

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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

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

The Highest Class Talking Machine in the World.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Hepplewhite
Traymore de Luxe
\$675

Sonora Keeps Pace with Public Demand

SONORA dealers have the satisfaction of knowing that the wide range of Sonora models and prices automatically opens up to them their entire local phonograph market, creating a large field of sales containing remarkable possibilities.

The strikingly attractive model illustrated here is only one of many which make up a selection ranging from the Portable, selling for the low figure of

sixty dollars, to the superb Bardini, the instrument par excellence, highest priced and highest quality phonograph on the market today.

Our new catalog, illustrating and describing the complete Sonora line, is just off the press. This catalog tells you the story of a meritorious product, which combined with our merchandising proposition, is distinctly worthy of your consideration. Send for it today.

SONORA PHONOGRAPH CO., Inc.
279 BROADWAY, NEW YORK

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The Talking Machine World

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EMANUEL BLOUT TO HANDLE PIANOS

Well-known Talking Machine Dealer to Install Piano Departments in Stores in New York City, Poughkeepsie and Bayonne—Leases Fine New Quarters at 2786 Broadway, New York

Emanuel Blout, well-known dealer in Victrolas and Victor records in New York, has arranged to install complete piano departments in his several stores. Several well-known makes of pianos have already been selected and the complete line to be handled will be announced shortly. The Blout stores, in addition to the headquarters in New York City, include one in the Fordham section of New York and others in Poughkeepsie, N. Y., and Bayonne, N. J.

Mr. Blout, who has occupied a large store at the corner of 108th street and Broadway for the past twelve years, recently sold the property and has leased a new location at 2786 Broadway, between 107th and 108th streets, with a large "L" running to the latter thoroughfare. The new quarters, comprising several thousand square feet, include a commodious basement for the storage of reserve stock. A fine new front has been built in the Broadway side and the interior is now being decorated and equipped in an elaborate manner. The Broadway section will be given over to a talking machine department, with a generous battery of sound-proof booths and record racks to take care of the business, and the piano department, which will be in direct charge of Sam Semels, will be located in the "L."

Mr. Blout, who has been spending the Summer in Maine with his family, has come down to New York each week to observe the progress made in arranging the new quarters, which will be open to the public on September 1. The new store is located in an exclusive residential section where Mr. Blout has built up a very substantial talking machine business.

COMBINES BUSINESS AND PLEASURE

A. H. Curry Spends His Vacation Calling on Members of the Trade in the Northern New York and Canadian Territories

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., left the early part of August for a combination vacation and business trip, on which he was accompanied by Mrs. Curry and three of their children. The first stop was at Buffalo, where he boarded a boat to Toronto. In this city he called on the Edison jobbers, R. S. Williams & Sons Co., Ltd. He then proceeded by boat to Montreal, where he visited the Edison jobbers in that city, which is also the R. S. Williams & Sons Co., Ltd. The itinerary, then, was by boat to Quebec, and from there by train to St. Johns, New Brunswick. Here he conferred with the Edison jobbers, W. H. Thorn & Co., Ltd., and from there he is to go by boat to Boston, and from Boston home. In Boston he will confer with the local Edison jobbers, the Pardee-Ellenberger Co. Mr. Curry is expected back in Orange about August 20.

ARTISTS FOR EDISON TONE TESTS

The Edison tone test Fall season is now rapidly getting under way and on quite an extensive scale. The Edison artists who will cover every section of the country during the forthcoming season include Helen Davis, Victor Young, Elizabeth Spencer, Harold Lyman, Glen Ellison, Sybil Sanderson Fagan, Walter Hill, Marie Morissey, John Glockner and others. Edison dealers, realizing the value of this unique form of sales promotion, are still making bookings with their respective Edison jobbers.

NOTABLE RECEPTION FOR WHITEMAN

Special Committee Welcomes Popular Orchestra Leader Upon Return From England—Unusual Stunts Feature Welcoming Program

Paul Whiteman, the prominent and popular dance orchestra leader and exclusive Victor record artist, returned to New York with his orchestra aboard the "Leviathan" on Monday, August 13, after having filled an engagement of several months in England, and it is doubtful if any musician ever received a more elaborate welcome to his home country.

When it was learned that Mr. Whiteman was homeward bound a special welcoming committee was organized, with Phil Kornheiser, professional manager for Leo Feist, Inc., the music publishers, as chairman, and with a number of prominent musicians, music publishers and talking machine men as committee members.

The official committee went down the bay on a specially chartered steamer to welcome Whiteman, being accompanied by a large band, as well as members of the staff and chorus of "Little Jessie James." Musicians in airplanes and others floating about in safety suits were features of the reception program.

On Tuesday evening, August 14, a banquet was tendered Mr. Whiteman and his orchestra at the Waldorf-Astoria, with William Collier as toastmaster.

G. F. SCHAFER IN FINE NEW STORE

Prominent Batavia, N. Y., Dealer Opens Artistically Arranged Quarters

BATAVIA, N. Y., August 7.—George F. Schafer, prominent music dealer, of this city, opened his attractive new warerooms at 52 Main street this week. The fixtures and decorations are the most modern obtainable, having been installed by the Van Veen Co., of New York, specialist in designing store interiors. This establishment, which is about twice the size of the former store, is, without question, one of the most attractive in this part of the State and the large stock of Columbia machines, pianos and musical instruments of all kinds makes this an ideal place for shopping for musical instruments.

TALKING MACHINE INCORPORATION

A charter of incorporation has been granted to the American Music Sales Co., of Wilmington, Del., under the laws of the State to deal in talking machines with a capital of \$50,000.

The sudden death of President Warren G. Harding, which occurred in San Francisco on August 2, while he was en route home from a visit to Alaska, cast a pall of sorrow over the entire country. It marked the passing of the head of the nation as well as an individual who, through his noble and amiable character and high ideals, had endeared himself to the people as a whole. President Harding was a martyr to duty, for the weakened condition that brought about his death was due primarily to his great and constant activity in office.

The death of the President was a particularly sad blow to the music industry, for he was a lover of music and had gone on record on numerous occasions as to his interest in the propagation of the art.

The talking machine industry joins with the people of the United States at large in paying a last sad tribute to the twenty-ninth President, who was thus cut down in the middle of his executive activities for the benefit of the nation.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., August 8.—In the summary of exports of the commerce of the United States for the month of May, 1923 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

Talking machines to the number of 6,065, valued at \$215,430, were exported in May, 1923, as compared with 3,736 talking machines, valued at \$142,016, sent abroad in the same period of 1922. The eleven months' total showed that we exported 55,446 talking machines, valued at \$2,127,948, as against 33,687 talking machines, valued at \$1,392,561, in 1922.

The total exports of records and supplies for May, 1923, were valued at \$161,154, as compared with \$110,598 in May, 1922. The eleven months ending May, 1923, show records and accessories exported valued at \$1,109,707, as compared with \$1,385,479 in 1922.

The countries to which exports were made in May and the values thereof are as follows: France, \$2,182; United Kingdom, \$3,656; other Europe, \$13,278; Canada, \$47,077; Central America, \$7,003; Mexico, \$18,367; Cuba, \$7,493; Argentina, \$5,936; other South American countries, \$15,125; China, \$9,118; Japan, \$37,483; Philippine Islands, \$5,903; Australia, \$13,960; Peru, \$9,028; Chile, \$5,783; other countries, \$14,038.

BROOKLYN DEALER OPENS NEW STORE

Ormonde Music Shop Holds Formal Opening—Maine H. Rountree's Orchestra Scores Hit

Herchenroder Bros., owners of the Ormonde Music Shop, 1314 Fulton street, Brooklyn, N. Y., recently purchased the Victor store of Abraham Lesser at 114-15 Boulevard, Rockaway Park, L. I., which will be conducted hereafter under the name of the Ormonde Music Shop at the same address. The feature of the opening of the new store was Maine H. Rountree and His Orchestra, which drew a capacity crowd, in spite of inclement weather. Mr. Rountree conducted his orchestra, which played the latest dance hits and which incidentally was responsible, in a great measure, for the sale of an exceptionally large number of dance records.

GALPERIN MUSIC SHOP IN NEW HOME

CHARLESTON, W. VA., August 8.—The Galperin Music Shop, of this city, and one of the largest music houses in the State, has recently moved into its new four-story building at 17 Capitol street, two doors removed from its former location. The concern features Victor machines and records, Columbia machines and a complete line of other musical instruments and supplies.

AMERICAN MUSIC CORP. CHARTERED

WILMINGTON, DEL., August 8.—The American Music Corp., of this city, has been chartered under the laws of this State, with a capital of \$1,200,000, to deal in Decca Disc automatic coin-operated phonographs. Incorporators are M. L. Rogers, L. A. Irwin and W. G. Singer, all of this city.

ADDITIONS TO TRAVELING STAFF

The Phonograph Corp. of Manhattan, Edison jobber in the metropolitan district, recently announced three additions to the general traveling staff. They are J. T. Jackman, G. T. McCrea and Herbert C. Snyder. Further additions are planned in the near future.

Developing Home Territory in Summer

Why Stay-at-Homes Can Be Sold More Expensive Instruments in Summertime if a Vigorous Sales Promotion Drive Is Prosecuted

Much has been said and written concerning the opportunities of making sales of machines and records to those people who go away on vacations during the Summer months, with the portable type of instrument as the ideal machine to push in most cases, especially to campers, owners of small cottages, etc. While this is an avenue to sales which the wise talking machine dealer will make the most of, there is still a greater field for the sale of both machines and records, right at home. When all is said and done a surprisingly small percentage of the people who are logical prospects go away for vacation at the seashore or mountains and of these by far the largest percentage go away only for two weeks to a month, so that the vacation exodus is at no time a serious matter for the dealer to contend with. To hear some talk one would think that practically all of the residents of a community rushed away at the first sign of really warm weather, to remain until the early Fall.

Vigorous Drives Bring Business

There are some dealers, and these are the ones who are doing the largest business right now, who have already instituted vigorous campaigns for the remainder of the Summer and Fall. These are the merchants who have taken advantage of every opportunity to make sales. They have tied up their advertising with admirably arranged window displays. In the window of one establishment, for example, there was a display a few weeks ago which pictured a section of the porch of an attractive home. Wicker furniture had been carefully placed about the porch and there was also an upright model talking machine. The window looked

cool and inviting and it was noticeable that many pedestrians stopped to look at the display.

Why One Dealer Is Busy

One prominent talking machine dealer in the metropolitan district in discussing business with the writer made the following statement regarding his method of going after business during the Summer season: "We never curtail our efforts, regardless of the time of the year and the apparent unfavorable conditions which seem to make sales impossible. Service is responsible for our success and it seems to me that only through service can dealers make instruments stay sold. We make periodical inspections of the instruments sold by us and when we discover anything broken that part is replaced at cost without charge for labor. Minor adjustments are made on the spot and so our patrons' instruments are always in good order and we never have any trouble or dissatisfaction with them. Now these people are boosters for us and, therefore, more valuable than any advertising could be. Through them we are constantly securing the names of friends or relatives who do not possess instruments and these prospects we follow up without loss of time.

"In endeavoring to interest a prospect in a talking machine we have found that personal contact is by far the most effective method. A courteous salesman can get into a home and arouse the desire of the prospect to such a pitch that a demonstration at the store is sure to follow and the chances of making the sale are excellent.

"Thus far this Summer our business has maintained a fairly good volume. Not only have we

sold a number of portable types of instruments, but we have also disposed of a fairly large number of upright and console models. Advertising, window display and aggressive salesmanship did the trick, and, moreover, through our canvassing and sales efforts during the Summer we have come in contact with many people who will be ready to buy in the early Fall. It is my belief that continuous effort is necessary, whether the weather is warm or cold. The point is that there are always possibilities of making sales and while during the Summer business may not be up to the mark desired the cumulative effect of regular advertising and other sales promotional work is bound to result in sales later in the season."

This particular dealer knows whereof he speaks. He operates two handsome talking machine stores and he is conceded by other dealers in the territory immediately surrounding him to be the most successful in that particular section of the metropolitan district. What this merchant has done you can do. It may require hard work and the results at first may not be what you expect, but when once the business ball has started rolling it will gain momentum and the volume of sales will constantly increase.

LOPEZ HONORED BY THE "FINEST"

Vincent Lopez, exclusive Okeh artist and famous the country over, has been made an honorary member of the New York Police Department, having been presented with a lieutenant's badge in recognition of the help that he has given the police force in the conducting of its various civic and social enterprises.

Think NOW of Fall Business

Conditions have changed. The demand is now for Quality Albums

THE TALKING MACHINE'S HELPMATE



We are in a position to judge. Our line covers all grades. The biggest demand is for the NYACCO quality album. Bear this in mind when thinking of Fall. Better still, place your orders now for Fall and take advantage of the present prices and insure delivery.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Samples sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Craft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

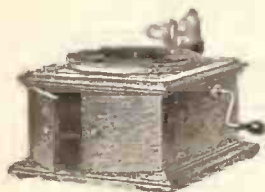
New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson Rayner Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.



Victrola No. 125
\$275
Electric, \$315
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 220
\$200
Electric, \$240
Mahogany or walnut



Victrola No. 330
\$350
Electric, \$390
Mahogany



Victrola No. 410
\$300
Electric, \$340
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Practical Hints for Increasing Business

Frank H. Williams Describes Several Stunts Designed to Boost Sales Which Any Dealer Can Utilize With Very Little Trouble

Are there more men than women buying records from the talking machine dealer? Or do women predominate among the store's patrons? How many of the purchasers of records are young people of twenty-one years or under?

If the dealer analyzed his customers with these questions in mind and then presented the information in his display window with an appropriate sales argument he would find that it would be a distinct boost for his business. For instance, if the women predominate among the store's customers the information could be played up in the window in this way:

"MORE WOMEN THAN MEN—

"Have been purchasing talking machine records at our store recently.

"The reason is not that the women of this city love music any more than men. The reason is that women generally do the shopping for the family and so shop for phonograph records.

"Men, turn the tables and do some buying of records yourselves. Give your families a treat by bringing home a bunch of new records TONIGHT."

A placard showing the percentages of men and women among the store's patrons adds interest to the display. If the men predominate among the patrons then that fact could be played up with copy urging women to do more shopping for records and vice versa.

This sort of display and sales talk is always timely and generally gets a lot of attention. It stimulates interest and is a good thing for business generally.

Selling the Summer Cottagers

A successful Middle Western talking machine dealer has secured considerable Summer business by sending salesmen to each nearby Summer resort at the opening of the season to sell machines and records to the cottagers. The salesman is generally some man or woman who spends a good part of the Summer at the resorts and so is familiar with them, and the type of machines and records that make the bulk of sales are portable machines and light, lively records.

The method used by the salesman is to go, first, to some cottage that has a wide veranda and where there are young people who will

spend all or at least the greater part of the Summer at the cottage. The salesman then sells these cottagers on the proposition of having a machine for dances on the veranda on Summer evenings and of having a portable machine which can be taken out on the lake and to picnics. Generally it isn't a very difficult proposition to sell a machine to such people. If the prospect already has a portable machine then an effort is made to sell the cottagers on the proposition of having a larger machine which will give better music for dancing. If a large machine is owned then the salesman tries to "sell" the idea of the additional enjoyment to be derived from a portable instrument, which can easily be carried around.

After the salesman has sold this first cottage he works every other cottage in the neighborhood and uses the initial sale as an argument why the others should also buy machines.

In this way a large number of sales are made which, otherwise, would probably never have been made and, while selling machines, the salesman also demonstrates and sells large quantities of records.

Prizes for Largest Record Libraries

A publicity stunt which is both unique and profitable is for the dealer to inaugurate a contest to find out who the five people are in his territory who have the largest record libraries and to then play up the records in these collections and urge other people to also try to get as large and as varied collections. The offer of a prize of three or four records to each of the five people having the largest libraries would make all talking machine owners take a deeper interest in the affair. Announcement of the contest might be made through the medium of advertisements in the local newspapers and by means of letters sent to all customers.

After the prizes had been awarded to the owners of the five largest record libraries among those entering the contest the dealer could cash in by arranging a window display in which photos of the prize winners and placards giving the names of all the records in each of their record libraries were prominently displayed. Also some information on the placards

as to when the prize winners purchased their instruments, what they think of the records handled by the dealer and all that sort of thing is the finest kind of publicity.

Displays and contests of this character create comment and it might even be possible to get the local newspapers to say something about the contest in their news columns, as all of the readers of the papers who had machines of their own would be much interested in learning about the large record libraries of the city and in learning about the names of the records contained in these libraries.

No great effort is required to inaugurate a contest of this kind and the results will more than justify all the time, thought and labor put into it.

A Needle Display That Pulls

Who among the store's patrons buys the greatest quantities of needles? Of course, the people who buy the greatest quantities of needles play their talking machines most frequently and keep their records in the best condition. It would, therefore, be a good stunt for the dealer to dig up some information along this line and to get short interviews with the large needle purchasers, securing information about the times and ways in which they play their instruments and about the great amount of pleasure they get from their machines and also describing the improvement in reproduction of music by change of needles after each record.

This information, presented to the public through the medium of an interesting window display, should create considerable interest. The display should contain large quantities of needles and also the original packages in which needles are shipped to the store. Placards, on which information about the store's largest needle users is interestingly presented, are necessary. Another placard urging people to buy more needles and change needles every time they play a record induces action. And with this the store could say that it was hurting its own business by putting out this window display as the less needles people purchase the shorter time their records will hold up and the more records they will have to buy. It could also be stated that the store was putting out this window display simply for the purpose of rendering more service to patrons and talking machine owners generally, as it is always striving to do.

A unique display such as this is certain to get a lot of attention, and that is what the live merchant strives for in his window displays.

J. J. HAMMER IN NEW POST

SPOKANE, WASH., August 3.—J. J. Hammer, formerly manager of the local branch of Sherman, Clay & Co., was recently appointed general manager of the Seattle branch of the firm. W. E. Austin, of San Jose, Cal., who has been connected with the company for some time, succeeds Mr. Hammer as local manager.

GOOD WORK OF IRWIN KURTZ

Irwin Kurtz, president of the Talking Machine Men, Inc., and a well-known metropolitan talking machine dealer, has been actively at work, as the chairman of the Board of Commerce committee of Harlem, in making plans for "The Walk of the Heroes," which will soon be constructed in Central Park in honor of Harlem men who made the supreme sacrifice in the World War.

Many a person—even a talking machine man—has made a false step in standing still.

The Sonora Appeals to the Buyer of Quality

The Sonora dealer is right now preparing not only to make the year 1923 the largest in his history, but also the year 1924—indeed, all the years to come.

Because every Sonora he sells adds to his reputation as a quality merchant, the complete satisfaction and confidence engendered by Sonora performance raises his enterprise to the position held by all merchandisers of quality products.



Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

234 West 39th Street

New York

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

The great accomplishments of the Victor are the milestones along the road that leads to success in the musical instrument trade.



Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 111
\$225
Electric, \$265
Mahogany or walnut



Victrola No. 230
\$375
Electric, \$415
Mahogany



Victrola No. 220
\$200
Electric, \$240
Mahogany or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Use of Card System in Building Up Trade

A Simple but Effective Card System in Use by the Dixon Music Shop for Keeping Accurate Record of Prospects and Customers

A card system of information concerning customers and prospects and to provide an adequate mailing list for the talking machine dealer is an absolutely necessary adjunct to the efficient operation of the business. There are various more or less intricate systems and they all possess merit, but the more simple and understandable systems are, of course, the best. One of the most effective for containing information necessary to the talking machine merchant that has come to the attention of *The World* is that in use by the Dixon Music Shop, which handles Edison and Columbia instruments and records and jewelry in North Platte, Neb. This concern, although located in a small town, does an extensive business by going after it. That is, the efforts of this live concern are not confined to the town limits, but intensive canvassing and other methods have been resorted to to line up prospects in the surrounding territory. This constant searching for prospects has resulted in the addition of many names of potential talking machine purchasers at the Dixon Music Shop as well as a fund of valuable information concerning persons who already own instruments but who may be in-

"The other two cards, which are similar, except in color, are used for prospect cards. One is a salesman's card, and the other is the master card, which remains in our files.

"The letters on the top of the card (illustration No. 2) are abbreviations of the months of the year, and the numbers represent the days in the month. These are checked by the salesman when he wants to call upon the prospect again. You will note we have a place for rural miles addresses. This we have found is very convenient in locating prospects who have no

low: The white master card and the mailing list card are filed alphabetically. The salesman's (yellow card) card is first filed according to addresses, North, South, East and West, then subdivided into streets, as well as towns and rural districts. After a salesman makes a call and returns the card it is then filed according to the month and date of the month he wants to call on the prospect again.

"The method used in getting prospects consisted of having a young lady take a musical census over the telephone on the ground that she was seeking information for the 'Music Lovers' League of America.' She had no trouble in getting whatever information she wanted as most people took pride in stating the kind of instruments they owned, also if they had any musical members in the family, or if they contemplated getting instruments for their children at a later date. This canvass has proved to be very successful in getting live prospects for us. It also has enabled us to find how many phonographs and how many pianos were owned by everyone who had a telephone, also what makes or brands they owned.

"This census increased our mailing list of

.....

Name Date.....

Address Phone.....

Change Add.....

.....

Phono..... Style..... No.....

Date..... From..... Price.....

Piano..... Player..... Style..... No.....

Date..... From..... Price.....

Mail Record List..... Player Roll List.....

Small Goods List..... Sheet Music List.....

Owns other instruments.....

.....

Remarks: Salesman.....

.....

No. 1—Mailing List Card

tion No. 2) are abbreviations of the months of the year, and the numbers represent the days in the month. These are checked by the salesman when he wants to call upon the prospect again. You will note we have a place for rural miles addresses. This we have found is very convenient in locating prospects who have no

J	F	M	A	M	J	J	A	S	O	N	D	1	3	5	7	9	11	13	15	17	19	21	23	25	27	29	31
Date.....																Salesman.....			By.....			No.....					
Name.....																Address.....			Phone.....								
Business.....																Rural Miles N.....S.....E.....W.....			From.....								
Wanted.....																Price asked.....			Price wanted.....								
Terms asked.....																Exchange.....			Allowance.....								
No. Children.....																Ages.....			M..... S.....								
Musical Members.....																Recommended by.....			Our Customer.....								
Sold.....																Thru Store.....			Thru add in.....								
Now owns.....																Remarks:.....											

No. 2—Salesmen's Prospect Card

duced to purchase new or more expensive instruments at some future time.

Geo. A. Bolduc, manager of the Dixon Music Shop, who has been responsible for many innovations which have resulted in a steadily growing business, describes the operation of the system as follows:

"Card No. 1, reproduced herewith, is used for our mailing list. On reverse side of the card we keep a complete service record for either phonograph or player-piano, which enables us to see what service has been rendered and whether we charged for it or gave it gratis.

addresses, especially the farm trade. You will notice two letters on the card, M. and S., which stand for married or single. On the sold and bought line we enter whether the customer bought from someone else or was sold through us. On the opposite side of the card (illustration No. 3) we have wedding anniversaries and birthdays. We send our prospects a form letter on such days, reminding them of the advantages of having music in the home. The balance of the card, I believe, is self-explanatory.

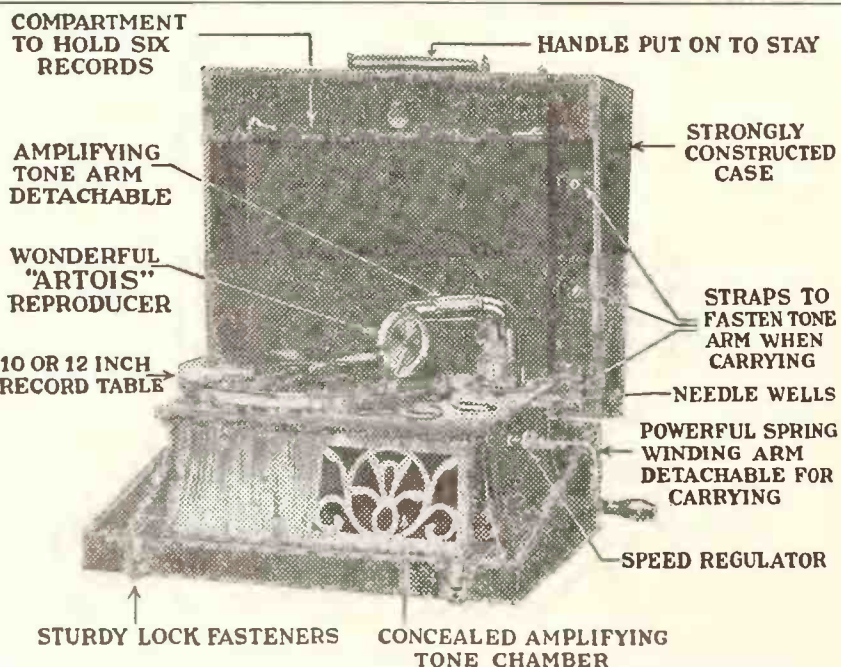
"The method of filing these cards is as fol-

phonograph records about 50 per cent, and also gave us an opportunity to call on those owners to adjust their instruments in order to make them acquainted with the quick service of our store.

"Now that we have finished the telephone book we are going through the city directory and card all those that do not have phones. Of course, it will be necessary to make personal calls to get the information needed to fill our cards and this will take considerable time and work, but the results will make the venture very much worth while."

DIXON MUSIC SHOP				MASTER CARD		
R. Recd	S. Sent			Will Buy About	When	Sales-
Date	Letters	Date	Calls	Remarks		man
ANNIVER.	BIRTHDAYS	WEDDING				

No. 3—Reverse Side of Salesmen's Card



The MODEL "E" PORTABLE PHONOGRAPH
 Artistic---Superior Tone Quality---Light Weight--
 Compact---Durable.
Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
 ELYRIA, OHIO.

FINISHED PRODUCT PERFECTION

Increased Record Sales

Peerless Album is a lasting invitation to its owner to purchase 12 records. The profit on a Peerless Album is as great as the profit on a record—and the album doesn't have to be played or demonstrated—hence, no overhead selling expense and it induces 12 record sales, too.

Peerless Albums are of a quality which will lend distinction to your line and add to your reputation for merchandise of acknowledged merit.

Push the sale of Peerless Albums! Advertise them, display them. Concentrate your salespeople's efforts toward a wide distribution of them—get them into the homes of your prospective record customers!

Phil Ravis

There are two elements of manufacturing perfection in which the Peerless Album excels, namely—quality and uniformity.

To maintain quality, the markets of the country are combed to procure the best in raw materials and, from our tremendous annual purchases, only the finest of all this material is chosen to go into the Peerless Record Album.

Uniformity, so essential to the name and reputation of a product (with the universal recognition of Peerless), is insured by a most rigid supervision of factory workmanship and an inspection system which passes to the trade only an album worthy the trade-mark it bears.

Thus our responsibility for finished product perfection is reflected in your business when you stock and promote the sale of Peerless Albums.

PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for
All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

*Write us for Quotations on
Special Grade No. 6 Album*

Peerless Record Carrying Case

The Peerless Carrying Case is built as a traveling companion to all portables, even the finest instruments.

Its finish and workmanship match the high standards of the best talking machines and it can be sold at a price low enough to insure the dealer a rapid turnover, whether it is sold separately or with a portable.

We urge you to place your orders *now* while there is yet time to prepare your stock to meet this big and promising demand.



PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY

NEW YORK

WALTER S. GRAY CO., San Francisco and Los Angeles.

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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NEW YORK, AUGUST 15, 1923

TRADE PROSPECTS FOR FALL AND WINTER

CONSIDERED from every angle, business in the talking machine industry continues in a most satisfactory condition. It is possible that in the retail field more effort is necessary to close sales, but this is a healthy development. The selling qualifications of dealers are being tested and it is a case of the survival of the fittest. The dealer who is content to wait for customers to come to his store is not doing as well as the dealer who is conducting a campaign to capture trade by keeping in close contact with his prospective customers and interesting them in his product.

The trade possibilities for the Fall are excellent and of particular significance are the increased savings deposits in the banks throughout the country, as well as the great number of new homes which are now being erected, every one of which will require a talking machine.

It is estimated by the National Industrial Conference Board in its review of industrial-economic conditions in the United States, that contracts totaling \$3,000,000,000 have been awarded for residential buildings and that housing quarters sufficient for 1,000,000 families will be ready by the end of the year. When you consider that every one of these million homes will have, or should have, a talking machine and a goodly library of records, who will deny that there is an opportunity here for really serious and effective sales work in the talking machine field the coming Fall and Winter?

Now, when we add to this the fact that the savings banks authorities state that there has been an increase of \$860,000,000 in savings deposits for the period ending June 30, 1922, while more recent reports for 1923 show a still larger percentage of deposits in this country, we can get a conception of the increased sales possibilities that exist in the talking machine industry.

Moreover, employment has rarely been so widespread at this time of the year and the workers seem to be piling up a surplus, not only to meet immediate needs, but to spend for such necessities in the enjoyment of life as music and the mediums whereby it can be interpreted.

When one analyzes the situation in detail there can be no question as to the splendid possibilities for capturing a larger measure

of trade that prevail during the coming Fall and Winter for talking machine men of energy and ability. And this can be done without recourse to price-cutting or other questionable practices existing in the industry. Fair merchandising principles can and should prevail in the field of competition.

AVOIDING LOSS IN HANDLING OF TRADE-INS

THE trade-in or exchange problem which has been long prominent in the piano industry is now cropping up in the talking machine field, and its evils and pitfalls for the dealer are well worth watching and studying. Members of the trade who have given this subject consideration believe that there is a tendency toward too high allowances for used instruments turned in in exchange for new ones and not enough thought given to whether the sum allowed for the instrument will show profit for the seller.

The instructive address of Jay Iglauer, merchandise manager of Halle Bros., Cleveland, on this topic before the local Music Merchants' Association last month, was most timely. He pointed out that wise merchants no longer recognize gross profit; they call it gross margin. The only profit is that which is left for the merchant to put into his own pocket. Mr. Iglauer used an instrument that would retail at \$200 to illustrate his talk. This machine ordinarily costs the dealer \$120, giving him, he might suppose, \$80 profit. Yet the cost of the machine is only part of the cost of doing business with it, Mr. Iglauer showed. Other costs include those of selling, rent, delivery, advertising, service for one year, storage, insurance, taxes and the general overhead charges.

Estimated conservatively, Mr. Iglauer asserted that these costs would total 31 per cent of the cost of the article, or \$62, which made the machine cost the dealer \$182, not \$120, thus leaving him a profit of \$18, not \$80, or approximately 9 per cent. The reason for this false viewpoint, in the opinion of Mr. Iglauer, is that dealers are prone to consider the cost of the goods, rather than what they can get for them, yet it is only what the goods will sell for that can count with the dealer seeking a profit.

Since the trade-in is a factor with which the talking machine dealer must now reckon seriously Mr. Iglauer supplemented his conclusions in a new machine sale with those pertaining to the used phonograph. He took another theoretical machine, that sold several years ago for \$150, and for which the dealer had allowed \$75. Mr. Iglauer offered the opinion that, with competition of both new and old machines, it is hardly likely that the dealer could get better than \$65 for the old instrument. Then there are the items that must be included in the cost of selling this machine, such as rent, insurance, taxes, service, etc. The items included in addition to these were not included in this illustration, it being supposed that the sale of the new machines might cover them. Using the same percentages, it was found that the added costs to dispose of the old phonograph would amount to \$26.75, and this figure, added to the original allowance for the machine, would not give the dealer a profit. More, he would have actually lost \$8.75, since he would have absorbed the profit on the new machine.

This "trade-in" question is a vital one and the dealer who wants to do business along correct and profitable lines must as a matter of duty make a closer analysis of what it costs him to do business, so that for his own benefit, as well as that of the sales force, he will know exactly what allowances he can make for exchanges and yet make a profit. Competition is growing keener every day, but no merchant who desires to stay in business can afford to do business at a loss. The margin of profit in the retail trade to-day is not by any means large and it behooves dealers to be careful that this is not decreased by any unwise allowances for used instruments exchanged for new ones.

This is a subject that The Talking Machine Men, Inc., of New York might discuss with profit and the same applies to every local association interested in merchandising talking machines.

NEED FOR A CREDIT SERVICE IN THE TRADE

A NUMBER of members of the talking machine trade, and particularly those engaged in the manufacture or sale of supplies such as motors, tone arms, etc., are becoming increasingly insistent on the point that there is real need in the industry for some sort of a credit service, either conducted through organized channels or developed through the interchange of credit information among the manufacturers themselves.

The trade has developed to a point where such credit service is fully warranted, as it will prevent loss not only to manufacturers through bad credit risks, which at present are now out of proportion to those experienced in other trades, but it will likewise serve to protect the legitimate talking machine manufacturer from inroads made by fly-by-nights and irresponsible parties.

Unfortunately at the present time there is no national organization in the talking machine trade which could take up this work and establish a credit bureau as a part of its activities, nor is there any prospect of such an organization being formed in the near future.

In studying the possibilities for organizing some sort of credit service, it has been suggested to The World that the matter be placed before the Music Industries Chamber of Commerce, with which a number of talking machine manufacturers and some dealers are affiliated as individuals.

The suggestion is based on the fact that the Chamber has for some time past been conducting a very successful credit service for piano manufacturers, as well as a similar service for the Musical Supply Association, the membership of which consists of manufacturers of piano supplies of various sorts.

Having developed these two credit services to a point where they are operating accurately and efficiently, it is felt that the Chamber is in possession of information regarding plans and methods that could be used to great advantage in the cause of the talking machine supply men.

It might be well for those members of the trade who are genuinely interested in the organization of a credit service for the industry to take up the matter with the officials of the Music Industries Chamber of Commerce, either with the idea of having that body undertake the work or, at least, of gathering information that will serve as a guide for those in the industry itself should they desire to undertake the work of their own accord.

THE DEVELOPMENTS IN THE RECORD FIELD

THE record situation and concomitant developments during the past year or so have, without question, been a most interesting factor in the talking machine trade for the reason that the prosperity

of the industry and of those who have to do with the distribution of the product rests primarily upon the record turnover. As a matter of fact, those who have entered and remained in the trade actuated by the idea of permanence have most generally considered the sale of machines more or less incidental to the opening up of new record accounts.

It was not so long ago that the monthly record release was accepted as the established practice; then with the development of the dance craze and the demand for early releases of the records of the new dance hits by popular orchestras there came the call for special releases between monthly supplements. Now we find record manufacturing companies definitely committed to the practice of weekly or almost daily releases of new records.

It is generally believed that the new practice will prove of benefit to the trade, outside of its consideration from the angle of competition, for the reason that it will provide retailers with new records to offer at frequent intervals. Experience has proved in certain cases that the individual who would hesitate about investing nine or ten dollars in records from the monthly supplements will not hesitate in the least about spending a couple of dollars each week for new selections.

Particular interest is evinced in the announcement of the Victor Co. that beginning in September releases of Red Seal records in double-faced form will be made. This move has aroused widespread interest. The rearrangement of the catalog has proved a formidable task, but it has been accomplished in what is apparently a most successful manner, with the selection on one side being backed up with a number of corresponding character by the same artist on the other.

It has been maintained, and properly, that the secret of maintaining the customer's interest in the talking machine through giving him a library of permanent rather than transient value lies in affording him the opportunity of appreciating and buying records of the better sort. With the new Red Seal records offered in double-faced form, and at what represents a substantial reduction in catalog prices, the dealer has the means for interesting every machine owner in at least some records that, even to the uninitiated and more or less unappreciative, represent both commercial and artistic value.

Write for particulars relative to the M.I.S. Victrola Newspaper Advertising Service exclusively for your city.

MIS Co

THE recent enlargement of our business, wherein the entire Ormes merchandise stock and personnel were consolidated with our own, puts us in a particularly strong position to render you an unparalleled Victor Service, in matters of

MERCHANDISE
SELLING
ADVERTISING
FINANCE

Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue
TELEPHONE 9400 LONGACRE

New York



"Breaking Into" Apartments for Business

How a Live Dealer Succeeded in Solving the Problem of Securing Apartment House Trade, Selling Five Machines in One Building

Many talking machine dealers, especially those in the cities and larger towns, are faced with a real difficulty in carrying on their outside sales and canvassing operations in the apartment house districts, which every city now boasts. This is true in greatest measure where the dealer endeavors to make personal contact with residents of the better class apartments. In many cases the salesman finds the superintendent a real enemy to his progress and often after he has passed this "guardian of the portal" his reception by the mistress of the apartment, after stating his business to the maid or whoever opens the door, is cool indeed and quite often the rebuff leaves no room for doubt as to the attitude of the mistress of the house toward salesmen in general.

