbia dealers, who were delighted with the opportunity to meet these well-known Columbia artists.

His Master's Voice records, ten-inch double sided, formerly sold for \$1, have been reduced to 85 cents; ten-inch Red Seal records formerly re-

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 66

tailoring at \$1.25 have been advanced to \$1.50, while twelve-inch, heretofore selling at \$2, have been increased to \$2.25. These slight increases are due to adjustments of artists, and other royalties.

Layton Bros. are conducting their fourth annual Christmas Columbia Grafonola Club, which is limited to 200 members.

Large-size Sonora phonograph newspaper copy is appearing in the Montreal dailies through the Canadian distributors, I. Montagnes & Co., Toronto, to which is attached the name of Charles Culrose, Montreal, as Eastern Canada distributor.

A handsome sign has recently been erected on the roof of Layton Bros., which announces that they are handling the Brunswick line of phonographs.

The Misses Helen Newitt, soprano, Virginia Powell, reader, and Margaret Whittaker, violinist, Edison tone-test artists, gave two recitals in Montreal the past week in the Ritz-Carlton, which was held under the auspices of Layton Bros., when the appearance of these artists was heard in comparison to their performance in the flesh.

"Children's records as Christmas gifts are increasing in popularity every season," said Miss Vezina, in charge of the Columbia Grafonola department of Almy's, Ltd., "and this year we have doubled our stock in anticipation of a heavier volume of sales in this direction."

Right here in Montreal, unknown to thousands of citizens, one of the most amazing facts of all time is being demonstrated daily. The Marconi Wireless Telegraph Co. of Canada, through the agency of the Marconi wireless telephone, is radiating music and speech over an area of 125,000 square miles. Scores of interested people having the wireless telephone apparatus are listening at the same time in their various homes to piano, band and orchestral concerts taking place at the head office of the Marconi Wireless Co., and these concerts have been picked up as far as St. John, N. B. An Edison Diamond Disc phonograph with Edison re-creations and a Layton Bros. piano have been chosen as desirable instruments for these demonstrations from Layton Bros., Edison dealers, of this city.

INVENTED "SOME" WAR WEAPON

Thomas A. Edison made known for the first time recently the invention of a new weapon by his son during the war. This consisted of a wheel charged with high explosive which was set on the shafting of a Ford tractor. When the wheel revolved at a speed of 35,000 surface feet a second it was released, speeding toward the enemy at terrific speed for a distance of two miles and finally exploding. The invention was completed too late for use in the conflict.

PRAISES EMERSON RECORD

The Emerson Phonograph Co., New York, received recently a very interesting letter from a music-lover who purchased an Emerson record and who was so pleased with its quality that he wrote as follows: "I purchased an Emerson record last evening of a piano solo played by Mana Zucca. It was the best piano record I have ever heard and therefore I would like you to send me a list of any other records played by the above-named party, with the cost of each record. Signed, Walter Smadbeck."

ACME-DIE
CASTINGS
 ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
 Boston Rochester Brooklyn, N.Y. Detroit Chicago

ERNST JOINS PAUL WHITEMAN, INC.

Sales Manager of New York Talking Machine Co. Resigns Post—Will Become Vice-president of Paul Whiteman, Inc.—Will Furnish Musical Entertainment of Every Description

H. C. Ernst, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, resigned from his position this week to become vice-president and treasurer of Paul Whiteman, Inc., a new company which has been organized for the purpose of developing and supplying orchestras, musical novelties and musical entertainments in all its branches. Paul Whiteman, director of the famous Paul Whiteman Orchestra and exclusive Victor artist, is president of the new company, which has opened offices at 158 West Forty-fifth street, New York.



H. C. Ernst

Prior to joining the New York Talking Machine Co.'s staff in 1917 Mr. Ernst was identified with several of the country's largest industrial concerns and he is recognized throughout the talking machine trade as an executive of exceptional ability. As sales manager of the New York Talking Machine Co. he won the esteem and friendship of Victor dealers throughout the territory and his intensive efforts to co-operate with the New York Talking Machine Co.'s clientele were keenly appreciated by the trade. Mr. Ernst is planning to assume his new duties on the first of the year and the sales organization that he developed is so highly trained that his work will be shouldered by the present members of the sales division without any strain or radical changes.

As vice-president and treasurer of Paul Whiteman, Inc., Mr. Ernst will have many opportunities to utilize his sales and executive training. Paul Whiteman has attained phenomenal success as director of the Paul Whiteman Orchestra at the Palais Royal in New York and he is recognized from coast to coast as one of the country's foremost dance orchestra directors.

NEW RODEHEAVER RECORD JOBBER

A. J. Heath Will Act as Distributor for Rodeheaver Records in Philadelphia

T.P. Ratcliff, general manager of the Rodeheaver Record Co., New York, announces the appointment of A. J. Heath as distributor for the company's records in Philadelphia and also in Baltimore. Mr. Heath is located in Philadelphia, at 27-29 South Seventh street. Mr. Ratcliff is enthusiastic over the new connection, owing to Mr. Heath's wide acquaintance in the trade and his knowledge of its requirements.

Mr. Ratcliff has arranged for the public demonstration of the process of recording Rodeheaver records in the Gimbel Bros. store, Philadelphia, in January, in the interests of Mr. Heath.

The Rodeheaver record catalog of sacred music is being expanded rapidly and a large number of soloists, choruses, quartets, etc., prominent in religious circles, have recorded for the Rodeheaver Co.

MISS BROWN RETURNS FROM TRIP

Miss H. Marjorie Brown, in charge of retail sales promotion for C. Bruno & Son, Inc., Victor wholesaler, New York City, completed an extensive trip through New York State last month. She visited most of the leading Victor retailers in the up-State territory and reported much activity on their behalf.

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"

REPAIR PARTS
 NEEDLES
 CLEANERS
 ENVELOPES
 SAPPHIRES
 ALBUMS
 RECORDS

ALL FROM ONE SOURCE

PLAZA MUSIC CO. TRADE MARK

SPECIAL ON CLOTH-BOUND RECORD ALBUMS

	6 doz. orders	Less
10-inch.....	50c	55c
12-inch.....	60c	65c

HEADQUARTERS FOR

- RECORD DELIVERY ENVELOPES
- ALBUM SETS FOR No. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- NOVELTY TOY RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRILLIANTONE STEEL NEEDLES
- MAGNETO MULTI-PLAYING NEEDLES
- SUPERTONE STEEL NEEDLES
- SHEET MUSIC
- RECORDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- REPEATOGRAPH
- TONOFONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

PLAZA MUSIC CO.
 18 WEST 20TH STREET
 NEW YORK



OGDEN'S ORIGINAL "STANDS"

For Portable Victrola No. 50

Cost You \$6.50—Sell at \$10.00

Number Fifty Portable "STAND" is designed for Victrola No. 50 to make it an ideal HOME MODEL with all the advantages of the Cabinet Type—and still is absolutely Portable.

It is "Set Up" or Taken Down in 5 minutes—Positively Rigid and Strong—Assembled with 4 concealed Thumb Nuts and Screws.

Correctly Designed to Harmonize with the Victrola No. 50 Portable in Material and Finish.

Constructed of Solid Mahogany and Rubbed Finish to MATCH. Quartered Oak (Golden-Fumed and Weathered), finely finished to MATCH the Portable Victrola. Price, each, \$6.50; delivered in 1 dozen lots. Weight, each, 10 lbs. Individual Packing Case.

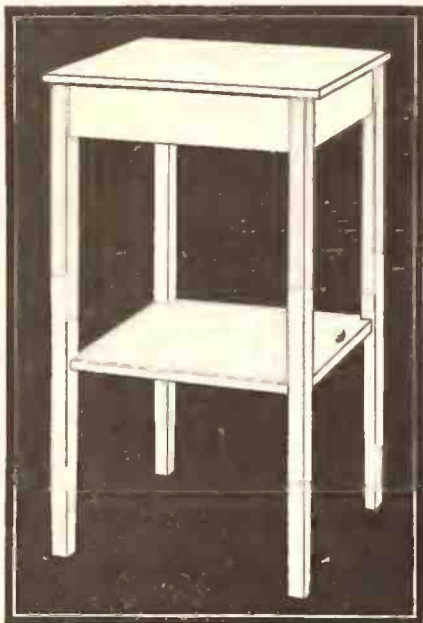


Six Pieces Assembled or Packed Down as Record Carrier in five minutes

OGDEN'S YOU-NIT STAND KD MADE PORTABLE IN 5 MINUTES—AND A RECORD CARRIER.

UTILITY or SERVICE TABLES

(Convenient for Many Purposes)



These Tables are needed in every Demonstration Room for the convenience of your Customers when selecting records and are also a convenience for many purposes in the home, for which you find a ready sale with profit.

Ogdens' STANDS No. IV and No. VI for Victrola No. IV and No. VI are open frames made to fit exactly the base of these Models. Used with satisfaction in thousands of Homes because they fill the need of a low-price Cabinet for Victrola and Records, making a superior UNIT IN APPEARANCE and fulfill every Cabinet requirement. Ideal for use in the HOME and Portable (Knock Down) in 5 minutes for CAMP and VACATIONS.

DEALERS' PRICES

Quar. Oak for Victrola No. IV and No. VI \$3.60
 Mahogany Finish for Victrola No. VI 3.85
 Solid Mahogany for Victrola No. VI 4.25
 (Finished to match the Victrola)
 Service Top to convert any Stand into a "Utility" or Service Table for many uses.
 Each \$0.90
 (Varnished and Rubbed Finish)

Dimensions and Dealers' Prices

Table No. IV, Top 15 in. x 16 in. Quar. Oak and Enamels \$4.75
 Table No. VI, Top 17 in. x 16 in. Quar. Oak, Mahogany and Enamels - - - - - 4.75
 Table No. VIII, Top 16 in. x 19 1/2 in. Quar. Oak and Enamels 5.25
 Table No. IXA, Top 17 3/4 in. x 21 1/4 in. Mahogany or Oak, and Enamels - - - - - 6.50

(Genuine Enamel Finishes)
 (White, Ivory and Pearl Gray)

OGDEN'S YOU-NIT STANDS ARE UNCONDITIONALLY GUARANTEED and their popularity has caused them to be imitated extensively. You will do well to be sure they are Ogdens' YOU-NIT STANDS.

Many Victor Jobbers Have a Stock of the Genuine STANDS. Labeled for your protection, which is your Guarantee of Satisfaction. Mail us your order, naming your Jobber, and if he has no Stock we will ship or mail direct to you and bill through your distributor. Samples delivered by mail for your Christmas Trade.

Write for our complete Catalogue of Filing Cabinets and STANDS.

OGDEN SECTIONAL CABINET CO., Inc.
 LYNCHBURG, VA.

UNIT CONSTRUCTION CO. EXTENDS SALES ORGANIZATION

Opens Branch Offices in Atlanta, Dallas, Denver, Salt Lake City, Los Angeles, in Addition to Offices in Chicago and New York and Headquarters in Philadelphia—Expansive Plans for 1922

PHILADELPHIA, PA., December 6.—The Unit Construction Co., of this city, manufacturer of "Unico" equipment for the talking machine ware-room, reports considerable activity among dealers in all sections of the country in the way of increasing the facilities of its warerooms and making them more attractive for 1922. Realizing the importance of immediate and personal service to the dealer in planning out these important improvements in his warerooms, the Unit Construction Co. has considerably extended its sales organization through the opening of five branch offices, in addition to the Chicago and New York offices and the main office in this city. Each branch office will be under the able direction of a resident manager with staff and the cities in which they will be located are Atlanta, Ga.; Dallas, Tex.; Denver, Colo.; Salt Lake City, Utah, and Los Angeles, Cal.

Besides the expansion of the sales organization the various items of equipment for the talking machine warerooms made by the Unit Construction Co. have been extended to cover everything, excepting chairs and carpets, and even in these two last instances it is not uncommon for the representative of the Unit Construction Co. to aid the dealer in the proper selection of harmonious chairs and floor coverings. The prestige of the company has been built upon the quality of the demonstration rooms, record racks, counters, interior and exterior woodwork treatment which it manufactures, and during 1921 the company has produced various service and demonstration displays which have proved very popular and a new sales stimulator for the demonstration room which is in very great demand.

The newest products which now make the line absolutely complete are a number of self-service display racks, a lighting system and electric fans. The lighting system has been the result of many

years of careful study and is claimed to be the most efficient for the purpose of lighting the demonstration rooms and has been designed to harmoniously blend with all of the various styles of "Unico" equipment. The globe for the light is in ivory and the fixture is of statuary bronze and made especially for the Unit Construction Co. under patents controlled by it.

The fans are highly efficient electric fans made especially for the Unit Construction Co. by the General Electric Co. and contain a motor decidedly capable and yet silent. These fans are eight inches wide and finished in ivory, as 95 per cent of equipment installed by the Unit Co. is either in ivory or ivory combination. The fans are equipped with a special bracket. This company has also lately produced a number of re-sale articles which are building up sales for the dealers, such as display stands for the Victrolas 4, 6 and portable.

The repair bench which was introduced about a year ago is proving very popular. A reduction in price on this bench has been announced and a chart is now being furnished for the dealer's use with suggestion for the best distribution of tools in the remarkable number of compartments provided. The Unit Construction Co. is making energetic plans for 1922 and predicts that it will be a year of good normal business for all.

I. Zion, well known to the talking machine industry in New York, and formerly owner of a Victor establishment in the metropolitan district of the city, recently opened an attractive Victor store in the Fort Lee section.

The Phonograph Shop, of San Antonio, Tex., which has been greatly enlarged, was formally reopened recently with a reception and music. This concern, which is owned by Alfred F. Beyer, handles the Edison line exclusively.

RECORDOPHONE CO.'S NEW HOME

Manufacturers of the Recordola Now Occupying Spacious Quarters at 15 West Thirty-fourth Street, New York—Officials Enthusiastic

The Recordophone Co., Inc., New York, manufacturer and distributor of the "Recordola," a home-recording and reproducing device recently introduced to the trade, is now located on the sixth floor of 15 West Thirty-fourth street, where it occupies large and commodious quarters. The increasing demand for the Recordola and the desire to combine under one roof the executive offices and the entire equipment and organization of the company made removal from 220 Broadway necessary.

A thoroughly equipped laboratory has been installed in the rear, where the recording instruments will be assembled, and where experiments may be developed without fear of intrusion or interruption.

The location of the Recordophone Co.'s new home in the heart of the business section of New York is an ideal one, and the officials are making plans to receive calls from dealers and interested people during the holiday season, to whom the company will give a personal demonstration by having them record their own voices on the Recordola while in the laboratory. An attractive sales and demonstration room has been arranged for this purpose.

Charles H. Hussey, president of the company, will have his desk here and will devote his time to the executive duties of the business, while A. M. Frost, general manager, who is an engineer of wide experience, will be in direct charge of the manufacturing and will also interest himself in the sales management of the Recordola, in conjunction with Joseph F. O'Brien, who is treasurer of the company.

Officials of the company are very enthusiastic over the reception accorded their home recording device by dealers, professional people and the public generally in the short time it has been on the market.

RAINBOW SACRED RECORDS

Double Disc 85c.

RAINBOW RECORDS

Brighten the Corner Where You Are with Rainbow Records

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

Dan Beddoe has made some wonderful Rainbow Records.

Start the year right with a stock of Rainbow Records.

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

RODEHEAVER RECORD CO.
150 East 41st Street New York

RAINBOW SACRED RECORDS

DISTRIBUTORS

- A. J. HEATH & CO.
27-29 South 7th St.
Philadelphia, Pa.
- STERLING ROLL & RECORD CO.
137 W. 4th St.
Cincinnati, O.
- RODEHEAVER CO.
218 So. Wabash Ave.
Chicago, Ill.
- J. K. POLK FURN. CO.
294 Decatur St.
Atlanta, Ga.
- A. J. HEATH & CO.
110 South Calvert St.
Baltimore, Md.
- RODEHEAVER CO.
814 Walnut St.
Philadelphia, Pa.



RECEIVER IN EQUITY APPOINTED FOR PATHE FRERES CO. PRICE FIXING AGAIN BEFORE COURT

Action Taken to Conserve the Assets and to Reorganize the Business, Which Will Be Continued Under the Direction of the Receivers—To Put Business on Healthier Basis

The United States District Court in Brooklyn, N. Y., on Friday morning, December 9, appointed Eugene A. Widmann, former president of the Pathé Frères Phonograph Co.; William C. Redfield, former United States Secretary of Commerce, and Benjamin A. Kay, a New York attorney, receivers in equity for the Pathé Frères Phonograph Co., Brooklyn.

This action was taken in order to conserve the assets and revive the business. In a statement presented to the court it was stated that the property of the company, if properly liquidated, would yield more than enough to cover the

claims of all creditors. The receivers appointed are all executives of the highest ability and the inclusion of Mr. Widmann is particularly encouraging, not only through his intimate knowledge of the Pathé business, but his thorough knowledge of the talking machine business in general. It was stated at the headquarters of the company in Brooklyn that the business would be probably reorganized under stronger lines than ever before and that, under the able direction of the receivers, it was expected that the Pathé Co. would rapidly emerge from its difficulties.

CORRESPONDENCE MUST SUIT TIMES

Cannot Longer Be Matter of Mere Routine, Declares Prominent Milwaukee Credit Man

MILWAUKEE, WIS., December 5.—“The present prolonged industrial depression has clearly shown that commercial correspondence is no longer a mere matter of routine, but a problem that deserves the careful consideration that is given to every other matter of importance in the successful promotion of business,” said V. J. Schulte, credit department of a prominent Milwaukee store, addressing the Milwaukee Credit Men's Association.

“During the past few years a heretofore unheard of condition existed in the business world. Money was plentiful and it did not require a high grade of salesmanship and much advertising to sell commodities. To-day just the reverse condition prevails.

“Not only in the collection of accounts is careful and diplomatic correspondence necessary, but also in the handling of complaints, adjustments, sales and, as a matter of fact, in every department of a business organization. The consuming public to-day demands that every complaint be made good no matter how unreasonable and unjust it may be. The retail merchant is extremely critical about the merchandise that he receives. He is exacting about the date he desires it shipped. Cancellations, from his point of view, mean nothing and returning merchandise has become somewhat of an established rule. The price question presents another problem. These and numerous other matters present themselves daily to the business correspondent for skillful handling.

“To-day a business letter must not only be clear, courteous and concise, but must be tactful and diplomatic.