Not an Insurmountable Problem

This is a most natural condition and there is really no cause for either the dealer or his outside sales organization to be discouraged. When one method fails another should be tried, and if the dealer or salesmanager persists he is bound to finally hit upon a plan which will eliminate the difficulty to a greater or lesser extent. "How?" asks the dealer, and the best answer we can think of is to describe the methods which have proved successful for another talking machine merchant, the Dorn Music Co., Inc., John Dorn, proprietor, who features the Edison phonographs and records and a line of pianos at 604 Bergenline avenue, West New York, N. J.

Mr. Dorn's location is in a district devoted largely to apartment houses, some of medium class and many others the last word in this type of dwelling. Experience quickly taught

him that ordinary methods of approach were unproductive. Sales were not what they should be in proportion to the time and effort expended by the outside salesmen and Mr. Dorn, who himself often goes out after business. He spent considerable time in thinking over this problem and finally evolved the plan which caused astonishing results. To make a long story short, Mr. Dorn decided that the key man or woman in each apartment house was the superintendent or janitor and he decided to gain their co-operation by making his first advances to them, i. e., his idea was to make a sale to the superintendent or janitor of each apartment house, and if this was not possible, to at least secure their friendship and co-operation.

Selling the Superintendent

A short distance from Mr. Dorn's store there is a large, high-class apartment house and he decided on this as the field for one of his first attempts to put his new plan into execution. Accordingly, he approached the superintendent, who, fortunately, did not own an instrument, and after selling the idea of the Edison to this man and his wife he was permitted to place an instrument, which he had brought along in his machine, in their apartment for a trial of several days. When he returned at the expiration of the stated period not much persuasion was necessary to close the deal on the spot. The superintendent and his wife liked the instrument so much that they would not allow him to remove it.

The Second Step in the Plan

The first step accomplished and Mr. Dorn and the superintendent on a friendly basis, an agreement was reached between the two, which

was in effect that the superintendent was to find out who in the apartment did not possess a phonograph. This was easy for the superintendent when the tenants paid the rent. He had only to call attention to the fact that he had just purchased a machine from the Dorn Music Co. and the conversation thus started made it a comparatively simple matter to discover which tenants owned an instrument.

Sells Five Edisons in One Building

The information was passed over to Mr. Dorn, who then visited each one of the non-owners in that apartment house. Vigorous follow-up resulted in the sale of five Edisons in that one apartment house. That is the story in a nutshell, and, moreover, the plan is being utilized regularly by Mr. Dorn and although five phonographs placed in one building remains as the top-notch sale, the results of the campaign in new business and the overcoming of a serious waste in outside sales effort have produced dividends of the most satisfactory kind—increased profits.

What Mr. Dorn is doing other merchants can do. There is no reason why the dealer and his salesmen can not make the apartment house districts in his territory, where population is concentrated, bring returns in sales with minimum effort and time. Furthermore, the sale of a machine is merely the start, or, at least, it should be, of many future purchases of records and accessories. It is the business man who can think out plans for overcoming obstacles and who can put those plans into execution who is most certain to reach the pinnacle of success in the talking machine business or any other enterprise.



Vacations

Pearsall Service takes no vacation.

On the job all the time.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

QUALITY



EVERYBODY'S TALKING MACHINE CO., Inc.
SERVICE HEADQUARTERS PHILADELPHIA, U. S. A.

A SIZE FOR EVERY PHONOGRAPH MOTOR

MUSKEGON PLANT FOR PHONOGRAPHS

Brunswick-Balke-Collender Co. Forms Subsidiary Company to Make Tires, Turning Over Space Formerly Used for This Purpose Entirely to Manufacture of Phonographs

CHICAGO, ILL., August 8.—P. L. Deutsch, secretary of the Brunswick-Balke-Collender Co., has given out the following statement describing a new and important move which has been made by the Brunswick interests. He says:

"We have formed a subsidiary company to manufacture and sell Brunswick tires, with executive offices in New York, and sales offices in Akron, O., where all manufacturing will be done. This new subsidiary company will be operated independent of the Brunswick-Balke-Collender Co., and we believe that the success we have enjoyed with Brunswick tires in the past will become far greater in the future, because of possibilities the subsidiary company has to concentrate solely upon this business.

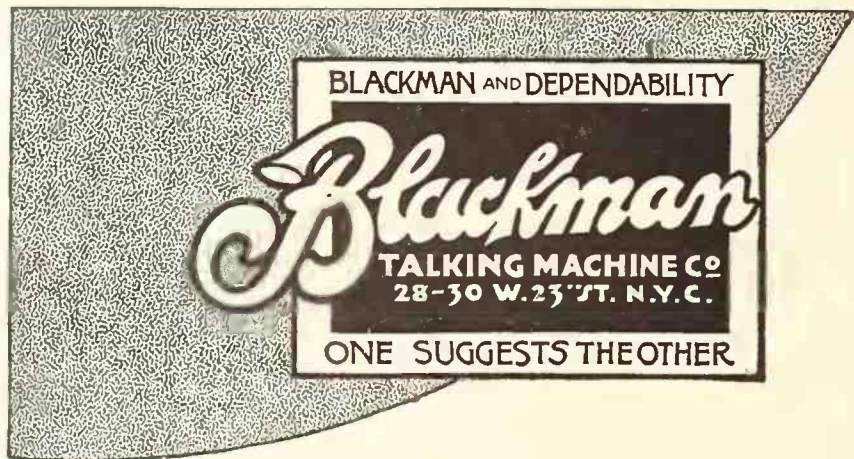
"The transfer of our manufacturing interests in automobile tires to Akron, O., became necessary because of the rapid expansion of our phonograph division, making it imperative for us to extend our manufacturing facilities.

"The factories at Muskegon, Mich., which were formerly used in the manufacture of tires and which immediately adjoin our wood-working plants will be converted at once to the manufacture of phonographs. These buildings, along with the new record factories under construction, will undoubtedly enhance our position in the phonograph industry.

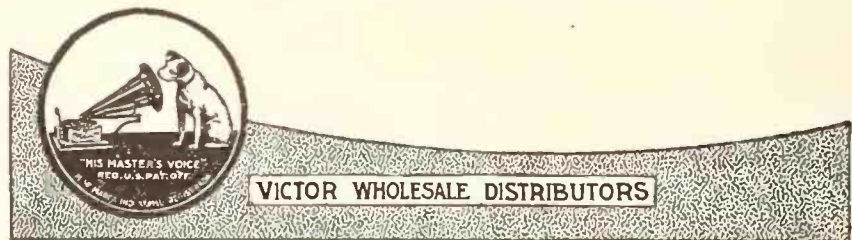
"To-day we are enjoying the greatest prosperity in the history of this company, and we are doing everything that is humanly possible to meet the great demand for Brunswick phonographs and records.

"While the new additions to our factories make possible the greatest production in both phonographs and records that we have ever planned, we do not by any means believe that we will be in a position to supply our dealers' orders this Fall 100 per cent. Many of our dealers to-day realize the physical impossibility on our part to produce enough phonographs and records to meet the Fall demand, and have accordingly placed orders covering their requirements up to the first of the year. This splendid co-operation on the part of our dealers, along with the tremendous manufacturing expansion, will place us in a far better position to meet the retail demand, and consequently bring to the dealer a greater service.

"The addition of these new factories is just one of the many steps taken by this company in its expansion of the phonograph division. We have every confidence that this Fall and next year will produce for every Brunswick dealer, not only greater business than he has ever experienced, but it will reach a volume unthought of a few years ago.



The Victor Dealer who gives
Blackman preference
in the Summer earns preferred
service in the Winter



"The Brunswick Co. is fully aware that this vast expansion of its manufacturing facilities is due in a great part to the loyalty and activity of Brunswick dealers, and every effort that is possible will be put forth by the Brunswick Co., not only to meet the demands already created, but to increase this demand year after year by intensified advertising and service to the dealers."

DANCING DEMONSTRATION A SUCCESS

Columbia Dealer Uses Effective Publicity—
Dancers Demonstrate Columbia Records

The Palace Talking Machine Shop, 62 Lenox avenue, New York, Columbia dealer, staged a successful window dance demonstration at its quarters recently. With the aid of Mrs. Eastman, of the New York wholesale branch of the Columbia Co., two young dancers, brother and sister, known as Dolly and Jerry, were secured for this purpose. Handbills were printed and distributed in the neighborhood and the dancers appeared at half-hour intervals.

Crowds were attracted and drawn to the store in great numbers and the dancers performed to the music of Columbia records, which were so advertised in the windows.

FIRST "RACE RECORD" BULLETIN

Five New Vocalion Records by Well-known
Negro Artists Listed in Special New Bulletin
Just Issued by the Aeolian Co.

The Aeolian Co. issued recently the first special bulletin of the records by the race artists which were announced in *The World* last month. The records, of which there are five, all of them double-sided, are "Down South Blues" and "Where Can That Somebody Be?", sung by Rosa Henderson, with piano accompaniment by Fletcher Henderson; "Gulf Coast Blues" and "Downhearted Blues," two fox-trots, played by Fletcher Henderson and His Orchestra; "Sad 'N' Lonely Blues" and "Just Thinkin'," sung by Viola McCoy, accompanied by Porter Grainger; "Bleeding Heart Blues" and "If You Want to Keep Your Daddy Home," sung by Viola McCoy, and "Your Time Now" and "I Need You to Drive My Blues Away," sung by Lena Wilson, with piano accompaniment by Fletcher Henderson.

The first of the new race records were shipped from the factory on August 10 and the advance orders from the trade, particularly in those sections covered by the negro vaudeville circuits, indicate their popularity.

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

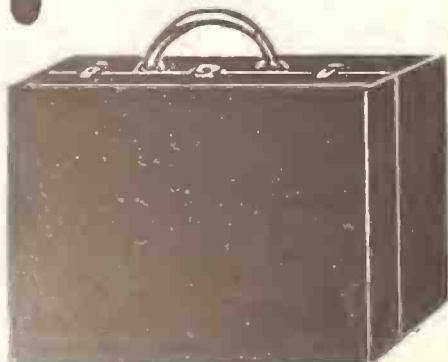
RETAIL LIST PRICE

\$37.50

EAST OF THE ROCKIES
LIBERAL TRADE DISCOUNT

BEST BECAUSE:—

SIZE 11 $\frac{1}{8}$ inches long, 13 $\frac{1}{8}$ inches wide and 7 $\frac{1}{2}$ inches high
WEIGHS only 15 $\frac{1}{4}$ pounds, including album
SWANSON wood tone-arm and mica reproducer
TONE-MODIFIER and speed regulator
DOUBLE spring Heineman motor
10-INCH twelve pocket record album
BEAUTIFUL full volume tone
SUBSTANTIAL and attractive
WE GUARANTEE IT.



SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.,
LOS ANGELES, CALIFORNIA

Making Artist Tie-ups Doubly Effective

The Volume of Sales of Records Resulting From the Appearance of a Prominent Artist Depends Largely on the Advertising Used

The majority of talking machine dealers have come to realize the importance of tying up in their advertising with the appearance of well-known record artists in their vicinity, and the tours of the leading concert and vaudeville artists throughout the country are marked by advertisements of dealers who call attention to the fact that they are appearing in their particular cities on certain dates, and that the artists record exclusively for this or that

to take too much for granted in his appeal to the public and for that matter the special advertising furnished to the dealer by the manufacturers themselves frequently shows this fault. The advertisement gives due prominence to the artist, and the dates of his or her concerts, but neglects to tell what particular records by that artist may be found in the catalog.

This sort of advertising does very well for the music lover who favors the artist so strongly that anything that artist sings is considered a worthy addition to his library, but it does not do for the average record buyer who wants his records to have two points of appeal—one that they are made by an artist of prominence of whom he can talk to his friends, and the other that the selection itself has intrinsic value from his viewpoint.


It is, therefore, well for the dealer in his local advertising to not only emphasize the coming of the artist and the fact that he makes records for a company whose line the dealer handles, but that a fairly good list of the records is included in the advertisements. In some cases it would be quite impossible through lack of space to list all the recordings of a particular individual, but it is nevertheless quite possible to list those numbers featured in the current season's repertory, probably to the number of half a dozen or so, and several other selections.

The accompanying illustrations of advertisements featured last season by Grinnell Bros., of Detroit, and Sherman, Clay & Co., San Francisco, give an idea of the possibility of listing records in an advertisement. It happens that both artists sing for the Victor, but the same plan could be carried out in connection with artists who sing for other record companies.

In a surprising number of cases the machine owner has been thinking of buying the record of some definite selection, and, when he sees the advertisement, may find that record listed. The fact that he can hear it in local concert, or that it is recorded by an artist of prominence, serves to bring the customer to the buying point.

It frequently happens in the experience of the average talking machine salesman that record buyers appear to be of the opinion that the leading record and concert artists record only the heavy classic and operatic numbers, and many

sales have been made through the fact that a salesman has been able and competent to explain to that particular customer that the majority of artists also record many dainty little concert numbers, or ballads, that are more



Paderewski Uses the Stancosky

Ignace Jan Paderewski Plays at Coliseum Under Stancosky April 24

Victor Records of Paderewski

So fully convinced that the combination of Victor Records and the Victrola reproduces his art with surpassing fidelity than does any other combination—

Paderewski Makes Victor Records Exclusively

Paderewski has made a number of his concert repertoire favorites—among these those listed below! Don't fail to hear them—you'll enjoy Paderewski in person to an even greater extent. You'll want one or more of these splendid records for your collection!

14155—Crown Imperial Fantasia..... Paderewski	14154—Nocturne in F Major..... Paderewski
14156—Lullaby in G Flat Major..... Chopin	14153—Hungarian Rhapsody No. 1..... Liszt
14157—Waltz in B Flat Major..... Chopin	14152—Nocturne in F Sharp Major..... Chopin
14158—Mazurka in C..... Paderewski	14151—Lullaby in A Flat Major..... Chopin
14159—Mazurka in B Flat Major..... Paderewski	14150—Polonaise in D Major..... Chopin
14160—Waltz in C Sharp Minor..... Chopin	

The New Victrola 100


The very latest model—just arrived. Has extra mod. tone chamber and sound doors. In handsome mahogany and walnut finishes. Biggest value in the Victrola line..... **\$150**

Take Full Advantage of Our Easy Payment Plan—Name a Victrola to Your Home From Today On. Victrolas \$25 to \$95.

Grinnell Bros.

Talcott's Largest "Cash" Record Store
14th Street, New York

603—Adams Street—605
at Huron



Paderewski's Victor Record Roll. Exclusively for the Victor Piano.

Effective Grinnell Ad Featuring Artist company. This form of local advertising is generally most productive of direct results for the reason that it not only ties up with the national publicity of the manufacturers themselves, but gives that very essential home touch that is calculated to bring the reader of the advertisement into the store for the purpose of making purchases.

It happens, however, that in a considerable majority of the local advertising in connection with artists' appearances the dealer is inclined

Exposition Auditorium
Sunday afternoon, March 19
Management
Selby C. Oppenheimer



GALLI-CURCI knows!

She makes records only for the Victor. Hear her wonderful voice in your home tonight, tomorrow night and for all time.

Love's Messenger Waltz	\$1.25
Sonnambula—Sovra il sen	1.25
Traviata—Sempre Libera	1.25
When Chloris Sleeps—In English	1.25
Pearl Fishers—Comme autrefois	1.75
Sonnambula—Come per me sereno	1.75
Puritani—Qui la voce	1.75
Lucia—Mad Scene	1.75

Galli-Curci in concert uses only the Steinway Piano



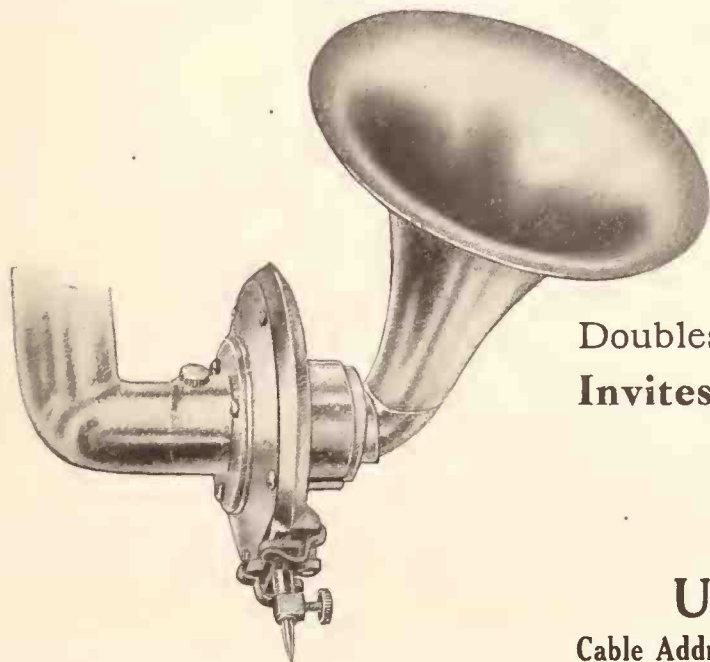
Sherman, Clay & Co.

Kearny and Sutter Sts., San Francisco
Fourteenth and Clay Streets, Oakland
Sacramento · Stockton · Fresno · San Jose

A Fine Sherman, Clay & Co. Ad popular than classic in their tone. In fact, recording directors have long bemoaned the fact that sales were curtailed materially through the ignorance of the public regarding what charming songs of general character have been recorded by artists of note.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A revelation in sound reproduction

ESPECIALLY ADAPTABLE TO PORTABLE MACHINES

Incomparable for Dancing

Doubles the volume, yet improves the quality and detail.
Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine?"

UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

The new Columbia is ready



\$200 Console—
Model 550

The new three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



\$175 Console—
Model 540

The new three-spring Model W motor with New Non-Set Automatic Stop and No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



Convenient shelves for holding records or albums.

Exclusive tone-control leaves operating on pipe organ principle. Scientifically adjusted to an angle which lifts the tone to the listeners' ears.

Sliding drop-panel.



COLUMBIA GRAPHOPHONE

the most perfect phonograph ever built for **DELIVERY!**

ON these pages are pictured the Console Models of the New Columbia, each an instrument which will surpass your greatest expectations.

The cabinets are the finest examples of the cabinetmaker's art. The finishing, to the most minute detail, is as perfect as skill and experience can direct. The mechanical elements eclipse those in every other instrument known to the phonograph world to-day.

Never before, in any phonograph, has there been such a compact, durable or efficient motor. Amply powered—with a positive, automatic start and non-set automatic stop mechanism, and an ingenious system of oiling—the New Columbia motor is a marvel of mechanical perfection.

With the new automatic start, the motor leaps

into action the moment the tone-arm is moved over to place the needle on the record. Under the new system of oiling, the parts which usually are neglected in a phonograph receive positive lubrication from a clever arrangement of tubed wicks.

Hand in hand with this matchless motor goes the new reproducer that is the crowning triumph of phonographic acoustics. In tone, pitch and voice it reproduces with a fidelity that is as wonderful as it is natural, sweet and beautiful. Blast has been banished by an absolutely unique and exclusive method of supporting the needle arm, which also gives a wonderful capacity for volume.

There is a comprehensive line of New Columbias, both in upright and console models. They are most satisfactorily priced to the dealer and to the public. Place *your orders now!*



\$150 Console—Model 530

Three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with all exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.

\$125 Console—Model 520

Two-spring Model W motor with No. 12 Reproducer. Finished in Brown Mahogany. Shelves for records. Divided top and a disappearing drop panel in front of the tone chamber. Tone-control leaves.



COMPANY



NEW YORK

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

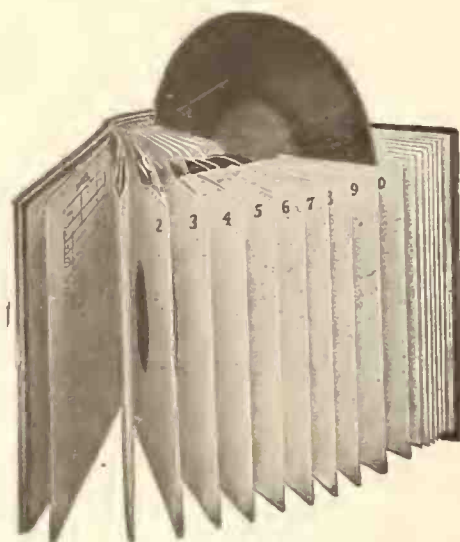
Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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

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

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative



THE PERFECT PLAN

TWO ANNOUNCEMENTS OF IMPORTANCE FROM VICTOR CO.

New Records to Be Released Weekly on and After September 1, 1923—Double-faced Red Seal Records to Be Offered to the Public at Same Time—Much Interest in Latest Moves

The Victor Talking Machine Co., under date of August 1, made two important announcements to its dealers in relation to record policies that should have a distinct effect upon future record business, and particularly that of the coming Fall and Winter. The new plans of the company, as announced, have been rumored for some time past, and their confirmation has aroused widespread interest.

The first announcement is to the effect that beginning September 21 next the Victor Co. will adopt a weekly supplement plan for all regular listings in the general catalog. On and after that date, Friday of each week will be simultaneous opening day for the sale of new Victor records, except U. S. foreign language records, which will be handled as heretofore. The weekly releases will be apportioned among the different classes of music, as at present.

In connection with the new system of record releases it is stated that the issuance of advance lists, order blanks and general publicity matter will be made as at present, with the exception that they will be on a weekly basis.

It is the general consensus of opinion among Victor wholesalers and dealers that the weekly

record releases may be expected to stimulate sales to a considerable degree by offering to the public something new in the line of records each week and thus keeping interest in their machines constantly alive.

The adoption of the fixed plan for weekly releases follows logically the practice of the Victor Co. during the past year or so in announcing special releases of timely records, particularly dance numbers, at intervals during the month and between the monthly supplements.

The second announcement of the Victor Co. is of equal importance and marks a decided innovation in talking machine record manufacture, in that it provides for the issuance of Red Seal records in the future in double-faced form, the first listings of which are expected to go out in connection with the first regular weekly supplement of records to be placed on sale September 21.

At the present time the company is manufacturing a stock of double-faced Red Seal records made up from the present single-faced listings. Their preparation has been considerable of a task and the arrangements should make a strong appeal not only to those who

appreciate music of the better sort, but those who are strongly attached to the recordings of particular artists, for the reason that in each case records have been backed up with selections of a somewhat corresponding character sung by the same artist.

In connection with the announcement there have been sent to the trade copies of a new Victor Red Seal catalog, in which are included all records listed up to and including August, 1923, in single-faced form at new catalog prices, and also, with few exceptions, in double-faced form at corresponding new catalog prices.

It is the opinion of the company's officials, as well as members of both the wholesale and retail trade that there will be a substantial augmented demand for single-faced Red Seal records, but with a view to providing wholesalers and retailers with an opportunity for adjusting their stocks according to their own judgment the company states there will shortly be announced a plan for a Red Seal record exchange which will be on the usual generous terms.

VALUE OF TRADE PAPER TO DEALERS

How One Live Merchant Makes Use of the Suggestions Contained in The World

The value of the trade paper in any field depends in a large measure on what use the various business-building suggestions contained therein are put to by the dealer or head of the business to which the paper goes. Often the business man merely glances through the publication and then lays it aside, never to be opened or referred to again. One dealer in the talking machine business who gets a great deal from his trade papers is Saul Birns, well-known New York City merchant. Mr. Birns, for example, has found that in each issue of The Talking Machine World there are many suggestions which may at some time or another be useful to him in the operation of his large business. Therefore, he has made it a practice to clip these articles and file them for future reference. The file is so arranged that he can secure any item at a moment's notice. Often at the weekly meetings of his large sales staff some article which applies particularly to the problems of his selling organization is read. Other of the numerous articles on business management are in his files, ready whenever needed. This is an excellent example of how the utmost value can be realized from a publication such as The World.

L. J. UNGER PREPARED FOR FALL

Louis J. Unger, general manager of Reflexo Products, Inc., New York, spent a vacation of two weeks' duration at Camp Copake in New York State. The Reflexo Products Corp. reports that orders are coming in nicely during the Summer months and that every indication points toward good Fall business.



FOR THE FIRST TIME,

since last September, we are in a position to establish a few more Edison Dealers in the Metropolitan District.

OUR POLICY,

during a shortage, is to give all goods possible to the merchants who have been Edison Dealers and who have previously spent their time and money in working up sales and prospects.

CONSEQUENTLY,

and because we are now making up our Fall and Winter requirements, we invite inquiry from merchants who are located at good trading points, who believe in fair profits and who consider quality necessary to success.

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

A NEW IDEA IN RECORDS

*Well Known Fairy Stories
Set to Music*

*Triple Your Record Sales with
“Triple Records”*

Here's a brand new idea in record selling—sell three records instead of one. “*Junior Operettas*” are Fairy Stories that everyone knows—set to attractive music—reproduced in six parts on

**THREE 10 INCH
Unbreakable Records**

These new records will not break with ordinary handling or dropping—safe for the children. This is one of the advantages that will sell the records to every father and mother.

Little Red Riding Hood
First JUNIOR OPERETTA

The first *Junior Operetta* sings the story of Little Red Riding Hood. You can hear the wolf growl, dog bark, birds chirp, tuneful *solos*, duets and choruses of wood cutters sung and played by 20 well-known artists directed by Chas. A. Prince.

The *Junior Operettas* are not nursery rhymes for babies, but stories and music that appeal immensely to children of all ages—to grown-ups, too.

Other JUNIOR OPERETTAS Coming Soon, Such As

Cinderella

Snow White

Goldilocks

The Three Bears

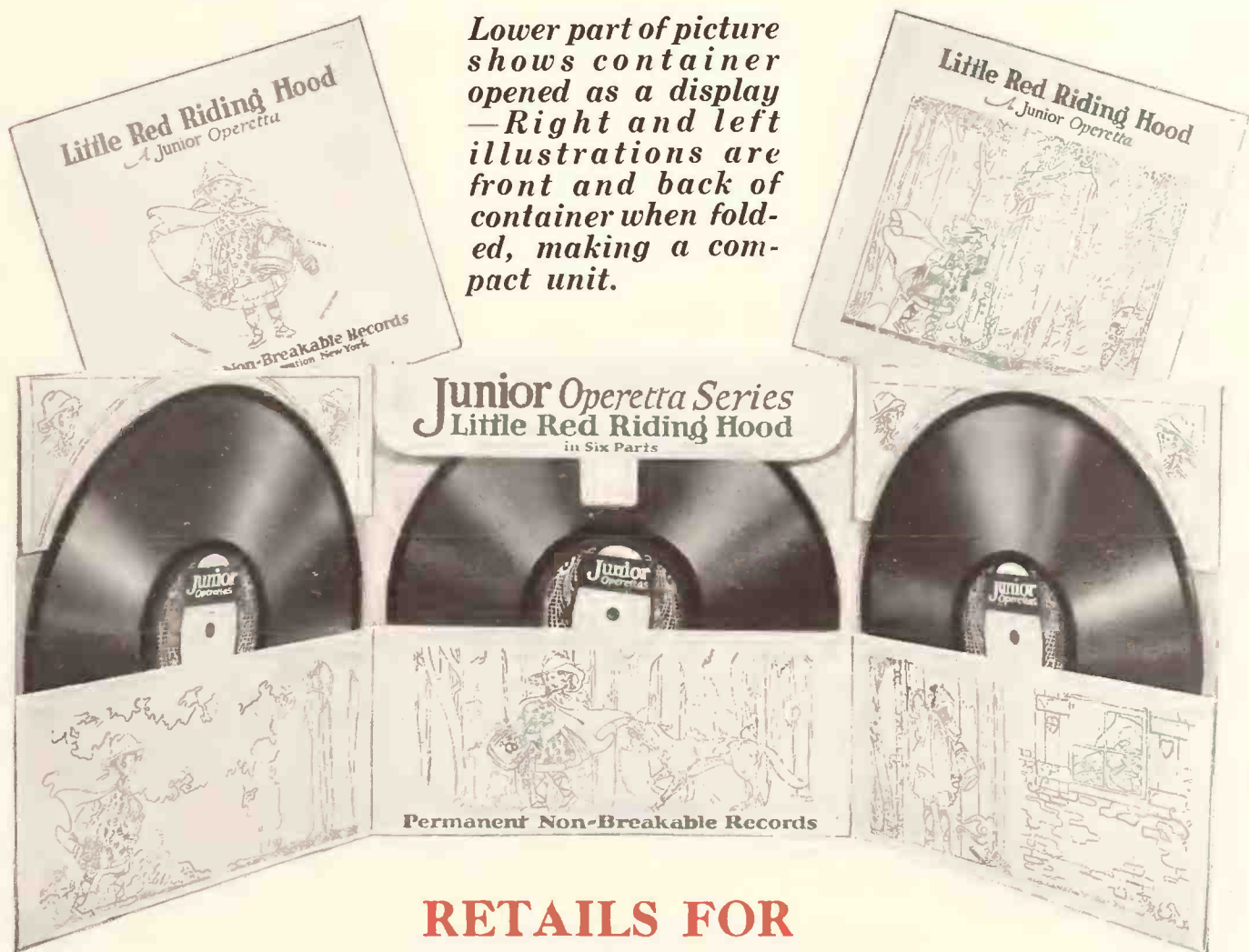
Jack and the Beanstalk, etc., etc.

The JUNIOR OPERETTA Series

The Complete Operetta—Three Records IN A NEW PATENTED CONTAINER

Each *Junior Operetta* is reproduced on three double-faced 10-inch records, packed in a patented container, attractively illustrated and printed in six colors, convenient for any record library.

This container, as illustrated below, makes a beautiful counter or window display and will help sell these Operettas on sight.



Lower part of picture shows container opened as a display—Right and left illustrations are front and back of container when folded, making a compact unit.

**RETAILS FOR
\$2.50**

Only \$2.50 for the complete Operetta—3 double-faced, 10-inch records. Easier to sell the complete set for this price than three individual, ordinary records. And the discount to the trade is exceedingly generous.

Ready for Delivery NOW

Little Red Riding Hood is ready for immediate delivery. Wire for sample order direct.

VULCAN RECORD CO., 15 East 40th St., N. Y. C.

Widening the Field for the Best Music

Time Has Been Reached in Talking Machine Business When Music Instead of Personalities Should Be Stressed, Says W. Braid White

What I am going to say is rather radical. Some will say that it is very radical, which will be enough to damn the entire proposition for them. Nevertheless, radical suggestions are usually interesting, if only because of the fact that they are unusual.

Salesmanship, as I see it, is the art of organizing the distribution of goods. Industry produces and salesmanship distributes. Salesmanship in its highest manifestations, however, is not mere vulgar push. It is true that, under the exaggerated ideas which are prevalent about profit-earning as the sole end of industry, salesmanship is often prostituted to unworthy ends; but those who sell musical goods can hardly be accused of working in a medium unfavorable to the best side of business, since to sell a musical product is to sell musical satisfaction, than which nothing finer can be said to exist. Especially is this true of the talking machine industry, where the possibilities are still so much greater for the future than any realization of them is yet current.

This being so, there should be no objection to my talking about a somewhat advanced side of salesmanship as applied to our great industry. Addressing myself to retail salesmen in the record business, I ask whether the utmost of satisfaction can be had from the selling job unless one can feel that one is helping a great many men and women every month to solve the problem of obtaining musical food for their souls. It is the doing of work like this which constitutes the difference between selling music and selling groceries.

What Is a Record?

Well, now, what I want to tell my retail salesmen friends is that a record for a talking machine may be looked at in two ways. It may be thought of as something which sells because it bears the name and reproduces the voice or instrument of some artist. Or it may be thought of as music; as something which, apart from the question of who is or who is not playing or singing it, is in itself beautiful and desirable, to be considered as such and on this basis to be sold to others. The first of these two possible methods is that which the retail salesman usually practices. The second is the one I should like to see all salesmen practice.

Let us look into the matter a little further

before we either condemn or accept this new notion. Let us admit in the very beginning of the argument that the talking machine business has been built up, unquestionably, by means of the great prestige value which has attached itself to names celebrated in the world of music. To be able to say that Paderewski, Caruso, Mary Garden, Pablo Casals, John McCormack had transferred their vocal and instrumental magic to a disc ready for reproduction at will through the mechanism of a talking machine is to be able to swing a prestige-argument of enormous weight and compelling power. The quality of prestige is the most powerful sales-making quality which any piece of goods can possibly possess. Naturally, then, it is upon the personalities of great artists that the huge structure of retail record selling has been successfully built.

I do not propose to tear down this edifice of prestige—far from it. I wish merely to suggest that hereafter the emphasis be not placed exclusively on the side of personality, and that in fact we begin to talk to our customers just a little more about the music and just a little less about who sings and plays.

I hope that now this has been set down in print, it does not look so radical as might have been supposed from the preamble to these remarks.

The talking machine business can no longer be said to be in its infancy. In fact, it is in a healthy childhood, not yet grown to maturity, for maturity with it is still in the far distant future; but a healthy and well-grown child, nevertheless. This being so, it is high time to realize that the child need no longer be helped about the floor, but is quite able to stand up and run unaided, and upon occasion to fight the neighbor's boy next door without the slightest difficulty. In a word, we no longer need fear lest a customer may not know what a record or what music is, and it is therefore high time for us to begin talking about the music given by records as if we really believed in it ourselves.

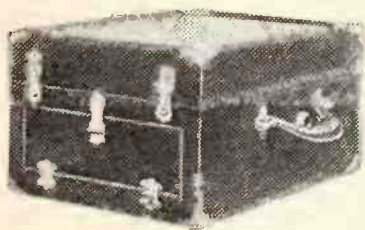
Splendid Work Under Discouragement

So long as we always talk to all our customers about the personalities which stand behind the performances, and never about the personalities which created the music in the first

place, we shall always be limited and confined in our salesmanship. We shall not be selling music, but names. And as a natural consequence a very large quantity of our records languish on the shelves, simply because they do not happen to represent the performances of personalities known to everybody. To allow this one-sided salesmanship is a great mistake. The manufacturer would be much better pleased if there were a more even distribution and at the same time would be encouraged to make a wider choice and selection of titles for recording. As things stand at present there is no real encouragement for the manufacturer to go ahead and produce a widely ranging catalog, covering all kinds of music. The greatest manufacturers have gone much further than they have ever been warranted in going by any encouragement they have received from the retail trade. All the great catalogs have been much finer, in fact, than might have been expected from the meager support the retail trade has given to numbers which were not actually self-selling. The Victor catalog, in particular, has always been a standing wonder to me, quite as much a wonder as the indifference of the retail trade to everything an inch beyond its nose. Still, it is plain to be seen, by careful examination of even the Victor catalog, that intensive development has been much retarded on account of the impossibility of getting retail salesmen to sell thoughtfully and intelligently. A little co-operation would produce an instantaneous response and we should soon be able to dismiss the present reproach that the catalogs of record music are incomplete, sketchy and only adapted to the immediate sale of what needs no personal intelligence to sell. The reproach is not justified and it should never have been made.

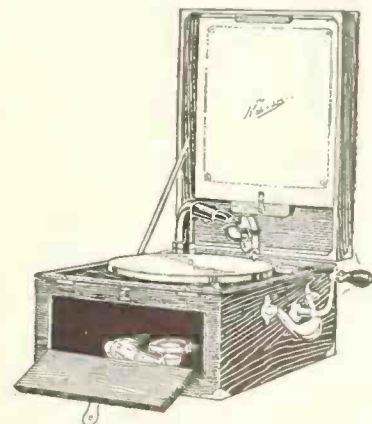
Should Think a Little More of Music

Now, have I made myself clear? What I want is that retail salesmen should henceforth think a little more of music, which, after all, is what they are selling. Let them study this, talk it and demonstrate it, less as so many samples of so-and-so's performance than as so many examples of such-and-such music. By so doing they will help to improve their customers' musical ideas and will thus open up wider fields for the distribution of good music in record form.



The
Modernolette

Retail Price —East of Mississippi —\$35.00
—West of Mississippi —\$40.00



ARE you getting your share of the portable business? Are you selling the right machine? The Modernolette is selling fast. It is constructed of solid walnut, wax finish. Has a reliable motor and tone arm. In quality, it is in the high priced class. In price it is low. We still have some valuable territory open for jobbers.

Manufactured by

MODERNOLA COMPANY

JOHNSTOWN, PA.

New York Distributor: PROGRESSIVE MUSICAL INSTRUMENT CORP., 319 Sixth Ave., New York, N. Y.

How a Small Town Dealer Wins Business

Wm. Bliss Stoddard Tells How a Live Dealer Makes Consistent Mail Contact Pay and Another Profits by an Appeal to Local Pride

A great many merchants in small towns are afraid to take on a line of high-class talking machines, thinking their field is not wide enough and that mail order competition is too strong. They might think differently if they could know of the success that has been made by Berry & Reed in the little country town of Lonoke, Ark.

"Just how did you work up such an excellent business?" I inquired, noting the dozen machines on hand and the tasteful window, trimmed for Fourth of July, with machines and records in a setting of shields and flags and miniature cannon.

Mr. Berry smiled: "My system is merely this: Every time a person comes into the store and displays the slightest interest in a machine—and there are always two or three set where they cannot fail to be seen—I get his or her name. Then, if they have no machine, I mail them literature concerning the talking machines I carry, telling them of my easy credit system and reminding them how the possession of this instrument cheers a home on the long Winter evenings, as well as furnishes music for dancing on a Summer night. The general run of people to-day want the largest and best machine they can get for their money, and I have, therefore, found that the cabinet variety sells best in this locality. The smaller ones still have somewhat of a vogue, and there is scarcely a month that I do not order one, but we find it most profitable to keep in stock only the larger size, higher priced machines.

"If the patron already has a machine I secure his name and when my monthly or semi-monthly stock of new records comes in I mail a circular, giving the name and price of the latest pieces, informing him that I now have them on hand and they are perfectly welcome to come in and try them out. Of course, in a small town like this we cannot afford to have a special demonstrator, but everybody who has a machine knows how to operate it, so they simply try them out themselves without the assistance of a clerk. We make it plain that they are perfectly welcome to do this, whether they buy or not. And they are truly welcome, for they generally bring several friends with them and, while they are in the store, they make many other purchases. Then, too, they talk to their friends about the new records, and that gives us more valuable publicity than we could secure through the newspapers or even direct mail advertising.

"Another thing that has contributed greatly to our success is the fact that we—or at least I—understand the machine from top to bottom, from A to Z. No question concerning it can

stick me. There is where a great many dealers fail. They don't know their goods. The result is that when a customer begins to ask questions the dealer doesn't know. He hems and haws and finally hunts out books and literature and attempts to answer the questions asked. It irritates a customer. He wants to have his answer right off the reel. Then he is sure that you know what you are talking about. Then tell nothing but the truth. If your particular machine has won prizes in competitive contests say so. If it hasn't it's best to be silent on the subject."

"Have you any special method of conducting your advertising?" I next inquired.

"We diversify it as much as possible," he answered. "We use the newspapers, both local and towns adjacent; the moving picture slides in the town theatre; circulars, whenever they contain something of real interest and are not just mere 'publicity stuff,' and display space regularly. We consider the window one of our very best ads and never a month goes by that we do not remind the public of our line by a special display of some kind, suiting it to the season.

"I suppose all of these methods are used by the majority of dealers, but I want to tell you of a little pet stunt of mine. I watch the papers and whenever I see an announcement of an engagement or a marriage I drop a friendly and congratulatory letter to the newlyweds, calling attention to our store and its line and stressing the pleasure that music gives in the home. The friendly interest helps immensely, especially in a small town, and much business is gained through these letters."

Appealing Successfully to Local Pride

An excellent manner of securing the trade of

"UNFINISHED SYMPHONY" ON RECORDS

Schubert's Masterpiece Issued in Special Album by General Phonograph Corp.—Enthusiastically Received by Lovers of Best in Music

The General Phonograph Corp., New York, reports phenomenal sales of the Schubert "Unfinished Symphony" records recently issued by the company. This set, which comprises three double-faced twelve-inch records in a special album, bears the Odeon label and is the only complete recording of the "Unfinished Symphony" now on the market.

During the past few weeks the General Phonograph Corp. has received many letters of appreciation from music students and music lovers who have taken advantage of the oppor-

tunity to study Schubert's famous symphony through the medium of the Odeon record. Otto Heineman, president of the General Phonograph Corp., who is responsible for the introduction of this series of records, has been congratulated upon his initiative in placing this wonderful work of Schubert in complete form in the hands of the music-loving public.

WE KNOW YOU ARE A LOVER OF GOOD MUSIC

Therefore we cordially invite you to enjoy a rehearsal of the San Diego Conservatory Orchestra in our music salon Monday evening.

The orchestra is composed of talented young musicians, under the leadership of the well-known local orchestra leader, Chesley Mills.

An evening of splendid entertainment will be enjoyed by all who attend. No admission is charged—and there will be seats for all.

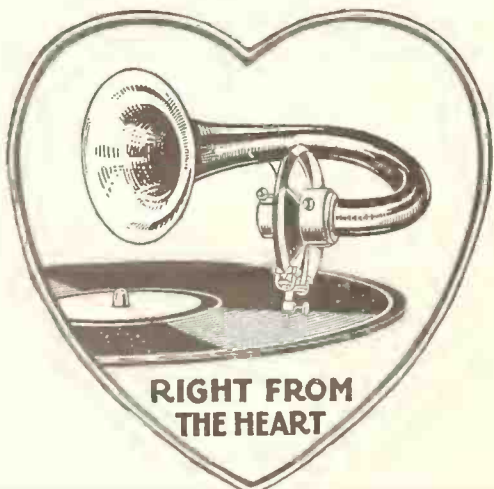
In order to encourage local talent the Bledsoe Co. had several records made of selections rendered by this orchestra and these were displayed during the concert and demonstrated to any who wished to hear them during the intermission. This gave prospective purchasers a chance to compare the original and reproduced music—and the latter was found to be so true to nature that many sales of these records resulted.

At later concerts the general public was invited, through invitations contained in regular ads in the daily papers, and the many people who came to enjoy the music and remained to chat had a chance to observe the complete music line carried, which was just what the firm desired.

"OPENING" IN NEWARK GALA EVENT

NEWARK, N. J., August 2.—The recent formal opening of the Newark Brunswick Shop, 473 Orange street, this city, was made a gala event by the proprietors, Charles H. H. Kindleberger and C. Fred Rothacker. A musical program was a feature. E. L. Brown, New Jersey Brunswick representative, was present at the opening.

NATURELLE



For
Portable
and
Cabinet
Phonographs

The Naturelle Co.
125 East 23rd St.
New York, N. Y.

"Your Naturelle Reproducer is everything I've claimed it to be & a great deal more"

"Enclosing check for the sample Naturelle, with compliments to you for putting this invention on the market"

"I will push the instruments as I am personally quite enthusiastic over their merits and am very pleased with the tone and distinctness of undertones produced by use of the instrument."

Read What This Progressive and Highly Successful Manager Has to Say About

FUTURE BUSINESS

—HE KNOWS

Telephone Plaza 5900



London Paris

Bloomingdale Bros., Inc.

59th to 60th Street Lexington to Third Ave.

New York

In Reply Please Refer to

July 20, 1923

The Audak Company,
565 Fifth Avenue,
New York City

Gentlemen:-

As stated to your representative some time ago, conditions in the phonograph business since 1920 have changed to such an extent that every progressive dealer will - sooner or later--have to revise his sales methods in order to continue business on a more profitable basis.

We have been looking into your instruments for the past few months and found that the AUDAK solves this problem very satisfactorily. The twenty booths we now have will all be taken out, with the exception of about six, which will be used for demonstration of machines only.

We have decided to equip our new Phonograph Department throughout with your AUDAK machines and are particularly interested in your style X-T.

Please let us know how you stand on deliveries of these and whether we may have them in French gray.

Very truly yours,

HDB:MMB

BLOOMINGDALE BROS., Inc.

Herbert D. Berkley
Manager Phonograph Dept.



AUDAK IS Increasing the Profits of Hundreds of Successful Dealers

Write for Details of This Modern System For Selling Records
Without the Use of Booths.

AUDAK CO., 565 Fifth Ave., New York

Building Business Among the Foreigners

The Foreign Colonies in Any City Are a Gold Mine for the Merchant Who Plans a Systematic Drive for Some of This Business

One of the greatest fields for development in the talking machine business lies in the sale of foreign records, especially music of the better class. Some members of the trade are sceptical as to the possibilities in this direction and, seemingly, it is a difficult matter to prove to them that a worth-while business can be built up in foreign recordings. There is not a city or town in the country that has not a goodly percentage of foreigners who will purchase talking machines and records if the proper methods and sales promotion work are resorted to.

Good Music Sells Here

The writer recently had occasion to pass through the downtown section of New York City. This part of Gotham is thickly populated by Italians, Hebrews, Armenians and a conglomeration of all the nations of the globe. It is a real melting pot. Little stores and shops, indicating by their appearance various degrees of prosperity, are bunched close together; the curbs are lined with merchandise of all descriptions and in the streets are pushcarts loaded to the gunwales with wares. In the densest part of this section within a radius of a block and a half are three talking machine establishments almost as crude as their surroundings. These concerns are all enjoying prosperity, despite the keen competition. Stranger still, most of the sales of records consist of the better class of music, and by far the largest number of sales are in foreign records. Jazz has little place here and the few numbers handled are for the younger element, who occasionally demand this type of music. The older people, however, to a large extent, stick to the customs of their respective homelands and the folk songs and operas have just as much, if not more, charm for them here than before they came to the land of opportunity. Perhaps these melodies bring back memories. Who knows? At any rate the foreign records are the feature of the talking machine business in this section.

Some Cashing In on Opportunity

For the reader with an analytical mind the foregoing paragraph presents some interesting possibilities, especially in view of the fact that

foreign communities in practically every city and town in the country differ no whit from the one described except in size. Another case in point appeared in a recent issue of *The World*, when the story of the development of the business of James K. O'Dea was related. Mr. O'Dea, entirely through the medium of newspaper advertising, has built up a tremendous foreign record business and many talking machines are also sold to foreigners by this aggressive dealer.

Another concern which realizes the possibilities in the foreign record field and is profiting thereby is the Elite Music Store, 211 South High street, Columbus, O. Harry Patton, manager of the Elite Store, recently staged a window display of foreign recordings which was not only unique but which also resulted in sales and considerable publicity. In the front of the window a large sign was placed which bore the following message: "The music of the world is yours through the Victrola." The background consisted of a map of Europe with ribbons leading from various countries through a handsome console Victrola to the records in the language of each country which were displayed on the floor. To make the picture even more vivid and to indicate that many records in each language were obtainable foreign catalogs were placed beside each record.

Credit Risk Not Great

There are also many merchants who are aware of the sales possibilities to the foreign element in their communities, but who hesitate to go after this business because they consider the credit risk too great. This, of course, is a problem, just as that presented by sales made on the deferred payment plan in the ordinary course of events. It must be remembered that the average foreigner is a thrifty person and a surprisingly large percentage of them start saving as soon as they secure their first jobs in this country. It is a good maxim in business never to judge by appearances and this applies with especial force to the foreign element in our cities. Record sales should, of course, be made on a cash basis and, in the case of

machine sales, no attempt should be made to sell these people the higher priced models. A little discrimination here will prevent loss and repossessions.

Portables Sell to Foreigners

An enterprising dealer in a small city adjacent to New York has achieved some excellent results during the past year in the sale of portable instruments to the foreign people in his community. Since the Italian element predominates he secured the services of an educated young Italian-American who worked this territory in a systematic manner. He carried with him a portable instrument and a small stock of recordings in the Italian language. Because this salesman could speak their language his reception in the majority of instances was friendly and, in addition to many sales of machines, a large number of records were sold. The instruments, although costing a comparatively small sum, were sold on the instalment plan, but with the stipulation that payments were to be made weekly. Not one instrument was repossessed nor were there any defaults in payment or attempts at evasion of the obligation incurred by the purchaser. The merchant referred to attributes this excellent record to the fact that he insisted that payments be made on the weekly basis, thus bringing each payment down to such a small sum that the customers had no difficulty in paying promptly.

It is not necessary to cite further examples of how merchants are boosting their sales volume through the foreign settlements in their communities to show the wonderful opportunity existing in this field. Suffice to say, however, that it is the merchant with vision who develops most rapidly. This is the type of dealer who digs out the opportunities existing on every side and then proceeds to cash in on them.

E. A. STRAUSS GUEST OF RAY GUNTHER

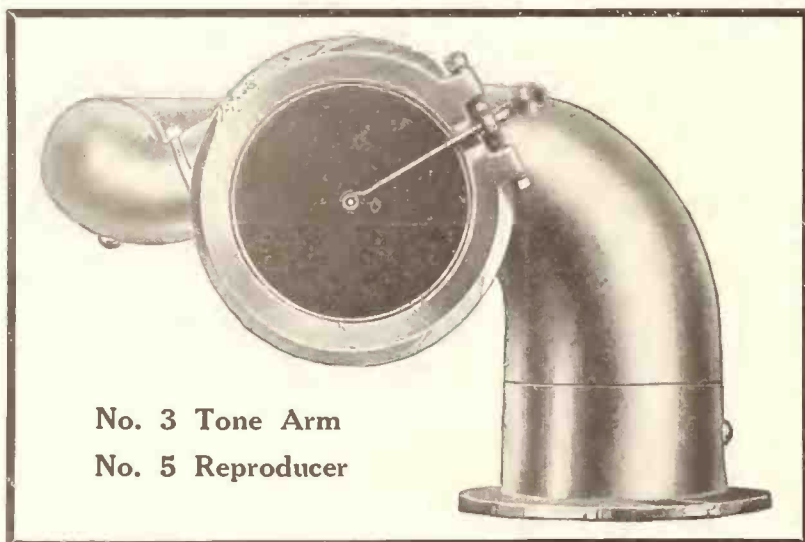
Ray Gunther, of Gunther & Kenny, Middletown, N. Y., prominent Brunswick dealers, very recently invited E. A. Strauss, of the Brunswick New York offices, to his camp in the mountains for a few days' fishing. Mr. Strauss did not bring back any photographs with him, but upon his return to New York was unable to work for several days after the trip, devoting most of his time to a description of the wonderful fish that he caught, maintaining throughout the discussion that he was not telling "fish stories."

AGGRESSIVE NEW HAMPSHIRE DEALER

LACONIA, N. H., August 6.—John E. St. Claire, who conducts a very beautifully arranged store at the corner of Beacon and Canal streets, this city, is one of the aggressive dealers in this section and has made phenomenal progress in the year that he has been in his new store. He handles the Baldwin and Poole pianos and the Brunswick phonographs and records. He also handles musical merchandise and sheet music and is one of those who believe business can be secured by going after it earnestly and intelligently.

BESSIE SMITH'S RECORDS POPULAR

The sales department of the Columbia Graphophone Co., New York, reports an exceptional increase in the sale of records by Miss Bessie Smith, exclusive Columbia artist and one of the most popular singers of "Blues" selections now making records. Columbia dealers everywhere are featuring records by Bessie Smith to excellent advantage, particularly in view of the country-wide demand for records of this type.



No. 3 Tone Arm
No. 5 Reproducer

“OLD RELIABLE”

For several years this throw-back, ball-bearing Tone Arm has been the biggest seller in our catalogue. WHY?

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CANADA
Exclusive Distributors for Canada and All Other British Possessions
INDUSTRIALS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico

Sell Returning Vacationists



Walter Camp

the Idea of "Keeping Fit"
through
Walter Camp's "Daily Dozen"

Only a few weeks remain before the vacation period will have been completed and thousands of returning vacationists will be very susceptible to the idea of "keeping fit" throughout the Fall and Winter months ahead.

Your opportunity, Mr. Dealer, lies in showing them how they can keep fit right in their own homes with Health Builder's sets of Walter Camp's "Daily Dozen." Steadily throughout the year there are constantly recurring opportunities of similar character for those dealers who carry the Health Builder line. Dealers who have taken advantage of these opportunities as they come along have achieved considerable success.

If you have never carried Health Builder sets plan to do so this Fall. There is constantly increasing demand for high-class record sets.

Write today for full information.

HEALTH BUILDERS, Inc.

DEPARTMENT W 8

334 FIFTH AVENUE

NEW YORK, N. Y.

I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

"You can't go wrong With any FEIST song"

© LEO FEIST INC NYC

STORE SALESWOMEN STUDY MUSIC

Members of Golden Rule Victor Sales Staff, St. Paul, Minn., Organize Music and Art Study Club for Musical Study

Inspired by the beautiful arias and stirring orchestrations with which their work familiarizes them, a group of St. Paul girls in the Golden Rule's Victrola department has banded together as the Music and Art Study Club. Interested in music, the seven young women are determined to make themselves so familiar with the best music and the great artists' rendi-



Members of Music and Art Study Club
tion of it that the club's influence will be felt in their daily work.

The Victrola department, with the sanction of G. A. Zoller, manager, furnishes records with which the study of each opera is illustrated. The hostess for the evening explains the opera and during her recital appropriate records are placed on the Victrola. A small club fee will furnish funds for tickets for the St. Paul appearances of opera stars. The young women are willing to enlarge the organization by the addition of persons who are able to contribute something to the club and who have a genuine interest in music.

Miss Edith Clark, the most notable song-

stress among the club members, has a Summer's leave of absence to study under Madame Valeri in Chicago and has rejoiced the hearts of the other club members with the news that in competition with other Summer school students she has won a \$150 scholarship. The other two club members studying with Malcolm McMillan are Miss Helen Schulte and Miss Bernadette Leonard.

The club's officers are president, Miss Cora Freier; vice-president, Miss Helen Schulte, and secretary-treasurer, Miss Leonard. The other charter members include the Misses Marie Schulte, Bessie Roach, Mary Nest and Miss Clark. Mr. Zoller and the store's management are very enthusiastic about the spirit of the club and its members and are offering their co-operation in its aims.

DOWNING CO. OPENS IN GARDINER

GARDINER, ME., August 3.—C. E. Downing, who has conducted a successful talking machine store in Augusta for some years, has purchased the business of the Maine Music Co., 293 Water street, this city. He will have associated with him H. C. Marston, who is widely and favorably known, having been paymaster of the Pine Tree Pulp Co., and a thorough business man. Mr. Marston will manage the business and conduct the affairs of the store in this city, which will be known under the title of the C. E. Downing Co.

PLANS FOR HOMES BEAUTIFUL WEEK

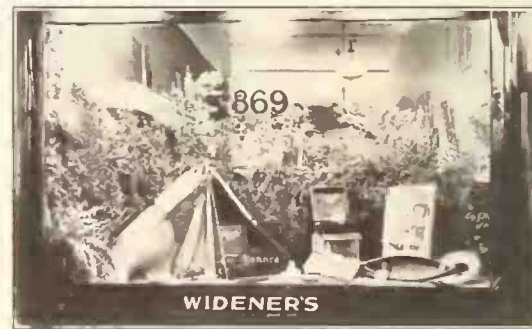
Plans for the National Homes Beautiful Week, which will be held the week of October 8 to 14 under the auspices of the American Homes Bureau, are rapidly taking shape. Some of the leaders in the movement are the Music Industries Chamber of Commerce, National Retail Furniture Association, American Art Bureau and many other affiliated associations. An elaborate publicity campaign in connection with this occasion is already under way and from present indications the event this year will be more productive of results than any previous efforts for a demonstration of this type.

A statue of John Wanamaker is to be erected in Philadelphia during the coming Winter, necessary funds having been secured through popular subscription.

WINDOW DISPLAY SELLS PORTABLES

Widener's Uses Unique Display to Advantage—Moderate Cost for Exceptional Window

The Sonora window display used by Widener's, Newark, N. J., shown in the accompanying illustration, brought dense throngs standing five feet and six feet deep at times to view it and Mr. Dexter, of Widener's, stated that it served to stimulate Sonora portable business. This window display demonstrates the excellent results that can be obtained at a small cost through the use of reasonable ingenuity and resourcefulness. The entire display costs less than \$10, practically everything in the window



Widener's Cleverly Arranged Window

having been borrowed from neighboring merchants whose co-operation was gladly given.

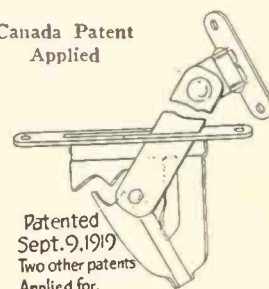
The window has a small tank containing six small turtles, each of which have painted on their backs a letter for the word Sonora. A small card informs a passerby that \$10 worth of records will be given to the person who finds the turtles lined up so that the letters on their backs spell consecutively the word Sonora. The tank cannot be seen in the photograph, but is situated directly in front of the record album with the card resting against the canoe.

SHOWS BUSINESS HEALTH GOOD

According to reports of R. G. Dun & Co. for six months of the current year failures numbering 9,724 reveal a decline of 27 per cent from those of the first half of last year. This is indisputable indication of general business prosperity, which is expected to continue throughout the remainder of the year.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

two styles—flexible and bent.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.

PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.



Service Builds Business for Live Dealer

Brooklyn Dealer Gets Lead on Potential Patrons From Satisfied Customers—Insurance and Other Collectors Locate Prospects

SERVICE, spelled with capital letters, a sincere desire to make friends of customers and several unique methods of securing new prospects have been successful in building more than one business on a Gibraltar-like foundation. In no business enterprise are these three things more necessary than in the retailing of talking machines and records—at least, so believes E. Shapiro, who operates a talking machine store at 676 Broadway, Brooklyn, N. Y., and he speaks with authority in view of the fact that he has built a large business, simply by observing these rules, despite keen competition and the drawback of a store in a poor neighborhood, largely populated by foreigners who are not over-prosperous in many instances.

A Type of Service That Pays Dividends

The service extended by this enterprising dealer has been instrumental in opening the way for many sales to friends of satisfied customers. Free repairs of a minor nature, such as oiling the instrument whenever necessary, tightening and adjusting the mechanism, etc., have resulted in securing the entire confidence of his large clientele. Under the circumstances customers are pleased to give information of friends who do not own machines, and in several cases prospects secured in this way have ordered instruments similar to the ones owned by their friends without even taking the trouble of coming into the store to examine the line.

Securing and Following Up Prospects

Another method of securing prospects which has been productive of many sales is through the co-operation of insurance collectors, as well as furniture salesmen and collectors. These

men have access to the homes of their own clientele and as they have the confidence of these people through long contact they secure the information desired by Mr. Shapiro with comparatively little trouble. This information, of course, includes the names and addresses of those people who do not own talking machines or pianos, as well as the attitude of the prospect toward ownership of such an instrument. These data are incorporated in the files of the store and a systematic sales promotion campaign is instituted. This consists of, first, a letter calling attention to the excellence of the line handled by this concern and, second, the letter is followed up by a salesman, who endeavors either to close the deal on the spot or have the prospect come into the store to inspect the line. No opportunity is allowed to slip by when a customer once enters the store. For example, in the case of a man who visited the establishment to purchase a record, inquiry and follow-up resulted in the sale of three machines.

How Payments Are Handled

Of course, most of the business is done on the instalment basis and, in view of the fact that most of the patrons are not any too well off as regards finances, weekly payments at the store are the rule. If a customer neglects to make the payment when due three days' grace are extended and then a first, second and third collection letter is sent to the customer's home, urging prompt payment. Of course, each letter is a little stronger than the last. If these still are unsuccessful in bringing in the money a personal visit is made to the home of the patron and the matter is thoroughly threshed

out, not in a manner which is likely to reflect on the business, however, nor in a manner which will antagonize the customer. Tact is used. The advantage of the weekly payment plan is indicated by development of record and accessories sales through this frequent contact. Although Mr. Shapiro has succeeded in selling more medium and high-priced instruments than any other kind to these people repossessions have been kept down below the 5 per cent mark. During this year alone he has succeeded in selling four \$750 machines, and the record sale for any single day is eight talking machines, three pianos and \$150 worth of records.

How These Methods Have Brought Success

Mr. Shapiro's success is attested to by the fact that his annual business is between \$50,000 and \$65,000. In the case of talking machines he secures a 20 per cent down payment and 10 per cent is the smallest initial payment on a piano. All this has been accomplished in the face of the keenest competition by the exhaustive follow-up of every prospect. Sales have been made to persons residing long distances from the store in surrounding communities and even in the neighboring State, New Jersey. Business has developed to such a degree that Mr. Shapiro has been forced to enlarge his store.

This is an example of what can be accomplished by hard work—not spasmodic effort, but a consistent drive for business during twelve months of the year. Thought translated into action is the keynote of success in the talking machine field and those dealers who practice this without dallying by the wayside have little to fear about the future.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES—ON RECORDS

REG. U.S. PAT. OFF.

A LOOSE LEAF *Juvenile Record Album*



Complete Book \$1.00

Six selections on three 7-inch double-faced records

Each album contains six picture and verse cards, beautifully illustrated and process printed in colors. The book is attractively bound in loose leaf style with telescope eyelets and colored silk cord. It is finally packed in a glassine wrapper.

Here are the important points of superiority —

1. LITTLE TOTS' album contains six different selections.
2. LITTLE TOTS' records are double faced, 7 inch (other makes are single faced and either 5 or 6 inch).
3. LITTLE TOTS' album is loose leaf. You can add more records to it. This feature increases your sales when the customer is not inclined to buy a complete new book.
4. LITTLE TOTS' records are contained in a patented flap envelope which prevents their sliding out and breaking, a common complaint with other outfits.
5. Last, but not least, are the individual LITTLE TOTS' records which can be bought separately—7 inch double faced, furnished with colored picture and verse cards, in a loose leaf pocket which will fit exactly into the loose leaf album—25c retail.



Individual Records 25c each

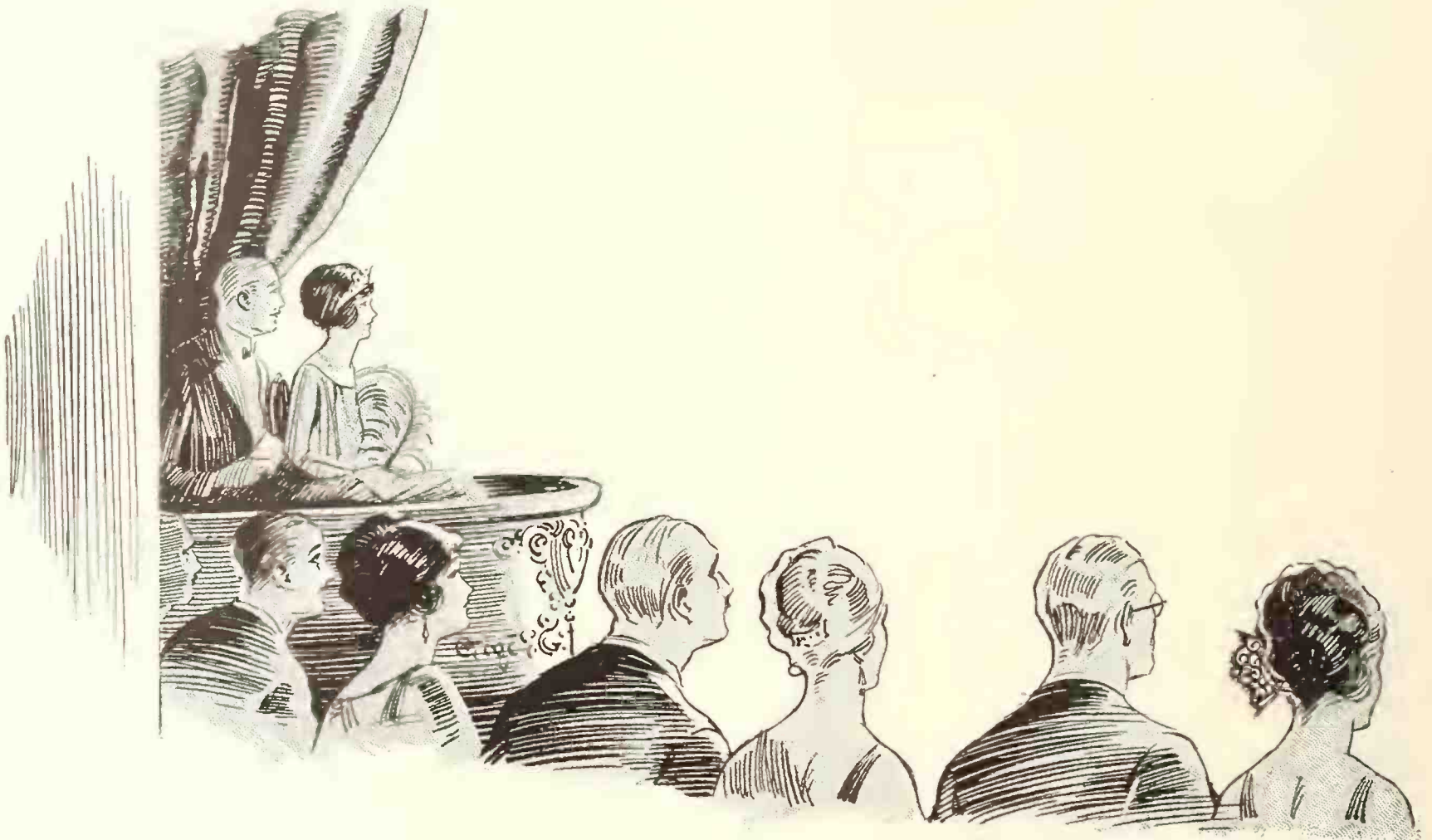
Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose-leaf book.

That's why we say to you: "LITTLE TOTS" will sell big and pay you well. Rapid—certain—repeat sales.

Liberal Discounts to Jobbers and Dealers. Write Now!

REGAL RECORD CO. LITTLE TOTS' RECORD DIV. 20 West 20th Street New York

RE-CRE



An Exclusive NEW

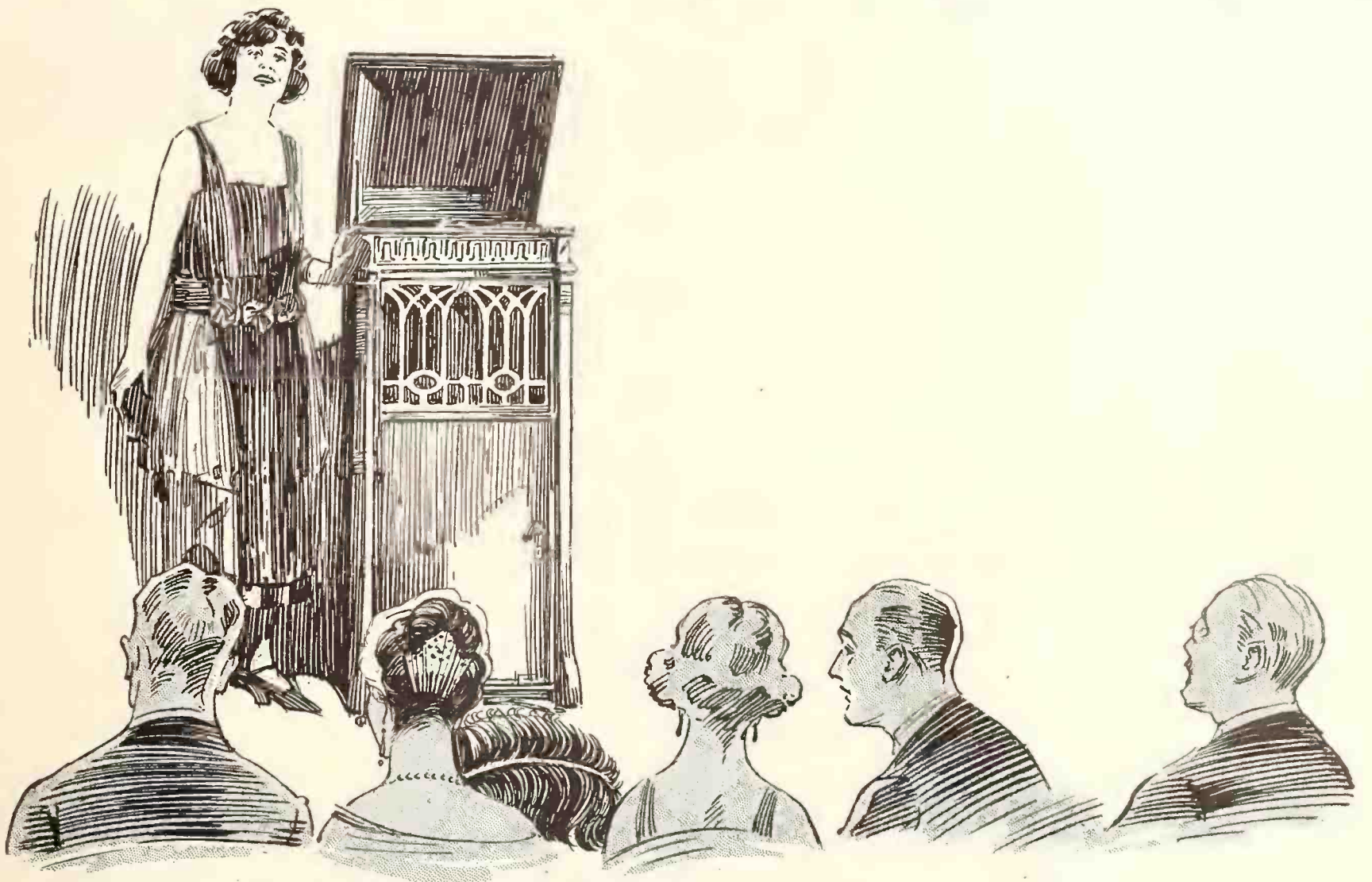


UPON a few bits of wood and metal the genius of Edison has conferred the power of Re-Creation.

The crowning achievement of a career replete with brilliant achievements, the New Edison Phonograph is an instrument of such sensitive responsiveness that it Re-Creates every subtle tone-quality, every elusive shade of expression, with a fidelity that challenges the final, supreme test—

The **NEW**
P H O N O

A T I O N



EDISON Achievement

direct comparison with the voice of the living artist.

Wherever shown, wherever heard, the New Edison wins public approval by its beauty of design and by its instant appeal to discriminating music lovers.

This ever-increasing demand is constantly opening new and very profitable fields for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

EDISON

G R A P H

The New EDISON Chippendale



THE decorative style of Chippendale, executed in richly grained mahogany, makes this New Edison Console design a welcome acquisition to any home.

The New Edison line includes every popular phonograph model in vogue today.

These are the period designs: Chippendale, Sheraton, Hepplewhite, William and Mary, XVIII Century, Italian Umbrian, Jacobean, Louis XIV, in console or upright models—and the new London Group of beautifully proportioned modern designs at prices within the range of every purse.

And back of every one of them—built into every one of them—are the years of painstaking research, the fortune of \$3,000,000 poured into laboratory tests, which have made the New Edison the actual re-creator of the living voice.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The NEW
P H O N O

Console



EDISON
G R A P H



Eddie Cantor takes you to the "Follies" this month when he sings "Eddie (Steady)" and "Oh! Gee, Oh! Gosh, Oh! Golly I'm In Love"—Record A-3934.

Both these numbers are sung by Eddie in the Ziegfeld show, and all you miss here is the tremendous applause that Eddie gets on the stage. It's easy to supply that yourself.

COLUMBIA GRAPHOPHONE CO.
New York

VICTOR DEALER'S FORCES AT OUTING

Buckley-Newhall Co. Well Represented at Ulmer Park Outing—E. W. and Wm. Geng Officiate at Field Sports and Baseball Game

The employes of the Benevolent Society of Brooklyn held their field day and picnic at Ulmer Park recently, at which the principal feature was a baseball game between the Waterman Co. and the Buckley-Newhall Co., well-known furniture house and Victor retailer. The Waterman Co. was the victor by a score of 5 to 2. Subsequent to the baseball contest a series of field sports were held, the day's festivities including a dinner and dance. E. W. Geng, vice-president, and Wm. Geng, manager, of the New York store of the Buckley-Newhall Co., together with a corps of assistants, handled the affair admirably, every event going through on schedule. Both Messrs. Geng are experienced A. A. U. starters and timers and they are being mentioned as officials for the Talking Machine Men's outing that will be held on August 14 at Glen Head, L. I.

MAKES RECORDS OF SERMONS

Aimee Semple McPherson, famous woman evangelist of Los Angeles, Cal., recently put the talking machine to a new use by making the first of a series of records of sermons. It is announced that there will be records of twenty sermonettes in all.

OUTING PORTABLE FEATURED

Cunningham Co., of Detroit, Uses Portable as Basis for Effective Display—Other Forms of Publicity Also Produce Results

DETROIT, MICH., August 6.—Cunningham's Phonograph Shop, of this city, has been featuring the Outing portable to excellent advantage, using attractive window displays to interest the



Cunningham's Clever Outing Window public. A recent display is shown herewith and will give some idea of the effectiveness of these displays. W. R. Fife, manager of the Cunningham Co.'s phonograph department, has devoted considerable time and effort to developing his

portable business this year and the results have been very successful. This store issues a monthly bulletin which has a circulation of 75,000 copies and Mr. Fife states that many Outing sales have been created through the medium of this publicity.

CHANGES IN VICTOR DESIGNS

Victor Co. Makes Important Announcement in Regard to Changes and Shipments on Certain Designs of Talking Machines

A communication recently sent to distributors by the Victor Co. reads:

"In order to provide for the inauguration of changes in the design of certain of the horizontal Victrola line, comprising Nos. 240, 260, 300 and 330, there must be a lapse of shipments until October.

"Victrola No. 240, as produced hereafter, will be larger than the present model and will have a lower and more attractive lid. It will be first supplied in the new composite mahogany finish. Our list price on this instrument will be \$125.