“The letter of to-day must contain only pertinent facts that have a direct bearing on the subject written about. It must in a brief and affable way ‘tell why.’ In short, it must be educational.

“The great function of the business letter of to-day is to restore the confidence that was destroyed by the approach of the present industrial

depression. To-day more than ever is the business letter the universal implement of business and when used rightly is the greatest potential creator of business yet devised. The importance of good, clever, result-getting business correspondence cannot be overemphasized. The necessity of such correspondence is imperative and is one of the means that will hasten the return of normal conditions because its great mission is the restoration of confidence.”

MAKING NEW INDUSTRIAL SURVEY

War Department Interviewing Firms to Determine Time Necessary for Conversion of Plants From a Peace to a War Basis

The industrial survey of the country inaugurated some months ago by the War Department is progressing satisfactorily, according to the annual report just submitted to the Secretary by the Quartermaster General. A total of 516 firms have been interviewed and 716 reports giving identity, location, product, normal and emergency capacity, and changes and time necessary for possible conversion from peace to war basis have been filed. These reports go to form the basis for detailed tabular and graphic studies in quartermaster supply, transportation and allocation of industries, both current and for the future. All such data are obtained by patriotic co-operation and assistance of the industries concerned and filed in the confidential records of the office of the Quartermaster General. The work will be continued until all the important industries of the country are reported in this manner.

RETIRES FROM BUSINESS

The American Odeon Corp., New York, will go out of business on December 31 of this year. Max Strauss, managing director of Carl Lindström, Ltd., Berlin, Germany, sailed for Europe the early part of the month, after completing arrangements whereby the General Phonograph Corp. will be the sole licensee for the products of Carl Lindström, Ltd., in the United States, Canada and Mexico.

Arguments Presented Before U. S. Supreme Court in Case Brought Against Beech Nut Packing Co. by Federal Trade Commission

WASHINGTON, D. C., December 8.—Oral arguments before the United States Supreme Court on Friday in the case of the Federal Trade Commission against the Beech Nut Packing Co. indicate that the decision of the court in this case will decide the legality of maintenance of resale prices.

Many cases pending before the Commission, including one against Cluett, Peabody & Co., alleging unfair methods of competition in the maintenance of resale prices, are being held up pending the decision of the court.

Solicitor General Beck appeared before the court to-day for the Commission, while the Beech Nut Packing Co. was represented by Charles Wesley Dunn.

If the Supreme Court should favor the Commission in its decision the following order will be issued in all cases pending before the Commission, it is understood:

“It is ordered that respondent cease and desist from directly or indirectly recommending, requiring, or by any means bringing about the resale of products by distributors, whether at wholesale or retail, according to any system of prices fixed by respondent, and more particularly by any or all of the following means:

“1—Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices;

“2—Refusing to sell to any such distributors because of their having resold respondent's said products to other distributors who have failed to adhere to any such system of resale prices;

“3—Securing or seeking to secure the co-operation of its distributors in maintaining or enforcing any such system of resale prices;

“4—Carrying out or causing others to carry out a resale price maintenance policy by any other means.”

A VALUABLE BOOK FOR DEALERS

The Music Industries Chamber of Commerce has received from the Domestic Distribution Department of the Chamber of Commerce of the United States a number of pamphlets on “Merchandise Turnover and Stock Control,” which contain facts of value to merchants. These booklets will be distributed to members of the associations in the Music Industries Chamber of Commerce without charge upon request.

While the subject matter contained in the pamphlets must be adapted to the field of music, the points brought out are of value, especially for the handling of departments.

The A. L. Arvidson Piano Co., of Denver, Col., has announced its intention of disposing of its stock of pianos and confining itself to the sale of Edison phonographs exclusively in the future.

Retail Price, \$35

Write for Discount

THE OUTING

“THE YEAR ROUND MACHINE”

Present-day economic conditions demand reduction in prices, but not in quality.

The OUTING has accomplished this difficult task.

There is no phonograph made today giving as much value for the price.

Mr. Dealer, put in the “OUTING,” THE MOST COMPLETE PORTABLE PHONOGRAPH IN THE WORLD, and you will have no slack season.

Desirable Jobbing Territory Open.

Metropolitan Distributors

Cabinet & Accessories Co., 145 East 34th St., New York



OUTING TALKING MACHINE CO.

Mt. Kisco, N. Y.



DON'T SLOW DOWN
AFTER THE HOLIDAY RUSH

ORDER THE
"DA-LITE" DISPLAY SERVICE
TO START JANUARY FIRST
IT SELLS VICTOR RECORDS

FOUR ARTISTIC HAND COLORED PANELS EACH MONTH
NO CHARGE FOR DISPLAY—SERVICE COST \$6.00

The profit on one 85c. record pays total daily cost
**SEE DISPLAY AT YOUR WHOLESALE DISTRIBUTORS
OR WRITE US FOR CIRCULAR GIVING DETAILS**

"DA-LITE" ELECTRIC DISPLAY COMPANY
114 NORTH ERIE STREET TOLEDO, OHIO

BECOMES MOTROLA DISTRIBUTOR

Buffalo Talking Machine Co. Becomes the Exclusive Sales Agent for the Jones-Motrola for the State of New York (Excepting the Metropolitan District) as Well as Pennsylvania

The Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler, has announced that it has been appointed exclusive sales agent for the Jones-Motrola for the State of New York (with the exception of the metropolitan district) and for northern Pennsylvania. It has already commenced an extensive sales campaign with this device and is giving the dealer sales plans to stimulate his sales of Motrolas.

Outlining the company's reasons for handling the Jones-Motrola, V. W. Moody, manager of the Buffalo Talking Machine Co., said:

"The first time that the idea occurred forcibly to us that there really were some people who could not wind a Victrola was a short time ago when we saw a fat salesgirl in a booth winding an instrument (or maybe it was winding her). Awful! Don't misunderstand us—we have as much regard for the world champion shimmy dancer as should be accorded the champion, but still we have a feeling that a record demonstrating booth is not the proper setting for such an exhibition.

"When the Jones-Motrola Co. announced its improved new Motrola and put such an attractive list price on it (\$19.50 instead of \$30 as heretofore) we immediately saw reasons enough for it becoming an attractive accessory and arranged to take on the line. The success of our efforts has astonished us. We made more sales in two weeks than we had made in ten years.

"The question 'Why is the Motrola?' had never been submitted to us in such a way as to make us fully appreciate that the services of a Motrola are really worth while. We explained to our dealers the service of the Motrola, working on the theory that while the electric starter for the automobile was sold for some time as an accessory it is to-day regular equipment for even 'flivvers.' The picture of a man cranking a flivver always gets a laugh. Who has not seen it in the movies?

"We told our dealers that the proper way to sell the Motrola was by using it constantly in the customer's presence. We sold them the idea of placing a Motrola on their demonstrating machines, and urged them to place Motrolas with selected customers on a week's free trial basis. We have since made a careful canvass and have not heard of one single instance where a Motrola has been returned after having been used by a customer for a week or more.

"Under the present selling arrangement the Motrola is a gratifying line to sell—gratifying to us, to our salesmen, to our dealers and to our dealers' customers. If we expected more than this we would probably get less."

The air is full of plans—the plans are full of air.

VICTOR ARTISTS TO VISIT COAST

Eight Famous Artists to Make Tour of Southwest and Pacific Coast Next Year

The Eight Famous Victor Artists will soon start for the Coast on an extended concert tour, under the guidance of their able manager, Philip W. Simon. The artists, namely, Henry Burr, Billy Murray, Albert Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta, who have already appeared throughout the entire country, with the exception of the Coast, will now satisfy the demand of that part of the country for their appearance. Playing in St. Joseph, Mo., on December 30, and Topeka, Kan., on the 31st, they commence the new year with the following itinerary:

January 1, Kansas City, Mo.; 2, Tulsa, 3, Okmulgee, 4, Muskogee, 5, McAlester, 6, Ardmore, and 7, Oklahoma City, Okla.; 9, Fort Worth, 10, Waco, 11, Houston, and 12, Dallas, Tex.; 13, Texarkana, Ark.; 14, Shreveport, La.; 16, Port Arthur, 17, Beaumont, 18, Orange, 19, Galveston, 20, Austin, 21, San Antonio, and 23, San Antonio, Tex.; 24, Tucson, Ariz.; 25, Los Angeles, 26, San Diego, 27, Santa Barbara, and 28, Long Beach, Cal.

February 1, Fresno; 2, Sacramento; 3, Stockton; 4, Oakland; 5, San Francisco; 6, San Jose, and 7, Santa Rosa, Cal. The Eight Famous Artists are in for a great welcome.

NEW METHOD OF LISTING EXPORTS

Under New Method of Tabulation Classifications Will Be Increased From 710 to 1,250 Separate Items—Co-operation Urged

A new method of tabulating export statistics is to be put into effect by the Department of Commerce on January 1, whereby the present classification of 710 items will be increased by 76 per cent to a total of 1,250 separate classes. The new method also provides for the showing of exports by related groups, instead of alphabetically as at present, and wherever possible the physical volume of exports will be shown as well as the value.

The use of this system, it is stated, will enable business men to ascertain from the statistics the fluctuations in volume of trade, which, on account of price fluctuations, could not be done under the present system for classes which showed value only.

In order to completely tabulate the exports under this system it will be necessary for American shippers to co-operate with the department by giving a detailed description of merchandise shipped abroad on the Customs Division's "Shipper's Export Declaration," which must be filed with the collector before the goods can be cleared.

New goods are always better than bargains.



A Group of the Best Blues Singers in America

2010 {DOWN HOME BLUES.....By Ethel Waters
10 in. {OH DADDY.....By Ethel Waters

THE BIGGEST HIT OF THE SEASON

2019 {SOME DAY, SWEETHEART.....By Alberta Hunter
10 in. {HE'S A DARN GOOD MAN.....By Alberta Hunter
2018 {MY CUP BLUES.....By Katie Crippen
10 in. {WHEN IT'S TOO LATE.....By Katie Crippen
2032 {ARKANSAS BLUES.....By Lucile Hegamin
10 in. {JAZZ ME BLUES.....By Lucile Hegamin

ANOTHER DOWN HOME BLUES

2008 {HOW LONG, SWEET DADDY, HOW LONG? By Alberta Hunter
10 in. {BRING BACK THE JOYS.....By Alberta Hunter

Immediate Shipment Guaranteed. We are at YOUR Service.
PLACE YOUR ORDERS NOW

Pace Phonograph Corporation
2289 Seventh Avenue New York, N. Y.



1922

A Prosperous New Year
To All Pathé
Dealers



PHONOGRAPHS

Pay The Dealer
The Best Profit

Write for our Proposition

PATHE FRÈRES PHONOGRAPH CO.
BROOKLYN, NEW YORK

OTTO HEINEMAN REVIEWS THE TRADE SITUATION

President of General Phonograph Corp. Looks for Revival of Trade Following the Nation's Industrial Sickness of the Past Few Years

Discussing the business outlook for 1922, Otto Heineman, president of the General Phonograph Corp., New York, one of the recognized authorities of the industry, commented as follows:

"You want me to express an opinion on 1922 conditions! In these days, when phonograph companies are going into receivership almost daily, it is hard for anybody to forecast anything about the phonograph business in 1922.

"I, personally, believe that, after so many companies have been eliminated—companies which started a phonograph business both in machines and records without knowing the foundations of the phonograph trade—our trade will gradually revive from the sickness of the last few years.

"We had not only an overproduction, but we had also, what was worse, many companies in our trade which called themselves phonograph concerns without knowing the least detail about the machine or record business. It was the idea of many people just to buy a cabinet, put in some mechanical equipment and then sell a phonograph. That this was wrong the past has shown!

"Then there were many people who thought if they hired some recorder who was in the business a few years they were in the record business. They did not know that the three leading concerns in the world in this line, Victor, Columbia and Lindström, had spent millions of dollars before their achievements became worth while, and that it took these companies many, many years until they were able to produce a good record and make money out of this branch of their business. I am afraid that many of these people realize the situation now.

"Looking back, the so-called independent phonograph industry looks like a graveyard. I regret all these casualties, but, I think, in the long run those companies which are still in the running will benefit by it.

"The Victor Co. has shown, since its start, how to run a business, not as to the quantity it produces, but the quality. If only a few of the manufacturers would have recognized what quality means matters might have been entirely different by now.

"America, the country of greatest wealth; America, the country of greatest progress; America, with its one hundred and ten million people, and people who are music loving, must create a phonograph trade in the future. I estimate that there are to-day more than ten million phonographs in use, but there are more homes being built every day, so there are wonderful opportunities for new phonographs every day; and have you ever thought what possibilities this opens up for the record business?

"The country has gone through a time of deepest depression. A severe crisis undoubtedly has been avoided through the wise leadership of our financiers, and now I firmly believe that a turn for the better has come. Unemployment is gradually decreasing. The cost of living has gone down considerably. Wages have been adjusted to present times. The railroads will, undoubtedly, decrease rates, and manufacturers, jobbers and retailers will adjust their prices according to this.

"I do not believe in any great prosperity in the near future. I think it will be a very slow process of readjustment, but I firmly believe that America will, one day, see prosperity again and then it will be a sound prosperity, a prosperity built up on a solid foundation and not on unsound war inflation.

"If our industry strives to give the public only the best—good phonographs and good music—I think our trade will come out on top, and those who have weathered the storm and who have learned through their experiences in these dark days of 1920 and 1921 will be the winners in the end."

THE CABINET & ACCESSORIES COMPANY
145 E. 34th STREET · · · NEW YORK



A complete reference book for the phonograph dealer. One hundred pages, showing cuts and prices of record and music cabinets, and all standard phonograph accessories. A phonograph encyclopedia that every up-to-date phonograph dealer should have.

Write for this catalog on your letterhead.

IN THE HEART OF NEW YORK

We extend our
Hearty Greetings
 for a
Happy Yuletide
 and trust
 that the
New Year
 will be
 a happy and
 prosperous one
 for you

LAWSUITS SETTLED OUT OF COURT

It is understood that the lawsuits which have been pending between Thos. A. Edison, Inc., and the Pullman Co. have been amicably adjusted out of court. Thos. A. Edison, Inc., had instituted a suit against the Pullman Co. to recover damages for the non-delivery of cabinets and the Pullman Co. had filed a counter suit. The matter was adjusted in such a way that the two companies will continue the friendly relations existing in the past.

THE AFFAIRS OF THE CORNISH CO.

The Cornish Co., manufacturer of pianos and talking machines at Washington, N. J., has decided to ask for a receiver to conserve the assets and revive the business. The preliminary statement shows liabilities approximating \$120,000 and assets of \$186,000.

GAELIC RECORD CO. ORGANIZED

The Gaelic Phonographic Record Co. has incorporated in Delaware with a capital of \$350,000. Incorporators are H. P. Fay, H. G. Sueker and E. W. Jones.

IMPORTER WANTS "TALKER" PARTS

WASHINGTON, D. C., December 12.—A New Zealand concern is in the market for talking machine parts, including motors, fittings, etc., according to the Department of Commerce. Further details may be had from the Bureau of Foreign and Domestic Commerce if inquiry number 325 is mentioned in correspondence.

Louis S. Brown, talking machine dealer, of Denver, Col., has taken on the Brunswick line of machines and is pushing these instruments in his territory.

THIS IS A REPRODUCTION OF THE ENVELOPE CONTAINING THE



DISC-O-GAMES

DISC-O-GAMES



DISC-O-GAMES

Play ROULETTE on your Phonograph!

and **SEVEN MORE MOST WONDERFUL DISC-O-GAMES**



LOTS OF FUN FOR YOUNG AND OLD

DIRECTIONS INSIDE
WESTERN ENVELOPE CORPORATION
 MANUFACTURERS AND DISTRIBUTORS
 BROOKLYN, N. Y.

PULL FLAP TO OPEN ENVELOPE PAT. APPLIED FOR



DISC-O-GAMES



DISC-O-GAMES

500% PROFIT

On a Small Investment for **JOBBERS and DEALERS**

Disc-O-Games Will make your Holiday Sales A Success

Territory Open to **JOBBERS**

Write at Once

WESTERN ENVELOPE CORP., 65 Hope St., Brooklyn, N. Y.



Your customers' Grafonolas need oil occasionally to give smooth service, and polish to preserve the natural beauty of their woods. Extra sales—ask your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**

MELETONE CO. ENLARGES CAPITAL

WINNIPEG, CAN., December 6.—The Meletone Talking Machine Co., Ltd., Winnipeg, Man., is raising new capital by the sale of \$50,000 8 per cent preferred stock. With the new stock the company will have a capitalization of \$200,000, of which \$50,000 will be preferred and \$150,000 common. Among the directors are Mandel Lurie, president; W. C. Fordyce, secretary-treasurer, and J. L. McCormick.

A news dispatch from Alberta tells of the method employed by the trustees of a local school in purchasing a talking machine for the school. The various dealers of the district were invited to appear at the school. Each one in turn played his particular instrument behind a curtain, while outside in the classroom sat some of the leading men in the town, acting as judges, who finally decided upon the instrument which was the most suitable for school work.

The Musicmaster Phonograph Co., Ltd., Vancouver, has made an assignment.

FORBES-HUNTOON MUSIC CO. FORMS

Warren A. Forbes and L. C. Huntoon Plan Modern Establishment in Cheyenne

CHEYENNE, WYO., December 8.—Warren A. Forbes, proprietor of a drug store here and one of the leading merchants, and L. C. Huntoon, manager of the local branch of the Knight-Campbell Music Co., of Denver, Col., for the past eleven years, have combined forces, resulting in the Forbes-Huntoon Music Co.

Chickering and Ampico player-pianos, Conn band instruments, Vose, Kurtzmann and Gulbransen pianos, Victrolas and Brunswick phonographs and records will be handled. The company expects to announce the opening of its store during this month.

Miss Barr, a demonstrator for the Victor Talking Machine Co., of Camden, N. J., recently visited the schools of Franklin, N. H., to demonstrate the Victor machine and records.