"Victrola No. 260, as produced hereafter, will be slightly larger than the model now on the market. It will have a new lid and carving on the front posts. On this type our list price remains unchanged. Shipments during the balance of this year will be in English brown mahogany finish.

"Production on the other models of this line will have to be deferred until after January 1 next.

"We desire to take this opportunity to also announce a new model of Victrola No. 50. Outwardly the new product will not be unlike the model now on the market, but it will have added conveniences, including a very ingenious container for needles, means for carrying six records on the turntable spindle and a more conveniently located winding key. There will be no change in our catalog price on this type. We expect to have the new model available about September 15 and, in the meantime, shipments of the present model will be very limited.

"Taking the above outlined changes into account the Victrola instrument line may be looked upon as definitely established for at least the remainder of 1923."

TEN-RECORD NEEDLE NOT INCREASED

In a recent article covering the activities of the Wall-Kane Needle Mfg. Co. it was stated that the price increase on Wall-Kane needles would be effective September 1. S. Kaminsline, secretary and general manager of the company, calls attention to the fact that this price increase applies only to the Jazz and Concert needles of the line, which are one-time steel needles made in all tones. There will be no increase, Mr. Kaminsline explains, in the price of the Wall-Kane ten-record needle.

A sense of humor has saved many a business man from becoming discouraged.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

Cashing In on the Universal Instrument

Some Worth-while Suggestions by Lester G. Herbert on Merchandising Talking Machines and Records in an Efficient Manner

Happily, the love of music is born in nearly every human heart. All people, however, cannot produce music for themselves. Opportunity, desire, or actual ability in this direction, may be lacking and so, if it were not for the invention of what we may term the universal instrument, of moderate price and of great flexibility in its repertoire, these people would be barred from much of the pleasure and refining influences of music. In fact, they would be dependent upon their friends and paid entertainments for their musical enjoyment. But the universal instrument—the modern talking machine—has remedied the situation and has filled a great need.

Not only do those who are not musicians enjoy this musical instrument, but those who are finished musicians as well, for the latter frequently long to hear great artists or to entertain guests with a program other than their own.

Getting in Touch With Prospects

The dealer who recognizes the tremendous appeal of the talking machine will reach out by logical means to get in touch with those, first, who have not an instrument and, second, with those who have them.

Let us consider, first of all, the people who already have these instruments in their homes. All of these owners are live record prospects and many of them would be only too glad to have a new and higher grade talking machine if they could dispose, at a fair price, of the machine which they already have. By working out an equitable plan of allowances on trade-ins a very large number of new talking machines may be placed every season.

And when people have a talking machine to which they like to listen, and which affords worthy entertainment for their friends, they are always much freer buyers of records. It often happens that when people find that the allowance on their old machine takes into account wear, depreciation and the second-hand status, the owner will decide to keep the cheaper machine and to use it for camp, or Summer home, or put it into the nursery for the children, or present it to some school, or grade in a school, which is not provided for musically.

Getting Rid of Used Instruments

Actually stirring up replacement prospects is bound to prove mighty profitable business. Then, if a number of second-hand machines accumulate, there are several ways of getting rid of them. The best means of doing this is to keep all of these machines out of sight until a number accumulate. Then a special sale may be advertised featuring used machines. After the sale is over any remaining used machines should be put away out of sight again and only shown if somebody comes in in search of something of this kind. That is to say, the business should be kept distinct from the new goods.

The third plan has a merit of its own, as it deliberately uncovers a good many prospects who, with proper handling, will buy new machines. By this plan the retail store either advertises or sends out a personal solicitor, or both, to find out and to compile a list of those who have not a talking machine in their homes and who would consider buying a good used one at a reduced price.

The explanation could be made that the used machines are not carried in stock at all by a progressive musical company, but that many people, wishing to buy new machines, desire to dispose of their old ones. If such a plan is worked the store can take in the used machines, knowing that they have a list of people ready to consider buying. Or the owner of the used machine can be given three or five names of prospects to whom he, individually, can sell it.

Building Prospect List by Personal Contact

In one case where a list of used prospects

was compiled a young woman did the work of personal calls and solicitation. Her method was to approach the people in the home pleasantly and to say that she was representing the Monarch Music Co. Her next inquiry was as to whether or not they had a talking machine. If they had one she had a small carrying case with half a dozen very attractive new records, and she asked to be allowed to try these and offered to make any minor adjustments the machine might need. The service, she assured her hearers, was free. Nearly always she succeeded in selling several records for later delivery and, in not a few cases, interested these people in better machines.

If the people called on had no talking machine at all then she spoke of the delight in having a good instrument and invited these people to come into the Monarch store to look around

and to hear the instruments. If it was clearly evident that the people could not afford or would not be interested in a new machine she was ready to switch over and to talk a used machine to them. In any case she had one of three entries for the mailing list: (1) Record prospects. (2) New machine prospects. (3) Used machine prospects.

The ways indicated of cashing in on the universal instrument are practical. They involve no extra investment and very little extra expense in salesmanship. In any event, expense disappears in extra profits.

The man who is not willing to spend \$10 to get \$200 has made a mistake to attempt to act as a business principal. Either he must make over his mental outlook or be content to act as a business mate while someone else serves as captain.

JAPANESE FAVOR PORTABLES

Nipponese Carry Music With Them—Modern Dancing Taking Hold of Japanese

WASHINGTON, D. C., August 3.—Talking machines and records, the products of four of our leading manufacturers, are rapidly growing in favor in Japan, according to Dr. Ito Wanuchi, who is visiting this country on business. Dr. Wanuchi declared that, while high-grade instruments are in demand in his country, the portable models easily enjoy the greatest popularity because the Japanese like to take their music with them when they travel. The demand, especially for American records, is traceable to the growth in popularity of modern dances and a real liking for the modern Occidental music, and this has been further augmented by the many Japanese who have received their education in this country. American instrumental numbers as played by leading musical organizations have a great vogue in Japan and the natives are very partial to them because of the distinctive work of the bands and the perfection of recording. Although the United States ex-

ports large numbers of machines and records to Japan the latter country also manufactures a considerable number of talking machines and is at present engaged in working up export business with Far Eastern countries. A typical example of the progressive type of Japanese talking machine manufacturer is The Nipponophone. This firm has an export manager, an American, who is developing trade along real Yankee lines.

USES WINDOWS TO ADVANTAGE

Otto F. Gobel, manager of the music department of R. H. Muir, Inc., East Orange, N. J., Brunswick dealer, is a keen believer in the merchandising value of effective window displays, but in common with many department store managers frequently is obliged to compete in window display attractions with expert window dressers in the same building. However, Mr. Gobel has evolved a number of exceptionally handsome window displays that have not only attracted the favorable attention of all passers-by, but have proved important factors in the sale of Brunswick phonographs.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

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

A live attraction for live dealers and jobbers
Bookings now for season 1923-1924
Sample program and particulars upon request

PHILIP W. SIMON, Manager
1674 Broadway New York City



FRANK CROTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

The Future?



THE demand for **BAGSHAW NEEDLES** is unprecedented—it is more than double that of last year, and as you know, we had our own troubles filling last year's Fall orders.

WHAT the future holds in store for us we do not know. However, we have not been able to protect ourselves sufficiently on steel at present prices to see us through the rest of the year. At the moment we don't know whether we will be able to do so later. The best we can tell you is that prices will certainly be no lower—also that there are limits to all factory facilities. If you want to be reasonably sure of securing

BAGSHAW NEEDLES

in complete quantity, when you want them, and at present prices

ORDER NOW!

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City



*In Envelopes of 100
Dance, Loud, Full, Pet-
mecky, Light or Half-
tone*



*In Tins of 200
Dance, Loud, Full or
Halftone*



*In Tins of 300
With your name on each
can—all tones*



*Combination Record
Cleaner and Container
of 500 Needles
Dance, Loud, Medium*

We'll Do the Best We Can—

But Our sales to July 1st are larger than for the entire year of 1922. We don't have to remind you that we had some difficulty last year in filling your orders. Frankly, we don't know where we stand this year. So far we have been able to take care of this doubled business without delaying shipments, and we do not contemplate any difficulties. Just the same, it would be just as well if you look into your Fall requirements and let us know what you expect from us. Present prices cannot be guaranteed indefinitely, but we do want to know, as quickly as possible, how far and how fast we will have to push our factory facilities.

Our Advice Is—

that you order immediately your Fall and Holiday order and indicate how you would like your deliveries spread out. Orders accepted by us now will assure you present prices and delivery when you want them. If you don't act upon this suggestion, don't blame us later for possible developments which may mean higher prices and curtailed or delayed deliveries.

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave.
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.
Toronto

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City



"House of David Blues," played by the Chicago Blues Orchestra, is one of those rare fox-trots that give you a restless, want-to-travel feeling in both feet ten seconds after the needle drops.

Another rousing fox-trot, "Blue Grass Blues," by the same organization, is on the reverse side of this record—A-3923.

COLUMBIA GRAPHOPHONE CO.
New York

MUSIC MEMORY CONTEST SCORES

Much Publicity and Increased Interest in Music Amply Repay Roberts Music Co. for Staging Contest in Seward, Neb., Schools

SEWARD, NEB., August 4.—A very successful music memory contest was staged among the pupils in local public schools by J. R. Roberts, of the Roberts Music Co., well-known Victor dealer, of this city. Twenty-five carefully selected Victor records were used in the contest and the competition was keen for the gold medals which were donated by Mr. Roberts for the winners. Considerable valuable publicity was derived for the Roberts Music Co. as a result and the intensified interest in things musical among the children is considered by this enterprising dealer well worth the time and money spent in promoting the contest.

CAR CARDS FOR VICTOR DEALERS

A new series of four brilliantly colored cards for use in street cars has been prepared by the Victor Talking Machine Co. The cards contain illustrations of Victor console instruments and also feature records. A plan has been formulated whereby dealers will be furnished, free of charge, with this advertising bearing their individual imprints, providing that twenty-five or more cards are ordered.

WM. R. BROPHY SAILS FOR EUROPE

Brunswick Recording Director Sails on "Laconia"—Associates Assemble at Pier to Bid Him Bon Voyage—May Meet B. E. Bensinger

Wm. R. Brophy, general manager of the recording laboratories of the Brunswick-Balke-Collender Co., New York, and one of the recognized leaders in the recording field, sailed on the S.S. "Laconia" a few weeks ago for a trip



Arrow Points to Mr. Brophy, Whose Friends Bid Him Bon Voyage

abroad. This is Mr. Brophy's first vacation in ten years and in order to properly celebrate the event his associates at the Brunswick recording laboratories gave him a send-off.

While at the pier, Brophy's Brunswick Bitters were distributed among the members of the Brunswick party, who were keenly appreciative of their many virtues. Among those who were present when the "Laconia" sailed were Mr. Brophy's daughter, Miss Beatrice Brophy; Walter G. Haenschen, director of popular recording; Walter Rogers, director of classical recording; Don Leopold, manager of the record department of the Brunswick Co.'s New York division; James O'Keefe, Simkler Darby, Heber McDonald and others.

Geo. W. Case, Jr., Brunswick patent attorney and well known throughout the talking machine trade, also sailed on the "Laconia" with Mr. Brophy. In all probability, Mr. Brophy while abroad will meet B. E. Bensinger, president of the Brunswick-Balke-Collender Co., who sailed for Europe a few weeks ago.

ELINOR WARREN NEW OKEH ARTIST

Well-known Pacific Coast Pianist Joins Okeh Record Makers—A Noted Composer

Miss Elinor Remick Warren, a talented young Pacific Coast pianist, makes her first appearance in the talking machine industry through the medium of Okeh record No. 4873 in the September list, issued by the General Phonograph Corp. Miss Warren, although only twenty years of age, has already won considerable success as a composer, and among her compositions that have been published are the following: "The Heart of a Rose" and "Golden Yesterdays," published by Harold Flammer; "I Have Seen Dawn," published by the Boston Music Co.; "Song of June," published by G. Schirmer, Inc., and many others.

For her first Okeh record Miss Warren selected two well-known compositions, "Papillons" (Ole Olson) and "Country Dance Number 1" (Beethoven). Last Spring Miss Warren appeared in several concerts at Aeolian Hall, New York, accompanying such well-known artists as Miss Florence Easton and Mme. Matzenauer.

NEW MUSIC SHOP'S ANNIVERSARY

WHEELING, W. VA., August 2.—The New Music Shop, 37 Twelfth street, this city, recently celebrated its sixth anniversary by inaugurating a special sales campaign on its large stock of talking machines, records and musical instruments of all kinds. The concern has enjoyed a record of successful growth during the six years of its existence. Manager J. C. Diltz, through aggressive merchandising, has aided materially in the growth of the business.

SMITH MUSIC STORE BANKRUPT

LONDON, O., August 3.—An involuntary petition in bankruptcy has been filed against Guy R. Smith, doing business as the Smith Music Store, at 25 South Main street here. Liabilities are listed at \$3,075.11.

The Paula Phonograph Co., of Miami, Fla., has moved to new factory quarters near Bird road and Grapeland boulevard. The concern manufactures talking machines.

Ward's Padded Khaki Moving Covers

for Pianos and all Models of Upright and Console Machines

Distributors
BRISTOL & BARBER, INC.
3 E. 14th St. New York City
SHERMAN, CLAY & CO.
741 Mission St. San Francisco, Calif.

THE C. E. WARD CO.
Manufacturers
NEW LONDON OHIO

STYLUS BARS

Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted . . . OHIO
P. O., ROCKY RIVER, O.

ODEON and FONOTIPIA

The Records with an International Reputation

Recorded in Europe



Pressed in America

Our 3000 Series double faced 12 inch \$1.25

Marvelous Orchestra Recordings by Marek Weber & Dajos Bela

Both artists are using a symphonic arrangement to interpret the peculiar charm of European Orchestra music. They follow the tradition created by the famous Viennese Waltzking Johann Strauss, by playing the first violin in their orchestras themselves.

This splendid combination, coupled with a repertoire of beautiful and melodious selections and the superb recording technique, are responsible for the sensational reception of these records.

Our 5000 Series double faced 12 inch \$1.50

The outstanding feature in these series is a set of three records, combined in an album, of the

UNFINISHED SYMPHONY by FRANZ SCHUBERT

(Complete with Album \$5.00)

This immortal masterpiece has been recorded in its entirety and without cuts by the Orchestra of the German Opera House, Berlin, and conducted by

EDUARD MÖRIKE

Our CELEBRITIES Series . . . single faced 10 inch \$1.00

“ “ 12 “ 1.50

These series comprise master recordings by

Maria Jeritza
Maria Ivogun
Barbara Kemp

Giacomo Lauri Volpi
Nino Piccaluga
Riccardo Stracciari

and many others.

Our FOREIGN LANGUAGE Series double faced 10 in. 75c.

“ “ 12 “ \$1.25

Bohemian
French
German
Greek
Hebrew-Jewish
Hungarian

Italian
Lithuanian
Mexican
Norwegian
Polish
Russian

Swedish
Serbian
Swiss
Slovak (Slavish)
Slovenian-Krainer
Turkish

The ODEON and FONOTIPIA

Repertoires are offering a wealth of Specialties to the live-wire dealer with which to reach every conceivable market and to stimulate his record business with Phonograph Music of an entirely new conception.

MANUFACTURED BY THE MAKERS OF THE FAMOUS OKEH RECORDS



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York City

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley'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

JOIN STAFF OF LOCAL OKEH BRANCH

Ray Wilson and B. Mishkind Added to New York Okeh Staff—Both Well Known in Trade

The New York distributing division of the General Phonograph Corp., New York, has increased its sales staff in order to take care of the requirements of the dealers in local territory. E. B. Shiddell, manager of the branch, announced recently that Ray Wilson and B. Mishkind had been added to the company's sales force. Mr. Wilson, who is well known in the local trade, having been identified with the talking machine field for many years, will cover the Yorkville district for the Okeh branch, and Mr. Mishkind will travel in Connecticut and New York State.

CARD BRINGS PROMPT PAYMENTS

Clever Collection Stimulator Reduces Delinquent Accounts

KANKAKEE, ILL., August 5.—The Lecour Department Store here has adopted a plan for stimulating collections which has proved very efficient. It consists simply of a little card bearing the following message:

"Successful business demands prompt collections and prompt payments. We request prompt payments in the same courteous spirit in which we solicit your esteemed trade. Both are necessary for our success."

The store pursues a very active policy in stimulating the expansion of its credit business, but simultaneously devotes a great deal of attention to maintaining standards of prompt payment from the very beginning of the opening of a new account. There is a suggestion in this for talking machine dealers who sometimes experience trouble in making collections promptly.

ENJOYS RECORD BUSINESS MONTH

Mutual Phono Parts Mfg. Co. Adds New Machinery to Plant to Facilitate Production

Andrew P. Frangipane, secretary of the Mutual Phono Parts Mfg. Co., New York, reports that July was one of the biggest months in the history of the organization. The amount of business placed during July of this year surpasses the total of May, June, July and August of 1922. The exceptional volume of orders placed during this Summer month presages considerable activity on the part of talking machine manufacturers for Fall production. The Mutual Co. has added new machinery to its factory during the past month, substantially increasing production facilities and providing increased service for the prompt filling of future orders.

Mr. Frangipane states that there is a strong tendency towards steadily increasing prices on raw materials, such as mica and metal, although up to the present time this has not affected the prices of Mutual products.

GOLDSTEIN & ZAREM IN TROUBLE

A petition in bankruptcy has been filed against Goldstein & Zarem, Inc., 127 East Twenty-third street, New York City. Liabilities are given as over \$10,000 and assets over \$2,000.

Mrs. E. Hoover Johnston formally opened a new talking machine and wall paper store at 5841 Forbes street, Pittsburgh, Pa., late in July.

CLEVER PLAN FACILITATES DEMONSTRATION OF RECORDS

Revolving Record Racks in Demonstration Booths of Summerfield's Furniture Store, Worcester, Mass., Eliminate Lost Motion and Wasted Time in Securing Records for Customers

R. V. Lewis, manager of the talking machine department of Summerfield's Furniture Store, Worcester, Mass., has hit upon a clever and successful idea for handling demonstration records in booths with a view to the convenience of both the salesman and customer, as well as to their selling possibilities. In each booth in the department is placed a large revolving rack. On the outside is found space for four records. The records are placed in large envelopes on the outside of which appears the name of the artist, the title of the selection and the type, whether soprano or tenor solo, orchestra number, etc. When the customer is ushered into the booth the salesman inquires what sort of records are desired. If the customer wants a dance selection the rack is turned and out of one of the pockets is pulled a late dance number by one of the prominent orchestras. Should the request be for a tenor solo, a number of that type also is easily found in the rack, and so on.

The plan is particularly convenient when the customer desires to hear a particular machine play records of various types. When the cus-

tommer is impressed with dance records it is a simple matter for the salesman to go to the record rack and pick out several corresponding numbers, and the same holds good with other types of music. Much time is saved, however, at the outset when, instead of having to search through the records for certain selections the salesman finds them available on the rack within the booth. The rack is large enough to hold practically a complete monthly series of records and it has been found that the system serves to keep the dealer constantly informed as to the selling possibilities of various numbers. For doing this he keeps a record on the back of the envelope and the number of sales of that particular selection that have been made, and can gauge his business accurately enough to eliminate guessing in ordering.

Another good feature of the plan is that the customer who comes in and insists on dance records, if left alone for a while by the salesman, is, nine times out of ten, inclined to look over the rack and play three or four selections of other numbers, which in itself proves an excellent sales producer.



You will be mailed a copy September 1st

Watch for it!

CERTIFIED

REPAIR MEN!—

This book will interest you!

There has been a vital need and wide demand for *precision* Repair Parts and Supplies. Numerous requests from repair men throughout the country have come to us for a catalog of **CERTIFIED REPAIR PARTS**. Therefore, we have issued this book—The Plaza Music Co. Repair Parts Catalog.

It contains enumerated description and illustration of parts and supplies that are **GUARANTEED** and **CERTIFIED** as to exactness of manufacture and quality of materials.

Above all, you have this ironclad assurance:—

Every "Certified" repair part bears an unconditional money-back guarantee against all defective workmanship and materials.

Write for your copy to-day. It is free.

PLAZA MUSIC CO.

**18 WEST 20th STREET
NEW YORK**

NEW BOOK ON MUSIC APPRECIATION

Victor Talking Machine Co. Announces Important New Addition to Its Literature

The Victor Talking Machine Co. has announced that there will be ready for distribution a new and thoroughly original course for the teaching of music appreciation in the elementary schools, the course in book form bearing the title "Music Appreciation With Victrola for Children." In announcing the new publication the company says:

"Our earlier publication, 'Music Appreciation for Little Children,' designed for the kindergarten and primary grades, met with great favor and did valuable pioneer service in this field. However, in response to the insistent demand of music supervisors and teachers, we have enlarged, rewritten and revised the course to embrace the work of the first six grades.

"'Music Appreciation with the Victrola for Children' presents a series of practical discussions on the fundamentals of the study of music appreciation, together with valuable helps and

suggestions on organization and teaching, and a complete course of more than one hundred and forty definite sequential lessons, illustrated throughout by Victor records. It has 288 pages; is cloth bound with gold imprint, and contains many illustrations in half-tone and color.

"This book will meet with a very heavy demand, for it is the only complete course on music appreciation in the elementary grades on the market to-day." The list price of the book is \$1.50.

RECORDS SELL TALKING MACHINES

Selection of Proper Records for Demonstration of Machine Has Important Bearing on Mood of Customers and Sales Results

Experience has proved to progressive talking machine dealers that the selection of records used in the demonstration of machines has a very important bearing on sales. One dealer has instructed and taught his sales people to try to analyze each machine prospect and before demonstrating the instrument select music which is certain to please the prospective patron, thus placing him or her in a mood receptive to the sales talk. A successful dealer stated recently to the writer that he had discovered that music which pleased customers made the work of the salesmen in selling instruments much easier. He also declared that where doubt existed as to the musical preference of the customer a waltz was the best type of music to play, this because of the fact that waltz music appeals both to lovers of the more enduring type of music and to those who prefer jazz and also to young and old alike.

SHOWING THE RECORD'S STRENGTH

SAN PEDRO, CAL., August 2.—The San Pedro Furniture Co., of this city, Columbia dealer, has utilized a novel method of demonstrating the strength of Columbia New Process records, at the same time calling attention to the Columbia phonograph. A New Process record is hung from the ceiling of the display window by a strong cord running through the hole in the center of the record and another cord passing through the same hole is fastened to a cradle which is made fast to an upright Columbia phonograph. A window card labels the stunt as follows: "New Process Columbia Record Holding a Weight of Over 150 Pounds."

PETERSBURG MUSIC STORE, INC.

PETERSBURG, VA., Aug. 6.—Papers of incorporation for the Petersburg Music Store, Inc., have just been filed here, assigning a maximum capital of \$50,000 and a minimum capital of \$5,000. The officers of the company are George B. Carter, president; J. K. Fletcher, secretary, and F. N. DeLuca, vice-president. The concern is licensed to deal in and manufacture musical instruments and supplies and conduct a general business in music.

PENDLETON HOUSE HOLDS OPENING

PENDLETON, ORE., Aug. 4.—The Pendleton Music House, of this city, recently held its formal opening in its newly renovated warerooms on Main street. The warerooms have been operated under their present name since January 1, when the new owners took over the Warren Music Co. The entire warerooms have been remodeled and a new front installed.

MUSIC'S DELEGATE IN FRANCE

Mrs. Eleanor Starkey, of the Aeolian Co., Back From Trip of Good Will Delegation

After spending about six weeks abroad as representative of the Aeolian Co., New York, in the Good Will Delegation to the Devastated Regions of France, Mrs. Eleanor S. Starkey has returned to New York City. The delegation of which Mrs. Starkey was a member arrived in France on May 30, making, together with the guides and official photographers, a party of 112. Their first official act was to place a wreath, sent by the American Legion, on the grave of the unknown soldier of France.

The outstanding feature of their trip was a nine-day tour through the devastated re-



In War Devastated France

gions of France, including Chateau-Thierry, Rheims, the Argonne, Soissons and Verdun. Mrs. Starkey spoke of the latter place as being the scene of the worst devastation. One of the most impressive sights was the bayonet trench, where a monument has been erected by Robert Trent. The bayonets are still visible protruding from the soil.

At Chateau-Thierry an old phonograph was found in the corner of a hotel formerly occupied by the American troops and a further search revealed some Vocalion records. Mrs. Starkey, as the only representative of the music industries, was presented with a bouquet of roses at Fontainebleau, where one wing of the Fontainebleau palace was turned over to the visiting Americans. The delegation sailed for home June 30, after having been each individually awarded a bronze medal as a token to those who came to assist France.

GRIFFITH INCREASING FLOOR SPACE

Newark Music House Takes Additional Store, Giving It Large Increase in Floor Space

The floor space of the Griffith Piano Co.'s Broad street, Newark, store will be nearly doubled in a few weeks, when the store adjoining it on the South is annexed as an additional showroom. The adjoining store has been the property of the Griffith Piano Co. for a number of years and has been occupied by H. Nadler, a dry goods merchant. With the expiration of the latter's lease a few days ago the Griffith brothers grasped the opportunity for enlarging their floor space and alterations were started at once. The plastering will be done to match that of the main store and the wall has been cut through in two places to allow the movement of pianos from one store to the other.

Dow R. Trent & Co., carrying a line of pianos, Victrolas, sheet music and records, are about to open for business in the Simonton Building, North Manchester, Ind.

Mr. Edison Man:—

Don't Say

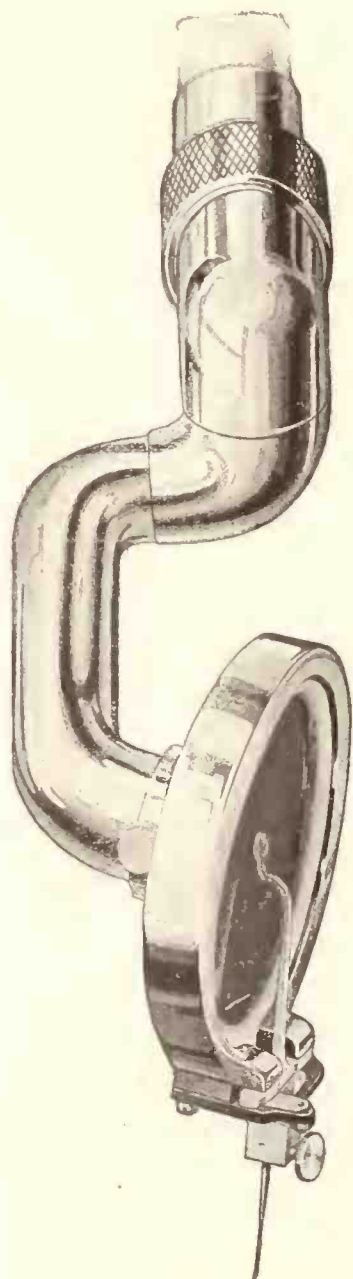
"KANT," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture.

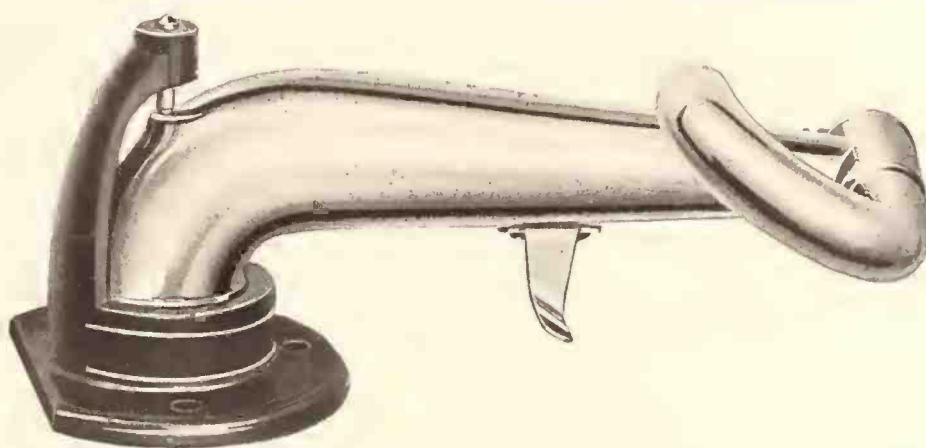
Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

FAVORITE TONE ARM "L"



This Tone Arm is Made of Heavy Brass Tubing, Nickel Plated **\$ 2.75**
Gold Plated \$4.50

SPECIAL COMBINATION—THIS TONE ARM
With "H" Sound Box (illustrated below) Nickel Plated \$3.25
With "G" Sound Box (illustrated below) Gold Plated \$5.00

Special Prices in Quantities. Inquiries from Jobbers Solicited

PHONOGRAPH SUPPLIES OF HIGHEST QUALITY. ALL FAVORITE MERCHANDISE GUARANTEED

MAIN SPRINGS

	Price each
2 in. x .022 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x .025 x 16 ft., for Edison.....	1.25
1 1/2 in. for Edison Disc.....	1.25
1 1/2 in. x .022 x 12 ft., reg. for Victor.....	0.60
1 1/2 in. x .022 x 12 ft., reg. for Victor.....	0.50
1 1/2 in. x .022 x 9 ft., reg. for Victor.....	0.45
1 1/2 in. x .022 x 17 ft., inside bent arbor.....	0.60
1 1/2 in. x .022 x 12 ft., inside bent arbor.....	0.50
1 1/2 in. x .022 x 9 ft., inside bent arbor.....	0.45
1 1/2 in. x .022 x 17 ft., both ends bent.....	0.60
1 1/2 in. x .022 x 12 ft., both ends bent.....	0.50
1 1/2 in. x .022 x 9 ft., both ends bent.....	0.45
1 3-16 in. x .025 x 16 ft., Heineman No. 44.....	0.60
1 in. x .025 x 12 ft., Heineman No. 33 and 77.....	0.40
1 in. x .025 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....	0.60
1 in. x .028 x 10 ft., for Columbia.....	0.38
1 in. x .022 x 10 ft., for Columbia.....	0.30
1 in. x .020 x 13 1/2 ft., for Victor.....	0.40
1 in. x .020 x 13 1/2 ft., for Victor, bent arbor.....	0.40
7/8 in. x .023 x 10 ft., for Blick motor.....	0.30
7/8 in. x .023 x 10 ft., oblong hole for Meisselbach No. 9.....	0.30
3/4 in. x .028 x 11 ft., pear shaped hole.....	0.30
3/4 in. x .025 x 10 ft., oval hole.....	0.28
3/4 in. x .022 x 8 ft., German motor.....	0.25
5/8 in. x .022 x 8 ft., for Swiss motor.....	0.22
2 in. x .025 x 11 ft., for Edison.....	0.22
1 in. x .025 x 18 ft., for Brunswick.....	0.65
1 in. x .022 x 9 ft., for Meisselbach No. 12.....	0.30

COLUMBIA REPAIR PARTS

No.	Price each
2951 Main springs.....	\$0.38
3451 Spring barrel bead.....Complete	0.75
5008 Spring, barrel winding gear, old style.....	0.75
3834 Spring barrel winding gear, new style.....	0.75
5106 First intermediate gears.....Complete	0.40
5107 Second intermediate gears.....Complete	0.40
12537 Worm gear for single-spring motor.....	0.30
12336 Bevel pinion single-spring motor.....	0.75
12333 Bevel pinion, regular style.....	0.35
12334 Bevel pinion, latest style.....	0.75
12385 Bevel pinion for old-style double-spring.....	0.50
12332 Bevel pinion disk shaft.....Complete	1.00
13496 Male winding pinion.....	0.30
12496 Female winding pinion.....	0.30
3004 Governor shaft.....	0.40
11778 Driving shaft.....Complete	0.50
13796 Governor balls.....Complete	0.08
3570 Governor springs, each \$0.02.....Per 100	1.50
6739 Stylus bar.....Complete	0.35
5010 Universal attachment.....	0.35
13228 Winding crank, 3 sizes.....Each	0.35
Governor screws, No. 2621.....Per 100	1.00
Barrel screws, No. 2621.....Per 100	1.00
Sound box thumb screws.....Per 100	1.50
6 Sound box, nickel plated.....	2.25

PARTS—HARDWARE

	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Melophone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for Independent arm.....	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for Independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.55
Piano hinges, nickel-plated, 1 1/2 in. long.....	0.22
Highly nickel-plated needle cups.....Per 100	2.00
Covers for cups.....Per 100	1.00
Highly gold-plated cups.....Per 100	7.00
Needle cup covers, gold-plated.....Per 100	5.00
Turntable felts, 10-in., round or square.....	0.15
Turntable felts, 12-in., round or square.....	0.18
Motor bottom gear for Triton motor.....	0.20

MEISSELBACH REPAIR PARTS

	Price each
P9764 Main springs for motors 16, 17, 19.....	\$0.50
P9765 Main springs for motor No. 12.....	0.30
CP532 Governor.....Complete	1.50
P1504 Governor shaft, new style.....	0.50
P1505 Governor shaft, old style.....	0.50
AP533 Governor ball.....Complete	0.50
CP644 Turntable shaft Nos. 16, 17, 19.....	1.25
CP645 Turntable shaft for No. 12.....	1.25
AP697 Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698 Spring barrel cup for No. 12.....	0.50
CP1113 Spring barrel shaft and gear.....	0.60
P1529 Brake lever, bottom plate.....	0.10
P604 Brake lever, top plate.....	0.10
AP528 Winding shaft for Nos. 16, 17, 19.....	0.50
AP529 Winding shaft, straight cut, Nos. 16, 17, 19.....	0.50
AP530 Winding shaft, spiral cut, for 10; 12.....	0.35
AP531 Winding shaft, straight cut, for 10; 12.....	0.35
AP591 Brake lever.....	0.35
CP536 Intermediate gear for Nos. 16, 17, 19.....	0.90
M Winding cranks, 3 sizes.....	0.75
140 Speed indicator.....	0.45

HEINEMAN REPAIR PARTS

	Price each
CP5226 Governor.....Complete	\$1.50
CP5229 Turntable shaft.....Complete	1.50
AP924 Governor balls, 33; 77; 44.....	0.10
AP925 Governor balls for No. 0 or 1.....	0.10
P5004 Governor pinion for No. 0.....	0.25
P5003 Governor shaft.....	0.75
CP9629 Speed indicator.....	0.45
P9764 Main spring for No. 33 or 77.....	0.40
P9765 Main spring for No. 36.....	0.28
P9766 Main spring for No. 44.....	0.60
AP9778 Spring barrel cup for No. 33 or 77.....	0.50
AP9779 Spring barrel cup for No. 36.....	0.50
AP9780 Spring barrel cup for No. 44.....	0.50
P9762 Winding shaft for motor No. 33.....	0.50
P9965 Winding shaft for motor No. 36.....	0.35
5304 Winding shaft for No. 44 or 77.....	0.75
5007 Escutcheon.....Complete	0.15
AP9409 Turntable brake.....	0.15
AP10072 Winding crank, 3 sizes.....	0.75

STONE ARMS

	Price each
No. K, with sound box.....	\$1.25
No. L, nickel-plated without sound box.....	2.75
No. L, gold-plated, without sound box.....	4.00
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated, without sound box.....	4.50
No. M, tone arm, Meisselbach sound box.....	4.75
No. M, gold-plated Meisselbach sound box.....	7.50

SOUND BOXES

	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. I Nickel-plated, loud and clear.....	3.00
No. I Gold-plated, loud and clear, for Victor.....	4.50
No. M Nickel-plated, mellow tone, for Victor.....	1.75
No. M Gold-plated, mellow tone, for Victor.....	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported, nickel-plated.....	0.75

STEEL NEEDLES

	Price each
Brilliantone, all tones.....Per 1000	\$0.45
Blue Steel Reflex, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

VICTOR REPAIR PARTS

	Price each
5012 Winding gear.....	\$0.60
5013 Turntable gear, straight cut, small teeth.....	0.35
5014 Turntable gear, large teeth, straight cut.....	0.35
5015 Turntable gear, small teeth, spiral cut.....	0.35
5016 Turntable gear, big teeth, spiral cut.....	0.35
5021 Rubber back for exhibition box.....	0.35
5017 Rubber back for No. 2 sound box.....	0.35
5018 Governor collar.....	0.15
5019 Spring barrel shaft.....	0.63
5020 Stylus bar for No. 2 box.....	0.35
5022 Stylus bar for exhibition box.....	0.35
5011 Attachment for vertical cut record.....	0.25
Governor springs, for Victor.....Per 100	1.00
Governor screws, for Victor.....Per 100	1.00
Governor balls, new style.....Complete	0.08
Needle arm screws for exh. box, per 100.....	1.50
Needle arm screws for No. 2 box, per 100.....	1.50

MICA DIAPHRAGMS

	Price each
1 23-32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/2 in., new Victor No. 2, very best.....	0.18
1 31-32 in., for Sonora.....	0.20
2 1-16 in., for Meisselbach box.....	0.22
2 3/8 in., for Pathé new style.....	0.35
2 3-16 in., for Columbia No. 6.....	0.25
2 9-16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

	Price each
Pathe very best, loud tone, genuine.....	\$0.12
Pathe, soft tone, ivory setting.....	0.18
Pathe, soft tone, steel setting.....	0.10
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

ATTACHMENTS

	Price each
Kent, for Victor arm.....	\$0.25
Kent, for Edison with our C sound box.....	2.50
Kent, without box for Edison, nickel or gold.....	1.60
For Columbia, plays Vertical records.....	0.25
Kent special adapter with sound box, gold-plated or oxidized.....	4.95

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

	Price each
Meisselbach, No. 17, 3-spring.....	\$15.00
Meisselbach, No. 19, 4-spring.....	17.00
Krasberg, 2-spring.....	9.00
Krasberg, 3-spring.....	10.50
Krasberg, 4-spring.....	13.50
Heineman, No. 36, 2-spring.....	7.50
Heineman, No. 33, 2-spring.....	8.50
Heineman, No. 77, 2-spring.....	9.50
Heineman, No. 44, 2-spring.....	12.50

All motors complete with 12 in. Turntables.

ILSLEY LUBRICANT

	Price each
25-lb. Can.....	\$6.50
10-lb. Can.....	3.00
5-lb. Can.....	1.60
1-lb. Can.....	0.40
4-oz. Can.....	0.15



Special Prices in Quantities

FAVORITE MFG. CO., 105 East 12th St. N. Y. CITY

TELEPHONE 1666 STUYVESANT



With the firm bow that so eloquently reveals a master's touch, Toscha Seidel this month presents Schubert's "Valse Sentimentale"—Record 81006.

It is a quiet, graceful waltz—one of a collection said to have been composed by Schubert as his share in the festivities of a small Vienna coterie. Seidel's presentation is entirely unconventional and altogether charming.

COLUMBIA GRAPHOPHONE CO.
New York

DEALERS COMBINE FOR AD DRIVE

Alliance, O., Victor Dealers Pool Interests to Boost Sales of Latest Record Releases Through Advertising in Local Newspaper

ALLIANCE, O., August 6.—Although keen competitors three music stores of this city, all Victor dealers, get together each month in exploiting the month's new record releases. The Alliance Review, on the first of each month, uses a stereotype mat of Victor records released for the month, issued by the Victor Co. This is reproduced, together with comment on the various records. All three of the Victor dealers—J. H. Johnson's Sons, Cassidy Drug Co. and Vernon Music Co.—use a third-page space of display advertising on Victor products. This is the first instance in this section where competitors have pooled their interests in this way.

GIMBELS FEATURE R C RADIO SET

During July a deal was closed by Gimbel Bros., well-known department store, with the Radio Corp. of America, involving a purchase of 20,000 Radiola receiving sets. The only model featured in this sale was the R C set, which is well known in the radio trade, but which will not be manufactured any longer. Gimbel Bros., together with a chain of department stores throughout the country, placed the instruments on sale at a figure considerably lower than the original retail prices.

THE WORD "PLEASE" PAYS

Someone told Tom Dreier, who writes so interestingly in Forbes Magazine, that not less than \$1,000,000 was paid last year for the use of the word "please" in telegrams. This led him to remark sententiously that "fortunately it doesn't cost us anything to use it in our daily conversation."

CLEVER TRUCK AD SELLS RECORDS

Hockett-Bristol & Cowan, Live Fresno, Cal., Dealers, Make Truck Pay Dividends

FRESNO, CAL., August 1.—Hockett-Bristol & Cowan, live Edison and Columbia dealers, 1253 J street, this city, are securing a great deal of excellent record publicity which is resulting in sales from their delivery automobile. As may be seen in the illustration, a large imitation record has been secured to the body of the



Hocket-Cowan Music Co. Truck vehicle. The record is covered with tin and is four feet in diameter. Each late dance number is featured on this record for one week. This and the fact that local orchestras feature the number at the same time have boosted sales.

NEW ARTISTS MAKE OKEH SPIRITUALS

The Morehouse College Quartette, of Atlanta, Ga., representing one of the best-known colored colleges in the South, makes its debut in the talking machine industry with two numbers just announced on Okeh records. These selections were recorded during the recent trip of the special recording expedition sent down to Atlanta by the General Phonograph Corp. under the direction of R. S. Peer. The first record by this college quartette features two time-honored colored spirituals, "Swing Low, Sweet Chariot" and "Down by the Riverside."

ADVOCATES "TALKERS" FOR COURTS

Texas Judge Predicts Time Will Come When Talking Machines Will Be Used to Speed Course of Justice and Cut Expenses

"It is my firm belief that before many years have elapsed court proceedings will all be recorded by means of phonographic records," said Judge E. B. Muse, of Dallas, Tex., in speaking of the remarkable strides taken by science in recent years.

"Such being the case," he continued, "instead of long-drawn-out second and third trials, all that will be necessary is for photographs of the principals and the records of their testimony to be placed before the judge and jury.

"Further, wills can also be recorded with any parting admonition, such as the division of property, included on the record.

"If a system of this kind were introduced into our courts the decrease in the cost of court proceedings can hardly be counted in dollars and cents, because of its magnitude. Witness fees would only have to be paid once. The jury would have to be held about one-eighth as long, to say nothing of the expense of special prosecutors and the like. Judges would have more time to dispose of more cases. Bailiffs and other attendants could be greatly diminished. In fact, there are innumerable expenses that could be eliminated."

BRAIN, WILL POWER AND LABOR WIN

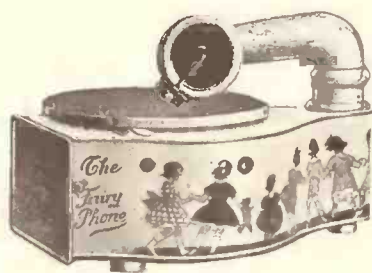
Ignace Jan Paderewski, the great pianist, whose Victor records are so universally popular, is, in the opinion of an eminent writer, an outstanding example of the successful man. Through his talents as a pianist he accumulated a fortune only to give practically all of it to his country, Poland, in the hour of her need. Then he came to America on a concert tour and in the short space of six months earned another fortune of half a million dollars. Easy money? Hardly. It has been a rule of Paderewski's life to practice on the piano eight hours a day. He was born, of course, with a gift and taste for music, but it was brain and will power and labor that made him the incomparable artist.

A PROGRESSIVE LACONIA DEALER

Leroy Thomas, who recently bought out the interest of C. L. Howe, in the Portsmouth Flower Shop, Laconia, N. H., has redecorated the establishment and installed a number of new record racks and two new booths finished in white bungalow style, which are arranged in a very attractive manner. Mr. Thomas enjoys a very high-grade clientele in both Victor talking machines and records and the Pooley line.

F. Van Vogart, formerly manager of the Victor department of the A. E. Gardner Co., Iowa Falls, Ia., is now manager of the talking machine department of the Davidson Co., prominent concern in Waterloo, Ia.

"THE FAIRY-PHONE"



Size: 26,5x20x11 cm,
net weight: 2,5 kg

The best selling
toy-phonograph playing a 10-inch record,
very pretty, unbreakable,
extraordinary
cheap

Direct delivery through our German branch

Distributors wanted for Wholesale

Nordisk Polyphon A/S., Copenhagen, Denmark, Vodroffsvej 26

What Is the Worth of Your Trade Paper?

Value of Trade Paper Depends Upon Use Made of It—System for Classifying and Preserving the Items of Value From Each Issue

"I don't have much time for reading," said E. E. Peck, an Iowa wholesaler, recently, "but there are two or three trade papers coming to my desk which I always make it a point to read. I do this even if I have to stick them in my pocket and take them home with me.

"If I see anything in them that looks like an idea or a suggestion that ought to fit in with our business I make a note of the article on the cover page, and when I take it back to the office with me in the morning it is passed among the executives or salesmen responsible for the particular phase of our business to which it applies."

Mr. Peck is a very busy man. He must read to a purpose and to a point. Hence he selects his trade papers as being the most valuable for the time he has to spare. He has a very good reason for doing this, and that reason is because he has found that it pays.

Another Iowa business man whom I used to know was a very careful and systematic reader of his trade papers. His name was W. A. Spurrier, Jr., and he conducted something like fourteen separate and distinct businesses with the same organization, all of which were more or less closely related.

"There are dozens of workable ideas presented in your trade paper every year," he said to me in telling about it, "but, for the most part, the average man doesn't take affirmative steps to preserve such ideas and such information.

"We used to pile the trade papers on top of the desk here and let them go. If anything came up we ran through the pile and hunted up the tip or the article we had read on the subject. Sometimes we found what we wanted and sometimes we didn't. You know how it is when you are hunting for the thing that you want.

"Then, about twice a year, we'd get tired of that dusty pile of periodicals on top of the desk and chuck them into the janitor's waste basket; maybe some one in the office would 'borrow' the periodical and not bring it back. From one cause or another we didn't seem able to put our fingers on the thing we wanted.

"That's poor business—any one knows that. I came face to face with the proposition a few weeks ago, when an important article was lost and I spent \$3.50 in telegrams and two hours' time trying to get another copy, and I decided that it was time to call a halt.

Simple Filing System

"We arranged a simple system, at slight expense, which will make it possible for us to lay our hands on the vital points of interest to us

brought out in each issue of our trade periodicals. It is working to excellent advantage because we are finding it possible to use a great deal more of the ideas presented than we thought possible, simply because they are now available at a moment's notice."

Then he went ahead and outlined the system. It is so simple that any business man can make use of it, no matter what business he may be engaged in, or where his business may be located.

Mr. Spurrier liked to take his trade papers home with him to glance through in his hours of relaxation. He marked on the cover of the periodical the numbers of the pages on which matter pertinent to his business was to be found, and opposite each notation the initials of his executive who was to read the same. As soon as he returned to the office the following morning the trade paper was sent the rounds of the executives. When they had read the particular matter called to their attention the periodical was returned to the stenographer, whose duty it was to make up a card index of the article listed on the cover page.

This index is alphabetical and arranged under general headings like Advertising, Prices, Markets, Selling, Office Plans, etc., so that the particular plan, tip or article may be easily called up when needed.

The card index is placed in a simple little box cabinet such as can be purchased from any office appliance house and is placed on a corner of the stenographer's desk, says Chesla C. Sherlock in the Retail Ledger, Philadelphia. She keeps the index and the file and is personally responsible to have it up to date all the time.

The trade papers are filed away in a large, legal-sized cabinet wide enough to take all sizes of periodicals in plain alphabetical classification, according to trade or branch of the trade and the date of their publication. They are ordinarily kept in this file for six months, after which they are destroyed as having lost their timeliness, unless they are of such importance as to cause them to be placed in the "Year" file, where they are kept for a full year. All periodicals taken from the year file have the remaining important matter, which is quite likely to be permanently important, clipped and filed away in a scrap book.

This plan makes it possible for the business man to have at his fingertips a constant source of new and vital ideas applicable to his business operations. The idea is at once practical and inexpensive. The file is never cluttered up with useless material, for the unimportant has been sorted out at the first reading of the trade

paper. If certain issues contain nothing of importance they need not be filed and so the file can be kept free of material that is not vital and worth while.

Suppose a problem in merchandising came up in the Spurrier office in the course of the day's work. The girl was called in and something like this took place:

"Miss Smith, we are confronted with a problem in merchandising. Will you bring me the periodical file index card on that subject?"

It was the work of but a few seconds for Mr. Spurrier to run over the list on that subject and determine whether or not suggestions covering the point were on the file. If anything was located, it was the work of a few more seconds to have it laid before him.

The advantage of this plan is that it is "liftable," it may be used by any one who does business, whether he be operating a crossroad store or managing a mammoth manufacturing concern. And it is just such liftable ideas as this, applied by business men everywhere, that are raising the standard of business the country over and making the day's work easier. If it is worth while to take your business papers it certainly will be worth several times their cost to you in the course of the year to be able to put your hands on the information they offer that is vital to your business.

Examples of Use

An example of how business men have used ideas taken from their trade papers to marked advantage may be cited here as a basis for the foregoing contention:

The very first one that comes to mind is one which arose in the experience of W. A. Spurrier, Jr., himself. Through reading building trade papers the idea grew in Mr. Spurrier's mind that home builders are often handicapped because they don't know just how their hardware would look on the finished building or were doubtful as to its serviceability. So Mr. Spurrier spent some weeks trying to figure a way in which to demonstrate his wares. At last he built telephone booths which are miniature bungalows in his store for the accommodation of his customers and in which he had put the lines of hardware he wanted most to push. These booths, each wall having a different finish, each window and door having different hardware, attracted a great deal of attention and caused local builders to flock to his store.

No man can be cheated out of an honorable career in life unless he cheats himself, declared Emerson. If you believe in yourself and in your capabilities, you will not be cheated.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

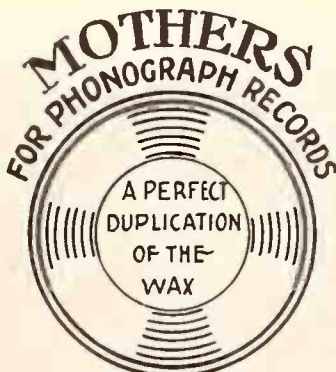
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS





Elite
\$265

Assure Yourself Larger Fall Business with Sonora

IF you have kept careful watch of business indications, you know that the coming fall may become the most profitable in *years*. Your opportunity is at hand to place your business on a better footing than ever before.

But to accomplish this, you must realize that *quality* is going to have the undisputed right of way and that the dealer who handles recognized high quality merchandise will surely obtain the lion's share of the fall business.



Marquette
\$125

Take on Sonora right now and cash in on this demand for the best phonographs. We can arrange to supply your fall requirements if you will advise your distributor or us at once.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

State of New York

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

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

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

The Magnavox Co.,
115 Jessie St., San Francisco, Cal.

Lower Michigan, Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkley Bldg., Cleveland, Ohio.

States of North Dakota, South Dakota, Minnesota and Northern Iowa

Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo.; St. Joseph, Mo.

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

Illinois and Eastern Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island

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

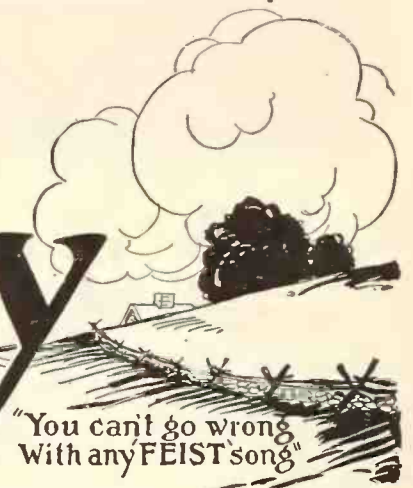
Greater City Phonograph Co., Inc.,
234 W. 39th St., New York





Car-o-lin-a Mam-my I'm long-in' for you — Car-o-lin-a Mam-my
Carolina Mammy

A Real Southern Mammy Song



"You can't go wrong With any FEIST song"

INDISCRIMINATE GRANTING OF CREDIT A POOR POLICY

Losses Resulting From Dishonesty and Repossessions Because of Inability to Pay Are Evils of Lack of Care in Extending Credit—How a Department Store Checks Up on Patrons

Reasonable care must be exercised by the talking machine dealer in granting credit to prospective purchasers. Despite the fact that by far the majority of people are honest and intend to meet their obligations promptly the fact that they are permitted to purchase on the instalment plan any instrument they desire often leads to purchasing something beyond their means. The ultimate result, unless the dealer restrains the customer, is that payments become irregular and sometimes repossession, with all its attendant evils, is necessary.

To safeguard against such conditions many dealers have evolved plans for determining the credit standing of customers before the instrument is delivered. The form reproduced below is an excellent example of the thorough system of the department stores to safeguard their own interests. This particular form is used by the talking machine department of L. Bamberger & Co., Newark, N. J.:

CREDIT APPLICATION TALKING MACHINE DIVISION. Lease No., Name, Residence, Former Address, Business, Business Address, Employer, Owns Property, Landlord or Agent, Address, Trade Reference, Personal Reference, Remarks, Submitted, Approved, Salesman, Manager Dept.

A. R. Filante, manager of the talking machine department of L. Bamberger & Co., who has had wide experience in the talking machine business, in commenting on the granting of credit, declared that the average customer is inclined to resent the questions on a form such as

this and that only by the tactful explanation of the salesman as to the reason for this precaution before granting credit could antagonism and embarrassment be averted. "The salesman should put the matter right up to the customer," said Mr. Filante. "He should exercise the greatest tact and diplomacy in putting the customer in the position of the store if conditions were reversed and, if this is done, in ninety-nine times out of a hundred the patron will see the light.

"I can almost instantly tell whether a customer is straight and intends to meet his or her obligations. I am more inclined to suspect the customer who submits to the questions on the form without protest or embarrassment than to the customer who becomes indignant and flustered. Because a person takes the matter coolly, however, is no reason why motives should be questioned, but it is always better to be careful. One never can tell and in the instalment business an ounce of prevention is worth a pound of cure."

OTTO HEINEMAN VISITS "WINDY CITY"

Otto Heineman, president of the General Phonograph Corp., spent a week in Chicago recently, making his headquarters at the offices of the General Phonograph Corp., of Illinois. He conferred with S. A. Ribolla, general manager of this company, regarding sales plans for the coming Fall and was gratified to learn that the demand for Heineman motors in Chicago territory showed every indication of hitting a high-water mark during the 1923 Fall season. Mr. Heineman also visited the offices of the Consolidated Talking Machine Co., Okeh jobber in Chicago, where, E. A. Fearn, president of the company, submitted figures indicating that Okeh records were gaining new friends in Chicago territory day by day.

An attractive new furniture and talking machine establishment has been opened at 441 Germantown avenue, Philadelphia, Pa., by Harry Lenowsky, of this city. Modern fixtures have been installed throughout.

PRAISES SONORA DURABILITY

Geo. E. Brightson Receives Interesting Letter From Sonora Owner—Instrument Giving Splendid Service After Being Mishandled

Geo. E. Brightson, president of the Sonora Phonograph Co., New York, received recently a very interesting letter from F. C. Goodyear, Norwalk, Conn., owner of a Sonora phonograph. In his letter, which constitutes a remarkable tribute to the Sonora phonograph, Mr. Goodyear states as follows:

"In the Spring of 1916 the freighter 'Marion' went down in Norwalk Harbor. Included in its cargo was a shipment of Sonora phonographs consigned to your local dealer. At that time I was conducting the Royal James Inn at Norwalk. The day the 'Marion' was raised the agent for the steamboat line came in for lunch with the insurance adjuster. Half jokingly, I think, the agent suggested that I might buy one of the badly water-soaked Sonoras.

"I was not such a vain prospect and asked to see the machines. I selected the least damaged case. I had little to judge by in the matter of motors, but I saw that they had been thoroughly bathed in oil before shipment. Notwithstanding the days it had lain in the water and mud of Norwalk Harbor a cabinet maker, for very little cost, restored the case as good as new; the motor ran perfectly—all I needed was a motor board and crank handle.

"I have told the story of its reclamation to hundreds of friends. Never have I heard a sweeter or clearer toned instrument. Nearly every day one or the other of my three children are playing it. Somehow it never jars one's nerves. It is so mellow and unmechanical. You may be sure that no offer of money could induce me to part with my Sonora, which has been such a companion of instruction and pleasure. Not for years will I need a new machine, but when I do you may take my word for it, it will be a Sonora. (Signed) F. C. Goodyear."

NEW YORK FIRM BANKRUPT

A petition in bankruptcy has been filed against Temistolle Mattioli, doing business as the Metropolitan Music Store, 720 East 187th street, New York City, which handles musical instruments of all kinds.



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

BROADMAN'S BOOTHS BETTER BUILT BETTER DESIGNED

Designers and Manufacturers Music Stores a Specialty

BROADMAN WOODWORK FIXTURE CO.

TELEPHONE DRYDOCK 9069

652 EAST 12th ST. NEW YORK, N. Y.

The Necessity for Ethical Merchandising

Dissertation on Need for Practice of the Golden Rule by A. G. Farquharson, Secretary, Music Trades Association of Southern Cal.

Sales of phonographs and records seem to have been about normal during the past month. The volume of sales of the former do not appear to have shown the large increase to which, month after month, dealers have become accustomed in recent years, although there have been increases over the corresponding period of last year in all cases, but not so great. Managers of departments are naturally anxious to show the greatest possible increase and they grasp every opportunity that presents itself for bringing more new customers into their stores.

In the opinion of the majority of phonograph managers, however, there is a great difference between the new and the old and established forms of advertising—old and established, however, only in that they must be strictly truthful and follow along lines as laid down by the old-line talking machine manufacturers in those days when the latter were able to enforce their opinions of fair and truthful advertising. It is considered harmful to the prestige of a house to advertise sales which may be perfectly legitimate and carried out to the letter in their fulfillment, but which, nearly always, imply something beyond.

The advertisement may be set up in such a fashion that an important word, modifying a sales offer, is in small and insignificant type and will easily escape the notice of the reader and prospective buyer. Or, there may be an insinuation that the sale covers other goods or makes, which are, however, never meant to be included in the sale. A moderately clever advertising man can easily invent a score or two of ways

of misleading the public and yet still keep within the law. Then there is the scheme of advertising ridiculously low terms and, at the same time, instructing the salesmen that the conceding of such terms to customers will mean the reduction of their commissions or the losing of their position. These are tricks pure—or rather impure—and simple; they could be played by two or more, but are generally despised by the high-class houses.

Again, there are large and small houses which, taking advantage of the custom of the majority of their fellow dealers to charge a certain rate of interest on deferred payments, or to accept a minimum payment each month, advertise verbally and in the newspapers that they will charge a lower rate of interest, or none at all, and will accept lower first and monthly payments. It is a curious fact that the dealers who indulge in this kind of competition, invariably boast that their customers make larger payments than is required of them and although they declare they stand ready to carry out the advertised low payments it is not necessary.

Of course, a continual dose of such tactics has the effect of influencing the men who are striving to sell quality rather than terms, and who shrink from stretching, or playing hide-and-go-seek with, the truth in advertising. They find themselves wondering sometimes whether so-called "merchandising" can cover every violation of the golden rule in regard to one's competitor and justify a reckless attempt at all times to fool the public.

Questions and conditions of these kinds arise

and have arisen in every big city and they generally lead to a general acceptance by all. One by one, or several in a body, dealers slash their terms or their rate of interest—generally going one better or lower; sensational sales—with jokers in them—are put on by one and all, until all are equal in their schemes of "merchandising" or degradation. After all that, there is an armistice or peace.

"The survival of the fittest," shouts the big merchant, and adds, "We want to serve the public." "Merchandising," squeaks the little man, who thinks that he can get away with lower overhead and rise to be as big as the rich "public servant." "Let us keep our business on a high plane," sighs the old-established dealer. "Everybody loses out in the long run," observes the onlooker. Recently a great analyst of business and business conditions stated that religion was necessary in business. If this is true, then surely the merchant should love his competitor as himself. It is quite possible that some day the merchant prince and the little man and the old-established dealer may have a few quiet moments of retrospection just before retiring to take the long, long sleep. It is said that such retrospections are very vivid and complete. Will they feel justified in respect to their duties to their neighbors? They loved their neighbors as themselves—as far as possible. But their competitors? Well, the competitors were neighbors, of course, but in business, you know, one cannot let sentiment interfere. That would ruin all opportunities of "merchandising."

CONFIDENCE

When you deal with Collings & Company you have the assurance that your jobber is distributing in a concentrated area.

Thus, during a shortage, your interests are protected, because allotments are not scattered in the pursuit of new business.

By supporting your logical jobber, you help build a service of efficiency which a prospering retail business demands.

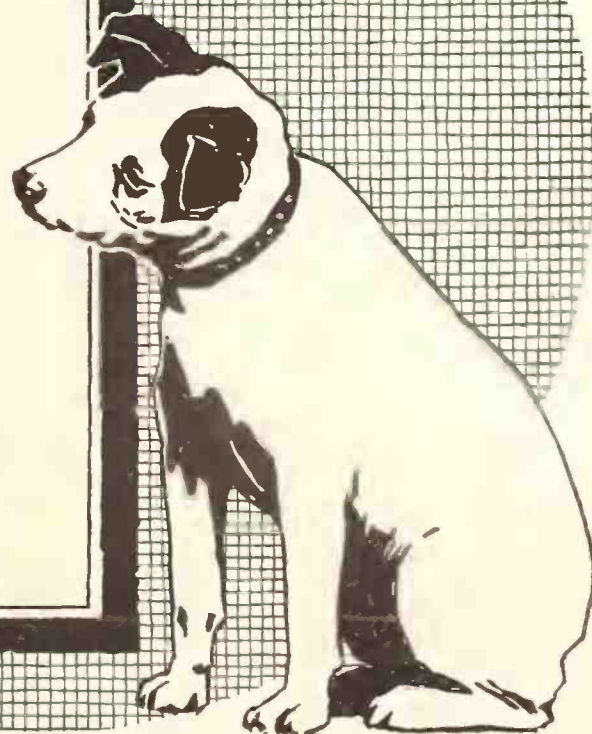
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.

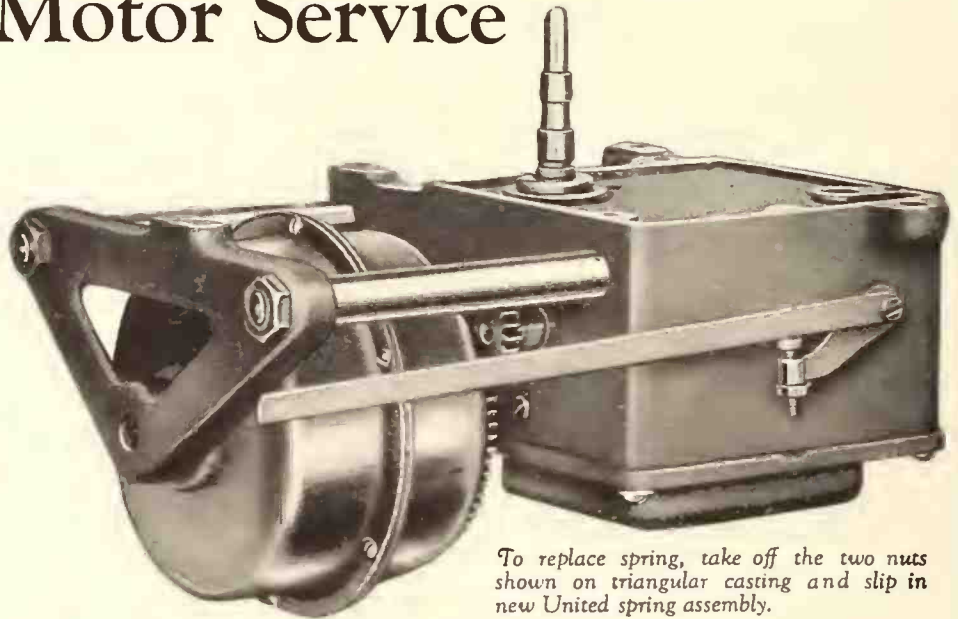




“United” Phonograph Motor-Users, Everywhere, Welcome This Innovation In Motor Service

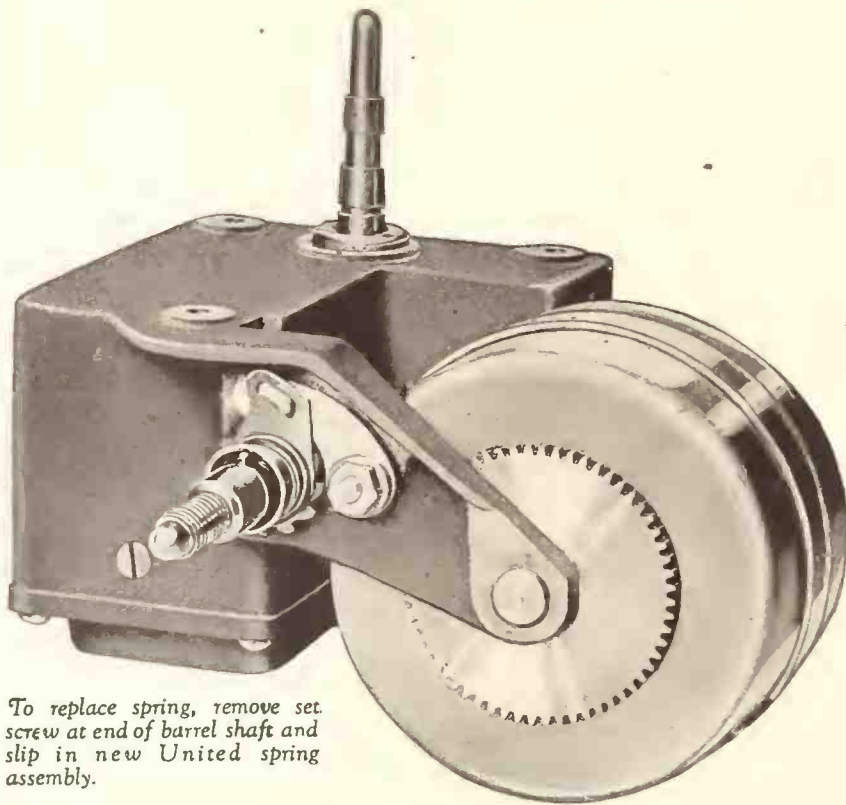
All service men agree that most phonograph troubles are *spring* troubles.

And all are familiar with the difficulties attending the replacement of a broken spring in a customer's home.



To replace spring, take off the two nuts shown on triangular casting and slip in new United spring assembly.

The New Way—the “United” Way replaces a spring in 2 or 3 minutes —without even soiling the fingers!



To replace spring, remove set screw at end of barrel shaft and slip in new United spring assembly.

It is simplicity itself—we supply our trade with the *complete spring assembly* and all it is necessary to do is to slip out the old barrel and slip in new one.

On our No. 5 and No. 6 Models all the repair man has to do is to take out set screw at end of barrel shaft, slip out the shaft and exchange old barrel for new.

On our new No. 7 Series, he unscrews the two nuts at the ends of the suspension rods, puts in new barrel and replaces nuts.

Dealers with customers on the farm or at a distance, can send new barrel and let the customer make the exchange himself.

UNITED MANUFACTURING AND DISTRIBUTING COMPANY

9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

THIRTEEN EXCELLENT REASONS FOR LOSS OF CUSTOMERS

Investigation Discloses Interesting Data Showing Various Reasons for Discontinued Patronage—Indifference of Salespeople Leads in Driving Trade Away From the Store

Thirteen reasons for discontinuing patronage were given by 200 former customers of a merchant in answer to a letter asking for an honest expression of why they no longer favored him with their patronage. The letters were sent to all customers on this merchant's books from whom he had heard nothing for a year or longer and the responses were as follows:

- | | |
|---|-----|
| 1. Indifference of salespeople..... | 47* |
| 2. Attempts at substitution..... | 24* |
| 3. Errors | 18* |
| 4. Tricky methods | 18 |
| 5. Slow deliveries | 17 |
| 6. Overinsistence of salespeople..... | 16* |
| 7. Insolence of salespeople..... | 16* |
| 8. Unnecessary delays in service..... | 13* |
| 9. Tactless business policies..... | 11 |
| 10. Bad arrangement of store..... | 9 |
| 11. Salespeople's ignorance of goods..... | 6* |
| 12. Refusal to exchange purchases..... | 4 |
| 13. Poor quality of goods..... | 1 |

Total200

* Salespeople responsible for loss.

One hundred and forty, or 70 per cent, of these customers said they discontinued their patronage because of seven ways in which the store's salespeople failed to please them, says the Philadelphia Retail Ledger. These seven ways were thus described:

- | | |
|---------------------------------------|----|
| 1. Indifference of salespeople..... | 47 |
| 2. Attempts at substitution..... | 24 |
| 3. Errors | 18 |
| 4. Overinsistence of salespeople..... | 16 |

- | | |
|--|----|
| 5. Insolence of salespeople..... | 16 |
| 6. Unnecessary delays in service..... | 13 |
| 7. Salespeople's ignorance of goods..... | 6 |

Customers lost by these.....140
Forty-seven, or 23½ per cent, gave as their reason for leaving "indifference of salespeople."

Sixty, or 30 per cent, of these customers were lost because of six other things they did not like about the store. But these six things lost less than half the loss by the seven ways in which the salespeople failed to please.

This merchant's experience shows the human relations to be the most important factor in winning, pleasing and holding a store's customers.

- Customers expect salespeople to
- Be alert.
 - Be courteous and respectful.
 - Be eager to serve.
 - Be attentive.
 - Be accurate.
 - Know the goods they sell.
 - Tell the truth about merchandise.
 - Call attention to new merchandise.
 - Give quick service.
- A merchant can help his salespeople by
- Giving proper training.
 - Giving incentives to better selling.
 - Keeping accurate records of what each salesperson sells and does.
 - Rewarding salespeople according to their ability.

NEW SONORA DEALER HELP

Advertising Window Valance Prepared by Company for Its Dealers' Use

One of the latest "dealer helps" devised by the sales department of the Sonora Phonograph Co., Inc., 279 Broadway, New York City, is a most attractive advertising window valance which is furnished to Sonora dealers who desire it. In response to many requests from dealers the company has arranged with a manufacturer to supply these valances to dealers at the unusually low price of 90 cents a linear foot.

These valances are made of mercerized pop-

lin, submit a rough diagram giving the measurements of each frontage where he wishes to place a valance. This includes front, sides and door. The measurements should be taken from the outside of the window and should show the exact measurements of the glass. They will be made up to order in about two weeks' time.

THOMAS A. EDISON MADE A KNIGHT

EAST ORANGE, N. J., August 4.—Thomas A. Edison has received an honorary knighthood for life conferred on him by the Order of Loyal Knights of the Round Table. The de-



New Sonora Advertising Valance

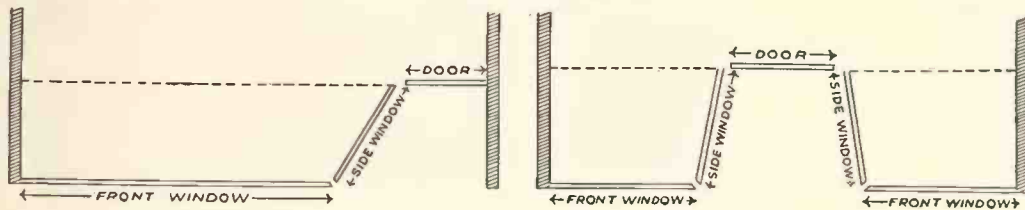


Diagram of Sonora Advertising Valance

lin. The body is in ecru, the name Sonora in gold with the trimmings in blue. This color combination follows out the Sonora plan and is most attractive. The colors are guaranteed sun-proof by the manufacturer.

It is suggested that the dealer, in ordering

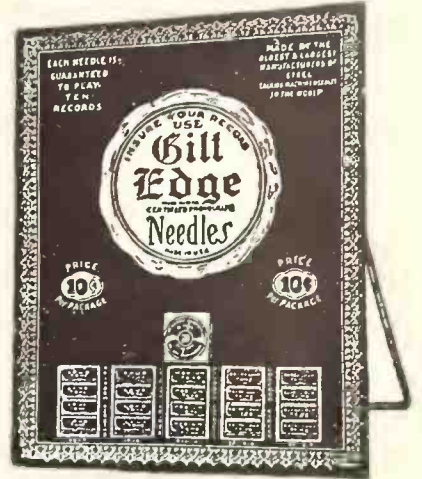
gree was given Mr. Edison for his services in the fields of invention, electricity and mechanics. Mr. Edison is the second recipient of an honorary degree in the order, Luther Burbank being the first.

COLIN O'MORE IN GRAND OPERA

Colin O'More, popular tenor and Vocalion record artist, has signed a contract to sing leading tenor roles with the San Carlo Opera Co. during the coming season.

In the High Court of Efficiency one's standing is determined not by what he did yesterday, or what he intends to do to-morrow, but what he does to-day.

More Sales More Profits IN GILT EDGE NEEDLES "A Bagshaw Product"



Dealers are finding that our Assorted Display Stand is a Silent Salesman for them. It shows at a glance our complete assortment of Gilt Edge Needles—40 packages of Loud Tone, 20 packages of Extra Loud, 20 packages of Medium and 20 packages of the popular Dance Tone—100 packages in all, each package containing 50 needles. And the price for this beautiful stand with needles is only \$5.00.

Your selling price is 10c a package or \$10 for the complete assortment. A clean profit of 100 per cent for you.

The Blue Steel Needle That Plays 10 Records

Each Reflexo Blue Steel Needle with three tones in one will play ten records perfectly on any make phonograph. They are scientifically made by the Bagshaw Company, manufacturer of the highest-grade phonograph needles in the world and guaranteed to give satisfaction. Once your customers have tried these needles they will never use any other kind.