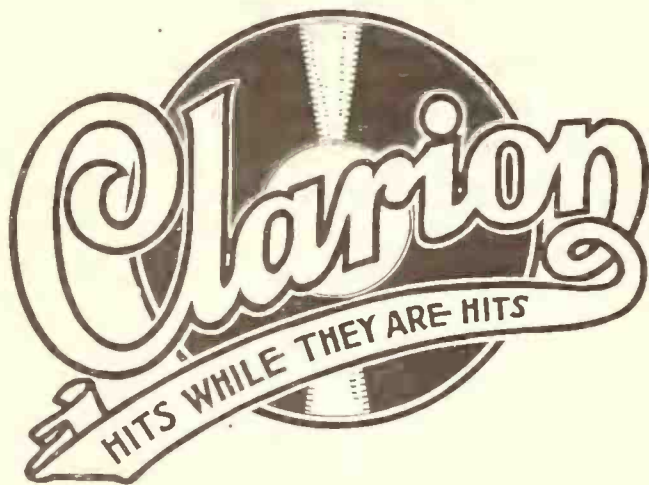
NEW STORE IN WASHINGTON, D. C.

The United Phonograph Stores, Inc., with executive offices in New York, have opened their first store in Washington, D. C., in the new City Club Building, G street, between Thirteenth and Fourteenth streets, N. W. The store has been fitted up in an elaborate manner. The line will include pianos, talking machines, musical merchandise and sheet music. The company plans to open several other stores in Washington in the near future.

NED DOUGLASS OPENS STORE

Ned Douglass, well known in local talking machine circles, has become owner and manager of the University Music Store, in the University District in Seattle, Wash. Mr. Douglass was formerly associated with the Seattle branch of the Columbia Graphophone Co. as sales manager.

Skinner & VanDeusen, of Worcester, N. Y., are featuring Sonora phonographs in their store.



SOME OF THE NEW RELEASES

"Song of Love"
"Salomay"
"Wabash Blues"
"Everybody Step"
"I Want My Mammy"
"Birds of a Feather"
"I Got the Red, White and Blues"
"April Showers"
"That's How I Believe in You"

Increase Your Record Sales

CLARION OFFERS THE TRADE A QUALITY RECORD, retailing at a popular price, with a substantial profit for the dealer.

The "hits while they are hits" means a regular cash dividend each month because the Clarion satisfies.

Don't forget the Clarion is a fast seller, gives satisfaction and assures you an unusual profit.

*Clarion Offers Immediate Deliveries.
Jobbers and Dealers, Write.*

CLARION RECORD COMPANY

56 BLEECKER STREET

NEW YORK CITY

EDISON RECORDS BY CONRAD'S ORCHESTRA ARE POPULAR

Among the orchestras recording for Edison re-creations is Conrad's Orchestra, which has made a very famous name for itself with the fashionable patrons of The Casino at Newport.



The Edison re-creations of selections played by this distinguished orchestra have been very popular sellers and at the present time are steadily growing in popularity with phonograph owners throughout the country. This orchestra, as will be noted from the illustration herewith, does not include any strictly jazz instruments—it is in the truest sense an artistic body of capable musicians who have won a large following among critical audiences.

BALTIMORE A LIVE TRADE CENTER

Cohen & Hughes, Victor Wholesalers, Report Substantial Business Improvement in That City and Vicinity—Dealers Are Aggressive

BALTIMORE, Md., December 7.—Cohen & Hughes, well-known Victor wholesalers of this city, report that business has shown a remarkable improvement during the late Fall, and especially during the past two weeks. "The retailers naturally felt the business depression current throughout the country," declares H. T. Bosee, assistant sales manager of the company, "but, taking everything into consideration, the dealers handling our products have been extremely fortunate, and, while some are running behind last year, there are quite a few who are running even and even ahead of last year's figures.

"They have been very optimistic regarding the Christmas business and have backed this optimism in many instances by anticipating their requirements and stocking up to meet them. The shortage of Victrolas, however, is keenly felt, and our dealers are even now clamoring for shipments against their standing orders with us.

"From what we are able to ascertain stocks of wholesalers in this section have long since been exhausted and all machines are being shipped out on back orders as soon as received.

"From what information we have it would seem to us that the machine business has held up to a greater degree than the record business.

"We are unable to give any figures as to the period and console models sold in our territory, due to the fact that the Victor console model has been so extremely scarce that we have not been able to get a line on what its normal sale would amount to.

"The local condition which we believe has benefited us is the fact that our industries are widely diversified and we are not dependent on any one industry or group of industries for prosperity. This has prevented very serious depression, such as has occurred in the cotton section of the South, and in some cities of the Middle West which depend largely on the automobile industry.

"We have found that our dealers can help themselves materially by proper advertising and aggressive methods. We have seen it illustrated again and again that the dealer who is 'on his toes' using every means available to get business is getting it, while other dealers who are still waiting for business to come their way are not getting it."

DUPUIS CO. FEATURES VICTROLAS

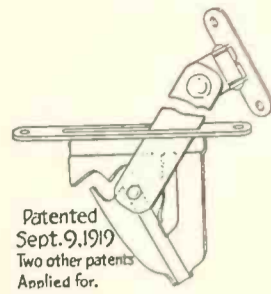
NEW BEDFORD, MASS., December 9.—The Dupuis Piano Co. has completed the remodeling of its store, which is now one of the most attractive in New England. The main floor of the establishment is given over entirely to the display of Victrolas. Sound-proof demonstration booths and special record racks have been installed for the convenience of patrons.

TIMELY OKEH SUPPLEMENT

One of the features of the January supplement of Okeh records is a group of special Christmas records, which, of course, makes a distinctive appeal at this time of the year. There are also listed six classical selections from the Fonotopia library, including selections by several famous artists. The regular supplement features the leading vocal and dance hits of the day, together with a group of instrumental, sacred and Hawaiian selections that round out the supplement.

INCORPORATED IN NEW JERSEY

The Clarke Phonograph & Record Co., of Newark, N. J., has been incorporated at Trenton, N. J., with a capital stock of \$250,000 to deal in phonographs. The incorporators are: Wallace M. Rogerson, of Chicago, Ill.; George H. Clarke, of Newark, N. J., and Frank Lappen, of New York City.



The Most Dependable and Inexpensive Lid Support on the Market

Patented Sept. 9, 1919
Two other patents Applied for.

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.

Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

INTRODUCES PHON-O-MUTE

Paddock Products, Inc., Places Tone Regulator on the Market—Requires No Adjustment

The Phon-o-Mute, a new tone regulator, has just been placed on the market by the Paddock Products, Inc., a concern recently incorporated under the laws of the State of New York for \$20,000. The company has opened offices at 198 Broadway, New York, and a sales campaign has already been inaugurated. The president of this new concern is S. D. Paddock, who several years ago introduced the Paddock diaphragm, which met with considerable success in the trade, and who is the inventor of the Phon-o-Mute. Simon Amador S., identified with the talking machine industry for several years, is vice-president of the company and J. H. Carbone, a prominent Panama business man, is secretary and treasurer. The Phon-o-Mute, which has a number of distinctive and interesting features, may be attached to the stylus of any sound-box and requires no screws or adjustment.

One may walk over the highest mountain one step at a time.

Doing One Thing Well

THE development of window displays into the front rank of advertising and selling mediums is responsible for the growth of Einson Litho as the foremost window display specialists in the country.

Window displays and dealer helps—from the underlying Idea to the completed lithographed product—are created by an organization it has taken a score of years to build up and perfect.

A completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and copy department, furnish the personnel of the Einson Litho Organization with the well nigh perfect tools for high-class production of window displays and other lithograph material.

Call Us In For An Idea Or An Estimate

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City

TALKING MACHINE MEN, INC., FOR PRICE MAINTENANCE

Revised By-laws Adopted to Provide for New Trade Divisions of Association Interests—Various Local Organizations to Unite—Representatives of Leo Feist, Inc., Offer Live Program

The regular monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of the metropolitan district and adjacent territory, was held at the Café Boulevard on Wednesday, December 7.

At the opening of the meeting, which was preceded by a luncheon, Irwin Kurtz, president of the Association, announced that in co-operation with J. Newcomb Blackman, head of the Blackman Talking Machine Co., Victor distributor, the Association was arranging for the preparation of a placard to be placed in a conspicuous position in the windows of talking machine dealers, announcing that they were in favor of price maintenance. In conjunction with the placard the dealer will have a petition upon which, wherever possible, the names of his customers can be placed for the purpose of forwarding it to Congress. This, it is thought, will do much to persuade legislators to favor measures along price-maintenance lines which will be brought to their attention in the coming sessions of Congress.

A letter was read from the secretary of the Music Trades Association of Southern California, in which the Talking Machine Men, Inc., were asked to support a movement requesting one of the larger talking machine manufacturers to allow dealers a larger gross profit. The letter was referred to a committee for attention.

The meeting was known as "Leo Feist Day" and several members of that music publishing organization addressed the gathering and rendered several of the current Feist hits. Theodore Morse, of the Feist staff, introduced "Bob" Miller, who sang, and Herbert Steiner, who played the new Feist songs and fox-trots, entitled, "Ty-Tee" (Tahiti) and "Wabash Blues." After the rendition of these two selections Edgar F. Bitner, the general manager of Leo Feist, Inc., was introduced and in his address he congratulated the Association on its accomplishments and its plans for the future.

Mr. Bitner, in speaking of talking machine dealer activities, said that if he had any recommendation to make it would be that the talking machine dealers who were not already stocking sheet music do so at once; if not a complete line, at least the titles of current releases to be found in talking machine record lists. He said he was sure they would find it a profitable adjunct to their business, as have dealers who have already opened up such departments.

Billy Murray, well-known exclusive Victor record artist, received an ovation from the dealers and closed the musical program by singing the following Feist songs: "When Francis Dances With Me," "Ten Little Fingers and Ten Little Toes" and "The Old Town Hall."

At the start of the business session Irwin Kurtz, president of the Association, relinquished the chair in order that he might introduce several important changes in the by-laws. Before announcing these changes Mr. Kurtz stated that

the United Phonograph Dealers' Association, another dealer organization in New York, had recently decided to join the Talking Machine Men, Inc., having voted to this effect at its last meeting.

In view of this amalgamation, Mr. Kurtz proposed changes in the by-laws of the Talking Machine Men, Inc., whereby there would be an elimination of the three vice-presidents now holding office, these vice-presidents representing New York, New Jersey and Connecticut dealers. In their places Mr. Kurtz proposed that the officers of the Talking Machine Men, Inc., should consist of a president, vice-president, secretary and treasurer, to be duly elected by the entire organization. After these officers were elected he proposed that the four dealer groups represented in the organization—the Victor, Columbia, Brunswick and Sonora groups—should elect their own vice-presidents. The vice-president of each group would, of course, be a dealer handling that specific line of instruments and records, and these groups would meet at their own discretion and discuss problems pertinent to their own activities. Mr. Kurtz further proposed that the executive committee of the organization should consist of the four officers elected by the

entire membership, together with the vice-presidents elected by the various groups. The change in the by-laws also specified that dealers representing any other manufacturer could elect their own vice-president at any time, provided that ten members carried that particular line, which must be a machine and record line.

All of Mr. Kurtz' proposals were accepted unanimously, and in view of the fact that the new vice-presidents of the various groups would hold office only until the annual election in April it was decided that the present executive committee should appoint the various vice-presidents for the short term. The following appointments were then announced: V. J. Faeth, of the Winterroth Piano Co., vice-president of the Victor division; A. Bersin, vice-president of the Brunswick division; L. Tilkoff, vice-president of the Columbia division, and Joseph H. Mayers, vice-president of the Sonora division.

The next meeting of the Talking Machine Men, Inc., will be held on January 11, and at this meeting the United Phonograph Dealers' Association will be present, in accordance with its recent decision to amalgamate with the Talking Machine Men, Inc. The January meeting promises to be a very important one, as Hugo Rothafel, musical director of the Capitol Theatre and one of the leading factors in the advancement of musical activities in New York, will address the dealers. In addition, Princess Watahwaso, exclusive Victor artist, will be on the program.

VOCALION MUSIC BY RADIO

Vocalion Artists Also Participate in Radio Musical Programs of the Westinghouse Co.—Music Heard Over 350-Mile Radius

The Aeolian Co., through G. A. Baldini, of the artists' department, has taken a prominent part in insuring the success of the series of nightly radio concerts given by the Westinghouse Electric Mfg. Co., of Newark, N. J., and which are enjoyed by over 100,000 people provided with radio facilities within a radius of 350 miles of Newark.

There was first introduced the Vocalion and a reproduction of the records of the various artists was carried through the air perfectly, to the delight of those who listened in. Next the Duo-Art reproducing piano was furnished by the Aeolian Co. to furnish the piano music, and finally a number of exclusive Vocalion artists were taken to Newark to sing directly into the sending apparatus. Among the Vocalion artists who have participated in the Westinghouse concerts have been Marie Sundelius, Metropolitan Opera soprano; Grace Kerns, the noted church soprano who sang on Thanksgiving night; the Kouns Sisters and Sasha Culbertson. H. B. Tremaine, president of the Aeolian Co., had a wireless receiving outfit installed in his home in Westfield, N. J., and has become an enthusiastic follower of the concerts.

The concerts are given between the hours of 8.20 and 9.50 p. m. nightly, the programs for the various evenings being well diversified. One night it is operatic music, another night popular

songs, then again dance music, and finally on Sunday evenings sacred music.

The Westinghouse Co. is providing compact receiving sets that may be attached to water pipes or other metal conveyors to provide the necessary "ground."

DAVISSON APPOINTED SECRETARY

W. F. Davisson, of Columbus, Succeeds to Office in National Association of Talking Machine Jobbers Held by Chas. K. Bennett

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., Victor wholesaler, of Columbus, O., has been appointed secretary of the National Association of Talking Machine Jobbers, to succeed Charles K. Bennett, elected to that office at the Colorado Springs convention in July and who has since withdrawn from the talking machine field. Mr. Davisson is well known and popular to the members of the Association and has always taken an active part in the affairs of that organization.

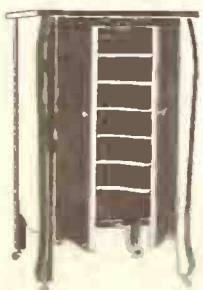
BUSINESS AVAILABLE WHEN SOUGHT

Interesting Observations of N. Cohen, President of Greater New York Novelty Co., on Extended Trip to Southern Points

N. Cohen, president of the Greater New York Novelty Co., Brooklyn, N. Y., manufacturer of Wall-Kane needles, has proved to his entire satisfaction that business is available when it is energetically sought. Mr. Cohen recently completed a trip extending as far as New Orleans which was attended with much success. In speaking to The World Mr. Cohen stated: "I believe that there are a lot of manufacturers keeping their men off the road because someone else has told them that there was no business to be obtained. I found, however, on my trip that business was decidedly available. I brought back with me a large volume of orders that would not have been received had I tried to secure them without leaving the office."

A reduction of prices on Wall-Kane needles has been made, allowing them to be sold for ten cents instead of fifteen cents, which is meeting with much favor by the trade. Mr. Cohen also announced that Julius and Nestor Roos, well known throughout the trade, are now also selling Wall-Kane needles.

The Pearson Piano Co., of Shelbyville, Ind., has purchased the Victor department of the Steinhauser jewelry store.



Genuine Mahogany Record Cabinets

Never before has such a quality cabinet been offered to the trade by any one at such a low cost

Price, \$9.90 each

Built in one style only—Size 32" high and Top 18½" x 21¾". Will match any large size table model Phonograph. Holds 180 12" Records. A Limited Quantity.

Terms—Deposit With Order—Balance C. O. D.—Write Us Today.

VALUE-TONE TALKING MACHINE MFG. CO.

Corner Borden Avenue and Foster Street

Long Island City, N. Y.

DEATH OF GEO. D. ORNSTEIN

Well-known Victor Wholesaler Dies After Lingering Illness—Was Identified With Victor Industry for Over Twenty Years—Funeral Attended by Victor Executives and Jobbers

George D. Ornstein, president of the George D. Ornstein Co., Philadelphia, Pa., Victor wholesaler, died at his home in New York on Saturday, December 3, after an illness of several months. Mr. Ornstein had resided in Philadel-



George D. Ornstein

phia for a number of years, but located in New York on October 15, maintaining his home in Philadelphia. The funeral was held Monday, December 5, from Bair's Funeral Church in Philadelphia, and was attended by a number of the executives of the Victor Talking Machine Co., together with representatives from a majority of the Victor wholesalers in Philadelphia and New York territory.

George D. Ornstein was one of the veterans of the Victor industry, having joined the Victor Talking Machine Co.'s organization over twenty years ago. His experience included every important department in the Victor sales division and for several years he was manager of the Victor traveling department. He resigned this position three years ago to establish the George D. Ornstein Co., Philadelphia, and, as head of this jobbing organization, soon won the friendship and esteem of Victor dealers in his territory.

Mr. Ornstein was generally recognized as one of the most capable wholesale men in the country and his thorough knowledge of every phase of Victor merchandising was reflected in the effi-

cient service rendered by his company to Victor dealers. His loss will be keenly felt in the Victor organization, as he had a host of friends from coast to coast. Mr. Ornstein is survived by a widow and two sons, George D. and Douglas, aged nine and five years respectively.

MODERNOLA CO.'S NEW PLANT

Splendidly Equipped Factory Now Fully Occupied—Making Up for Lost Time on Output Owing to Fire—Product Grows in Favor

JOHNSTOWN, PA., December 7.—The Modernola Co., manufacturer of Modernola phonographs, is now firmly established in its new factory in this city. It is stated that this new plant is one of the most modernly equipped factories devoted to the production of talking machines. Special drying facilities have been installed which greatly lessen the labor of this process. Whereas in former days it took seven to ten days to complete the process, the same amount of work can now be accomplished in one day.

The Modernola Co. is to be heartily congratulated on the energetic manner in which it recovered from the devastating fire which completely destroyed its plant during the early part of the year. The ruins of the old factory were hardly cold before plans were already on foot for the erection of the new building, and despite the setback the Modernola Co. has energetically pushed its plans so that at the present time the new plant is working overtime to make up for the lost time and the distribution of the Modernola to the dealer has now reached its former volume. The new product of the Modernola Co. is meeting with much popularity and the price reduction recently announced has contributed much toward further sales stimulation.

PERIOD MODEL VICTROLAS TO ORDER

Instruments of the 500 Series to Be Supplied Only on Order—Reduced Prices Announced

The Victor Talking Machine Co. has announced that in the future Victrolas of the 500 Series period design will be manufactured only on special order at prices to be quoted upon receipt of each individual requisition. At the same time the company announced a new schedule of reduced prices on period Victrolas of the 500 Series, applying to instruments now in stock at the Victor factory.