ASK YOUR JOBBER
WRITE FOR SAMPLES

Reflexo Products Co.

Incorporated

Sole Agents for

W. H. Bagshaw Co.

Gilt Edge and Reflexo Blue Needles.

Factory:—Lowell, Mass.

Office:—347 Fifth Avenue
New York City

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every
make of sound box and motor

Special attention to out of town
trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

You, too, can enjoy a new prestige and constantly growing patronage

UNEXCELLED beauty of tone—master craftsmanship in cabinet work—these features of Widdicomb phonographs make an instant appeal to discriminating buyers.

Merchants handling the Widdicomb find that they are steadily broadening their prestige and increasing their sales among people of taste and good judgment. The twofold appeal of the Widdicomb will help you to get your share of this class of patronage.

It will pay you to investigate the possibilities of the Widdicomb franchise. Write today for catalog and complete details.

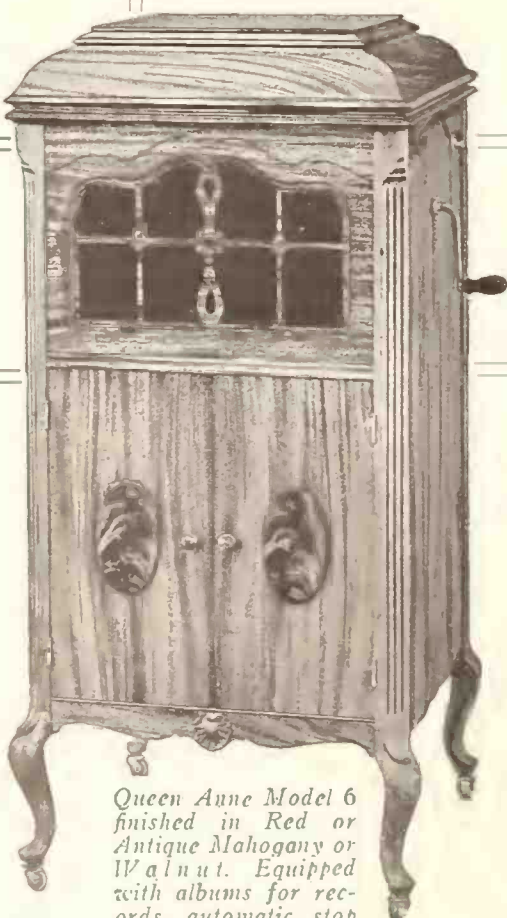
THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street

CHICAGO: 327 S. La Salle Street



Queen Anne Model 6 finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.



Adam Model 12—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood fashioning. They are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices on the various models range from \$90 to \$260.

CARRIAGES HELP "TALKER" SALES

Brooklyn Dealer Finds That Baby Carriage Line Brings Women Into Store and Paves Way to Increased Talking Machine Sales

Talking machine dealers more than ever before in the history of the business are turning to sidelines to help defray overhead charges and bring people into the store. In most instances the sideline consists of some musical product, such as small musical instruments, sheet music, etc., but occasionally it is something entirely foreign to the music business. This is the case with Oblo's Phonograph Palace, 687 Broadway, Brooklyn, N. Y., which features Vocalion and Sonora machines and a line of pianos and musical instruments, and which recently added a line of baby carriages, baby beds and furniture. Space which was formerly largely wasted now is being used for this branch of the business. The experiment has not only proved very successful in fusing a cash business with the instalment music business, but its most important and far-reaching effect has been to bring the mothers of the neighborhood into the store. Of course, when a woman comes to purchase an article of furniture for her child the dealer does not neglect the possibility of making a sale of a talking machine, musical instrument or some records.

There is a certain danger for the dealer in handling a sideline in that the sideline may dominate the merchant's time to the detriment of his talking machine business, but if sidelines are relegated to different departments and care is exercised to subordinate them to the main business in hand—selling talking machines and records—the sideline can be made not only profitable in itself, but it can also be made to increase the sales of the regular line.

A. THALLMEYER RETURNS FROM WEST

Manager of Okeh Foreign Language Division Visits Okeh Jobbers and Dealers—Co-operates With Trade to Advantage

A. H. Thallmeyer, manager of the foreign record department of the General Phonograph Corp., returned to New York recently after an extended Western trip. He made his headquarters at Chicago and, operating from that city, visited Okeh distributors and dealers throughout the Middle West. He was gratified to find that the General Phonograph Corp.'s foreign language catalog is meeting with an enthusiastic reception from Okeh dealers everywhere and because of his many years' experience in the foreign language record field, Mr. Thallmeyer was able to give the jobbers and dealers practical co-operation and assistance in developing their business.

ALTMAN'S EXPANDING BUSINESS

FARMINGTON, N. H., August 6.—One of the attractive talking machine establishments in this city is that conducted by P. M. Altman on Main street. He carries a good Victor stock and also a complete line of sheet music, small goods and musical merchandise. In his talking machine section he has two well-arranged booths and since he bought the store, which was formerly conducted by W. L. Bean, he has been steadily enlarging his line and his business.

PRESIDENT COHEN IN LOS ANGELES

LOS ANGELES, CAL., August 2.—N. Cohen, president and treasurer of the Wall-Kane Needle Mfg. Co, Brooklyn, N. Y., accompanied by Mrs. Cohen, has arrived in this city, where they have remained two weeks. Mr. Cohen states that he has opened up a considerable number of new jobbing accounts in Southwestern territory en route and remarked that business this Summer has exceeded all other similar periods and that the factory in Brooklyn is working to full capacity.

AARON CO. HOLDS FORMAL OPENING

Prominent Victor Retailer Opens Handsome Uniontown Store—Exclusive Victor Department Attractive in Every Detail

UNIONTOWN, PA., August 7.—One of the most important events in the local trade during the past few months took place on August 1 and 2 when the Aaron Co. held a formal opening of its new store in this city. This concern, which owns housefurnishing stores in Connellsville, Greensburg and Brownsville, Pa., has a handsome building in Uniontown, included in which is an exclusive Victrola department.

The Victrola department in the new store is located in the mezzanine floor and is equipped with the most up-to-date furnishings. At the opening floral offerings were received from Victor jobbers, and among the visitors who attended the formal opening of the new store were Joseph C. Roush and Wallace Russell, president and manager respectively of the Standard Talking Machine Co., Pittsburgh Victor jobber.

RECEIVER FOR MERIDEN CONCERN

Griswold, Richmond & Glock Co., Prominent Connecticut Firm, Asks for Receivership—Plan Reorganization of Company

MERIDEN, CONN., August 4.—Following the application of the Griswold, Richmond & Glock Co., well-known general merchandise and talking machine merchants of this city, a receiver has been placed in charge of the affairs of the concern. The receivership was requested by Charles W. Glock, president of the company, to safeguard the interests of the stockholders and creditors. The assets of the company are estimated at \$400,000 and liabilities are declared to be in the neighborhood of \$260,000. It is planned to reorganize the business.

Ray Grombacher, proprietor of the Music Shop, Spokane, Wash., accompanied by his family, was a recent visitor to the East, spending some time at the Victor Talking Machine Co.'s plant in Camden, N. J.



Another Use For Loud Speaker

When the static is too great for radio reception your AUDIOPHONE Loud Speaker can be used with the Bristol Phonograph Record Reproducer on your phonograph. Then you may have concert or dance program without interruption.

Attached instantly without mutilating the instrument in any way—the Bristol Phonograph Record Reproducer can be used with any make of phonograph.

Equipped with such an outfit there are no disappointments—it is always ready—never fails. For dance music you have the equivalent of an orchestra, but without the expense.

The tone of the phonograph thus amplified thru the AUDIOPHONE has volume enough to fill large rooms and the quality is round—smooth—and beautiful—entirely free from mechanical noises.

Remember that the same AUDIOPHONE Loud Speaker is used in common for both radio reception and phonograph record reproduction.

Write for Bulletin 3007 and we will advise where you may hear a demonstration.



TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

THE BRISTOL COMPANY
WATERBURY, CONN.

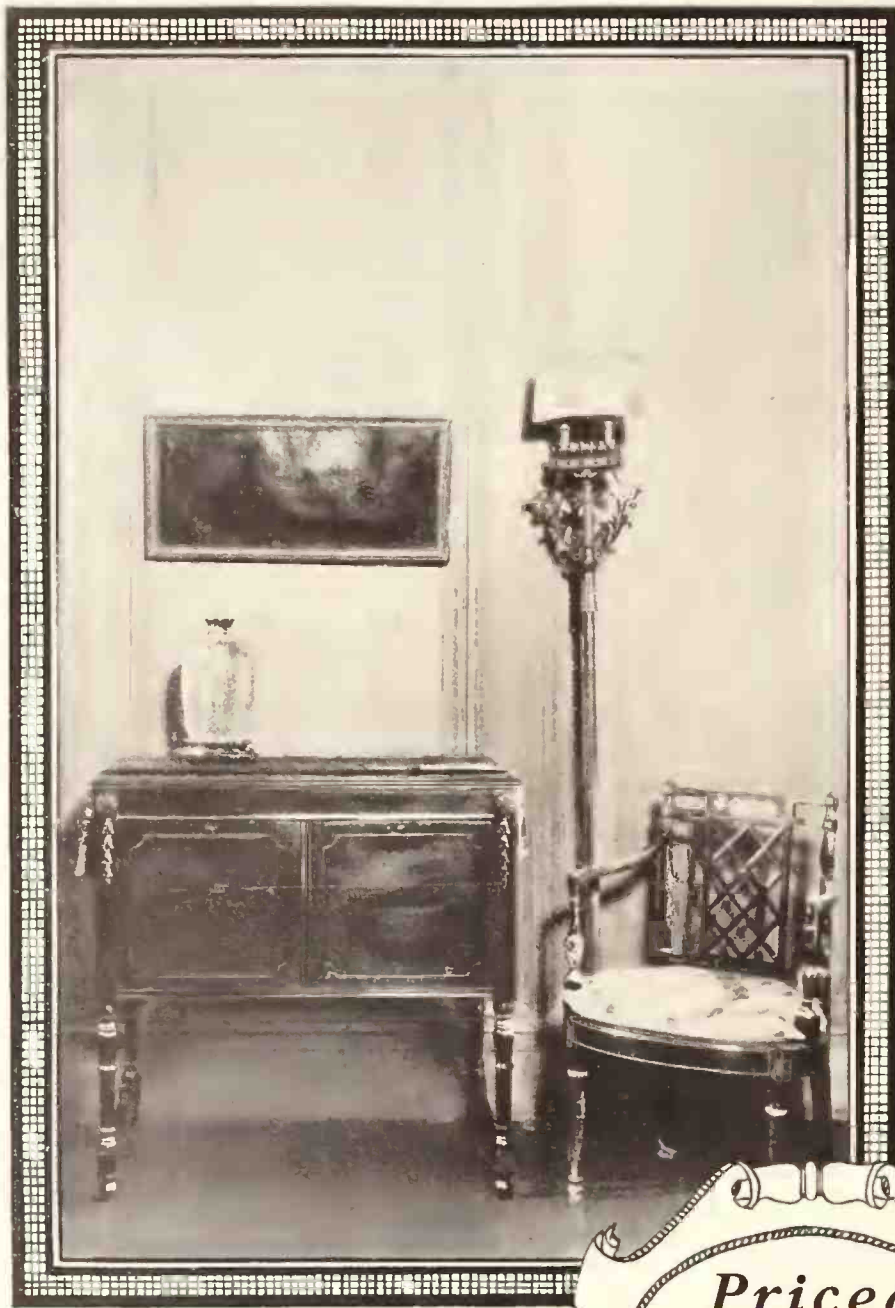
Branch Offices:

Boston New York Pittsburgh Philadelphia
Detroit Chicago St. Louis San Francisco

Here is the Phonograph Dealer's comeback at Radio. You are the logical distributors for the apparatus. Are you prepared to serve your customers? Many are now handling it. We have representatives in many of the principal cities and would like to come to you with demonstrations.

The AEOLIAN - VOCALION

A New Console Model of Unusual Beauty



Flemish Design Period Model

Specifications—Height, 35"; Depth, 22"; Length, 35". Graduola—Velour Turntable—Gold-plated hardware.

Priced
\$185

THE luxurious coloring and classic Flemish design of the new Aeolian-Vocalion, Style 1644, makes it worthy to decorate the most luxurious palace. Its simple, restrained decoration is appropriate for the most modest living room.

Style 1644 will be featured in two woods: Dark brown mahogany and dark brown walnut.

Luxurious equipment adds greatly to the appearance and durability of Style 1644. The gold-plated hardware and fine velour turntable add much to the "sell-at-sight" quality of this instrument.

The split top of this model is an advantage which permits of placing a beautiful vase or lamp on this Aeolian-Vocalion.

Another improvement is the solid horn door which drops down and slides under, disclosing a silk and wood grille.

The Graduola, which gives the pleasure of individual expression and control of tone, is a feature which gives the Aeolian-Vocalion an unquestioned advantage.

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing

"You can't go wrong
With any FEIST song"
© Leo Feist Inc. N.Y.C.

CROSELY MFG. CO. HOLDS CONVENTION

Prominent Radio Manufacturer Holds Two Days' Convention of Distributors—Powel Crosley, Jr., Leads Interesting Discussion—New Crosley Models Meet With Approval

CINCINNATI, O., August 3.—The Crosley Mfg. Co., of this city, manufacturer of Crosley radio sets, held a two-day convention recently at which Crosley distributors and their representatives from all parts of the country were in at-

tendance. In his discussion Mr. Crosley paid particular attention to the new Crosley Model XJ, which is similar to the well-known Crosley Model X, one of the most popular four-tube sets on the market. At the close of the meeting Mr. Crosley addressed the convention visitors, starting a discussion involving manufacturing and merchandising topics of vital interest to everyone present. Luncheon was served at the Cincinnati Business Men's Club, after which the delegates were taken on an automobile tour of the various plants in which Crosley apparatus and printed matter is produced.

The first stop on this tour was that of the National Label Co., where circulars, catalogs, etc., are printed. From there the visitors went to the Precision Equipment Co., the home of the Ace radio receivers, and then to the American Automobile Accessories Co., finally visiting the Crosley wood-working plant, where Crosley cabinets are made. All these companies are owned and operated by Mr. Crosley, who is recognized as one of Cincinnati's foremost manufacturers and business men.

The visitors then assembled at the Hotel Sinton, where dinner was served, during which brief addresses were made by many of the delegates in attendance, together with the Crosley officials and Douglas Allen, advertising counsel.

O. H. Kincaid and E. O. Payton have leased quarters in La Grande, Ore., where they will open a retail piano store with a full line of Baldwin pianos. Both partners have represented the Baldwin Co. there in the past and have wide experience in music merchandising.



Crosley Mfg. Co. Distributors Present at Convention

tendance. The convention was a decided success and, from beginning to end, was a round-table discussion, filled with practical and helpful ideas for all the jobbers and their representatives. The guests were first called together in the WLW broadcasting studio on the top floor of the main building of the Crosley plant, where Powel Crosley, Jr., president of the company, gave the delegates a careful and complete description of the new models in the Crosley line and reviewed carefully the various apparatus that the company has introduced so successfully.

CHANDLER CO.'S SPLENDID STORE

Dealer in Santa Ana, Cal., Attains High Degree of Artistic Perfection in New Store Plans

SANTA ANA, CAL., Aug. 2.—Congratulations are being received from all sides by the B. J. Chandler Music Store for the high standard of interior decoration attained in its new \$90,000 building which was recently opened. Among the features of the store are the walls, which have a golden bronze appearance, accomplished by special artistic construction, and adorned with distinctive mirrors. Draperies made of the rarest hues of silk, artistic floor lamps of exquisite design and a unique indirect lighting system combine to present real elegance.

The stock, consisting of over 100 pianos, and an equal quantity of Victrolas, is proportionately distributed over the two floors and basement, five demonstration rooms being situated on the mezzanine. The Chandler Co. has been in the music business in Santa Ana for eighteen years, occupying its former location at 11 West Fourth street for fifteen years. With the opening of this new establishment at 426 West Fourth street it is predicted that other companies will follow it into this semi-residential district, where enough room to grow is still available and which is one of the best retail sections of the city.

SONORA USED IN BROADCASTING

Portable Machine Scores Triumph in Exacting Test Given by the Radio

The Sonora portable is making good in broadcasting work, according to J. Elliott Jenkins, of the Midwest Radio Central, Inc., Chicago Broadcasting Station WDAP. In a letter to the Sonora Phonograph Co. of Illinois Mr. Jenkins said last week:

"The little Sonora portable phonograph is a beauty and its fine, clear tone is splendid for modulating our transmitter. Radiophone transmission is a very severe test for sound waves of any character. Any distortion or roughness is greatly increased on its way through the transmitter. After testing the little Sonora I can say that its tone quality is most excellent. It has become one of the most useful articles in the station."

STADLMAIR CO. CHARTERED

The Henry Stadlmair Co., to handle talking machines in New York City, has just been granted a charter of incorporation with a capital stock of \$100,000. G. C. Henckel, G. G. Kreusler and H. C. Sorenson are the incorporators.

Elias Liner, who operates housefurnishings stores in New Philadelphia, Pa., and Pottsville, Pa., has discontinued the former establishment and is planning enlargements to the latter store. A modern talking machine and record department is a feature of the business.

Oké Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

NEGRO RECORDS

*A booming field discovered,
developed and led by Okeh*

A LARGE demand always existed for records by negro artists—particularly in the South. But it remained for Okeh alone to first recognize and appreciate the possibilities that this field had to offer, and, as pioneers in the field, to release the first Negro Record. Since then, each succeeding year has shown a remarkably rapid increase in the popularity of Okeh Negro Records until today they are nationally famous.



MAMIE SMITH
(Exclusive Okeh Artist)

We are proud of this fruitful field which we discovered and developed. "The Original Race Records" are the best and most popular records of their kind today. Every effort is made to release promptly the latest hits that have the greatest appeal to those who buy Negro Records. These hits are recorded only by Negro artists whose fame and popularity are unquestionably established.

Sara Martin, Mamie Smith, Eva Taylor, Esther Bigeou, Lucile Bogan, Clarence Williams and Handy's Orchestra are but a few of the famous colored artists whose talents are available on Okeh Records.

The growing tendency on the part of white people to hear their favorite "blues" sung or played by famous colored "blues" artists, added to the already immense demand by the colored race for such records, has made the Negro Record field more fertile than ever before. Okeh dealers are amply assured of getting their full share of this booming demand, for they alone have the privilege of offering to their customers "The Original Race Records."

Okeh Records
The Records of Quality



SARA MARTIN
(Exclusive Okeh Artist)



CLARENCE WILLIAMS
(Exclusive Okeh Artist)



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York

Rich staccato chords and dreamy waves of full-throated harmony follow each other in closely marshaled procession when the Shannon Four sing "Swingin' Down The Lane" and "Underneath The Mellow Moon"—Record A-3938.

With their booming bass and ringing tenor notes perfectly blended, these numbers are all you could ask for in a perfect male quartet record.

COLUMBIA GRAPHOPHONE CO.
New York



COLUMBUS

*Great Activity in Local Trade
—Store Changes, Remodeling
and Other Important Trade News*

COLUMBUS, O., August 7.—A feature of business in this city is the excellent demand for records of popular numbers.

Forest Cheney, inventor of the Cheney phonograph, spent three days in Columbus last week. He claims two cities as his residence now, Grand Rapids, Mich., where his factory is located, and Columbus, where his wife and daughter recently moved to live with his son, F. Marion Cheney, because of the inventor having to be away from home so frequently. During his stay here he spent considerable time at the Robert L. Seeds Co., Cheney dealer, with which firm Mr. Cheney's son is connected.

In order to make it easier for patrons to own a Victrola and build up a record library, the Z. L. White Co. has worked out a special Victrola club plan of payments, which is resulting in good business.

The six weeks' course in music for super-

visors of music at Ohio State University was so successful that plans for a school of music at the Ohio State University are now under consideration. This move is particularly satisfactory to Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., Victor distributor, who has been co-operating in the movement.

Miss Ethel Boyl, formerly of Zanesville, is now in charge of the Victor record department of the Stewart Bros. Furniture Co.

J. G. Hobson has taken over the music store in Chillicothe, formerly owned and operated by Martin G. Chandler. He will handle Victrolas and Victor records.

The Robert L. Seeds Co., Cheney and Columbia dealer, has secured a twenty-year lease of new and more commodious quarters at 112 South High street. The property, to be occupied about September 1, consists of four stories and a basement. After extensive remodeling it will be one of the finest phonograph and record establishments in the city.

Victor dealers are happy over the fact that another popular Victor artist will visit Columbus during the coming concert season. This artist is Mme. Schumann-Heink, who has always had a big following here. Her concert is scheduled for the evening of November 7. Other Victor artists scheduled to appear here are Feodor Chaliapin, Russian basso; Erika Morini, violinist, and Salvi, harpist.

The special list of "blues," recently released by the Victor Co., was featured in a window display at the Elite Music Store and resulted in a good many sales of those records.

E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., reports good sales of the Victrola portable and the one hundred dollar console.

Mr. and Mrs. Bertram Francis White have just returned from a three weeks' honeymoon motor trip and are now making their home at 844 Franklin avenue. Mr. White is associated as traveling representative with the Perry B. Whitsit Co., wholesale Victor distributor.

As a result of the State Music Memory Contest held here last Spring, a series of concerts will be held in Lancaster during the coming Fall and next Spring, under the auspices of the Quota Club.

The first concert will be held in the City Hall Auditorium on the evening of November 5. Sophie Braslau, contralto, and Victor artist, will be the attraction. The other concert will be held at the same place on March 10 and Lambert Murphy, tenor and also a Victor artist,

will appear. The seat sale for this series will be held at the Welton Music Co., Victor dealer. Miss Mary Welton, of this firm, is on the publicity committee.

Assisting the Quota Club in this undertaking is Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., who worked very enthusiastically during the State Music Memory Contest and is happy over the fact that this concert course has resulted from it.

NEW OKEH RECORD CLEANER

Service Item Has Many Practical Merits—Pictures of Okeh Artists Make Cleaners Unusually Attractive—Will Appeal to Buyers

The advertising department of the General Phonograph Corp., New York, has issued a new service to its dealers in the form of a novelty record cleaner, which is the exact size and color of the well-known Okeh label, featuring a picture of a prominent Okeh artist with the name of the dealer embossed in gold. As an advertising medium this cleaner has a threefold purpose, in that it keeps the Okeh trade-mark, the name of the Okeh artist and the name of the dealer constantly before the public.

Dealers may obtain assortments of pictures or the picture of any particular artist, and among the Okeh artists whose photographs are furnished with these new cleaners are the following: Vincent Lopez, Michael Markels, Sophie Tucker, Mamie Smith, Rega Dance Orchestra, Gerald Griffin, Crescent Trio, Aileen Stanley, Ernest Hare and Virginia Burt.

THESE BURGLARS MUSICALLY INCLINED

As evidence of the universal demand for the Davega stock of talking machines, records and sporting goods, Abram Davega, vice-president of Davega, Inc., reports that burglars again broke into the 125th street store of the company and took away on memo a considerable portion of the merchandise.

BRANCATI CHANGES NAME

O. M. Brancati, who operates a musical merchandise store in the Harlem section of New York City, has announced that beginning next month the store, which was formerly known as Brancati's Music Store, will be called the Royal Music & Instrument Co. A large sheet music department is maintained in the store, as well as a full line of small goods.

REVOLUTIONARY! Automatic DUR-A-PRESS



1 Girl Does the Work of 4 Men
4 Perfect Records per Minute

DUR-A-PRESS CORPORATION
15 West Park Street Newark, N. J.

The Waltz Sensation for 1923

Goodnight!

Watch
this Baby
GROW!



You can't go wrong - With any FEIST song!



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

"You can't go wrong
With any FEIST song"

© 1923 by Feist Inc.

HARPER & BROS. IN FINE NEW HOME

Publishers of "Bubble Books" Move to 49 East Thirty-third Street—Famous the World Over as Book and Magazine Publishers—New Home Ideally Located and Perfectly Appointed

Harper & Bros., publishers of "Bubble Books" and one of the world's most famous book publishers, are now located in a new six-story home at 49 East Thirty-third street, New York. This institution has been established in New York



New Home of Harper & Bros.

since 1817, having been located originally on Dover street, moving in 1825 to Cliff street and in 1853 to a large building in Franklin square in the lower part of New York. The uptown move into a more convenient neighborhood was long contemplated and, after the mechanical processes of printing and binding were transferred to the company's new plant in Jersey City, the editorial, sales, advertising and text-

book departments moved into the new building at Thirty-third street, near Fifth avenue.

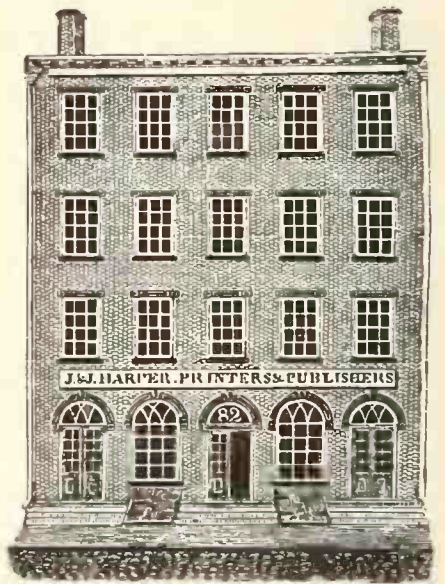
This new Harper building is especially designed to express in its Georgian facade the dignified traditions of one of the greatest publishing houses in the world. On the second floor of the new building are located the art department, the office manager and the rest room; the third floor is given over to the collection, circulation, promotion and mechanical departments; on the fourth floor are the assistant treasurer, the bookkeeping, service, personnel and filing departments; on the fifth floor is the vice-president's office, customers' room, sample room, library and the special order, publicity, sales, text-book and manufacturing departments; on the sixth floor are the directors' room, president's office, the office of the editor of Harper's Magazine, reference library, literary, editorial and advertising departments.

Among the famous authors whose works have been brought out by Harper & Bros. are Dickens, Thackeray, George Eliot, G. P. R. James, Chas. Reade, Wilkie Collins, Mark Twain, George DuMaurier, Bulwer Lytton, Walter Besant and Thomas Hardy. To come down to later days there are Sir Gilbert Parker, Mrs. Humphry Ward, H. G. Wells, Conan Doyle, Israel Zangwill and many others. Harper's Magazine, which was founded in 1850, has won fame the world over as a foremost exponent of literature, art and scientific discoveries.

In the talking machine trade Harper & Bros. have become popular through their publication of Bubble Books, "the little books that sing," which were placed on the market in 1918 and which during a period of five years have sold to the extent of two million copies. Ralph Mayhew, who is known as the "Bubble Book" man, is responsible for the introduction of the idea of combining talking machine records with a children's book and he has been ably assisted by Miss Rhoda Chase, who has illustrated the books, and Burgess Johnson, who has collaborated with Mr. Mayhew in the preparation of the verses.

Since the introduction of radio Bubble Books have become even more popular than previously, for Mr. Mayhew has broadcasted Bubble Book records regularly from WJZ station at Newark, N. J. At the present time there are

fourteen Bubble Books on the market, the two newest ones being entitled "Chimney Corner" and "Child's Garden of Verses." There is hardly a town of any size in the country where Bubble Books have no sales outlet. In fact, the sale of Bubble Books has become world-



The Harper Home in 1825

wide and these books of children's verses in record form are not only serving as a form of entertainment, but as a valuable educational medium to America's children.

MISS PATRICOLA AND THE VOCALION

Well-known Vaudeville Artist Makes Her First Recording for Vocalion Records

A new addition to the Vocalion Red record list of artists and singers has been made recently. Miss Patricola, who has one of the few successful single female acts on Keith's circuit, has made her first recording for the Aeolian Co. This record was released as an August special and was released for sale by Vocalion dealers about the fifteenth of this month. She has recorded one of the hit numbers of "George White's Scandals of 1923," "Stingo Stungo," coupled with a blues song by Donaldson and White, entitled "Oh, Sister, Ain't That Hot?" Both of her selections are accompanied by the Ambassadors.

Miss Patricola is so well known among vaudeville theatre patrons that the Aeolian Co. is sure this announcement is going to be welcome news to dealers and record buyers throughout the country.

LEVERICH RETURNS TO DESK

L. L. Leverich, advertising manager of the Columbia Graphophone Co., is back at his desk after spending two weeks' vacation at his new home in West Englewood, N. J. Mr. Leverich did splendid service in putting the house in order, but also managed to find time to wear off the tennis courts.



THE BANCO

A Bank for Talking Machine Records
and Music Savings

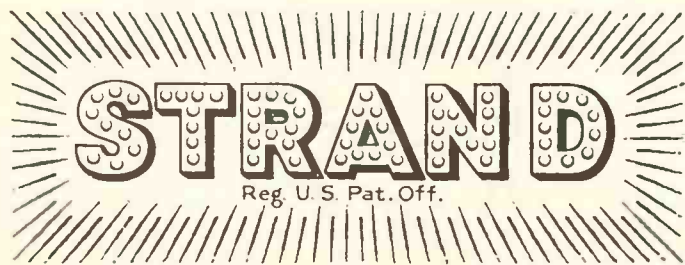
A new way to create cash sales—and carry your
message into the home.

Dealers and Jobbers, write at once for
full details — Get started for Xmas.

PHILADELPHIA BADGE CO.
MANUFACTURERS

942 Market Street

PHILADELPHIA, PA.



for beauty—for tone—for price



STRAND

Model 40
Italian
Renaissance
Period
Console:
Lists at
\$200

DIMENSIONS:

42 inches
long;
23½ inches
deep;
height
34½ inches;
walnut or
brown mahogany.

STRAND'S THIRD YEAR

Study this new Strand Model 40 at \$200 as an example of all the numbers in the new Strand line.

No guessing for us—no more than in the two years we are now completing.

We knew exactly what the conditions were when we named the first "Strand."

We knew exactly the place we were to fill—and everybody knows we have filled it!

We have been right pretty nearly 100 per

cent on the design, finish, dimensions and retail price of every Strand model we have offered.

We were right all of 100 per cent in our policy—and we have not deviated from it, and shall not.

"Quality Product"—that stands. "Low list"—that stands. "Long discount"—that stands. "It's the dealer's turn now"—that's two years old, but it holds good still!

These Strand flat-top Period Consoles are popular right now:

Model 23 Hepplewhite, \$115; Model 230 Hepplewhite, \$125; Model 80 Queen Anne, \$135; Model 260 Queen Anne "Special," \$150; Model 10 Louis XV., \$150; Model 20 Italian Renaissance, \$175; Model 40 Italian Renaissance, \$200; Model 16 Italian Renaissance, \$250.

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue, New York City.
ARTOPHONE CORPORATION, 1213 Pine Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
OTIS C. DORIAN, 321 King Street, E. Toronto, Ont.
A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. L. ECKHARDT (General Radio Corp.), Tenth and Cherry Streets, Philadelphia, Pa.
W. S. GRAY, 1054 Mission Street, San Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los Angeles, Cal.
L. D. HEATER, 357 Ankeny Street, Portland, Ore.
IROQUOIS SALES CORPORATION, 210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Sweetland Bldg., Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, Atlanta, Ga.

RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty Avenue, Pittsburgh, Pa.
L. C. LE VOIE, 412 Andrus Bldg., Minneapolis, Minn.
SHARP MUSIC COMPANY, 823 Fifteenth Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. W. ORTTE, 310 Magazine Street, New Orleans, La.
H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. *Write or wire.*

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

Four-Minute Conference on Business Topics

No. 16—Your Follow-up—and How to Conduct It

Many a sale is actually made or the work is well advanced in that direction—but is lost through failure to follow up the interested individual.

Just how this follow-up work shall be done depends, in very large measure, upon the class of goods being sold. And for this reason the same business establishment will often use different follow-up methods, as may be indicated. In order to make this need very clear let us take a rather striking example of a place of business handling both large and small articles, as automobiles and accessories; talking machines and records; washing machines and hammers. These instances will serve to make the point clear.

If a prospect is manifestly interested in an automobile, a talking machine or a washing machine good salesmanship demands that he will be given proper attention at the time he is in the store or place of business and that, if he fails to buy, he will be promptly followed up by a personal representative, who will find out just what his needs are, what difficulty stands in the way of an immediate decision and by suitable means will keep alive the interest already shown.

Frequently a great deal of tact will have to be used in order that no offense will be given or the prospect prejudiced in any way.

One salesman was very unsuccessful in his follow-up work because he chose inopportune times to see and talk to those he went after. In fact, he had sort of a habit, without realizing it, of making a nuisance of himself. His efforts actually represented a loss to his house as they cost money and drove people away.

The tactful follow-up man will know when to approach. Sometimes he will go by appointment or, if he takes his chance of finding the prospect at liberty, he will be keenly alert as to how much time he should take, or whether he is justified in claiming a single moment.

The point is this: Those who are about to spend a substantial sum of money usually do so after consideration. Do not give them too much rope or too much time to get out of the humor of buying. And remember that if you are not on the job in the follow-up work the other fellow probably is and will get the sale away from you.

The case is different where small articles are sold, as accessories, records or hammers. The chances are that the person who fails to buy of you will soon buy of someone else. The expenditure is not large and less thought is required. Nevertheless, follow-up work is much needed in order to keep your establishment in mind. Constant newspaper advertising and direct-by-mail approach regularly are necessary. The newspaper advertising should be gauged to reach all classes likely to be interested in what you have to sell.

A mailing list should be built up and constantly revised in order that it be alive and complete. A circular or card sent once a month to this mailing list will build business if it contains a definite selling message. A letter once in three months built large business for a dealer who used it year in and year out.

The wise use of these two means of publicity, with proper emphasis upon quality, convenience and service, will prove the best method of combating "foreign" or out-of-town competition.

Occasionally these follow-up methods can be supplemented by demonstrations staged where there are gatherings of people, as at a fair or an event attracting a good many people.

Follow-up work may be briefly defined as keeping in touch. You know how much friendship amounts to when we lose sight of people altogether—and how pleasant and profitable friendship can be when we keep in touch. This is true in a business way and we need not be surprised that people patronize those who have interest enough to keep in touch constantly.

FRIEDMAN MUSIC SHOP CHARTERED

NEWARK, N. J., August 6.—Papers of incorporation were recently filed for the Friedman Music Shop, Inc., which will handle sheet music and musical accessories. The company will have a capital stock of \$50,000.

CARDENAS MUSIC STORE OPENS

LAREDO, TEX., August 1.—The formal opening of the Cardenas Music Store took place here last month, when local pianists rendered selections of American and Mexican music.

GEORGE S. DALES CO. EXPANDS

Akron Business in Good Shape—Music Dealers in New Mutual Protective Association—Other Important Activities of the Trade

AKRON, O., August 6.—The music business had its biggest month of 1923 in June, according to the monthly bulletin of the Akron Merchants Association, with which retail music dealers are affiliated. This increase was 27.97 per cent over the same month last year. Meanwhile July and early August business is holding its own with a call for the \$115 to \$150 machines. Portable instruments have come into their own and helped some of the stores maintain their Summer volume. Many firms have salesmen scouting through the rural territories hereabouts, with excellent results in sales.

The talking machine department of the George S. Dales Co., Victor distributor, will be greatly enlarged under the plan of expansion to become effective early next year, George S. Dales, head of the firm, announces. The sales and display floor will be fully twenty feet wider. This will give more space for the record booths as well as the display floor. The Dales Co. has completed negotiations for the building adjoining its present store. Alterations will not be started until Spring. The talking machine department will continue on the second floor.

Akron music dealers are enrolling with other retail merchants in the formation of a Mutual Protective Association. The proposed division will function in the apprehension and prosecution of shoplifters, check workers, charge account swindlers and other store criminals.

The Kirk Furniture Co., South Main street, a new Sonora representative in Akron, plans extensive remodeling so as to give more space to its phonograph section.

The store of the Kratz Piano Co., Edison and Victor distributor here for thirty years, will remain at its original location, 29 South Howard street, it was announced recently. It was planned three years ago to erect a modern business block on South Main street, and officials of the company at that time purchased a site, but this plan now has been dropped.

The Federman department store, one of the largest in Akron, will add eight new departments, including a talking machine and general music section.

The Starr phonograph and Gennett records are holding their own this Summer, according to Charles Currie, manager of the Superior Music Parlors, in which these lines are featured.

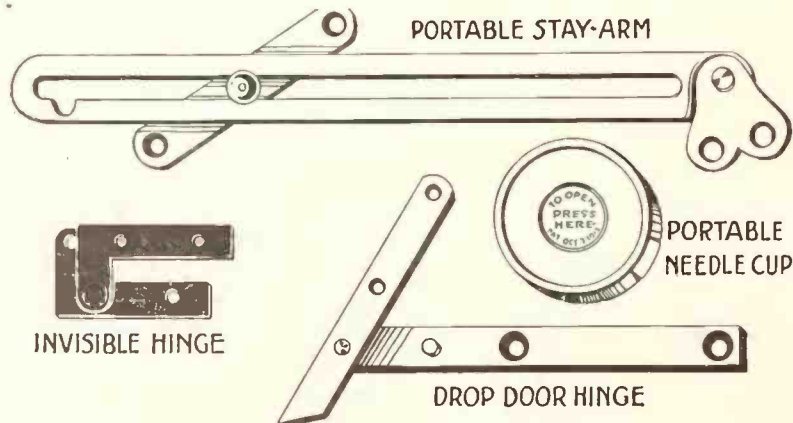
C. E. GOBER ENTERS FIELD

KEENE, N. H., August 6.—One of the most popular music merchants of this city is C. E. Gober, proprietor of Gober's Music Shop, which was known as the Sturtevant Music Co. until it was purchased by Mr. Gober. A fine stock of talking machines, records, sheet music and musical merchandise is handled by this enterprising merchant, who is widely known locally as a musician.

C. Rhindfleisch has been appointed manager of the talking machine department of Chase & West, Des Moines, Ia., Victor dealers.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

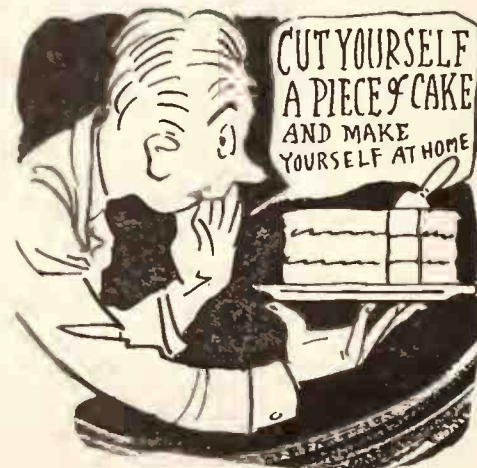


We have been catering to the hardware needs of the talking machine industry for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

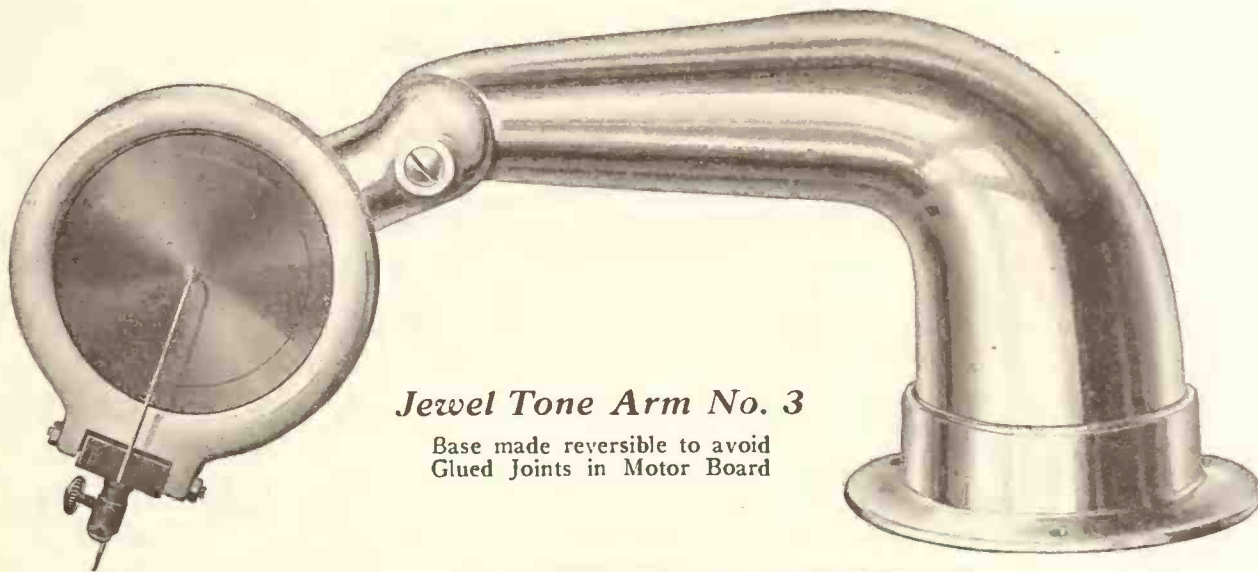
H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

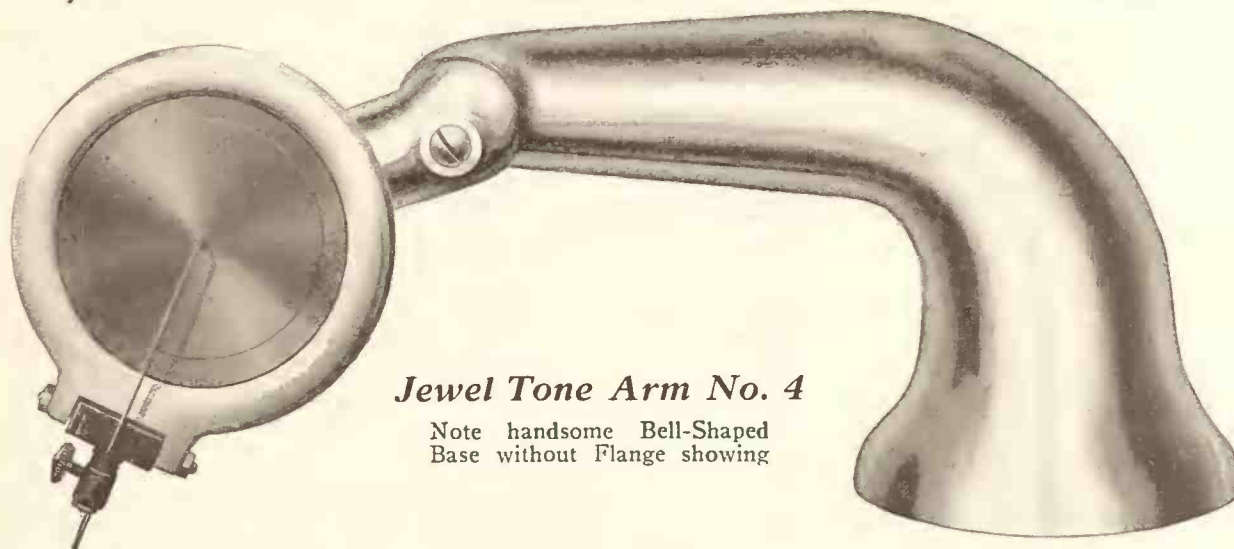


The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

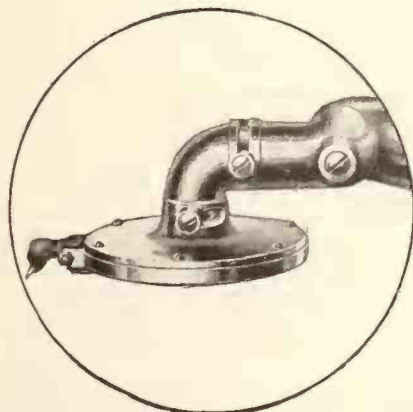
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

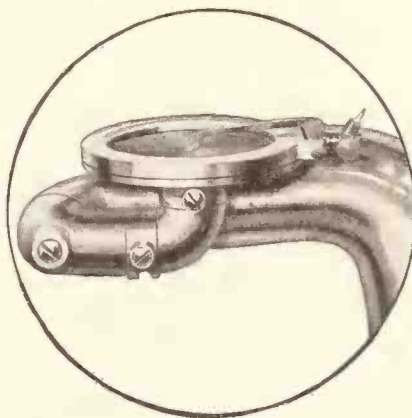
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the re-
producer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.



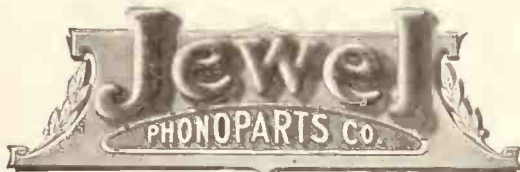
*Reproducer in position to play
Edison Records with Saffo
point or fibre needle.*



*Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.*



*Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.*



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.



Charles Hackett's voice is at its glorious best this month in "Heaven At The End Of The Road" (Osgood)—Record 80562.

This song is a ballad of Ireland, with a swinging, insistent rhythm and a note of cheer in its text. Hackett's splendid enunciation brings out every word with crystal clearness; and his Irish blood helps him impart just the wealth of feeling this song demands.

COLUMBIA GRAPHOPHONE CO.
New York

BEEDLE CO. HOLDS FORMAL OPENING

Old Keene, N. H., Music House Now in Large and Attractive New Store

KEENE, N. H., August 6.—The Beedle Piano Co., of this city, last week held the formal opening of its new store at 24 Main street. This house has been in business more than thirty years and the move has been made necessary because of the constantly expanding business which it has enjoyed. The new store is modernly equipped throughout; in fact, it is one of the finest warehouses in New England. Among those who were present were representatives of the Oliver Ditson Co., Eastern Talking Machine Co., M. Steinert & Sons Co., Silas E. Pearsall Co. and the New York Talking Machine Co. The company handles the following lines: Victor talking machines and records, Gulbransen, Brambach, Pease, McPhail and Cable-Nelson pianos and Conn band instruments.

WRC STATION NOW IN OPERATION

WASHINGTON, D. C., August 5.—A giant broadcasting station, to be known as WRC and located in the new Riggs Bank Building, Fourteenth street and Park road, began a regular broadcasting service on August 1. The Radio Corp. of America owns and operates the station, which promises to be one of the most important broadcasting units in the country.

DOES BIG BUSINESS IN SMALL TOWN

SOMMERSWORTH, N. H., August 7.—The August Jean Music Store, which features the Brunswick and Columbia records, as well as sheet music and general musical merchandise, although situated in a town with a population of but 5,000, does a splendid business. This concern has one of the finest equipped music establishments in this section.

M. BERLOW JOINS GREATER CITY P. CO.

Well-known Wholesale Man Now With New York Sonora Jobber—Thoroughly Experienced in Handling Dealers' Needs

Maurice Landay, president of the Greater City Phonograph Co., 234 West Thirty-ninth street, New York, Sonora jobber, announced recently the appointment of Max Berlow as a



Max Berlow

member of the company's sales staff. Mr. Berlow, who has been identified with the talking machine industry for the past fourteen years, is one of the veterans of the wholesale trade and has a host of friends in the industry who will be delighted to learn of his association with the Sonora jobber in New York.

According to Mr. Landay's present plans Mr. Berlow, together with Sidney Coleman, will cover the Sonora trade in New York City. Mr. Berlow was previously associated with the Knickerbocker Talking Machine Co., Victor job-

ber, and he brings to his new position an extensive knowledge of phonograph merchandising, which will enable him to give Sonora dealers practical service and co-operation. Accompanied by Mr. Coleman and Arthur Morris, of the Sonora sales division, Mr. Berlow visited the Sonora factories at Saginaw, Mich., recently, acquiring an intimate idea of the care and consideration that are bestowed upon every detail of Sonora construction.

NEW HOME FOR J. D. McCARTHY

LEWISTON, ME., August 6.—J. D. McCarthy, live local music merchandiser, recently moved his business into fine new quarters at 25 Lisbon street. The growth of his business is indicated by the fact that the present establishment has three times the floor space of the former store. Mr. McCarthy is well known in local music circles; he is an accomplished musician and he has also been responsible for bringing many well-known artists here for concert appearances. Columbia phonographs and records and Okeh and Vocalion records are handled, as well as a complete line of pianos.

CLARENCE WILLIAMS EXCLUSIVE OKEH

Clarence Williams, the well-known composer, publisher, singer and pianist, as well as Okeh record artist, recently signed a new contract, whereby he will record for Okeh records exclusively. An Okeh record featuring two piano solos by Mr. Williams, entitled "Mixing the Blues" and "Weary Blues," has just been placed on the market. Mr. Williams is also well known for the accompaniments that he plays for Sara Martin and Eva Taylor, both well-known Okeh artists, for whom Mr. Williams has composed special "blues" numbers.

It is oftentimes well to put your soul, and not just your soles, into striding ahead.

PORTABLE

PAL

PHONOGRAPH

Mahogany—Walnut—Fabrikoid

Retail Price \$35

Liberal Discounts

Pacific Coast Distributors
Munson-Rayner Corporation
Los Angeles and San Francisco

"PAL" sells the year 'round

It is just as big an item in Fall and Winter as it is in Spring and Summer—because it is a complete phonograph made light—compact—convenient.

Beautiful to look at. Good to listen to. Built to last. And sold at a price that actually convinces the buyer he is getting his full money's worth.

Write for illustrated circular!

PLAZA MUSIC CO.
18 West 20th Street New York



SALT LAKE CITY

Dealers and Jobbers Report Improved Business—Industrial Prosperity Presages Busy Fall Season—Month's News of the Trade

SALT LAKE CITY, UTAH, August 6.—The talking machine business seems to show an improvement again; indeed, some of the local men claim it has been good all Summer, though others report a slump of a rather definite character. The John Elliot Clark Co., Victor distributor and dealer, reports the retail business as making a stronger showing than the wholesale, though Mr. Bain, who has charge of the wholesale department, said the wholesale is picking up nicely. W. G. Sadler, of the firm, has just returned from a trip through Idaho, where he found business conditions excellent. He said his tour had been very successful. The Victor people are finding a better demand for Nos. 210, 215 and 220 than anything else, according to Mr. Bain. Dean Daynes, speaking for the Consolidated Music Co., said they have done well with portable machines this Summer. The Daynes-Beebe Music Co. reports business as "good," as does the Glen Bros.-Roberts Piano Co., which has aggressive men at the head of its phonograph department. The O'Loughlin people report a nice phonograph business, in spite of the fact that they have branched out into other lines and cannot give the talking machine sales all their attention as heretofore. Speaking for the Brunswick Co., R. F. Perry told the writer that things looked good in Idaho, from which State he had just returned after a business trip covering two or three weeks. Mr. Perry said he thought there would be a satisfactory business this Fall from the Idaho territory.

The industrial conditions in Utah and its distributing area are highly satisfactory. Crops are good and prices for most things are satisfactory, with excellent transportation facilities. Mines are working steadily, factories are busy and there is no unemployment. In addition to this Utah is rapidly gaining fame as a scenic State and this year sees a greater "crop" of tourists than ever before.

Mrs. Frances Elliot Clark, mother of John Elliot Clark, of this city, is spending her vacation here with her son. Mrs. Clark, who is head of the educational department of the Victor Co., gave a talk to the Victor dealers and their employes at the offices of the Consolidated Music Co. a day or two ago.

C. B. Sampson, of the Sampson Music Co., Boise, Idaho, Victor dealer, was a recent visitor to this city.

O'Loughlin's, on Main street, Brunswick dealer, has opened a radio department. This well-known house is to install in the near future a passenger and a freight elevator service. The second floor is to be remodeled to make room for expansion of the business.

The Daynes-Beebe Music Co. is running the new talking machine department at the Zion Co-operative Mercantile Institution.

M. S. Browning, of the Browning Bros. Co., of Ogden, is dead. He was one of the best-known capitalists in the Mountain States and was a brother of John M. Browning, world-famous gun inventor.

Branch Manager Spratt, of the Brunswick-Balke-Collender Co., is at present on a short fishing trip in eastern Utah.

The Brunswick office announces the appointment of two new dealers in Salt Lake City, where the Brunswick line will be handled by the Daynes-Beebe Music Co. and the phonograph department of the Z. C. M. I.

M. W. Lundstrom has been appointed manager of the phonograph department of the Lundstrom Furniture & Carpet Co., of Logan, Utah. This concern handles the Brunswick and Sonora lines.

The Jenkins Furniture Co., Brunswick dealer, of Boise, Idaho, reports greatly increased sales

in its phonograph department, with prospects bright for an early Fall business. W. B. Harper has been appointed manager of the Brunswick department, succeeding Mr. Quereau.

Mr. and Mrs. J. C. Bruce, of the Bruce Music Co., Pocatello, Idaho, were recent visitors.

Mr. and Mrs. Fred Wright, Brunswick dealers, of Evanston, Wyo., have recently returned from a motor trip through California.

Edward Thoreson, of the Palace Drug Store, Blackfoot, Idaho, recently announced the opening of his enlarged store. He has added a very attractive music room to care for his increasing phonograph and record business.

T. Hansen, Brunswick dealer, of Ephraim, Utah, was a visitor to Salt Lake City during Merchants' Week.

Miss Swan, of the Peckham Furniture Co., Caldwell, Idaho, Brunswick dealer, is spending her vacation in Alaska.

R. F. Perry, of the local Brunswick branch, has gone to spend a week at Brighton, a resort in Big Cottonwood Canyon.

PIONEER EDISON DEALER IN MAINE

GARDINER, ME., August 6.—The H. F. Twombly Co., 211 Water street, this city, is one of the oldest Edison dealers in all New England. Mr. Twombly is an enthusiastic Edison booster and has been for many years past, and has successfully sold the Edison phonograph and Edison records for many miles around.

NEW VICTOR STORE IN SANFORD, ME.

SANFORD, ME., August 6.—The most recent addition to the music stores of this section is the establishment opened at 164 Main street by N. Lausiere. The store has been attractively arranged and the complete line of Victor talking machines and records is handled.



"Let me sing
to your child!"

And when Mother sees the joy that her child gets from that first Bubble Book, she'll want to buy all fourteen. Naturally, yours is the store she will come to if you've introduced her to Bubble Books.

You've made a friend of that mother—She'll patronize your store in preference to your competitor's.

Have your Bubble Book stand in a prominent place and it will make friends for you.

BUBBLE BOOKS "that Sing"

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by Rhoda Chase

Retail at \$1.00 with three records

When you sell one you sell a habit
and when you sell a habit, you're
building business.

The easiest way to win the good-will of customers is through their children. You know how freely the most reticent mother will talk, if you get her started on the subject of her little boy or girl.

That's why we say that Bubble Books will sell your store. They "talk" your praises to the mother through her child. For all children love these "books that sing" their favorite nursery rhymes and games.



This stand No. 2 is yours **FREE** with an order for 3 gross of Bubble Books.

Send for list of free selling helps.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

49 East 33rd St.

New York, N. Y.

MICKEL BROS.' FINE ORGANIZATION

Extensive Plans Under Way for Big Fall Business—Trade Conditions Improve

OMAHA, NEB., August 6.—The illustration shows the good-looking and peppy executive, service and sales organization of Mickel Bros. Co., Victor distributor of this city, with which the Des Moines house of the same name and the Ross P. Curtice Co. were recently consolidated, as reported in *The World*. Left to right, standing, are to be found Earl H. Haglind, Edw. W. Lundquist, Belle H. Smith, E. N. Bowerman, Hugo G. Heyn. Those sitting are Will E. Mickel, H. B. Sixsmith, Geo. E. Mickel, E. V. Propst, W. O. Welker, Phil E. Haney. The only member of the organization missing is H. W. Burnett, who, unfortunately, was ill when

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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*

Fall business, according to Hugo G. Heyn, sales manager of the company, who states that business conditions in the Middle West are improving steadily. This is indicated by the

STRESSES WINDOW IMPORTANCE

"Regardless of the size of his store the retail merchant who will pay special attention to his windows and who will make the best possible use of the material furnished him by the manufacturers of the lines he handles will find his sales-curve mounting steadily upward," declares H. A. Chaffin, advertising manager of the Enoz Chemical Co., Chicago. "This principle applies equally well to the merchant in the quiet residential district or the big fellow in the center of the city."

It also applies to merchants in the talking machine business.

E. O. RUSSELL IN FINE NEW STORE

CLAREMONT, N. H., August 7.—Ernest O. Russell, who recently moved into attractive new quarters at 12 Pleasant street, this city, now has one of the finest warerooms for the display of musical instruments in this vicinity. In addition to a complete line of Brunswick phonographs and records Pease, Weser Bros. and McPhail pianos are handled. The establishment is located in the heart of the business section here and it is an ideal location for the music business.

A customer never forgets poor service, although good service may quickly be forgotten.



Service and Sales Organization of the Mickel Bros. Co.

the picture was taken. These are the live wires who are boosting the Victor line so successfully in this territory.

Extensive plans are being made for a splendid

greater frequency with which orders are being received by Mickel Bros. and also by the fact that the orders of many dealers call for a larger volume of Victor merchandise.



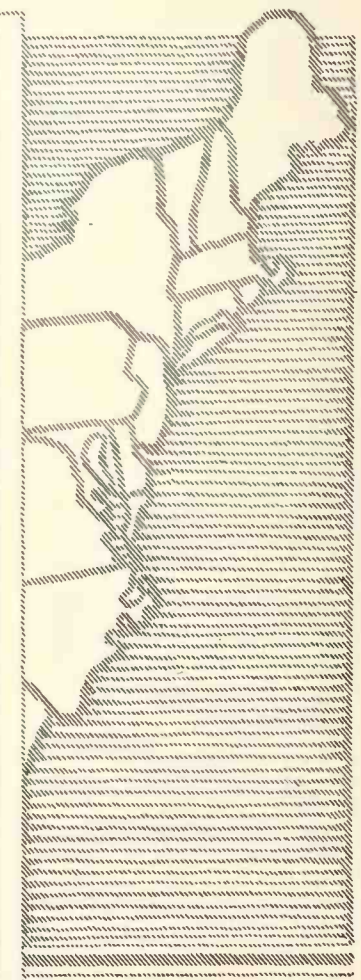
Sherman, Clay & Co.

*Victor Distributors
on the Pacific Coast*

*Victrolas Victor Records
Victor Accessories*

Main Wholesale Depot:
741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N. W. Corner 13th and Glison Streets,
Portland, Oregon
Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington
330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE



An Attractive Unico Equipped Salesroom, Foster & Waldo Co., Minneapolis, Minn.

Step on the Gas!

Advertising is the "Fuel of Musical Merchandising"—increased forcefulness augments sales.

Just as a motor responds when you "step on the gas," so do your sales respond to the advertising effect of store attractiveness.

Practically all phonograph dealers realize the influence of advertising in interesting and finding prospects. *The more progressive dealers likewise understand that store attractiveness is a subtle and most efficient form of advertising.*

Follow the Manufacturer's Lead!

New machine models for Fall—and such wonderful values! Quicker record releases—providing an opportunity for more record sales!

The leading manufacturers anticipate an unusual Fall season and have provided exceptional merchandise and service. The demand is certain—good wages and constant employment assure it.

Proper presentation is the third necessary element. Your sales facilities determine your profit—Unico Service is Profit-Insurance.

*Music Is An Art
A Music Store Should Be Artistic*

**Unico Service Creates Artistic Stores that are Profit-Producers
Resolve to Use Unico Service Now—It Means Increased Sales**

Unico Equipment is Moderately Priced

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

58th Street and Grays Avenue,

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd.

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

English Sales Agents — H. A.
MOORE & CO., LTD., Premier
House, London, England.

Branches:

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
SAN FRANCISCO, CALIF.
275 Post St.

S. African Sales Agent—PHILIP
M. COHEN, Johannesburg, South
Africa.

Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.



FISHING NOT THEIR STRONG POINT

As Fishermen This Quartet Represents Excellent Victor Salesmen—"Jim" Donnelly Plays Host to Local Victor Men

Four well-known members of the talking machine trade recently devoted an entire day to the pursuit of the "finny" tribe and, judging from all reports received at this office, the day was a wonderful success so far as the weather was concerned. The members of this fishing expedition consisted of "Jim" Donnelly, popular South Norwalk, Conn., Victor dealer; George Kelly and Ernest Fontan, of the New York



The Waltonians of the Industry

Talking Machine Co., and J. J. Davin, of the Musical Instrument Sales Co.

Mr. Donnelly played host and although he prepared everything in advance the quartet found themselves short of bait when they were about ten miles from land. Half of the day was consumed in finding the necessary bait and at the end of the day's festivities Mr. Davin figured out that the total expense involved was \$89.96, with a gross catch of four fish. In other words, each fish was valued at \$22.49, which even in these days of high finance can be considered a pretty good figure. However, everybody thoroughly enjoyed the outing and better results are hoped for next time.

GOOD VICTOR MACHINE DEMAND

Business Better Than Anticipated by Collings & Co., Victor Distributors—Popular and Dance Numbers Lead in Record Sales

NEWARK, N. J., August 7.—L. W. Collings, head of Collings & Co., well-known Victor distributors of this city, is much pleased with the volume of sales during the Summer months. The sale of machines in the Collings territory has been somewhat larger than anticipated and record sales have been quite heavy.

Mr. Collings stated that the great majority of record sales during the Summer months have been of popular numbers, particularly dance selections. It is his opinion that this trend in popular sales will continue until early Fall. He has made a complete analysis of the cause and development of consumer record purchases and is under the impression that business is running in a cycle of impermanent character. Mr. Collings looks for a return of interest in standard numbers and the Red Seal catalog during the early Fall.

NEW STORE IN KENMORE, N. Y.

KENMORE, N. Y., August 3.—A new music store is to be opened at Delaware avenue and Delaware road by M. Truda in the near future. Pianos, talking machines and sheet music will be carried.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street, NEWARK, N. J.

NEW DISTRIBUTOR OF THE AUDAK

Munson-Rayner Corp. Now Audak Wholesaler—Record Demonstrating Device Is Now Equipped on Special Tables—Demand Growing

Maximilian Weil, inventor and manufacturer of the Audak, a record demonstrating device manufactured by the Audak Co., 565 Fifth avenue, New York City, announces a substantial increase in the number of distributors of the device in the various parts of the country. Among these is the Munson-Rayner Corp., the well-known jobbing organization of Los Angeles and San Francisco.

The Audak is now being delivered to the trade equipped on record demonstrating tables which are ready for immediate operation upon delivery to the dealer. Recently a well-known department store in New York City ordered twenty of the specially equipped tables and, following their installation, forwarded a letter to the Audak Co., stating that it was particularly pleased with the results obtained with the Audak's use.

In describing some of the merits of the Audak, Mr. Weil stated that aside from the fact that the Audak carries a series of exclusive patented features, it would be possible, nevertheless, to manufacture the product in quantities at a much lower figure than that at which it is at present marketed. However, the company has borne in mind the extraordinary hard usage that such a demonstrating device must undergo over a long period, and for this reason only the highest quality of materials is used by the company. The Audak also is turned out by skilled mechanics; it is manufactured of brass, steel and aluminum. The tables are of the highest quality cabinet work, made to withstand long wear.

GRIFFIN'S RECORDS FOR LINERS

Records by Okeh Artist Placed on White Star Liners as Result of Ship Concerts—Enthusiastically Received by Ocean Travelers

Gerald Griffin, the well-known Irish tenor and exclusive Okeh artist, who sailed recently on the White Star liner "Cedric" for an extended visit to Ireland, appeared at several of the ship's concerts and his singing was enjoyed to such an extent that, as soon as the "Cedric" landed on the other side, the International Mercantile Marine cabled to the New York offices of the company to purchase a complete set of Gerald Griffin's Okeh records for each one of the liners operated by that organization. This is certainly a great tribute to this artist, as well as to the excellence and accuracy of the reproduction of his voice on the records.

C. E. SIMMONDS WITH OKEH JOBBER

Experienced Record Executive Joins Staff of Prominent New York Okeh Jobber—E. B. Shiddell Back From Vacation in Maine

The New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, Okeh jobber, recently announced the appointment of C. E. Simmonds as manager of the record department. Mr. Simmonds was formerly assistant superintendent of the stock department of the Columbia Graphophone Co. at Bridgeport, Conn. His experience in the talking machine industry extends over a period of seventeen years and he brings with him a valuable knowledge of dealer service.

E. E. Shiddell, manager of the New York distributing division, recently returned from Maine, where he had been spending his vacation. C. A. Clebart, assistant to Mr. Shiddell, who spent his vacation on his farm at Webster, Mass., has also returned to his desk much refreshed after his rest.

F. J. BERUBE IN LARGER QUARTERS

LEWISTON, ME., August 7.—Frank J. Berube, talking machine and piano dealer, who has enjoyed an exceptional record of growth during the three years he has been in business here, has moved from 16 Spruce street to a larger and more attractive store at 367 Lisbon street. Mr. Berube handles the Starr phonographs and Gennett records, Starr, Hallet & Davis, McPhail pianos and players and a complete line of musical merchandise.

A. S. BRAZIL BUYS MASON CO.

BELLOWS FALLS, VT., August 7.—A. S. Brazil, well-known musician of this section, has purchased the business of the Mason Music Co., which has conducted a general music store here for the last thirty-five years. Mr. Brazil has rearranged and redecorated his store in accordance with his own ideas, making a fitting setting for the Victor talking machines and records and several widely known lines of pianos, musical instruments and sheet music which he handles.

MARIO CHAMLEE SCORES IN LONDON

Mario Chamlee, tenor of the Metropolitan Opera Co., New York, and Brunswick artist, who recently made his first concert appearance in Albert Hall, London, Eng., received an ovation from music lovers in that city. The music critics of the Daily Mail and other London newspapers were enthusiastic in their praise of this popular American artist, describing his appearance as a "sensational success."

If you want to draw a crowd to your store, put in

COLUMBIA RECORDS 14½c. Each (In 1000 Lots)

Records all "firsts." All double-face regular 75c discs, from factory surplus, 1922 catalog.

Single shipments of 5000 at 14c., 10,000 at 13c., 20,000 at 12½c.

All quotations subject to change.

TERMS—F. O. B. Factory Bridgeport, Conn.—Net CASH against B. L.

Buy Grafonolas Now and Save Money!
1922 Models.

Styles F, G, H, L & K at less than cost to make.

For quotations write stating quantities you can use.

HAVE YOU SEEN

THE "CHUM" PORTABLE PHONOGRAPH

The best \$25 portable on the market. Big profits. Write for quotations.

LOUIS JAY GERSON

HIGH GRADE RADIO AND PHONOGRAPH SPECIALTIES

63 Reade Street

Telephone Worth 0146



THE "CHUM"
Weight 13 lbs.

New York City

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

*A Lovely Adaptation from the
Work of Sheraton and Shearer*

Top Measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

Another Beautiful New Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 550 Howard Street, San Francisco, Cal.

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

SALES TOTALS SHOW INCREASE

Greater City Phonograph Co. Closing Excellent Sonora Business—Maurice Landay Suggests That Dealers Anticipate Requirements

In a recent chat with *The World*, Maurice Landay, president of the Greater City Phonograph Co., New York, Sonora jobber, commented upon the fact that his company's sales totals for the first seven months of 1923 showed a substantial increase over the corresponding period of 1922. Mr. Landay is suggesting to his dealers that they anticipate their requirements for the 1923 Fall season as much as possible, so that their sales totals for the balance of the year will equal all expectations.

Mr. Landay referred to the fact that at the recent Sonora jobbers' convention, held in Saginaw, Mich., all of the distributors placed orders for their requirements for the entire year in an effort to secure sufficient merchandise for the needs of their dealers. It will, therefore, be to the advantage of each Sonora dealer to anticipate his business for the remainder of the year and place his orders accordingly.

BUYS BUILDING HOUSING STORE

Albert P. Parenteau, Biddeford, Me., Dealer, Enjoys Unusual Success

BIDDEFORD, ME., August 7.—Albert P. Parenteau, who has achieved outstanding success in the music business here in the short period of two years, recently concluded negotiations for the purchase of the large building at 140 Elm street, in which his fine business is housed. This establishment is without question one of the finest in this vicinity and the aggressive methods of the live proprietor have resulted in a large and growing clientele. Starr phonographs, Okeh and Gennett records and Sohmer, Baldwin and Emerson pianos are handled.

DEATH OF F. M. PRESCOTT

Pioneer in Recording Art Dies at General Hospital in Paterson, N. J.—Had Achieved World-wide Success as Recording Expert

F. M. Prescott, identified with the talking machine industry for the past twenty years and recognized the world over as one of the foremost authorities on every phase of recording, died Monday, July 30, at the General Hospital, Paterson, N. J. During recent years Mr. Prescott had established headquarters at Riverdale, N. J., and his services as a consulting engineer had been utilized by many well-known concerns and individuals who consulted him in the installation of record-making plants and the construction of recording machines. Mr. Prescott had traveled the world over in the interests of the recording art and his loss will be keenly felt by the record industry as a whole.

The funeral services were held Thursday, August 2, at Mr. Prescott's late home at Riverdale, N. J. He is survived by his widow and three children and three brothers, one of whom is J. O. Prescott, also a widely known pioneer in the record industry.

MUSIC APPRECIATION IN SCHOOLS

Salt Lake City Schools Make Subject Regular School Study Course as Result of the Excellent Work of Victor Co. Educator

SALT LAKE CITY, UTAH, August 6.—Music appreciation has been made a regular study course in the schools of this city as a result of the work of Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co. One-fifth of the music period in the future will be devoted to music appreciation. While here Miss Streeter made addresses on music appreciation before many local clubs and civic organizations. In the past she has made several trips to this State, and plans are under way to have her return next year to continue the work and extend it to the rural communities, fertile fields for this work.

BENNY DAVIS RECORDS FOR EMERSON

Benny Davis, the well-known songwriter and vocal artist, who recently signed an exclusive contract with the Emerson Phonograph Co., Inc., has made his first record for that firm. It is a vocal rendition of his newest song, "Stella." The Emerson Phonograph Co., Inc., in releasing the number, has forwarded to the trade much publicity material, including an attractively illustrated window strip carrying a reproduction of Davis in one of his characteristic poses while singing.

BRUNSWICK "LEVIATHAN" PUBLICITY

The dealer service department of the phonograph division of the Brunswick-Balke-Collender Co., New York, prepared recently for the use of its dealers an attractive window streamer featuring the "Leviathan," the giant ocean greyhound, together with a reproduction of the Brunswick "Georgian" console. The color scheme of the window streamer is red, white and blue, and the text emphasizes the fact that the "Leviathan" is equipped with Brunswick phonographs exclusively. H. D. Leopold, manager of the Brunswick recording division in New York, is responsible for the preparation of this timely publicity.

TAKES ON TALKING MACHINE LINE


NASHUA, N. H., August 7.—The Rudolph Cormier Furniture Co., 37 Factory street, this city, has recently installed a spacious phonograph department in which the Brunswick phonographs and records are featured. Demonstration booths and other modern equipment have been installed and the new department makes a fine setting for the Brunswick.



REGAL
50c
RECORDS




In New York as in Chicago, Boston, St. Louis, Detroit and other cities thruout the country, dealers are featuring the good 50c record heavily.



Experience has taught these dealers that the public is becoming more and more buying wise.

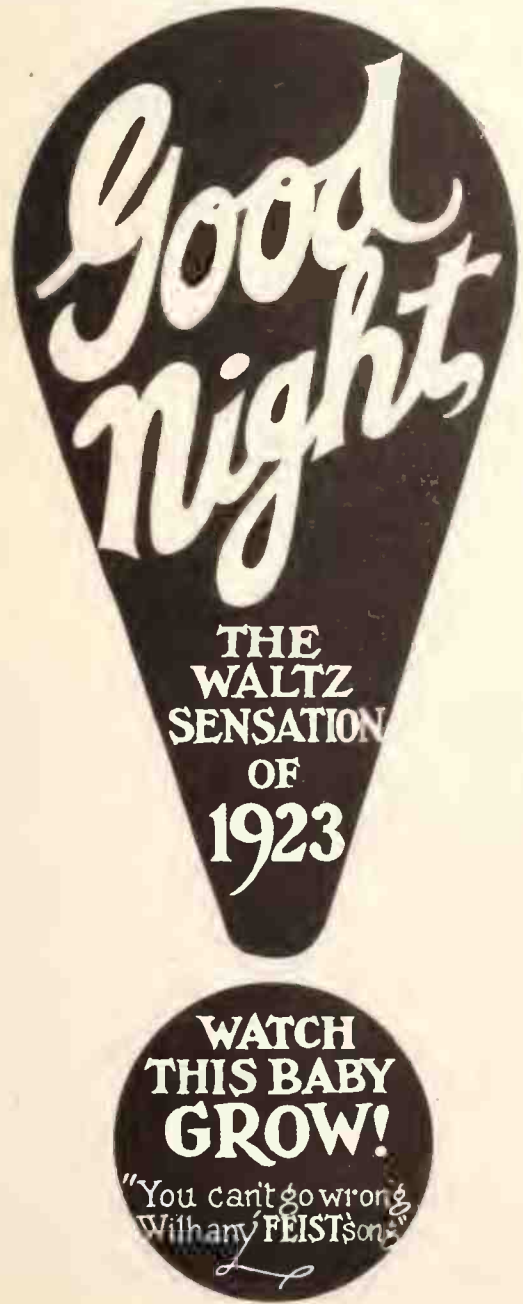


That public now knows beyond all doubt that the good 50c record (one that retails at 50c) gives full 75c worth of record value. Therefore it insists on the good 50c record.