GOTTSCHALK & CO. ENTER FIELD

CHATTANOOGA, TENN., December 10.—An attractive new Brunswick phonograph department has been opened by Gottschalk & Co., one of the largest furniture houses in this vicinity. The concern has started an extensive advertising campaign in the interests of this line.

NEW REVENUE BILL NOW A LAW

Bill as Passed Eliminates All Excise Taxes on Talking Machines, Records and Other Musical Instruments—Effective January 1, 1922

The Revenue Bill of 1921 was signed by President Harding on November 23, thus bringing to an end the long-drawn-out fight over the various provisions of the measure. The new measure becomes effective on January 1, 1922, with the 5 per cent excise tax on musical instruments entirely eliminated, the paragraph in the original bill, providing for the continuation of such a tax and known as Paragraph 4, Section 900, being entirely removed from the bill.

Collections of the tax on musical instruments for the fiscal year ending June 30, 1921, amounted to \$11,568,034.90, according to the report of the Internal Revenue Department. This is a decrease of approximately \$2,000,000 over the preceding year. Of the total sum, talking machine manufacturers paid about \$5,500,000, or nearly half. These collections were made under the 5 per cent excise tax which has just been repealed.

B. BLOEDON WITH BRUNO HOUSE

Prominent Figure in Musical Field Joins Sales Forces of Well-known New York Distributor

C. Bruno & Son, Inc., Victor distributor, New York City, announced, early this month, the addition of Barrie Bloedon to its sales staff. Mr. Bloedon, for the past two years, has been a member of the staff of the largest music publishing firms—the Broadway Music Corp. and M. Witmark & Sons. Prior to that time he was connected with the sales staff of one of the record companies.

Mr. Bloedon is a young man of magnetic personality, thoroughly versed in dealer problems, having at one time been connected with a chain of retail stores. While in the music publishing field he specialized in mechanical reproduction, and this should stand him in good stead in assisting the trade in the selection of popular records. Mr. Bloedon will travel for C. Bruno & Son and has already visited the trade in Hudson River cities.

TAKES OVER TRENTON PLANT

The plant of the Kerns Bottling Co., Trenton, N. J., has been taken over by the Hughes Phonograph Co. The latter concern manufactures a patented device to control tone waves, while the cabinets are made elsewhere.

No man can attain success without believing in himself, his fellows and the worthwhileness of his job.



The PHON-O-MUTE

"The Perfect Tone Regulator"

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

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

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

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

PADDACK PRODUCTS, Inc.

198 Broadway

New York



Follow up your Christmas gift envelopes with Gravure Delivery Bags featuring exclusive Columbia stars; send a smiling selling message home with each customer's new records. Ask your Dealer Service man.

Columbia Graphophone Co.
NEW YORK

BIG HOLIDAY TRADE IN BALTIMORE

Leading Members of the Trade Make Encouraging Reports Regarding Holiday Trade Outlook—Miss Martin's Good Educational Work—C. B. Noon Not in Talking Machine Business

BALTIMORE, MD., December 5.—Christmas sales, which started in early this month, give every indication of breaking records in Baltimore and vicinity; in fact, prospects are dealers will be practically cleaned out when the holiday season is over. This is already apparent in the sales here of Victor machines, according to H. T. Bose, manager of sales of Cohen & Hughes, the local distributors. He said a merchandise shortage exists to-day as far as the Victor products are concerned, as their stock was badly depleted already and they had a number of standing orders which they are hoping to be able to fill with a shipment from the factory.

Carloads of Columbias

The Columbia agency also reports prospects good for a big Christmas business, in addition to the carload lot proposition which is being worked up in this territory. Three dealers of the Baltimore branch have already bought carload lots, shipments being made to W. P. McCoy, Charlotte, N. C.; Meyers & Tabakin, Norfolk, Va., and Gutman's, Inc., of Bristol, Va. Several local dealers are considering the proposition with the idea of pushing it in addition to their regular Christmas trade.

Good Educational Work

Miss Martin, of the educational department of the Columbia Co., who has been working in the Baltimore branch for the past six weeks, has gone to Philadelphia. During her campaign here Miss Martin gave demonstrations at the Eastern and Western High Schools and Teachers' Training School. Other places in the Baltimore territory visited were Norfolk and Roanoke, Va.; Raleigh, Durham and Winston-Salem, N. C. While in Virginia Miss Martin attended the State convention of teachers. Her work here was highly successful and Miss Martin will return for another campaign shortly after the new year.

William H. Swartz, a local boy and one of the "live wires" of the Columbia, has been taken from regular territory and given a "roving commission" anywhere in the Baltimore territory. It was largely through his efforts that two of the three carload orders were given and he has left to assist the dealers in putting across the

deal, after which he will make a drive for carload orders in Baltimore.

Richmond & Daugherty, of Gales City, Va., who have been in the talking machine field less than three months, are doing a fine business, judging by the orders received by wholesalers here. Hardly a day passes, it was said, without an order for something being received from the firm. They are using a truck service, in addition to their store, opening up new territory with very good results.

A. B. Feder, formerly manager of the talking machine department of Lansburgh & Bros., of Washington, is now managing the phonograph department of the Good Value Bargain House.

Gassinger Bros. have opened up a new Columbia Shop at 1831 North Gay street. They have fitted up a very large department and are carrying a complete stock.

In the Baltimore letter in this paper last month it was stated that C. B. Noon, the well-known piano man, formerly with the Kranz-Smith Piano Co., had joined forces with Geo. P. West and would open a music store in this city.

This is entirely incorrect. Mr. Noon has not made any arrangements of the kind. The error was due to a mix-up in names. Mr. Noonan, and not Mr. Noon, has joined forces with Mr. West, it is reported.

Mr. Noon's plans for the future have not yet been announced, but it is not improbable that this prominent member of the trade will be heard from within a very short time.

EFFECTIVE WINDOW DISPLAY

The Community Music Temple, 504 West 207th street, New York, recently made a special drive on Sonoras, using its windows almost exclusively for the display of the various models.



How Community Temple Featured the Sonora One of the features of this display was a swinging bell which was designed from a "Sonora Bell" poster with a clock mechanism. The bell, swinging back and forth, was decidedly unusual and contributed materially to the effectiveness of the display.

LINK'S MUSIC SHOP ENLARGES

Old Cincinnati Concern Doubles Floor and Window Space by Converting Present and Adjoining Building into One Large Store

CINCINNATI, O., December 5.—George H. Link, one of the first talking machine dealers in Cincinnati, recently converted his Music Shop and an adjoining store into a single large and up-to-date establishment at a cost of approximately \$5,-



Where Geo. H. Link Holds Forth

000. The addition doubles the floor space of the store and also doubles the store front. Mr. Link occupied one-half of the present building in which his business has been housed for many years. Last spring his son, George H. Link, Jr., musician and former member of the Cincinnati and Detroit Symphony Orchestras, came home for a vacation and at that time Mr. Link became ill and his son was forced to stay on and take care of the business. When Mr. Link was able to again take charge he induced his son to cancel his musical contracts and enter the business as a partner. The partnership was formed and they then decided to take over the adjoining store and to remodel the building. The new store has a floor space of 1,440 square feet. An additional room in the rear of the building is devoted to music rolls and repair work. The store has two front entrances and a large attractive show window. Link carries a complete line of Victrolas, records and Q R S music rolls. The store is located at 1711-13 Vine street.

RUSSELL BRANCH IN SANFORD

SANFORD, FLA., December 8.—The L. A. Russell Co., manufacturer of talking machines, with headquarters in Augusta, Ga., has located its headquarters for the central part of the State here. J. H. Huntermister has been placed in charge of the local branch.

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR

"SUPERB"

Semi-permanent needles are giving entire satisfaction wherever used.

Retail 4 for 25c. Liberal discounts to dealers and jobbers.

Send for Samples

MELLOWTONE NEEDLE CO.
Ansonia, Conn.

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—Detail expert with 23 years' experience with prominent house desires connection with manufacturer or jobber. Has intimate knowledge of retailing and wholesaling methods. Was pioneer in introduction of many now thoroughly established trade customs. Particularly keen on trade promotion and follow-up subjects and has many undeveloped ideas in hand. Also familiar with the work of record-making artists in the concert field. Address "Box 1061," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Accountant with wide knowledge of talking machine trade activities desires position with manufacturer or jobber. Has opened, conducted, audited, closed books of branch establishments; audited books and inventoried stocks of laboratory and factory. Address "Box 1062," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I have six years' experience selling pianos and phonographs. I am looking for a first-class phonograph to market in Minneapolis, Minn. Have you got it? Address "Box 1066," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Repairman for phonograph store. One able to make repairs on various makes of phonographs. Kindly give experience, salary wanted and other information. Write "Box 1067," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—First-class retail talking machine salesman, to co-operate with our dealers in Pennsylvania. Apply **WEAVER PIANO CO., INC.**, York, Pa.

EXECUTIVE—Experienced in the manufacturing of cabinets, motors, tone arms, sound boxes, polishing and plating and final assembling; also having a knowledge of selling, desires to connect with a reliable concern. Good references. Address "Box 1071," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording Engineer, wide experience in all branches of record making. Work is marked by its musical quality, long wear and good appearance. Best references. Address "Box 1045," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Master plater and matrix maker. Am familiar with modern methods, capable of installing plant and handling work from wax to finished stampers. Wish position with reliable company. Address "Box 1050," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or 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.

WANTED—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. **E. T. Gilbert Mfg. Co.**, Rochester, N. Y.

POSITION WANTED—Man having six years' experience in phonograph and piano business, with several leading companies, wants position as manager of a retail department. Age 30 years; college education. Thoroughly understands phonograph and piano merchandising and advertising. Proposition must be large enough to warrant a substantial remuneration. References furnished upon request. Address "Box 1069," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

We want the best phonograph merchandising man in the United States. He must be a man of experience, able to organize and build up a successful department in a big chain of retail furniture stores. This is a big job and none but the best man is wanted. Sell yourself in first letter. Give all details including salary. All letters will be treated confidentially. Address "Box 1044," 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.

FOR SALE

Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Records, needles, cabinets, motors, tone arms and accessories. Anything required in the phonograph line we have, and sell, at reduced prices. We also buy anything you have to sell in the phonograph line. **Mandell & Co.**, 88 Rivington St., New York City.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. **Fogarty Manufacturing Co.**, Dayton, O.

WANTED

Dealers and distributors in every state to sell the **So-ave-tone** line of talking machines. The machine with a personality. The **J. K. Mohler Co.**, Ephrata, Pa.

POSITION WANTED—Recording engineer, at present employed, will consider management or organization of laboratory. Familiar all branches record business. Has recording machine. Address "Box 1048," care The Talking Machine World, 373 Fourth Ave., New York City.

WISHES POSITION—Technical laboratory and matrix expert, 17 years' experience, will hold interview with any new or old talking machine company. Address "Box 1063," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Successful sales manager, managed largest retail departments, desires connection anywhere. Highest-class references. Address "Box 1065," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Competent repair man, polisher and assembler, wishes part-time or evening work in the vicinity of New York City. Best references. Address "Box 1072," care The Talking Machine World, 373 Fourth Ave., New York City.

THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

For descriptive folder address the

TRIPLEX ARTISTIC PHONOGRAPH CO.
Pershing Road and Ridgeland Ave.
BERWYN, ILLINOIS

FOR SALE

Musical Merchandise Business, Los Angeles, California

Owing to extensive outside holdings requiring personal attention, owner will dispose of well-established music business at sacrifice for immediate sale. Established ten years same location, advantageous lease, well-assorted stock, salable goods. Band and Orchestra Instruments, accessories and fittings, musicians' supplies, general line musical merchandise, fixtures, safes, registers, tools and equipment for instrument repairing. Sales averaging \$35,000 annually; can be multiplied by adding pianos, phonographs, records and sheet music. Will sacrifice for \$10,000, though worth double. At least one-half cash, balance reasonable terms. Liberal discount for all cash. One year's profit would pay for the business. **NOTE GOVERNMENT REPORT. LOS ANGELES MOST PROSPEROUS CITY IN UNITED STATES.** Parties who mean business and have the cash to back it up write at once to **C. Leonard**, care Gen'l Del., Los Angeles, California.

SPOT CASH PAID

for Columbia and Victor Records, job lots, overstocks, any quantity, also Victrolas, Grafonolas and other phonographs. Quote price in first letter. Strictly confidential.

STANDARD PHONOGRAPH HOUSE
1414 Franklin Ave. St. Louis, Mo.

Sacrifice Sale of 15,000 Standard

10-inch **DOUBLE DISC RECORDS**
Very large assortment
All desirable—no patriotics.
In 100 lots, 19c. In 2,000 lots, 17c.
In 250 lots, 18½c. In 5,000 lots, 16½c.
In 500 lots, 18c. In 10,000 lots, 16c.
In 1,000 lots, 17½c. Entire stock, 15c each.
Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

FOR SALE

Piano business in southern California city of wealth and culture; 50,000 population to draw from. **Knabe and Mehlin** line. Connected with flourishing Victrola and Brunswick business. Address "Box 1070," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Victrola Model XVIII and used Model XVII. State telephone number when answering. Address "Box 1058," care The Talking Machine World, 373 Fourth Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. **Klise Mfg. Co.**, Grand Rapids, Mich.

CABINETS

Beautiful new designs in mahogany, oak and walnut. **Everett Hunter Mfg. Co.**, McHenry, Ill.

WORLD'S CLASSIFIED ADVERTISING—(Continued from page 159)

PARTS AND REPAIRS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tone arms, sound boxes and all other phonograph parts and supplies. Mandel Phono. Parts Co., 1329 W. Lake St., Chicago, Ill.

FOR SALE

2,000 Columbia, Emerson and Okeh records, in English, Polish, Hungarian, Italian, German and Jewish. Also about six talking machines, Columbia and Supertone. Address "Box 1068," care The Talking Machine World, 373 Fourth Ave., New York City.

SPECIAL STANDARD MAKE EDISON ATTACHMENTS

300 nickel-plated—100 gold-plated. Edison attachments complete, with highest-grade cushion hub sound box, at \$1.50 for the nickel and \$2.00 for the gold combination. This is less than the price of the sound box. Address "Box 1064," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRING

of all makes of phonographs—Vitanolas, World, Elting, Victor, etc. Send in your broken motors and tone arms via Parcel Post or express to

Northwestern Phonograph Works

218 South Wabash Ave., Chicago, Ill.
Motors Phone Wabash 8693 Tone Arms

OPPORTUNITY

Half-interest in established, reliable talking machine business. Owner establishing additional proposition with good merits and positive returns. Principals only. Investment, \$7,500. Highest references. Address "Box 1060," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Recording machine and tools for lateral recording. Address "Box 1043," care The Talking Machine World, 373 Fourth Ave., New York City.

See Page 159 for other Classified Advertisements.

VAN VEEN EQUIPMENT INSTALLED

Griswold, Richmond & Glock Co., of Meriden, Conn., Place Contract With Van Veen & Co. for Equipment in New Victor Department

MERIDEN, CONN., December 2.—Ted Glock, of Griswold, Richmond & Glock Co., recently placed a contract with Van Veen & Co., Inc., of New York City, for the complete installation of equipment in their new Victor department in the large building on Main street, this city. When completed it is predicted that this shop will be one of the most attractive in the State and will represent some of the newest developments in this line. The equipment consists of seven rooms, measuring nine feet by nine feet, for demonstration purposes, and two rooms measuring fifteen feet by eighteen feet for machine display. A modern record department has also been installed for the accommodation of 10,000 records, which department will also contain two plate glass modern display counters. An innovation in the installation will be a display alcove with a raised parquet platform which will be used exclusively for the display of Victor art models and for the present will feature the new Victrola No. 300, which has proven so popular. The booths are of double construction and all

exposed walls and columns will be paneled. The installation is in the Louis XVI period and will be finished in antique ivory and blue. The lighting will be through the medium of portable lamps and side sconces. The carpeting will be soft and a buff brown. In the reception room the buff brown carpet will be bordered with parquet, giving a panel effect. Wicker furniture to match the woodwork will be used throughout. The entire installation and other furnishing work will be under the direction of Leon Tobias, secretary of Van Veen & Co., Inc. The management of the department has been placed in the hands of Miss Havens, who is well qualified for this important position.

SHELTON CO. ANNOUNCES REDUCTION

The Shelton Sales Co., New York City, Eastern distributor of the Shelton motor, is mailing an announcement of a reduction in the price list of this motor, which electrically operates the phonograph by being placed next to the turntable. The new list price, effective December 1, is \$24 and was announced in due time for the dealer to greatly increase his holiday business as a result.

E. C. Boykin, general manager of the company, reports that many new dealers have taken on the Shelton motor and that prospects for the coming year are exceedingly bright.

FRED GRETSCH BACK FROM EUROPE

Fred Gretsch, president of the Fred Gretsch Mfg. Co., Brooklyn, N. Y., returned from Europe on Wednesday, December 14. During his several months abroad he visited the factories of most of the leading manufacturers of musical merchandise in Europe.

The Fred Gretsch Mfg. Co. reports that all the lines of musical merchandise it carries are moving rapidly, but that saxophones seem to be in most popular demand.

GRANBY ACTIVITIES IN ST. LOUIS

The St. Louis headquarters of the Granby Phonograph Corp. reports that it has received personal visits from a number of its numerous dealers in Illinois and Wisconsin. In making shipments to new dealers this branch always requests that the dealer reply on receipt of the instruments exactly what his opinion of the same is. Answers have been received in every instance and it is reported that they are all highly commendatory.

See Advertisement on page 153

TRADE MARK
DISC-O-GAMES
PAT APPLIED FOR

LOCAL VICTOR DEALERS MEET

Metropolitan Victor Dealers' Association Refuses to Amalgamate With Talking Machine Men, Inc.—Suggest Flat-top Victrola Models

At a regular meeting of the Metropolitan Victor Dealers' Association held early this month at the Café Boulevard, New York, a number of important topics were discussed. Irwin Kurtz, president of the Talking Machine Men, Inc., the dealer association comprising dealers in New York, New Jersey and Connecticut, was present as a guest and, during the course of the meeting, outlined a plan whereby the Metropolitan Victor Dealers' Association, together with another local dealer association, would be amalgamated with the Talking Machine Men, Inc.

After an extended discussion of Mr. Kurtz's plan the Metropolitan Victor Dealers' Association voted to retain its individuality and identity and declined to amalgamate with any association. The members offered to co-operate individually and as a body with the other dealer organization and thanked Mr. Kurtz.

A resolution was passed whereby the members of the Metropolitan Victor Dealers' Association will sign a collective petition addressed to the Victor Talking Machine Co., asking the company to consider the matter of adding table or "console" models to its present line, in addition to the 300, which will enable the dealers to meet the requirements of the public for flat-top machines.

A LONG-DISTANCE SHIPMENT

LYNN, MASS., December 8.—A Victrola and 100 Victor records left the store of John Z. Kelly's Music Shop, Market street, this city, on the first leg of a journey to the Jesuit institution, Colegio Seminar, Vigan, Ilocos Sur, Philippine Islands. The machine and records, which are for the Rev. Thomas J. Feeney, S. J., of the above address, will reach their destination, via New York and the Panama Canal, in about two months.

DOING WELL WITH THE BOBOLINK

The Cabinet & Accessories Co., New York City, is meeting with much success with the Bobolink phonograph, made by the A. C. Gilbert Co., of New Haven, Conn. They are also distributing the Bobolink books and Santa Claus books with Bobolink records.

What are your plans for 1922, Mr. Victor Dealer?

Are you going to be satisfied to run along just as you have been,—or do you aspire to make the year 1922 the best ever?

If we can help you with your advertising and selling problems, or in fact with any of your problems, you are welcome to our advice, which will be given out of the years of experience of all of our people in the Retail Trade. Our entire organization is at your disposal.

C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Ave.

PITTSBURGH, PA.

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.



FROM OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Little Improvement Noted in General Business Conditions—Relief Only Expected With Change in Country-wide Situation—Instability of Record Prices—Changes Announced in New Zealand Tariffs—What the New Record Lists Have to Offer—Instruction in Repair Work Proves Interesting and Valuable—Activities of the Various Companies—Federation of British Music Industries Doing Important Work—Small Size Records Now on the Market

LONDON, E. C., December 1.—Since my last report from this world center of kaleidoscopic industrial and social changes the course of trade has not passed through that channel of high expectation which previous indications reflected. A month or more ago the gramophone industry experienced a sales spurt. Time of year considered, it naturally engendered an optimism that led us all to believe in a prospect of more or less settled conditions, in happy contrast with the patchy state of trade hitherto existing.

There has been no great setback; it is the absence of progress in our trade that is so disappointing. It was but natural to anticipate a big advance in November, especially, too, after the break-up of the fine long Summer weather. Preparations were well forward to handle a big and progressively big trade. The failure of the "progressive" part was a feature of November business, but signs of a movement in the right direction can be recorded.

Prominent trade men with whom I have spoken express the belief that we cannot hope for any permanent stability while there is so much distress and unemployment throughout the world.

In England the unemployed labor barometer is again rising and general industrial conditions are not of such good promise as even two months ago. The cost of living has decreased, but the burdens of the people are still so financially heavy as to preclude any but the smallest expenditure upon luxury goods.

Of course, these unfortunate circumstances are not peculiar to our people—one finds much the same situation in other countries—hence any improvement must be a matter of protracted growth. To this end we should be governed, exercising patience, but determined also not to mitigate our efforts—rather to increase them—as opportunity offers, in the direction of speeding the general movement toward the restoration of normal conditions.

As regards the December trade prospects, all reports indicate that quite busy times will be general throughout the country. Manufacturers are already in receipt of substantial orders for Christmas stock, and have made preparations for the fulfilment of the usual last-minute rush.

The bulk of the demand for records is noticeably good in the case of the 2/6 and 3/- standard makes; comparatively, the higher-priced records are not selling so well. Much the same conditions apply to machine sales. The cheaper they are the better they sell, the determining factor being price, not quality. Unfortunately, there is a great amount of rubbish on the market, the sale of which is against the welfare of our industry.

Instability of Record Prices

An unfortunate feature of the trade situation here is the instability of prices. The label of a

record or the catalog of other gramophone products may indicate the standard value placed upon an article by its maker, but too often that is as far as it goes. On the one hand, we have manufacturers selling their products at or below cost; on the other hand, we find the dealer thereby encouraged to price-cutting, quite indifferent to the fact that his position and that of the manufacturer, in their relations to the public, are separated by a very wide gulf. To cut prices to the bleeding point (as distinct from legitimately fixed reductions) is unsound business at any time. But if a dealer indulges in this practice he is not altogether to blame. So long as there is absent a fair system of record exchange, so long, I am afraid, shall we be subject to the evils of price-cutting. Thousands of retailers were left over the stagnant-trade period with unsalable, and sometimes big, stocks of records that they had no alternative but to offer at cut prices under the guise of shop-soiled records. From the makers no real assistance was proffered. The sell-at-any-price policy is too general. It will exert a permanently adverse effect upon the welfare of our industry unless the problem is courageously faced now. To a very big extent the onus of finding an equitable solution rests with the manufacturers and their association. Let them realize that and get immediately to work!

Assessment of the New Zealand Import Tariffs

The New Zealand Government announces an important concession which should evoke the appreciation of British exporters. From January 1 next the duty on goods imported by New

(Continued on page 162)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-eselskab, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta 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. & McMabon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., 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.

EDISON BELL


WINNER
 TRADE MARK
GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

Zealand from any country with an appreciated currency will be assessed on the basis of the current rate of exchange instead of on the mint parity value. The present method of arriving at the duty on goods from a country like America has the result of largely canceling the preferential rate accorded to British manufacturers under the New Zealand tariff. In future, therefore, British exporters will apparently enjoy the full benefit of the preference.

New Trade Protective Act Not Generally Liked

The safeguarding of the Industries Act may be said to have been born of a depreciated currency. Because of the low value of the mark here German goods were simply forcing our own manufacturers out of the field. Some protection became absolutely necessary and thus was born this new Act, which, under certain conditions, imposes an additional import tariff of 33 1-3 per cent. It is really more or less useless because it is unlikely to handicap the sale of German goods here while the mark stands at the present exchange rate of over 1,000 to the pound sterling. Thankful for small mercies, most of our trade associations support the Act. The Scottish music merchants, however, are in some ways at variance with the terms and, of course, individually, the Act is not regarded as an un-mixed blessing for obvious reasons.

The "Cliftoophone"—a New Invention

From a progressive viewpoint the science of sound reproduction has not advanced a great deal during the past decade, though we must hasten to admit due recognition of the many improvements which have taken place, often, it must, however, be said, at a cost of time and money incommensurate with results achieved commercially. The science of recording and reproducing sound is undoubtedly one of the wonders of the age. Yet, by the present system, it cannot be said to have attained absolute perfection. We believe the road to success is through an entirely new channel of investigation—for instance, photography. Be that as it may, the present-day method is good in that it brings to us a fair and entertaining replica of the art of the world's musical geni—*a gramophone blessing in very truth.*

These few introductory remarks will enable our readers to visualize in correct proportion the claims made in behalf of a new gramophone, the Cliftoophone, which was recently demonstrated to a large gathering of pressmen at Claridge's Hotel. It is the invention of W. E. Clifton and has been taken up commercially by the Chappell Piano Co., Ltd. Mr. Clifton claims that his gramophone reproduces with mathematical exactness and proper musical proportion every characteristic of voice or instrument; that "One of the first problems which presented itself was to form an 'articulation' or hinge for the 'stylus bar,' which should have no 'shake,' no loss of motion, should present rigid resistance to the drag of the needle, should not give way under the powerful vibrations imparted by the

undulations of the record, and yet should allow movement through a large arc without friction. This mechanical problem was solved by the use of four spring blades which flex about a common axis, two of them taking needle drag along their length, while the other two oppose the blows from the record undulations.

"The next problem was to provide a method of pulsating the air in exact proportion to the record waves. The effective part of the Cliftoophone diaphragm consists of two 'reeds,' balanced one against the other and mounted so that they may both rock together in the arc of a circle described from the articulating point of the stylus bar. The periphery of the diaphragm is made resilient so as to act as 'bellows' and to allow a very great degree of flexibility to the reeds, the sounds generated by which are thus produced and emitted with such delicate modulations as to conform to the original producer."

In construction the "Cliftoophone" follows much the usual lines except that the sound box plays with its face to the record as in the playing of a phono-cut disc.

As to the demonstration, we think it was carried out on very fair lines, allowing of close comparison between one of the leading gramophones and the Cliftoophone. Each record played on the former instrument was immediately afterward lifted onto the new instrument. The same type of needle (spear-pointed) was used in each

case. Between the two instruments we were not overimpressed with the orchestral reproductions, but as regards the vocal and violin records the Cliftoophone certainly registered an improved delivery. It treated us to the best renderings of a violin, male and female voice records we have heard; of a fidelity as near perfection as seems possible under the present system of sound recording. Against the somewhat technical claims of the invention we have given a frank opinion of actual results achieved by the Cliftoophone, which, we believe, has so far justified itself as to merits the unstinted praise and support of all who may hear it.

Back to the Small Record

In the good old days when disc records began to make sales headway against the cylinder manufacturers were satisfied to constrict the recorded music and song to space available on discs of about seven-inch diameter. We have since progressed in stages to the ten-inch, eleven-inch, twelve-inch and fourteen-inch, up to the one-time Pathé twenty-inch wheel. Now, apparently, we are carried right back, not in gentle stages, but at one stroke, by the issue of five-and-one-half-inch diameter records. Woolworth's stores have a cardboard-shellac-covered disc which sells at sixpence. The latest, however, is a real gramophone record—the Bell—recorded and manufactured on just similar lines to its big brother by the makers of "Winner" and "Velvet Face" records—J. E. Hough, Ltd., this city. At 1/3 retail the Bell is good value.


"PERFECT POINTS"
BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
 Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities
Manufacturer of all Kinds of Sewing Needles

FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

It will, of course, play on all kinds of gramophones. Of the recorded music and song quite a fair share will specially appeal to the youngsters, for there is ample provision of "Little Nigger Boys" and such like nursery rhymes. On other records there are recorded fair excerpts of popular songs, instrumental numbers by the Band of the H. M. Irish Guard, pretty bell solos, etc.

There is thought to be a good steady demand for these small discs, the progress of which will be watched with very keen interest.

Miscellaneous News Items From All Quarters

It is good news to learn that the Standard Mfg. Co., maker of the "Vesper" products, has not entirely closed down, as Dame Rumor would lead us to believe. On the contrary, I am authoritatively informed that the firm is simply under process of reconstruction.

From an output of but half a million needles three years ago to 15,000,000 per week at the present time is the proud record of W. R. Steel, Ltd. The product of this well-known Redditch house is as good as its service.

The "Renown," on which H. R. H. the Prince of Wales is making an Empire tour, is well equipped musically. Apart from the usual instrumentalists, the ship carries a complete jazz outfit, supplied by the Murdoch Trading Co., and one of the best new portables, "The Grippa," supplied by the Southsea agent of Perophone, Ltd., London.

A German trade journal reports that the Lindström and the Polyphone companies have agreed to increase the price of their twenty-five and thirty-centimeter records from 22 to 27 marks and from 27 to 40 marks each respectively.

English Clocks & Gramophones, Ltd. (in liquidation)—there is a possibility that this firm may be reorganized under entirely new management. If so, the buyers will discharge the debts of the company.

New Zonophone Record Issues

From the British Zonophone Co. comes a batch of comprehensive music, vocal and instrumental, all on the ten-inch size. Outstanding is

record No. 2169, by the famous prize-winning band of the St. Hilda Colliery, "Danse Antique," and it is a decidedly welcome change from the modern terpsichorean musical phase, and this, coupled with a fine stirring march, "Victors' Return March," represent a brace of acceptable items, both brilliantly rendered, that will mean big sales all over the country. No. 2179 is an unique record rendering of "Faust," Selections I and II, by what is described as an accordion ensemble. It is certainly good, in parts more like an organ playing than anything else, which, in some measure, bespeaks the remarkable range of the accordion scale. On 2171 are given a couple of tenor songs by Harold Wilde, "The Home That Means Heaven to Me," a first-class sentimental song with a vengeance, and "A Song of Joy," which is much more robust. Both are well rendered by Mr. Wilde. Two numbers by the late Billy Williams on 2178 are of his usual laughter-conveying order, "She's Coming Home To-night" and "Why Do You Think I Look So Gay." In these records every word can be clearly followed. A couple of sentimentals, "Lonesome" and "In the Days of Make Believe," by Herbert Payne, are well recorded on 2173. Messrs. Payne and Woodville contribute on 2170 "When the Xmas Bells Are Ringing" and "Let's All Be Good Pals Together."

A Lecture of Practical Value to Dealers

"The Construction and Repair of Gramophones" was the subject of a series of lectures and demonstrations by Walter Coombes, of the "His Master's Voice" Co. They were given at such important Scottish centers as Aberdeen, Dundee, Edinburgh, Glasgow, under the wing of the Scottish Music Merchants' Association. Space precludes mention in detail of the many useful hints and valuable advice imparted anent the uses and abuses of component parts, like the motor, sound box, needle, speed regulator, etc., but it may be said that Mr. Coombes handled his subject to the practical advantage of his audiences, comprised of "His Master's Voice" deal-

ers, their mechanics and others directly interested. These lectures are doubly important because they link up the company's service in the direct training of their dealers and mechanics at the factory.

Walter Coombes, by the way, till fairly recently, was in charge at Calcutta of the Gramophone Co.'s Indian factory.

"His Master's Voice" Interesting News Items

To insure accuracy of turntable speed the Gramophone Co. has introduced a new speed-testing device. Its actuating principle is centrifugal force. It is easily set and will quickly indicate whether one's turntable is running at the correct revolution of 78 per minute. At 10/- the public will find this speed tester a useful accessory, obtainable through all "His Master's Voice" dealers.

A classified catalog of records of educational value is announced. It has been compiled as a guide to music teachers and students of the most suitable records for educational purposes. The catalog is really supplementary to "Learning to Listen" by means of the gramophone.

A handy tool set has been issued. It will prove of immense value to "His Master's Voice" dealers, as, having been specially made to suit these instruments, repairs and adjustments are thereby simplified.

Yet another new line is a beautiful filing cabinet to hold one hundred ten or twelve-inch "His Master's Voice" records. A simple lever system enables any record to be instantly released for use. A complete index makes for easy reference.

Specially designed record stands and fittings for shop window display of this company's records is another feature of the month. By this means dealers are enabled to make more effective displays than formerly.

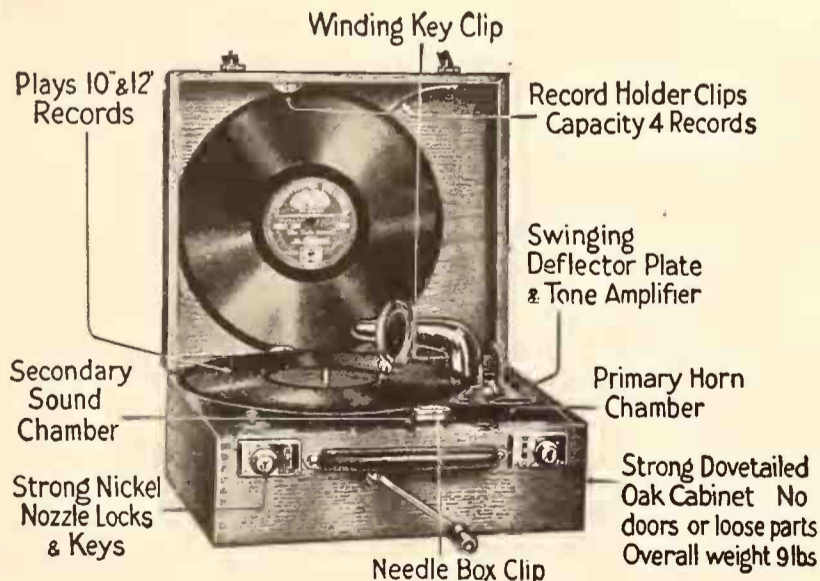
"Popular" Sales Necessitate Night Shifts

A big new list of "Popular" records has just been issued by the Sound Recording Co., this
(Continued on page 164)

Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

PEROPHONE, Limited, 76-78 City Road, London, England

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"

city. They include over forty dance items comprising most, if not all, the recent favorites. This represents real service and accounts for a good deal of the hustle now necessary at the factory if orders for the Christmas trade are to be fully executed in time. In recent conversation with the managing director of this company I was informed that trade is so brisk at the moment as to necessitate the running of a night shift. Both of the "Popular" factories are in good shape, working at full pressure in an effort to keep output level with the great demand for these records. My informant, Mr. Chapman, is particularly pleased with domestic sales, but avers that, while he is booking a fair amount of export business, it is not as good as it should be. The reason, he thinks, is twofold—financial stringency precluding open purchase, the result of economic depression and depreciated money exchanges. A world-wide trouble is this!

Some Federation News

The Federation of British Music Industries is making arrangements to entertain trade commissioners from abroad on the occasions of their visits to London. They will invite trade commissioners to interview manufacturers at their offices and to give them information concerning overseas possibilities for British goods and will also entertain them at luncheon and at dinner in order that they may be brought into close connection with as many manufacturers as possible.

Newspaper Propaganda

The newspaper propaganda reached during the month of September a level higher than any yet attained. The amount of space secured in various journals throughout the country was 865 inches editorial column. This increase is largely attributable to the growing list of papers which print the Federation articles.

Annual Dinner and Convention News

The Right Hon. Viscount Burnham has ac-

FROM OUR LONDON HEADQUARTERS—(Continued from page 163)

cepted the Federation's invitation to be the chief guest at the third annual dinner, which will be held on January 26 in the King Edward VII Rooms at the Hotel Victoria.

The convention committee have recommended that the convention next year should be held at Blackpool.

Merchandise Markets Act

Having seen certain advertisements of music goods which have appeared in Canadian trade papers without the country of origin being disclosed the Federation has made careful inquiry into the matter. It has discovered that under the existing Canadian law the Merchandise Marks Act does not obtain in that country.

TRADE NEWS FROM PORTLAND, ORE.

Sherman, Clay & Co.'s New Wholesale Quarters—Miss McClusky's Great Educational Campaign—C. W. Jones With Allen—Other News

PORTLAND, ORE., December 5.—The wholesale house of Sherman, Clay & Co., Elmer Hunt, manager, has been moved from the quarters in the Blake-McFall Building on Fourth street to a bigger establishment at 487 Glisan street. Mr. Hunt says that he now has 10,000 square feet for the Victor business, or two and one-half times as much space as in the old location.

Evelyn McFarland McClusky has returned from San Francisco, where she was sent through the courtesy of Mr. Hunt to assist in the music week and music memory contest just completed in that city. She returned in time to help with the Portland music week and Mr. Hunt turned her over to the Community Service, under whose auspices it was held, and she has given all of her time and ability to the cause. During the week she has appeared in three concert lectures at the Sherman, Clay & Co. store, seven at the main public library, one at Meier & Frank's talking machine department and one at the Powers Furniture Co. talking machine department. She has lectured on "Music in Literature" and has been a big factor in making the week a success.

Roy Feldenheimer, manager of the phonograph department of Lipman, Wolfe & Co., is very optimistic over the business being done in the Sonora and Brunswick machines.

Carl W. Jones, for the past several years wholesale manager for Oregon of the Columbia

A new act, however, will come into force on January 1 next, under which all goods imported into Canada must be marked with the name of the country of origin. This insures securing information of value.

The Price of Shellac

Though the useful little "lac" insect is still active in behalf of our industry it is supremely indifferent to its value. Man is not so, however. As soon as the record trade got busier the wires of the market were duly manipulated and up went the price of shellac. The price to-day is in the neighborhood of £350 per ton. A further rise may be anticipated if the gramophone trade keeps busy.

Graphophone Co., has resigned and affiliated with the piano department of the Wiley B. Allen Co. in this city. His place with the Columbia Co. has been filled by William E. Smith.

T. E. Hopkins, manager of the Stradivara Phonograph Co., reports better business conditions.

Miss A. I. Tracy is the new manager of the phonograph department of the Jennings Furniture Co., which holds the Columbia agency.

The record business in Portland has taken a considerable jump and all dealers report more lively buying.

Hugh T. Campbell, who for nearly two years has been the manager of the Portland branch of the Bush & Lane Co., has been recalled to Seattle and J. C. Gallagher, who has been sales manager and assistant to Mr. Campbell, has been appointed manager.

Evelyn McFarland McClusky, of Sherman, Clay & Co.'s wholesale department, was elected to the office of corresponding secretary at the annual meeting of the Oregon Music Teachers' Association, held in Portland November 25 and 26.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports the sale of an Edison disc phonograph to a customer who previously had bought five Edisons from him in the course of several years. This customer explained to Mr. Hyatt that he gives his Edisons away to his relatives and friends.

Paul Gold, formerly associated with the Silverstone Music Co., St. Louis, Mo., distributor of the Edison phonograph in the South, is now connected with the Edison Phonograph Shop, Memphis, Tenn., as manager.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

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Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

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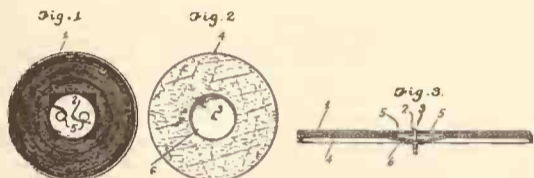
THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Phonograph Record and Table. Bertram J. Kige, Mankato, Minn. Patent No. 1,391,637.

This invention relates to a phonographic record and table therefor, the principal object of the invention being to provide means for facilitating the removal of the record from the table. Another object of the invention is to render it unnecessary to touch that part of the record which contains recording grooves and making the record easy to handle.

Figure 1 is a face view of a record constructed in accordance with the invention; Fig. 2 is a face



view of the improved turntable; Fig. 3 is a sectional view taken through the improved turntable, with the improved record thereon.

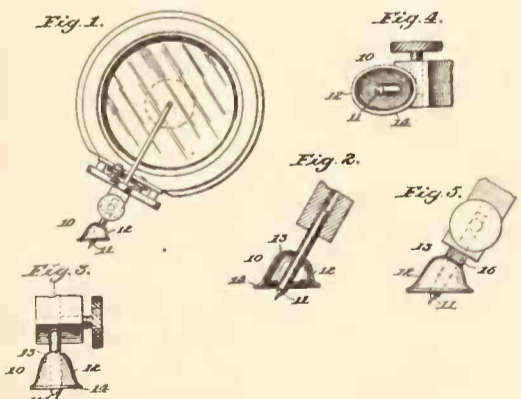
Phonograph Needle and Resonator Therefor. Rudolph Steinert, New Haven, Conn. Patent No. 1,391,425.

The present invention relates to phonograph needles and resonators therefor, and has for its object to provide an improved resonator which will increase and clarify the reproduction; eliminate the metallic quality noticeable in some reproducing devices now in use, and in which the amplified tone will be of purer quality and the disagreeable crepitations so often found in using the ordinary needle, and which materially detract from the proper rendition of music, are practically done away with or so modified as to eliminate any disagreeable results.

A further object of the invention is to so arrange the resonator relative to the stylus as that it is held in proper position with respect to the inclined needle, so that it may be utilized with reproducing mechanisms now in use without the need of specially designed parts.

The objects aimed at are accomplished by providing a resonator, preferably formed as a thin metal shell, so shaped and disposed with respect to the stylus as that it gives the greatest amplitude of sound and clearness in reproduction without in any way interfering with the tracking of the point over the record or with the insertion of the needle in the holder of the usual reproducing apparatus to which it is applied.

Figure 1 is a view in side elevation of a resonator and needle made in accordance with the



invention, the reproducing apparatus being conventionally shown; Fig. 2 is a sectional view of the resonator and needle; Fig. 3 is an end view looking from the left in Fig. 1; Fig. 4 is a bottom plan view; Fig. 5 is a view of a reproducing apparatus conventionally shown, with the resonator attached to the needle holder.

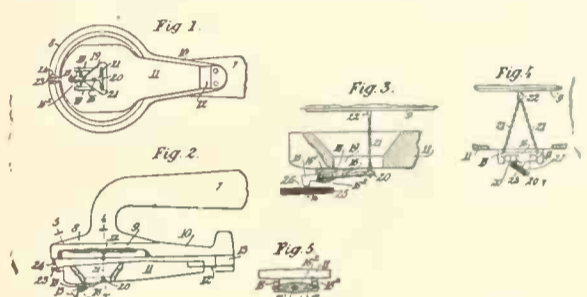
Universal Reproducer. William Gentry Shelton, New York. Patent No. 1,392,082.

This invention relates to talking machines and has for an object to provide a reproducer which is capable of operation by any of the present commercial forms of talking machine or phono-

graph records. At the present time there are two types which predominate, namely, one wherein the tracing element of the reproducer is moved by means of undulations at the bottom of a groove, and the other wherein such element is moved by the sinuosities of the lateral sides of the groove.

In order to make the records interchangeable between these two classes of instruments, it has been necessary to provide two sound boxes with complete apparatus. According to the present invention but one sound box is necessary and this will automatically accommodate itself to whichever type of record is presented to it.

Figure 1 is an under-side view of a sound box equipped with the invention; Fig. 2 is a side elevation of the device shown in Fig. 1, some of the parts being broken away to reveal the parts lying beyond; Fig. 3 is an enlarged detail of some of the parts illustrated in Fig. 2, the record



in this view being of the hill-and-dale type; Fig. 4 is a section taken on a plane at about the line 4-4 of Fig. 2, looking from the right-hand side, or in the direction of the arrows, the record in this view being intended to represent the lateral type, and Fig. 5 is a section taken on a plane at about the line 5-5 of Fig. 2 looking from the left-hand side, or in the direction of the arrows.

Talking Machine Horn. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp. Patent No. 1,392,037.

This invention relates to certain improvements in talking machine horns constructed of laminated material. This application is a division in part of co-pending application filed April 28, 1915, and numbered serially 24,450 (series of 1915).

Mr. Wolf has discovered that with the ordinary wood horns for talking machines the sound waves penetrate the wood to a considerable degree, their force and color are more or less lost, and that because of such absorption relatively thin tones are produced with the consequent tendency to rattle on high notes and produce audible needle scratch. When producing great volume the scratch increases with the volume, part of the tone is absorbed by the wood, and the scratch is apparently magnified.

He has also found that by increasing the number of laminations of a veneer horn above three, the number commonly employed, to a greater number, with the grain of each adjoining layer running in opposite directions, a greater volume of tone with more force and warmth is produced, but with less audible needle scratch than is possible with horns of three laminations, for the reason that the tone is all projected through the mouth of the horn and thus the scratch is not magnified by any increased horn area but remains relatively the same, and the greater volume and force of tone which is projected from the mouth of the horn drowns or smothers it, and this proportion of scratch to volume is always the same, even with varied volumes produced by the use of different toned needles.

He has discovered that by coating the outside of the improved horn with a material such as silicate of soda, an improved result is obtained. This is probably due to the fact that such sound waves as penetrate the material of the horn are reflected back.

Summed up, it is found that with a horn of plural construction, the inner wall of which will absorb some of the sound, and an outer wall, which will be to reflect the sound, a much better quality of sound will result than with the horns now in use.

The object of this invention, therefore, 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 tones.

Figure 1 is a horizontal section of a talking machine cabinet showing a horn in position;

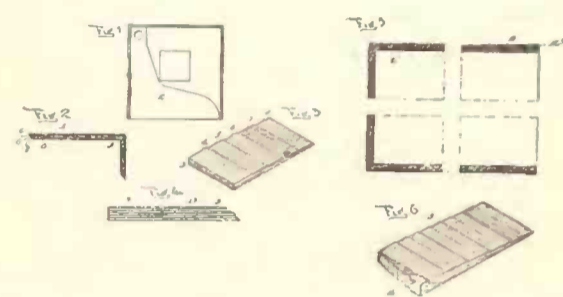


Fig. 2 is a sectional view, on an enlarged scale, through a corner of one wall of the horn; Fig. 3 is a perspective view of a portion of a wall of a horn; Fig. 4 is a detail edge view, on a very much enlarged scale, of a portion of a wall of a horn showing a modification; Fig. 5 is a detail sectional view of a horn showing another modification; Fig. 6 is a perspective detail of another modification.

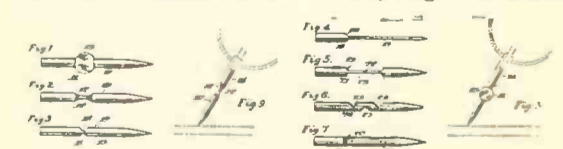
Phonograph Needle. Theodore Fletcher, San Antonio, Texas. Patent No. 1,391,884.

This invention relates to improvements in needles for phonographs and an important object is to provide a needle of the above-mentioned character, which by being turned upon its longitudinal axis, will function as a soft, medium or loud needle.

Another object is that by making the shank of the needle more flexible in one position than it is in another it is capable of absorbing most of the strong vibrations communicated to it from the record and by so doing cut them out from reaching the diaphragm and so play softly, at the same time preserving the overtones which add so much to the rendition of the music, but which are often lost in reproduction.

Another object is to confine the improvement to the shank of the needle, so that the same principle can be employed with needles having a "tungsten" or "jewel" point, besides the solid steel one, so that all makes of records can be played with needles having the improvement, with various volumes of sound, as desired.

In the accompanying drawings Figure 1 is a side elevation of a needle embodying the invention; Fig. 2 is a similar view, with the needle turned at substantially a right angle to Fig. 1; Fig. 3 is a side elevation of a second form of needle embodying the invention; Fig. 4 is a side



elevation of a third form of needle embodying the invention; Fig. 5 is a similar view of a fourth form of needle embodying the invention; Fig. 6 is a similar view of a fifth form of needle embodying the invention; Fig. 7 is a side elevation, taken at a right angle to Fig. 4, of the needle shown in Fig. 4; Fig. 8 is a side elevation of the needle shown in Fig. 1, showing the same in use and playing as a soft needle, and Fig. 9 is a similar view showing the needle turned at a right angle and playing as a hard needle.

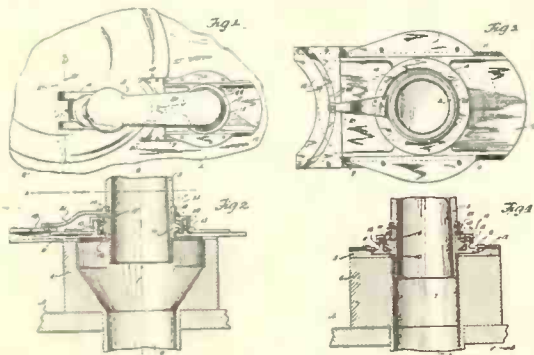
Sound Box Mounting. Carl Scrabic, Urbana, O. Patent No. 1,391,797.

This invention relates to improvements in

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

talking machines, and has particular reference to the mechanism thereof for controlling the movements of a sound box across the playing face of a record, the object of the invention being to provide box supporting means which are of such character as to cause the stylus of a sound box to travel in a straight radial path across the face of a record during the operation of sound reproduction in order to thereby attain the true and correct position of the stylus in the grooves of the record and to eliminate such scraping and scratching sounds that are ordinarily present in machines wherein the stylus describes an arc over the playing surface of a record.

Figure 1 is a top plan view of the tone arm mechanism employed by the present invention; Fig. 2 is a detail vertical sectional view on an enlarged scale taken through the tone arm

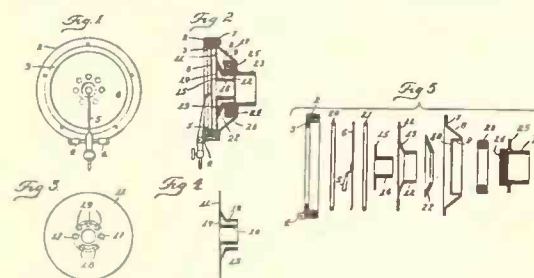


mounting; Fig. 3 is a horizontal sectional view taken along the plane denoted by the line 3—3 of Fig. 2; Fig. 4 is a transverse vertical sectional view taken along the line 4—4 of Fig. 2.

Reproducer for Phonographs. Julius A. Brown, Peekskill, N. Y. Patent No. 1,392,677.

The object of the present invention is to provide an improved phonograph reproducer in which supplementary sounding plates are provided in addition to the usual vibrating disc, to increase the resonance, and transmit the true sound effects, with the elimination of discordant sounds and abnormal vibrations.

Figure 1 is a front elevation of the reproducer; Fig. 2 is a vertical section of the same; Fig. 3 is a front elevation of one of the sounding



plates; Fig. 4 is a vertical section through the latter; Fig. 5 shows the several parts in a separated position.

Sound Conveyor for Talking Machines. Wm. D. Pfrommer, West Berlin, N. J., and Frederic W. Adams, Milbourne, Pa., assignors to the Perfek'tone Corp., Philadelphia. Patent No. 1,392,654.

The principal objects of the present invention are, first, to provide a simple, efficient and satisfactory sound conveyor adapted to be easily adjusted for playing records of all the kinds that are usually to be found in the market; and, second, to insure alignment of the stylus with the axis of the tone arm in each of the various adjustments of the device for playing different records.

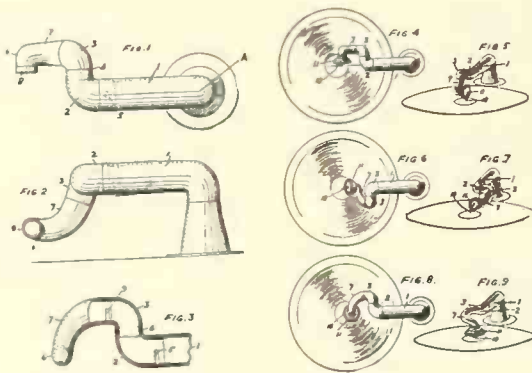
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REPAIR PARTS FOR ALL MACHINES

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Figure 1 is a top or plan view of a sound conveyor embodying features of the invention; Fig. 2 is a side view of the same; Fig. 3 is a view principally in section illustrating details of construction; Figs. 4 and 5 are plan and perspective

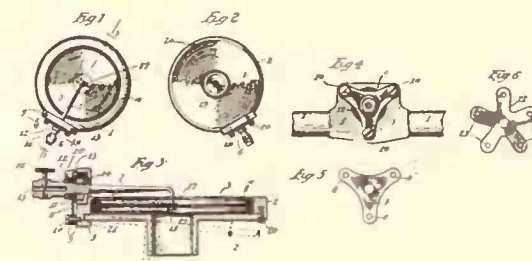


views illustrating the device adjusted for use with a Victor record; Figs. 6 and 7 are similar views of the device adjusted for use with a Pathé record, and Figs. 8 and 9 are similar views of the device adjusted for use with an Edison record.

Phonograph Reproducer. Orlando R. Marsh, Chicago, Ill. Patent No. 1,392,430.

This invention belongs to that general class of devices employed with phonographs and devices of that character to audibly reproduce from a record the audible sounds which were employed in making up the record. In the invention the various parts are so arranged as to dispense with all pivot or knife edge connections or supports, which by use are liable to become loose and rattle, and also to dispense with all springs requiring adjustment.

In the drawings Figure 1 is a face view of the improved device; Fig. 2 is a rear view of the same device; Fig. 3 is a section taken substantially on line 3—3 of Fig. 1; Fig. 4 is a section

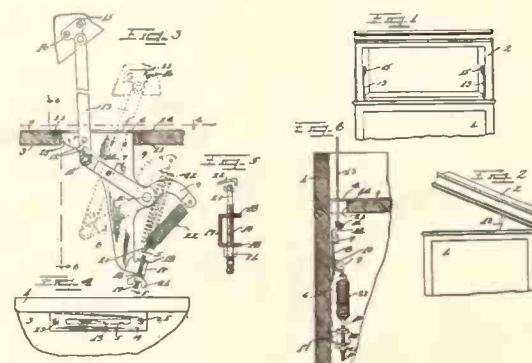


taken substantially on the line 4—4 of Fig. 1; Fig. 5 is a plan view of the supporting plate, and Fig. 6 is a modification of the form shown in Fig. 5.

Balance Weight Cover Support for Phonographs. Alfred Bersted and Martin Bersted, Chicago, Ill. Patent No. 1,392,290.

This invention pertains to an improved type of a phonograph cover supporting mechanism adapted to hold the cover balanced in any desired position of adjustment and further adapted to be removed from the phonograph to permit adjustment of the control spring.

In the drawings Figure 1 is a front elevation of the upper portion of a phonograph cabinet, the cover of which is held balanced in an adjusted open position by cover supports embodying the principles of this invention; Fig. 2 is a



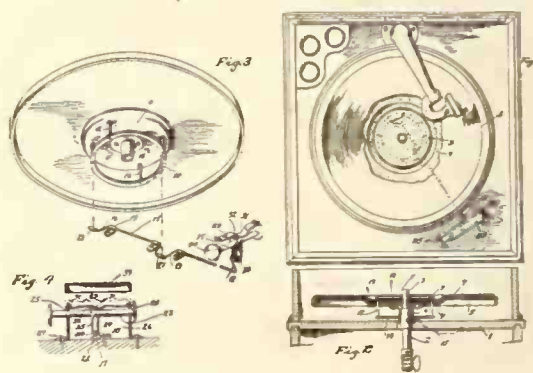
side elevation thereof: Fig. 3 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover; Fig. 4 is a top plan view taken on line 4—4 of Fig. 3; Fig. 5 is an enlarged detail section taken

on line 5—5 of Fig. 3, showing parts in elevation; Fig. 6 is a sectional view taken on line 6—6 of Fig. 3.

Record Lifting Device. Walter A. Richman, Egg Harbor, N. J. Patent No. 1,390,546.

This invention relates to sound-reproduction apparatus and more particularly to a means for lifting disc records from the turntables of such apparatus. Phonographs and the like employing flat disc records have been heretofore so constructed that more or less difficulty is experienced in lifting the record from the flat turntable upon which it is supported during the reproduction period, it being necessary to engage one's finger nails beneath the periphery of the record with the attendant likelihood of slipping of the finger and the possibility of scratching of the record.

Also in the use of the ordinary phonograph it is practically impossible to change records while the turntable is rotating, and it is therefore necessary to apply the brake device whenever it is desired to make this change. While it may not generally be desired to change records while the turntable is rotating, nevertheless it may be



found an advantage to do so and the present invention therefore contemplates the provision of means for lifting the record from the turntable regardless of the position of rotation of the turntable or whether the turntable be stationary or rotating.

Another object of the invention is to so construct the device that in its operation the record will be lifted evenly and supported in position above the turntable a sufficient distance to permit of the passage of one's fingers beneath the periphery of the record and arrangements for the removal thereof.

In the accompanying drawing Figure 1 is a top plan view of the device of the present invention embodied in a phonograph of a well-known type; Fig. 2 is a vertical transverse sectional view taken in a plane passing through the axis of the turntable; Fig. 3 is a perspective view illustrating the parts comprising the device partially disassembled; Fig. 4 is a vertical longitudinal sectional view through the operating means of the device.

HOTEL SOMERSET GETS ARIONOLA

BOSTON, MASS., December 6.—At the Inter-City meeting held at the Hotel Somerset last evening Joe Mitchell Chapple, in behalf of the Boston Kiwanians, presented A. E. Brown, of the Worcester Kiwanis Club, with an attractive model of the Arionola Reflex, which was heartily appreciated. The floor type Arionola Reflex is somewhat of an innovation with the Arion Mfg. Co., of this city, which has manufactured the portable Arionola for a good many years.

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Indianapolis, Ind.

Advance RECORD BULLETINS for January, 1922

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS
49768 Sextet From Lucia di Lammermoor ("Chi raffrena il mio furore") (Why Do I My Arm Restrain), Barrientos, Hackett, Stracciari, Mardones, Noe, Meader 12
A3492 Shipmates o' Mine—Baritone Solo, Louis Graveure 10
Five and Twenty Sailors—Baritone Solo, Louis Graveure 10
49795 Traumerei—Cello Solo Pablo Casals 12
49963 Long, Long Ago—Soprano Solo, Huldá Lashanska 12
A3495 Spring Song (Songs Without Words, No. 30)—Violin Solo, Sascha Jacobsen 10
Serenade—Violin Solo, Sascha Jacobsen 10
49386 Le Coq d'Or, "Salut a toi soloil" (Hail to Thee, Sun)—Soprano solo, Maria Barrientos 12
A3462 Sleep, Baby, Sleep—Yodel duet, Fritz Zimmerman and Marcelle Grandville 10
Homeland Switzerland—Yodel duet, Fritz Zimmerman and Marcelle Grandville 10
A3491 Rocked in the Cradle of the Deep—Saxophone Solo, Clyde Doerr 10
Jeunesse—Saxophone Solo, Clyde Doerr 10
A3499 Ten Little Fingers and Ten Little Toes (Down in Tennessee)—Fox-trot, Ted Lewis and His Band 10
Everybody Step (From "The Music Box Revue")—Fox-trot, Ted Lewis and His Band 10
A3504 Song of Love—Waltz, Prince's Dance Orchestra 10
Plantation Lullaby (Intro: "You Are the Rose" I'm Longing For), Medley Waltz, Prince's Dance Orchestra 10
A3503 Na-Jo—Fox-trot, The Happy Six 10
Jabberwocky—Fox-trot, The Happy Six 10
A3500 April Showers (From "Bombo"), Al Jolson, Comedian 10
Weep No More (My Mammy)—Tenor Solo, Vernon Dalhart 10
A3502 Cry Baby Blues, Dolly Kay, Comedienne 10
No One's Fool, Dolly Kay, Comedienne 10
A3501 Maggie Maguire—Tenor and Baritone Duet, Edwin Dale-William Morgan 10
Mary O'Brien—Tenor Solo, Edwin Dale 10
A3489 I'll Be Good But I'll Be Lonesome—Male Quartet, Southern Quartet 10
He Took It Away From Me—Blues—Male Quartet, Southern Quartet 10

THE MID-MONTH LIST

DANCE RECORDS
A3494 Sal-O-May—Fox-trot, Paul Biese Trio 10
Catalina—Fox-trot, Paul Biese Trio 10
A3497 Wabash Blues—Fox-trot, The Columbians 10
Tuck Me to Sleep (In My Old Kentucky Home)—Fox-trot, The Columbians 10
A3498 Kentucky Home—Fox-trot, The Happy Six 10
It's You—Fox-trot, The Happy Six 10
A3490 Who's Been Around? Van and Schenck, Comedians 10
O'Reilly (I'm Ashamed of You) (From "Ziegfeld Follies of 1921"), Van and Schenck, Comedians 10
A3496 A Dream of Your Smile—Tenor Solo, Edwin Dale 10
Love Will Find a Way (From "Shuffle Along")—Tenor Solo, Edwin Dale 10

VICTOR TALKING MACHINE CO.

POPULAR SONGS

18828 Say It With Music, John Steel 10
If You Only Knew, John Steel 10
18829 Molly-O (I Love You), William Robyn 10
Love's Ship, Charles Harrison 10
18830 When Francis Dances With Me, Ada Jones-Billy Murray 10
Ten Little Fingers and Ten Little Toes, Billy Murray-Ed. Smalle 10
18832 I Want My Mammy, Peerless Quartet 10
Mandy 'N' Me, American Quartet 10

DANCE RECORDS

18825 Weep No More, My Mammy—Fox-trot, Paul Whiteman and His Orchestra 10
April Showers—Fox-trot, Paul Whiteman and His Orchestra 10
18826 Everybody Step—Fox-trot, Paul Whiteman and His Orchestra 10
Ka-Lu-A—Blue Danube Blues—Fox-trot, Paul Whiteman and His Orchestra 10
18827 Blossom Time—Medley Waltz, Joseph C. Smith and His Orchestra 10
It's You—Fox-trot, Joseph C. Smith and His Orchestra 10
18831 Dapper Dan—Fox-trot, Club Royal Orchestra 10
The Sheik—Fox-trot, Club Royal Orchestra 10
18833 June Moon—Fox-trot, The Benson Orchestra of Chicago 10
No One's Fool—Fox-trot, The Benson Orchestra of Chicago 10
18834 Birds of a Feather—Fox-trot, All Star Trio and Their Orchestra 10
Leave Me With a Smile—Fox-trot, All Star Trio and Their Orchestra 10

VOCAL AND INSTRUMENTAL RECORDS

45256 Mary of Argyle, Sir Harry Lauder 10
Auld Scotch Songs, Sir Harry Lauder 10
45259 Drifting Along With the Tide, Lambert Murphy 10
A Dream of Your Smile, Lambert Murphy 10
45258 Ma and the Auto, Edgar A. Guest 10
(1) It Couldn't Be Done (2) Wait Till Your Pa Comes Home, Edgar A. Guest 10
18817 Anchors Aweigh—March, United States Marine Band 10
Yorktown Centennial—March, United States Marine Band 10

RED SEAL RECORDS

LUCREZIA BORI, Soprano, and GIUSEPPE DE LUCA, Baritone in Italian
89161 Don Pasquale—Pronta io son (My Part I'll Play), Donizetti 12
89162 Don Pasquale—Vado corro (Haste We!), Donizetti 12
BENIAMINO GIGLI, Tenor—In Italian
66010 Tu Sola (Thou Alone), Alfonso Genise-Ernesto de Curtis 10
JASCHA HEIFETZ, Violinist (Piano accompaniment by Sam Chotzinoff)
74721 Concerto in E Minor—Finale, Mendelssohn 12
MME. LOUISE HOMER, Contralto
87329 Just For Today, Partridge-Abbott 10
EDWARD JOHNSON, Tenor
64998 Heart to Heart (I Hold You, Dear), Valentine-Vanderpool 10
HANS KINDLER, Violoncellist
66011 Simple Confession (Simple Aveu), Thomé 10

Fritz Kreisler, Violinist (Piano accompaniment by Carl Lamson)
74720 Hymn to the Sun (From "Le Coq d'Or"), Rimsky-Korsakow-Kreisler 12
JOHN McCORMACK, Tenor
66012 Rose of My Heart, Eardley-Wilmot-Löhr 10
ERIKA MORINI, Violinist (Piano accompaniment by Emanuel Balaban)
74717 Romance (From Second Concerto in D Minor), Wieniawski 12
PHILADELPHIA ORCHESTRA
74722 Symphony No. 3—C Minor Movement (Poco Allegretto), Brahms 12
SERGEI RACHMANINOFF, Pianist
74723 Liebesleid (Love's Sorrow), Kreisler-Rachmaninoff 12
RENATO ZANELLI, Baritone—In Italian
66013 Marianina, N. Ferri 10

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OPERATIC SELECTIONS
52023 Aida—La fatal pietra ("The Fatal Stone") (Verdi)—Soprano and Tenor, in Italian; Vocalion Orch. Accomp. Rosa Raisa-Giulio Crimi 12
52024 I Pagliacci—Prologo (Prologue) (Leoncavallo)—Baritone, in Italian; Vocalion Orch. Accomp., John Charles Thomas 12
STANDARD SELECTIONS
30142 Ay! Ay! Ay! (Perez)—Tenor, in Spanish; Vocalion Orch. Accomp., Giulio Crimi 10
30143 Canzones Arabescas—Mira la bien (Pedrell)—Contralto, in Spanish; Vocalion Orch. Accomp., Marguerite D'Alvarez 10
44003 La Serenata (Tosti)—Soprano; Vocalion Orch. Accomp., Nellie and Sara Kouns 10

INSTRUMENTAL SELECTION

30144 Liebesfreud (Kreisler)—Violin; Piano Accomp. by Emanuel Balaban, Sasha Culbertson 10
MUSICAL COMEDY SELECTION
30145 Canzonetta (From "The Love Letter") (Jacobi)—Baritone, in Italian; Vocalion Orch. Accomp., John Charles Thomas 10

POPULAR SELECTIONS

14256 Weep No More (My Mammy) (Clare-Mitchell-Pollack)—Orch. Accomp., Shannon Four 10
I Wonder Who (Goodman-Piantadosi-Green)—Orch. Accomp., Sam Ash 10
14257 When Francis Dances With Me (Ryan-Violinsky)—Orch. Accomp., Billy Jones 10
I Want My Mammy (Wehner-Breau)—Orch. Accomp., Irving Kaufman 10
14258 Birds of a Feather (McGowan-Moran)—Orch. Accomp., Charles Hart-Elliott Shaw 10
A Dream of Your Smile (Conrad)—Orch. Accomp., Elliott Shaw 10
14260 Say It With Music (From "The Music Box Revue") (Berlin)—Orch. Accomp., Arthur Burns 10
I Ain't Nobody's Darling (Hughes-King)—Orch. Accomp., Billy Jones 10

DANCE SELECTIONS

14251 June Moon—Fox-trot (Magine-Straight), Wiedoeft's Californians 10
When Buddha Smiles (Brown-Jany)—Fox-trot, Wiedoeft's Californians 10
14259 Sal-O-May (Salome) (Costello-Stolz)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
14261 Ka-Lu-A (From "Good Morning, Dearie") (Kern)—Fox-trot, Selvin's Dance Orch. 10
Blue Danube Blues (From "Good Morning, Dearie") (Kern)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
14262 Tuck Me to Sleep in My Old "Tucky Home" (Lewis-Young-Meyer)—Fox-trot, Jokers' Dance Orch. 10
Wabash Blues (Meinken)—Fox-trot, The Newport Society Orch. 10
14263 Stars (John Alden)—Fox-trot, Wiedoeft's Californians 10
April Showers (From Al Jolson's "Bombo") (Silvers)—Fox-trot, Wiedoeft's Californians 10
14264 All That I Need Is You (Santley-Baer)—Fox-trot, The Newport Society Orch. 10
Wana (Intro. "No Wonder") (Cliff-Friend-Wright-deRose)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10

EDISON AMBEROL RECORDS

TIMELY NUMBERS

4423 Yoo-Hoo (Jolson)—Fox-trot, for Dancing, Lanin's Orch. 10
4424 Molly on a Trolley (Schwartz)—Tenor, With Soprano Obbligato, Vernon Dalhart-Betsy Jane Shepherd 10
4425 When Francis Dances With Me (Violinsky), Ada Jones-Billy Jones 10
4426 Three o'Clock in the Morning (Intro. "Swanee River Moon") (Robledo-Clarke)—Medley Waltz, for Dancing, Club de Vingt Orch. 10
4427 Ten Little Fingers and Ten Little Toes (Down in Tennessee) (Pease-White)—Tenor and Baritone, Billy Jones-Ernest Hare 10
REGULAR LIST
4408 Yo-Lay-Ee-Oo (Means I Love You) (Motzan-Jerome), Marguerite Farrell 10
4409 Apache Love (Kendis-Brockman-Weslyn-Dyson)—Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
4410 Some Day (Wellings)—Violin, Violoncello, Flute and Harp, Venetian Instrumental Quartet 10
4411 Jesus Is Mine (Perkins)—Mixed Voices, Metropolitan Quartet 10
4412 One Kiss (Burtnett-Arnheim)—Fox-trot, for Dancing, Conrad's Orch. 10
4413 I'm Looking for a Bluebird (To Chase My Blues Away) (Rich), Aileen Stanley 10
4414 Tuck Me to Sleep (In My Old "Tucky Home") (Meyer)—Tenor, Roy Cropper and Mixed Chorus 10
4415 I Know Why Your Mother Called You "Baby" (Bright-Kelley)—Fox-trot, for Dancing, Club de Vingt Orch. 10
4416 Mother, I Didn't Understand (Piantadosi)—Tenor, Walter Scanlan 10
4417 Maid of the Mountains (Fraser-Simson)—Selection, Peerless Orch. 10
4418 The Sidewalk (Gay)—Fox-trot, for Dancing, Orlando's Orch. 10
4419 Dreamy Hawaii (Vandersloot)—Waltz, Waikiki Hawaiian Orch. 10
4420 Kentucky Home (Brashen-Weeks)—Male Voices, Crescent Trio 10
4421 Aunt Phoebe's Wedding Day—Vaudeville Sketch With Banjo, Billy Golden-Billy Heins 10
4422 When You and I Were Young, Maggie (Butler-

field)—Violin, Herbert Soman 10
HITS WHICH WERE ON SALE IN NOVEMBER
4403 Why, Dear? (Intro. "Ain't We Got Fun?") (Cohen-Whiting)—Medley Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
4404 On a Little Side Street (Harris-Howard), Aida Jones-Billy Jones 10
4405 Sweet Lady (Intro. "Listen to Me"—"Tangerine") (Crumit-Zoob-Carlo-Santlers)—Medley Fox-trot, Broadway Dance Orch. 10
4406 By the Waters of Killarney (Sanders-Carlo)—Waltz, Broadway Dance Orch. 10
4407 I Want My Mammy (Breau)—Tenor, Vernon Dalhart 10

EDISON RE-CREATIONS

50858 Bonnie Maggie Tamson (H. Lauder), Glen Ellison 10
Portobello Lassic (H. Lauder), Glen Ellison 10
50859 I'll Forget You (Ball)—Tenor, Allan Rogers 10
Under the May Moon (Silésu)—Tenor, Lewis James 10
50860 There's a Mother Always Waiting You, at Home, Sweet Home (Thornton)—Soprano, Mezzo-Soprano and Contralto, Homestead Trio 10
When Honey Sings an Old-time Song (Carey)—Tenor, George Wilton Ballard 10
50873 Song of Love ("Blossom Time") (Romberg)—Soprano and Baritone, Betsy Lane Shepherd-Vernon Archibald 10
I'll Return for You ("Love Letter") (Jacobi)—Soprano and Baritone, Betsy Lane Shepherd-Vernon Archibald 10
50874 Wabash Blues (Meinken)—Fox-trot, Broadway Dance Orch. 10
Sal-O-May (Stolz)—Fox-trot, Broadway Dance Orch. 10
80677 Do They Think of Me at Home? (Glover)—(Intro. Homestead Trio) Baritone, Thomas Chalmers 10
Dreaming of Home and Mother (Ordway)—Baritone, Thomas Chalmers and Mixed Chorus 10
80678 Prelude—Tristan and Isolde (Wagner), American Symphony Orch. 10
Isolde's Love Death—Tristan and Isolde (Wagner), American Symphony Orch. 10
80679 Fairyland Caprice (Losey), Losey's Orch. 10
Come Where My Love Lies Dreaming (Foster)—Violin, Violoncello, Flute and Harp, Losey's Instrumental Quartet 10
80680 Good Night, Little Girl, Good Night (Macy)—Tenor, Ralph Errolle 10
80681 Gae to Sleep (Fisher)—Contralto, Christine Miller 10
Waltz, Op. 54, No. 7 (Dvorák-Marák)—Violin, Vasa Pridoda 10
Humoreska (Kocian)—Violin, Vasa Pridoda 10
80644 Jesus, I Come to Thee (Stebbins)—Tenor and Baritone, John Young-Fred J. Wheeler 10
Never Give Up (Sankey)—Mixed Voices, Metropolitan Quartet 10
82242 La dove prende amor ricetto (There, Where Love Is Peaceful)—Il Flauto Magico (Mozart)—Soprano and Baritone, in Italian, Marie Rappold-Mario Laurenti 10
Ave Maria—Otello (Verdi)—Soprano, in Italian, Marie Rappold 10
82243 Dir che ci sono al mondo (And There Are Beings in This World, I Know)—Zazá (Leoncavallo)—Soprano, in Italian, Claudia Muzio 10
Eternamente (For All Eternity) (Mascheroni)—Soprano, in Italian; With Violin Obbligato, Claudia Muzio-Abert Spalding 10
82244 Musica Proibita (Forbidden Music) (Gastaldon)—Baritone, in Italian, Mario Laurenti 10
Sognai (I Dreamt) (Schira)—Baritone, in Italian, Mario Laurenti 10

CHRISTIAN SCIENCE RE-CREATIONS

80671 Fountain of Life—No. 3, Lesson Sermon, "Life" (Root)—Baritone, Robert C. Dyrenforth 10
Arise, Shine, for Thy Light Is Come—No. 4, Lesson Sermon, "Truth" (MacDermid)—Baritone, Robert C. Dyrenforth 10
80672 Love Never Faileth—No. 5, Lesson Sermon, "Love" (Root)—Baritone, Robert C. Dyrenforth 10
I Need Thee Every Hour—No. 6, Lesson Sermon, "Spirit" (Read)—Baritone, Robert C. Dyrenforth 10

NOVEMBER FLASHES, NOS. 1, 2, 3

50857 Wonderland of Dreams (Abbott)—Violin, Rae Eleanor Ball 10
50865 Havana Moon (W. Smith)—Violin, Rae Eleanor Ball 10
June Moon (Magine-Straight)—Fox-trot, Lanin's Orch. 10
Say It With Music (Irving Berlin's "Music Box Revue") (Berlin)—Fox-trot, Lanin's Orch. 10
50866 Shuffle Along (Intro. "Love Will Find a Way" and "Gypsy Blues") (Sissle-Blake)—Medley Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
Birds of a Feather (Intro. "All by Myself") (McGowan-Moran-Berlin)—Fox-trot, for Dancing, Harry Raderman's Jazz Orch. 10
NOVEMBER FLASHES, NOS. 4, 5, 6
50867 How Many Times? (Robinson)—Fox-trot, for Dancing, Club de Vingt Orch. 10
Have You Forgotten? (Burtnett-Cooper-Stevenson)—Fox-trot, for Dancing, Club de Vingt Orch. 10
50869 Little Min-nee-ha! ha! (Be My Little Injun Squaw) (Kalmar-Ruby), Isabella Patricola 10
I Ain't Gonna Be Nobody's Fool (Davis-Bennett-Van-Schenck), Isabella Patricola 10
50875 April Showers (Intro. "Down South"—"Bombo") (Silvers-Donaldson)—Medley Fox-trot, for Dancing, Club de Vingt Orch. 10
When Buddha Smiles (Brown)—Fox-trot, for Dancing, Club de Vingt Orch. 10

BRUNSWICK RECORDS

TWENTY-FIRST RELEASE

2154 Birds of a Feather—(McGowan-Moran)—Tenor and Baritone, with orchestra, Charles Hart and Elliott Shaw 10
I'm a Sentimental Dreamer—(Paskman-Kaufman)—Baritone and Female Trio, with orchestra, Ernest Hare and Female Trio 10
2156 Plantation Lullaby—(Stevens-Gillette-Holmer)—Hawaiian Players, Frank Ferera and Anthony Franchini 10
Sweet Hawaiian Girl of Mine—(Perry)—Hawaiian Players, Frank Ferera and Anthony Franchini 10
2152 Fancies—Fox-trot—(Spencer)—For Dancing, Gene Rodemich's Orchestra 10
Gypsy Blues—Fox-trot—From "Shuffle Along"—(Sissle-Blake)—For Dancing, Gene Rodemich's Orchestra 10
2151 Everybody Step—Fox-trot—From "The Music Box Revue"—(Irving Berlin)—For Dancing, Bennie Krueger's Orchestra 10

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 167)

How Many Times—Fox-trot—(Robinson)—For Dancing... 2157 Somewhere in Naples—Fox-trot—(Zamecnik)—Orch. Arr. by Walter Haenchen—For Dancing...

OPERATIC 27039 Mephistopheles (Boito) ("Ballata dell Mondo") (Ballad of the World)—In Italian, Adamo Didur 10...

Stars—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10 4468 Bimini Bay—Fox-trot—Harry Reiser, Banjo Solo, Accom. by... Rega Dance Orch. 10...

OKEH RECORDS

OPERA SELECTIONS 52202 La Boheme ("Thy Hands Are Frozen") (Puccini)—In Italian, With Orch. (Fonotopia Record) ... Alessandro Bonci 12...

CONNORIZED MUSIC CO.

3025 I Wonder if You Still Care for Me? (Smith-Wheeler-Snyder)—Fox-trot ... Merry Melody Men It's You (Davis-Conrad)—Fox-trot, Lanin's Famous Players...

GENNETT LATERAL RECORDS

4795 How Many Times? (Intro. "Mamma Whip, Mamma Spank") (Robinson-Turk)—Fox-trot, Bailey's Lucky Seven...

CHRISTMAS SELECTIONS

4463 Adeste Fideles—Cathedral Chimes and Church Chimes ... James A. Hager 10 Christmas Memories—A Fantasia (Intro. "Holy Night," for Brass Quartet)...

CARDINAL PHONOGRAPH CO.

2069 Stars—Fox-trot ... Cardinal Dance Orch. Sal-O-May—Fox-trot ... Cardinal Dance Orch. 2070 Birds of a Feather—Duet, accomp. by Cardinal Dance Orch. ... Kaufman Bros. I've Got the Red, White and Blue—Tenor Solo, accomp. by Cardinal Dance Orch. ... Irving Kaufman...

STANDARD AND POPULAR SONGS

4447 Let the Rest of the World Go By—Tenor Duet, Campbell-Burr 10 Down the Trail to Home, Sweet Home—Tenor, Henry Burr 10 4448 When the Roll Is Called Up Yonder—Sacred Baritone Duet ... Charles Hart-Elliott Shaw 10 Wonderful Words of Life—Sacred, Tenor-Baritone Duet ... Charles Hart-Elliott Shaw 10...

EMERSON PHONOGRAPH CO., INC.

DANCE 10467 My Sunny Tennessee (Kalmar-Ruby-Ruby)—Fox-trot ... Lanin's Southern Serenaders Gypsy Blues (Sissle-Blake)—Fox-trot, Lanin's Southern Serenaders 10468 Wahash Blues (Fred Meinken)—Fox-trot, Merry Melody Men Blue Moon (Burtnett-Mareasis)—Fox-trot, Merry Melody Men 10469 Sal-O-May (Robert Stolz)—Fox-trot, Plantation Dance Orch. Dream of Me (Hickman-Black-Jerome)—Fox-trot, Plantation Dance Orch. 10470 Susquehanna Shore (Henry D. Squires)—Waltz, Green Bros.' Novelty Band Good-bye, Pretty Butterflies (Hellen-Cooke-Olman)—Fox-trot ... Green Bros.' Novelty Band VOCAL 10466 Say It With Music (From Musical Production, "The Music Box Revue") (Irving Berlin)—Tenor Solo, Orch. Accomp. ... Richard Bold Song of Love (From Musical Production, "Blossom Time") (Romberg-Donnelly)—Tenor Solo, Orch. Accomp. ... Richard Bold STANDARD AND SPECIAL SELECTIONS 10471 Owl and Pussy Cat (R. de Koven)—Male Quartet, Strand Quartet A College Medley—Male Quartet ... Strand Quartet 10472 Dixie Medley—Banjo Solo, Orch. Accomp., Fred Van Eps Coconut Dance (A. Hermann)—Banjo Solo, Orch. Accomp. ... Fred Van Eps 10473 At Dawning I Love You (Eberhart-Cadman)—Tenor Solo, Orch. Accomp. ... Walter Vaughan Asthore, Darling (Bingham-Trotter)—Tenor Solo, Orch. Accomp. ... Walter Vaughan 10474 Doan Ya Cry, Ma Honey (Noll-Smith)—Male Quartet ... Four Harmony Kings Sweet Adeline (Gerard-Armstrong)—Male Quartet, Four Harmony Kings 10475 When Francis Dances With Me (Ryan-Violinsky)—Comedy Song ... Fred Hillebrand I've Got My Habits On (Smith-Schafer-Durante)—Character Song—Orch. Accomp. ... Ernest Hare 10476 Dapper Dan—Fox-trot ... Lanin's Roseland Orch. The Missing Link—Fox-trot, Ray Miller's Black and White Melody Boys 10

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCAL 20640 Scotch Medley, No. 1 (Intro. "Loch Lomond," "Scots Wha' Hae," "Annie Laurie"), Shannon Four, Unaccomp. 10 Scotch Medley, No. 2 (Intro. "Robin Adair," "Ye Banks and Braes," "Comin' Thro' the Rye") ... Shannon Four, Unaccomp. 10 20641 The Story of a Rose ... Elliott Shaw 10 Bring Back My Bonnie to Me ... Gladys Rice 10 Kathleen Mavourneen ... Charles Harrison 10 Molly Brannigan ... Charles Harrison 10 20636 Long Ago in Alcala ... Wilfred Glenn 10 The Ringers ... Wilfred Glenn 10 BAND, ORCHESTRA AND INSTRUMENTAL 20610 The Night Alarm (Reeves)—Descriptive, Empire State Military Band 10 The Forge in the Forest (Michaelis)—Descriptive, Empire State Military Band 10 20644 Oh, Promise Me (From "Robin Hood"), Jules Levy, Jr.'s Brass Quartet 10 Oh, Dry Those Tears, Jules Levy, Jr.'s Brass Quartet 10 25062 Schön Rosmarin (Fair Rosmarin) (Kreisler)—Violin Solo ... Alexander Debruille 10 The Walnut Tree (Der Nussbaum) (Schumann-Auer)—Violin Solo ... Alexander Debruille 10 HAWAIIAN 20643 Dream Kiss (Saxophone by Nathan Glantz), Ferera-Franchini 10 In My Tippy Canoe (Saxophone by Nathan Glantz) ... Ferera-Franchini 10

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- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
- St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
- Tampa, Fla., Tampa Hardware Co.

Headquarters for Canada:

- Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
- Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.

Executive Office

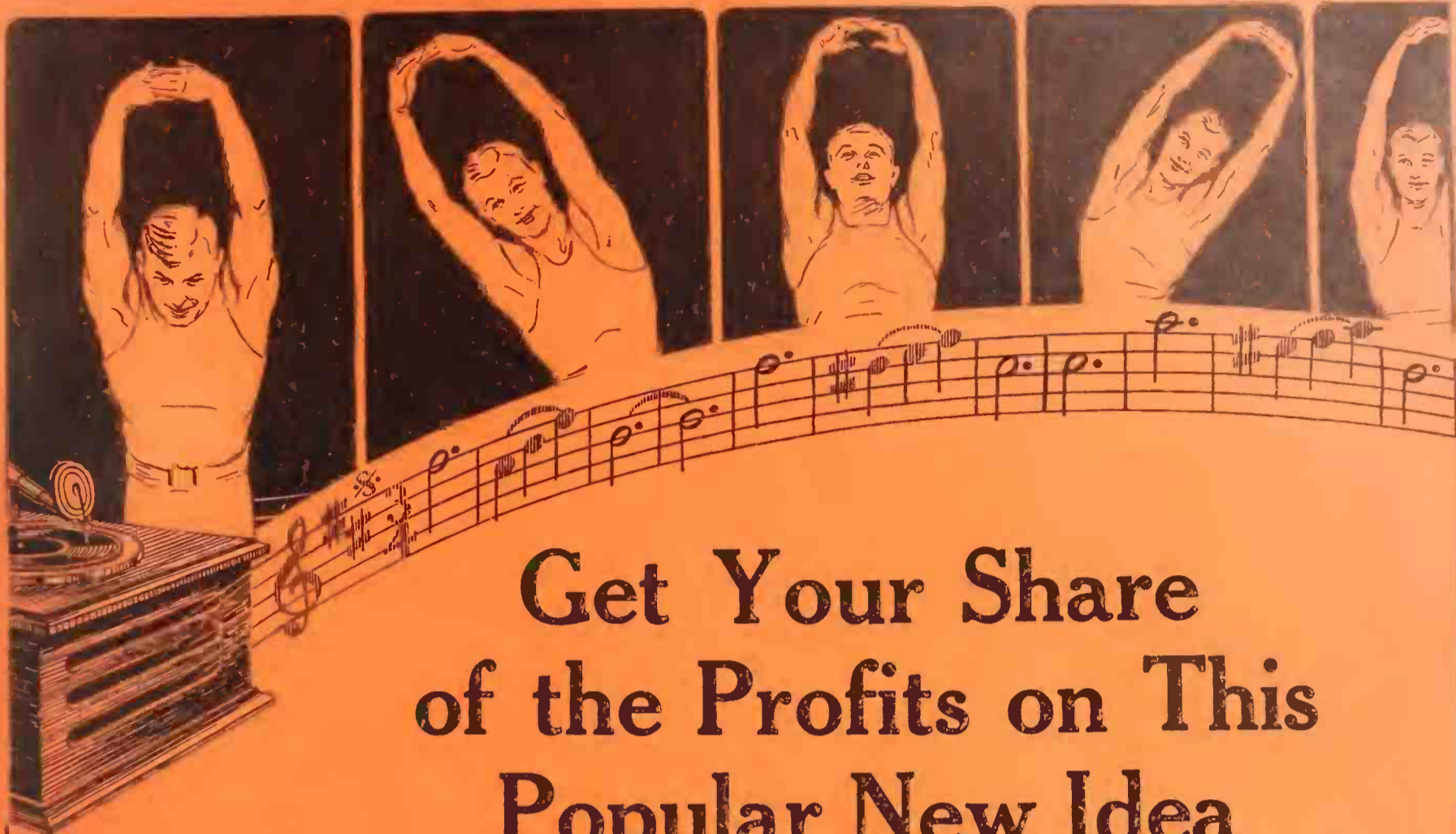
COLUMBIA GRAPHOPHONE CO.

Gotham National Bank Building New York

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Get Your Share of the Profits on This Popular New Idea

Dealers from all over the country are reporting big, quick profits—demand for famous “Daily Dozen” Exercises on Phonograph Records beyond all expectations.

MEN and women everywhere are taking up Walter Camp’s new way to keep fit. The famous “Daily Dozen” Exercises, set to music on phonograph records, are creating a tremendous demand and proving their tremendous sales and profit possibilities for dealers.

Sensational Sales Record— Quick Profits Assured

During the war the “Daily Dozen” Exercises were adopted by the United States Army and

Navy. They were featured in the leading magazines, such as Collier’s, Physical Culture, American, Woman’s Home Companion, American Boy, Red Cross and many others. Now the “Daily Dozen” Exercises have been set to music on phonograph records, with the commands and instructions given in a clear voice. These “Health Builder” records are sold in sets, each set comprising five 10-inch double-disc records, with 12 charts containing 60 real photographs and a booklet of instructions written in Mr. Camp’s clear, forceful style.

Sales are going big—the “Health Builder Sets” are in demand all over the country. Our National Advertising Campaign proved a tremendous success, one ad alone resulting in direct sales aggregating \$5,000.

The movement is sweeping the country—NOW is the psychological

moment to cash in on profits. The demand has been created—the public has been educated and is sold—we’re doing the national advertising—you get the profits.

Be the First Dealer in Your Locality

The “Health Builder” system is the most profitable phonograph record proposition ever put on the market. It is a proven success. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. Learn about this wonderful, profitable movement. All co-operation to boost sales freely given. Get the coupon off NOW for a Sample Outfit. There’s no obligation.

Health Builders’ Dept. H.

334 Fifth Ave., New York

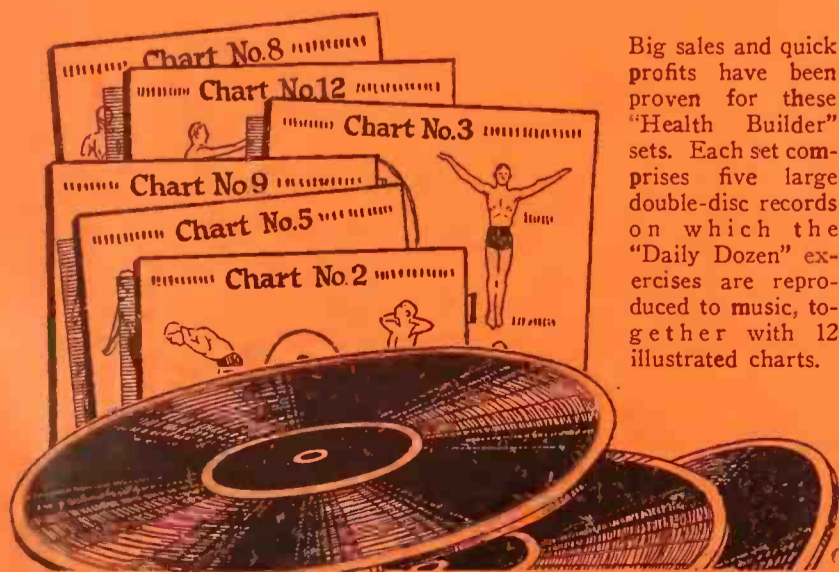
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New England Factory Representative
26 Broad St., Boston, Mass.

Health Builders,
Department H,
334 Fifth Ave., New York.

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

Name

Address



Big sales and quick profits have been proven for these “Health Builder” sets. Each set comprises five large double-disc records on which the “Daily Dozen” exercises are reproduced to music, together with 12 illustrated charts.



Remember this—

When people buy phonographs they want music exactly as the artists, themselves, render it.

The New Edison, before more than 5 million people, over 5 thousand times, and in comparison with over 75 prominent artists, has proved that there is no difference between the artist's actual singing or playing and the Edison RE-CREATION of that performance. It is the only phonograph which dares this test of direct comparison.

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Helena—Montana Phonograph Co.

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Vancouver—Kent Piano Co., Ltd.
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