And always the good 50c record brings the dealer a greater turnover and a larger total profit than he ever believed possible.

REGAL RECORD CO.
20 W. 20th ST. NEW YORK



Good night
THE WALTZ SENSATION OF 1923

WATCH THIS BABY GROW!
"You can't go wrong with any FEISTSONS"

WOULD CUT DISTRIBUTION WASTE

Government to Formulate Clear Definitions of Various Steps in Distribution Process

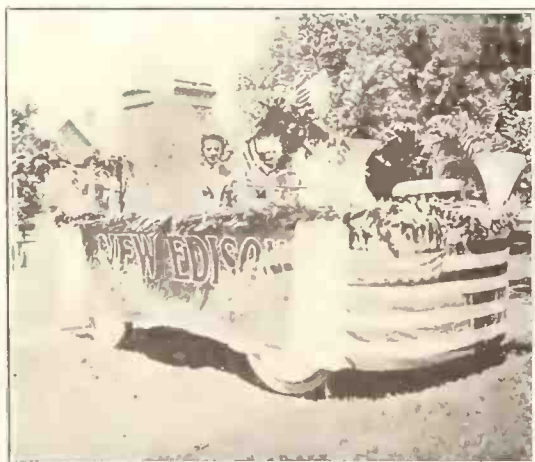
WASHINGTON, D. C., August 6.—A clear definition of the functions of the retailer, wholesaler and manufacturer in every industry will be sought by the division of domestic commerce of the Department of Commerce, with a view to eliminating the overlapping and duplication of activities, as one of the first steps to be taken as a result of the recent retail conference held in Washington.

The retailer performs the final function in the distribution of commodities and gives fulfillment to all preceding efforts by making merchandise available to consumers at the time and place and in the form required by them, it was determined by the conference. The retailer's true function is that of serving as a purchasing agent for his community.

As a result of the conference the music and other trades will be asked to define the functions of the various branches—manufacturer, wholesaler and retailer—so that the information may be studied in the division of domestic commerce and plans made for the elimination of waste in distribution.

EDISON DEALER'S ATTRACTIVE FLOAT

RICE LAKE, WIS., August 5.—At a recent celebration held in this town Oscar Overby, Edison



How the Edison Was Exhibited dealer, prepared the attractive float that is shown in the illustration. This float won the enthusiastic approval of spectators along the route of the parade and furnished splendid publicity for Mr. Overby and the New Edison Diamond Disc phonograph.

PAUL CARLSON IN MAINE

Paul Carlson, manager of the wholesale Victor department of Chas. H. Ditson & Co., New York City, is at present enjoying a vacation with his family in Maine, while Joseph C. May is looking after the development of business at headquarters.

WURLITZER LOS ANGELES BUILDING

Company to Erect a Thirteen-story Building in That City at an Estimated Cost of \$1,500,000

LOS ANGELES, CAL., Aug. 4.—Negotiations have just been made public by the Rudolph Wurlitzer Co., of Cincinnati, O., concerning the erection of a new thirteen-story and basement edifice at 816 South Broadway, starting September 1, at an expenditure of \$1,500,000. The site on which the improvement will rise has a frontage of fifty-one feet on Broadway with a depth of 150 feet to a twenty-foot alley, and is said to have brought a price in excess of \$400,000. Tentative plans outlined by the Rudolph Wurlitzer Co. show that the first six floors, mezzanine and basement of the building will be utilized by them with the upper seven stories subdivided into office space. The office portion of the building will be so designed that it can be taken over by the music house whenever needed.

The ground floor of the structure will be used by the company as a general display room for phonographs and records. The executive offices will be located on the mezzanine and the remaining five floors will be used for the displaying of pianos and other musical instruments of all kinds.

A feature of the new building will be the recital hall in the basement to be used as a civic hall, theatre, concert room and organ display salon. The hall will have a seating capacity of about 250 people and will be similar to the recital room in the Wurlitzer Building in New York.

Not only is the Rudolph Wurlitzer Co. planning a great expansion program for Los Angeles, but it is also formulating plans for the establishment of twenty or twenty-five branch stores in Southern California, it is generally reported throughout the trade.

LARGER QUARTERS FOR GUILLETTE

MANCHESTER, N. H., August 6.—Ernest W. Guilenette, who for some time has conducted a retail talking machine and general music business at 801 Elm street, has moved into larger quarters at 782 Elm street. Mr. Guilenette conducts a very fine business in Columbia machines and records, pianos, sheet music, etc., and the move was made necessary because the business had outgrown the former quarters.

NEW PLAZA REPAIR PART CATALOG

The Plaza Music Co. has published a forty-page repair part catalog which is being forwarded gratis to the trade throughout the country. A comprehensive list of talking machine repair parts for all makes of machines, with complete description and illustrations of parts and supplies, is included in this publication. The book is of convenient size and should be a valuable aid to the repair man.

**Our A A A Quality
India Ruby Mica
DIAPHRAGMS**

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.

27 East 22nd Street New York City
Telephone, Ashland 7868

HOW LIVE DEALER SECURES TRADE

Henry Vigneault, of Keene, N. H., Has Built Up Large Business by Progressive Advertising and Sales Methods

KEENE, N. H., August 7.—What can be accomplished by the live talking machine dealer in a small town is exemplified by the record of Henry Vigneault, Brunswick dealer of this city, who opened a small basement store about five years ago and now occupies warerooms triple the size of the original store at 68 Main street. Mr. Vigneault has built up a large clientele here and in surrounding communities as well entirely through his aggressive methods of publicity, which include regular advertising in the newspapers and billboard advertising on thoroughfares leading into Keene. Another publicity stunt which has been very successful in attracting attention to his store and his line consisted in placing a Brunswick instrument in one of the leading local Summer dance halls and playing the latest records during the periods when the orchestra rested. In addition to phonographs and records this live dealer handles sheet music and musical merchandise and he is now planning to install a line of pianos.

NEW FOREIGN LANGUAGE CATALOGS

General Phonograph Corp. Issues New Polish and Bohemian Catalogs—Important Lists of Records Now Ready for Trade

The foreign language record division of the General Phonograph Corp. has just issued two very attractive catalogs featuring Polish and Bohemian records made by this department. A. H. Thallmayer, manager of the company's foreign language record division, personally supervised the preparation of these catalogs, which contain comprehensive repertoires in their respective languages. The cover design of each catalog is particularly worthy of note, as a four-color process was used to bring out the details of the illustrations. The General Phonograph Corp. is now issuing records in practically every foreign language and the company's jobbers and dealers report a steadily increasing demand for this type of record.

A FEW JOBBING TERRITORIES STILL OPEN**WALL-KANE NEEDLES**

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

Announcing the New Pathé Models



Model 36

The Queen Anne Model illustrated above is furnished in brown mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor \$125.00
 " with electric motor \$140.00



Model 15

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany; all exposed parts nickel plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

PRICE
 With spring motor.... \$100.00
 With electric motor.. \$115.00



Model 31

This handsome model is furnished in brown mahogany and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor \$110.00
 " with electric motor \$125.00



The New Pathé Portable

A complete phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; or covered with DuPont fabrikoid leather; interior in natural wood finish; nickel plated hardware; universal tone-arm; Pathé reproducer; double spring motor; size 14 x 15½ x 8; weight 20 pounds.

Mahogany Finish } \$40.00
 Golden Oak }
 Fumed Oak }
 Fabrikoid Leather \$50.00

THE NEW



PATHE—A name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and of course equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

All the new models (except the Portable) have the new oval PATHE horn.



Model 40

This Italian Renaissance Model is furnished in mahogany and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36½ inches high; 41 inches wide; 21½ inches deep.

PRICE, with spring motor \$185.00
 " with electric motor \$200.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.

BUSY FALL PREDICTED BY BROOKLYN DEALERS

Increased Buying Trend Taken as Indication of Prosperous Fall Season—Dealers Planning Campaigns—Urge Early Ordering—Temporary Stores in Summer Resorts Bring Business—Other Important Activities

A distinct upward movement has marked the trend of the talking machine business in the Brooklyn and Long Island territory during the last several weeks, according to a prominent jobber. In fact, the opinion seems to be quite general among the better informed members of the trade that this condition is a barometer of an exceptionally busy Fall, and as a result the more aggressive merchants are already making tentative plans for their Autumn sales and advertising drives.

Requirements for Fall Now in Order

While comparatively little ordering of Fall stock has been done at this early date, indications are that dealers are beginning to consider their requirements for the next five months. Jobbers have placed large orders with the manufacturers to avert as much as possible a repetition of the conditions which existed last year when dealers were caught short of instruments just prior to the holidays and, as a result, lost many sales, and they have been urging the retailers to place early orders for sufficient stock to meet all demands or to let the wholesalers know what their estimated requirements will be, so that provision can be made to meet demands.

Planning for the Fall Campaign

Now that the Summer vacation season is drawing to a close and the public is again settling down to the ordinary routine, outside sales activities are being gradually resumed and while sales from this source are not coming easy, sufficient business is being done by dealers who are utilizing this method of making sales to make the effort worth while.

Opens Temporary Stores at Summer Resorts

A method of offsetting the possibilities of a slackening business during the Summer months has been used effectively by J. J. Jones, Sonora dealer, Brooklyn, N. Y. During the Summer months he opened several small shops at nearby seaside resorts. These stores are run by his two brothers, who attend college and are at liberty during the Summer. Portable instruments, records and sheet music form the greater part of the business, but the opportunity is

SERVICE

IS A WORD MUCH USED.


THOSE WHO USE
AMERICAN SERVICE FIND IT
DEPENDABLE AND SURE

AND SOME DEALERS HAVE BEEN USING
IT TWENTY YEARS.

**HOW LONG HAVE YOU
BEEN USING IT?**

AMERICAN TALKING MACHINE CO.

BROOKLYN, N. Y.
VICTOR WHOLESALERS



presented to follow up certain customers when they return to their homes in the Fall.

Check Up Source of Prospects

That effective window displays play no small part as a source in securing prospects is the opinion of C. G. Davis, manager of the Aeolian Co., of Brooklyn. He states that a window display is used just as long as it is judged to be effective. Mr. Davis employs a system among his salesmen whereby they are able to ascertain the source from which the prospect comes. The method employed consists simply of the salesman requesting the customer to relate how he or she first became interested. The question is accompanied by the explanation that the company has spent considerable money in advertising and in other ways to secure business, and it wishes to check up on the results as closely as possible in order to be sure that a proper return is secured from its investment. This

serves a twofold purpose; first, the prospect is impressed by the good business methods employed by the concern the salesman represents; secondly, it gives the salesman a re-entry where the conversation has already been closed.

The local branch of the Aeolian Co. also employs a system of securing good prospects in the different branches of trade and industry. For example, if bricklayers are unusually busy and prosperous the members of this trade are intensively canvassed with the object of making sales. Lists of the members of the various trades and professions are first carefully compiled and when the proper time comes salesmen are put on the job. This system has been found very effective in producing business.

Sales Drive Among Farmers Successful

The Cavenaro Music Store, Riverhead, L. I., is meeting with considerable success in selling talking machines among the Long Island farmers. A number of machines are loaded on a truck, which is driven around the locality, and the farmers in this way have a means of securing a demonstration which they would not otherwise be able to enjoy.

New Sonora Accounts

The Long Island Phonograph Co., Sonora distributor for Long Island territory, has secured several new accounts, among these being the Lerch Music Shop, Port Jefferson, L. I., and the Colbrink Furniture Co., 529 Fifth avenue, Brooklyn.

J. J. Schratweiser, of the Long Island Phonograph Co., has just returned from a two weeks' vacation. He spent the time with his family at their Summer cottage in Lynbrook, L. I.

R. H. Keith, president of the company, accompanied by his family and C. W. Keith, vice-president, and his family, are planning to motor to South Fairlee, Vt., where they will visit Miss Janeth Keith, R. H. Keith's daughter, at Camp Aloaha.

Building Good Will Among Bus Users

A unique method of getting people to come into the store is being used by the Woodhaven Music Shop, 9303 Jamaica avenue, Woodhaven, L. I. This company distributes slips among persons using the various bus routes into town. The slips provide a place to list the names and addresses of the persons using the buses as a means of transportation. After paying the bus fare the passenger obtains the signature of the bus driver and upon reaching town, by presenting the slip at the Woodhaven Music Shop,

Timeliness

—is just as essential and we consider equally as much a part of our service to dealers as efficiency in deliveries or the various avenues of sales co-operation.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



In short, we strive to make ours the highest class service in the talking machine field just as *Sonora* is the Highest-Class Talking Machine in the World.

All communications will receive prompt and careful attention.



The family holiday

There's a best selling style of Sonora for each month. Ask us about it for August

AUGUST 1923						
SUN.	MDN.	TUE.	WED.	THU.	FRI.	SAT.
..	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	..

Long Island Phonograph Co., Inc.

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

Sonora Distributors for Brooklyn and Long Island



RITZI MITZI

A Happy Snappy
Fox Trot Song

"You can't go wrong
With any FEIST song"



© LEO. FEIST INC. N.Y.C.

the fare is rebated. This system has been successful in getting the prospective customer into the store; it also provides the dealer with accurate information as to new names and addresses to be added to its prospect list and in addition it builds good will.

H. L. Terry & Son Open New Store

H. L. Terry & Son, prominent Victor dealers of Sayville, L. I., are now occupying their new store in the business center of Sayville. They have also made extensive improvements to their establishment at Islip, L. I., including the installation of new demonstration booths.

Victor Demand Grows Steadily

Victor business in the Brooklyn and Long Island territory has improved to a considerable extent during the last two months, if the orders for instruments being received by the American Talking Machine Co., Victor wholesaler, are a criterion, according to Richard H. Morris, secretary-treasurer and general manager of the company, who stated that the sales volume of this period exceeds that of the same months last year. Mr. Morris also declared that in his opinion a good Fall business is in store for the trade.

Most of the details connected with the consolidation of the G. T. Williams Co., Inc., with the American Talking Machine Co. have been completed and the combined organization is prepared to render more efficient service to dealers than ever.

Remodeling Store to Handle Growing Trade

Alterations are under way at the establishment of E. Shapiro, 676 Broadway, Brooklyn, Sonora dealer, whose business has increased to such an extent that he has found it necessary to remodel his establishment so that more efficient use will be made of the space he occupies. The type of service and the unique and effective method of securing prospects used by this progressive merchant have been largely responsible for his success. Many live prospects are secured through insurance and furniture salesmen and collectors, who, when a sale is made to a prospect turned in by them, are paid a fair commission. These men supply Mr. Shapiro with names, addresses and other necessary information of prospects. This is immediately followed up by a letter calling attention to the excellence of the line handled and if no action results within a period of a few days a salesman is put on the job. Many good prospects are secured through recommendations of old customers who have become firm friends of the store through the service rendered by the company. This service consists of free minor repairs to the instrument and periodical inspection.

B. L. HARLESS FORMS NEW FIRM

COVINGTON, VA., July 21.—B. L. Harless has just purchased E. R. Layne's interest in the Reynolds & Layne Music & News Store, on Maple avenue. The name of the firm has been changed to the City News & Music Store, and the new concern will assume responsibility for all outstanding accounts of the Reynolds & Layne business.

EMERSON ARTISTS ON TOUR

The Harry Stoddard Orchestra, which has made a series of records for the Emerson Phonograph Co., Inc., recently signed a contract with the Keith and Western vaudeville circuits involving a fifty-week tour. The orchestra is now on the way to the Pacific Coast. Emerson dealers throughout the country are to co-operate in a publicity campaign in connection with the appearance of the orchestra in their cities. The sales organization of the Emerson Co. expects, through this national publicity, to enlarge the following of the Stoddard Orchestra.

OPENS "TALKER" DEPARTMENT

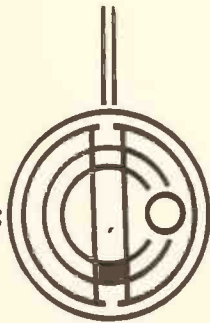
NASHUA, N. H., August 7.—An attractive talking machine department was recently opened by the Levesque Furniture Co., 40 Factory street, this city. The Aeolian-Vocalion line of instruments and records has been installed.

ACKERLEY'S TIMELY ADVERTISING

Progressive Victor Dealer Uses Effective Sousa Publicity—Advertising Produces Results

Lieutenant Commander John Philip Sousa, the world's greatest band master, accompanied by his famous band, is now making his thirty-first annual tour and fourteenth transcontinental tour. Sousa's band makes Victor records exclusively and Victor dealers throughout the country are taking advantage of this concert tour to use timely and effective publicity.

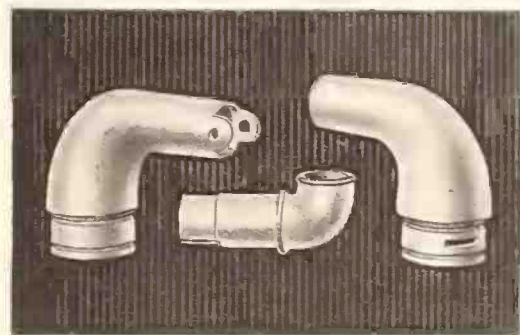
At a recent concert given by Sousa and his band at Patchogue, L. I., Jerome Ackerley, prominent Victor dealer, used the back page of the program for his advertising. On this page Mr. Ackerley presented publicity that featured Sousa's Victor records, Victor supremacy and the Ackerley store. This timely advertising produced splendid results and stimulated materially the demand for Sousa's Victor records and other recordings as well.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Doehler Die-Cast Tone Arm Elbows

You have a right to expect, for the price you pay, the very best die-castings for your purpose that can be produced.

That you may be assured of this, Doehler engineers seek an opportunity to work with you even before your design may be finally decided upon.

Thus your finished product will represent not only your own mastery of your specialty, but also the best judgment and skill of the world's largest producer of die-castings.

This adds value to your product which costs you nothing. The Doehler Company sells die-castings. It gives service.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.



"Bleeding Hearted Blues" and "Midnight Blues" are the very latest experiences in the lachrymose life of Bessie Smith, champion "blues" singer of all time.

In this record—A-3936—gloom comes so thick and fast to Bessie that there won't be a dry eye—nor a closed pocketbook—in the house when her sad story is sobbed to its end.

COLUMBIA GRAPHOPHONE CO.
New York

COLUMBIA CO. MEN ARE GUESTS OF GEORGE W. HOPKINS

Twenty Members of Sales and Executive Staffs Entertained at Long Island Yacht Club by Vice-president and General Sales Manager—Look Forward to Heavy Sales Totals This Year

Twenty members of the executive and sales staffs of the Columbia Graphophone Co. were the guests recently of George W. Hopkins, vice-president and general sales manager of the company, at the Long Island Yacht Club, Bayside, L. I. These twenty Columbia enthusiasts included the company's executive sales cabinet, K. Mills, manager of the New York branch, and the visiting managers of the West Coast branches, in whose honor the meeting was called.

When they arrived at Bayside the visitors immediately made their way to a table overlooking the Long Island Sound, where an old-fashioned duck dinner was served. After doing ample justice to the dinner the guests settled down to business, and P. S. Kantner, San Francisco manager, gave an interesting talk describing how he handles the same distribution and service problems that are met with by Columbia branch managers throughout the entire country.

W. F. Stidham, manager of the Los Angeles branch, entertained the guests by a detailed description of some of the many successful accounts in his territory. He described two types—dealers who are enjoying a big volume of business through consistent, intelligent newspaper advertising and practically no outside

work, and dealers who put their efforts in outside work with less emphasis on the advertising. "There are two things these dealers have in common," said Mr. Stidham, "one, the ambition and knowledge to go after business, and, two, the success that always rewards intelligent sales effort." Mr. Stidham then described the third dealer, probably the most successful of all, who combines advertising with outside selling. W. H. Lawton, of Seattle, told the meeting of some of the outstanding features in his territory, and Mr. Mills spoke enthusiastically of the bright outlook for a big volume of business in the Empire State. Robert Porter, field sales manager of the company, who recently returned from an extensive visit to the West Coast branches, discussed some of the more recent developments in the problems of the phonograph industry as a whole. "The music industry," Mr. Porter said, "particularly as affecting the phonograph field, is undergoing a silent, invisible but progressive change. Consumers are becoming the dictators of the situation. It is their wishes which are dominating the trend of the manufacturers and dealers' policies. As manufacturers get closer to the consumer and shape their policies to meet the consumers' preferences and requirements, the industry will

become less affected by industrial and trade influences. This applies to styles, finishes, mechanical performances, terms, advertising plans and retail store sales practice. Spectacular sales, long-winded terms, high-pressure methods, concessions in price or gifts to stimulate buying are passing like the old men of yesterday. Why? Because the consumer is intelligent enough to recognize legitimate value from clap-trap. The consumer is forcing the industry to revise practices which unrestrained aggression is blind to, but will fall a victim to, eventually."

Up to this point the meeting had been an enthusiastic one, but the members had been personally conservative. However, when Mr. Hopkins arose to discuss the new phonographs and Columbia New Process records he was greeted with tremendous applause. The manager in attendance stated that every dealer who had seen the new phonographs had been unqualifiedly enthusiastic in voicing his approval, and they are looking forward to the receipt of good-sized shipments of this merchandise in order to attain record-breaking sales totals. After discussing the new product from every angle, Mr. Hopkins invited questions or additional remarks from his guests, and at the close of an interesting round-table discussion the meeting adjourned and the party returned to New York.

RETAIL CHANGES IN BURBANK, CAL.

BURBANK, CAL., August 4.—The Burbank Music Store has just been taken over by M. Rossman, an experienced music dealer from Los Angeles. He will carry the Victor line of phonographs and records in addition to the large stock of pianos, musical instruments and sheet music formerly handled by this concern.

C. William Pfisterer, who had been operating the Burbank Music Store, is preparing to open another music concern at 147 West San Fernando boulevard, and will continue the Brunswick line of talking machines and records at his new location. He will endeavor to make his new store one of the most complete music houses in this locality, handling a full stock of phonographs, pianos, etc.

NEW STORE IN McPHERSON, KAN.

McPHERSON, KAN., August 6.—The new music store on North Main street, of which Helmer Ek is proprietor, will be formally opened in a few days, according to announcement made by Mr. Ek, who is awaiting the arrival of his fixtures. He has already done considerable business and has installed a complete line of stock.

SELLS INTEREST IN COMPANY

OWENSBORO, KY., July 30.—The Samuels-Bittel Music Co. will in the future be carried on by W. S. Samuels and Lee Atherton, the third partner, Joseph Bittel, having recently sold his interest in the firm.

We Serve New York!



The territory we supply comprises the entire metropolitan district—a vast Okeh field that offers almost unlimited opportunities to Okeh dealers.

If you are a live, enterprising dealer and would know, in detail, the full possibilities that this great market holds for

Okeh Records

The Records of Quality

we suggest that you get in touch with us at once. We carry at all times a thoroughly complete stock of all Okeh Records and, in addition, we have the essential facilities for handling all orders promptly and efficiently.

GENERAL PHONOGRAPH CORPORATION

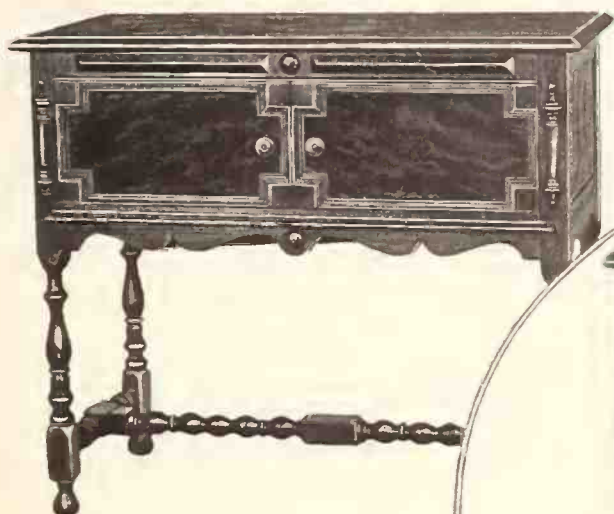
New York Distributing Division

15 West 18th Street

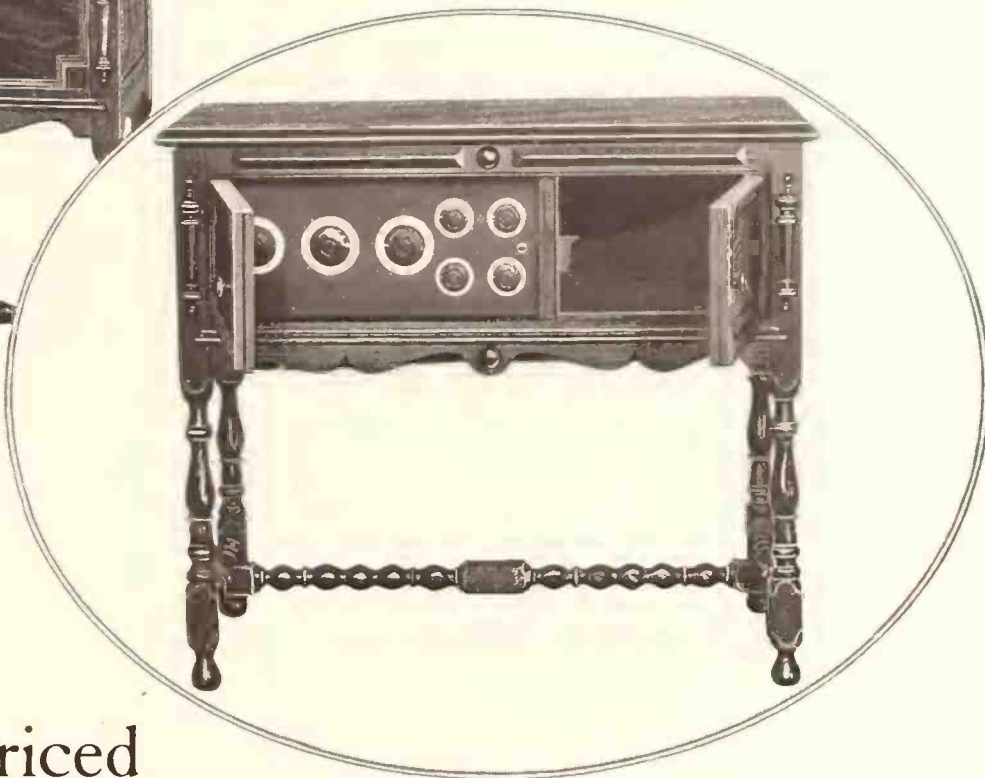
New York City

Distributors
for
OUTING
and
ODEONETTE
Portable
Machines

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader of

the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

**TALKING MACHINE
DEALERS & DISTRIBUTORS**

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio

C I N C I N N A T I

Business Holds Up Well—Dealers Discuss Merits of Various Record Release Methods—Remodeling for Fall—The Month's News

CINCINNATI, O., August 6.—Both the talking machine and record business in this city are holding up remarkably well during the warm weather and there are indications that Cincinnati dealers will not have sufficient stock on hand to supply the rush when the Fall season opens. The first six months of this year were as prosperous as any known in the history of the talking machine and record business in this city, but dealers had anticipated a marked decrease in demand when Summer arrived and the open-air amusements offered their attractions to the public. But, even though there has been a decrease in the volume of business to some extent, it has not been as noticeable as was expected. Business during July, in most cases, ran approximately from 25 to 100 per cent ahead of July, 1922, thus maintaining the pace which was set in the previous months of this year. The outlook for August is very bright and it is thought that the volume of sales this month will equal that of July and possibly surpass it.

Discuss Record Release Problems

There has been some discussion locally about the method of releasing records. Some dealers favor a bi-monthly release, contending that the dealer will have fifteen days in which to push and dispose of records and that daily release of records tends to slow up the sales of all records except those which are just being released. On the other hand, those who employ the daily release believe that, when the public is educated to the fact that it can secure the latest records each day, it will buy records at the store where they can be purchased right up to date. There will be enough demand for back numbers to dispose of the shipments of records received, according to the contention of those favoring the daily release. Both those advocating daily release and those favoring the release of records less frequently agree, however, that the method of release is not so important as the attitude and activity of the local dealers. When the dealers are alive to the merits of both systems and to the possibilities of increasing their own business a much larger

volume of sales is almost certain to eventuate. Say Radio Aids Trade

The question of the effect of the radio upon music is another much-talked-of subject. Everyone knows that the radio made a phenomenal, whirlwind kind of entrance into the musical life of America. Under those conditions it is not much wonder that people bought radio equipment and supplies in preference to talking machines and records. But, now that the first rush is past and the novelty of the radio is beginning to wear off, some say that the radio is actually aiding the sale of both talking machines and records, instead of directly competing with them. One point which is emphasized is that people soon get tired of local music, but do not care to sit up at night until ten or twelve o'clock to hear music from other cities by radio, whereas the talking machine can be used at any time that the hearer wishes. In fact, it is said that through the radio farmers are hearing good music and the farm trade on talking machines and records is increasing.

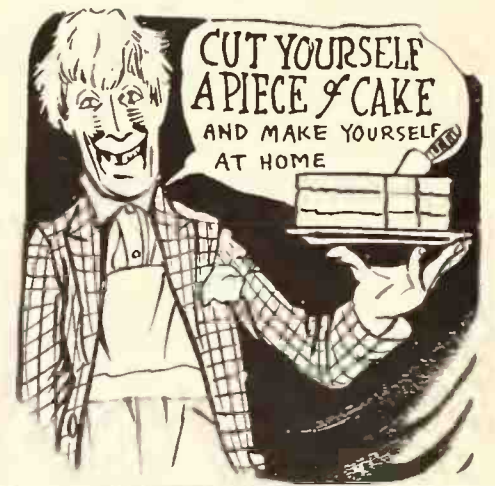
Another point in favor of talking machines is that the great artists will not broadcast their music by radio and, if people care to hear them, they must buy records. A prominent Cincinnati dealer maintains that the radio introduces new dance music and that people then come into his store to buy the record. This dealer suggests that the only trouble is that new pieces are not introduced by radio soon enough.

Look Forward to Victor School

A great deal of interest is being manifested by various dealers in Cincinnati territory in the classes to be held by the Victor Co., in which dealers will be taught more about Red Seal records. Dealers here are alive to the fact that they cannot know too much about their product and are behind every effort in their behalf.

Children's Records Popular

Children's records and educational records are becoming more and more popular. A novel arrangement of ten duets for children has been arranged by Miss Kinsella, who plays the teacher's part on the talking machine record, while the child in the home plays its part on the



piano. This arrangement is to be used in the public schools and the outlook is excellent for its success.

Public Favors Consoles

A majority of the machines being sold in Cincinnati stores are of the console type. The Ohio Talking Machine Co., Victor jobber, in view of the preference for the console models, is getting in two new types of consoles, Nos. 400 and 405.

Dealers Increasing Facilities

With the bright outlook for Fall just ahead several concerns are equipping themselves to handle a large volume of business, larger than they have ever taken care of before. The Chubb-Steinberg Music Shop, East Sixth street, has purchased the fixtures of the phonograph department of the John Shillito Co., which is closing out its line of phonographs. These fixtures will be used by the former to help equip the thirteen new display rooms which are being constructed in the store. The addition means that about four hundred square feet of display space will be available in the early Fall, as well as an enlarged and better-equipped repair room in the basement. Widener's Victrola Shop, West Fourth street, is also adding eight to ten record selling rooms.

Edison Dealers Cashing In

The Phonograph Co., Edison wholesaler, of this city and Cleveland, O., is receiving its full share of the wave of prosperity which is sweeping over this section of the country. The Edison is one of the most popular instruments sold in this State and the live dealers handling this line are doing an eminently satisfactory business, and the outlook for a record Fall trade is excellent.

Miss Mae K. Brigel With Brunswick


Miss Mae K. Brigel, who has had a wide experience selling records during the past six or seven years and also is an accomplished composer, is now with the Brunswick Co. Her work will be to assist the dealer in finding the best commercial value of his records and give him or his salesmen help in opening stores or in conducting special sales. Miss Brigel has started on her first trip through the South. There is a rapidly growing demand for Brunswick machines, according to the local district office.

A. F. Hubbard in New Post

A. F. Hubbard has been appointed to the traveling staff of the New Edison Co. Mr. Hubbard was formerly in charge of the Edison agency in Athens, O., and later had his own store at Huntington, W. Va.

Orchestra Boosts Record Sales

Reports have reached Cincinnati of the phenomenal success of a dance given in Richmond, Ind., late in July by a Brunswick dealer, the Romey Furniture Co., through a college fraternity of that city. The Phi Delta Kappa fraternity sponsored the dance, which had as its chief attraction the famous Brunswick artists, Isham Jones and His Chicago Orchestra. Over 350 people were among the dancers and spectators, people attending from practically every one of the cities and towns of eastern Indiana and western Ohio. Mr. Henderson, of the Cincinnati district office of the Brunswick Co., also was present. Needless to say that the appearance of Isham Jones and his orchestra stimulated the sales of not only the records made by



The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. DOLLARS and CENTS—Even after Uncle Sam has taken his there is a very substantial sum left.
2. GOOD WILL—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. THERE'S A SENSE OF SATISFACTION in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

this orchestra, but also, in a measure, all of the Brunswick dance records.

Compose Successful Song

The sale of music rolls for player-pianos has been exceptionally good among the Cincinnati dealers. Karl Bamberger, a clerk in the Victrola department of the Baldwin Piano Co., and Miss Stevens, manager of the department, are responsible for the song "Daddy's Lullaby," which has been recorded on Q R S Melody, U. S. and Standard rolls. The former composed the music and the latter wrote the words. The song is reported to be selling very well.

Fine Starr Window Display

The Starr Piano Co., West Fourth street, has a window display showing the various stages of operation necessary in making Gennett records. This display has attracted much interest and there is already a large number of music dealers seeking to obtain this outlay for display purposes.

Lose Instruments in Fire

Justin Huber's Orchestra, which has been recording lately for Gennett records, suffered the loss of its instruments and much valuable music, some of which cannot be replaced, when Chester Park, Cincinnati amusement resort, had a disastrous fire several weeks ago. Huber's Orchestra had been playing for dancing at the Park clubhouse, which was one of the buildings destroyed by fire.

News Gleanings

Mr. Bates, of the Ohio Talking Machine Co., has just returned from an Eastern trip which consumed five weeks. He spent considerable of the time with his family at Ocean City, N. J., where he has an attractive cottage.

Business is reported to be very good with the Sterling Roll & Record Co. Ben L. Brown, manager, had a very successful trip through Ohio territory the past week. Larry Naber, of this company, had a good week traveling through Hamilton, Middletown, Dayton and Columbus. According to the road salesmen the demand for records is heavy in all parts of western Ohio and from present indications a prosperous Fall season seems to be assured.

The Chubb-Steinberg Music Shop, East Sixth street, has gotten much business through its motto, "Harmonize the instrument with the home." This company has a man who follows up deliveries and adjusts the instrument to the best-looking position in the room. This service has been instrumental in creating much satisfaction among customers and it also has resulted in considerable new business.

The Cheviot Phono Music Shop, at Cheviot, O., has recently changed its name to Grismer's Music Shop.

W. C. Fuhri, representative of the General Phonograph Corp., New York, was a recent visitor to Cincinnati.

FAVORITE CO.'S LARGE BUSINESS

Demand for Parts and Accessories Grows Steadily—Announces Springs in Individual Boxes—Bright Outlook for Fall

Carl Kronenberger, head of the Favorite Mfg. Co., in a recent statement to a representative of The World, said that the sales for the month of July of tone arms, sound boxes, mica and other talking machine parts were larger this year than any Summer month of the post-war period. This, he feels, indicates a most active Fall season. Of particular importance, he also stated, is the fact that the demand has seemingly been for quality products.

In addition to its large business with talking machine manufacturers the Favorite Co. also distributes a large volume of steel springs to talking machine dealers for repair purposes. In conjunction with its spring business the company now announces the delivery of springs in all sizes in individual boxes, each carrying on its cover a description of its dimensions, thus saving the time of the repair man in selecting a needed spring and aiding considerably in keeping such stock up to date.

MARGARET YOUNG SAILS FOR EUROPE

Exclusive Brunswick Artist Will Spend Vacation in Europe—Brunswick Executives and Staff Bid Her Bon Voyage

Miss Margaret Young, exclusive Brunswick artist, sailed for Europe recently on the "Orduna," of the Royal Mail Line. Among the members of the Brunswick staff who were present to bid Miss Young bon voyage were H. Don Leopold, manager of the record department of the Eastern phonograph division; James O'Keefe, of the recording laboratories, and C. R. Salmon, of the New York sales force.

Miss Young is well known to theatregoers and talking machine owners throughout the country, as for a number of years she has been a headliner on the Keith Circuit, in addition to making records that have met with a popular sale. She has made a large number of records for the Brunswick catalog and is generally recognized as one of the leading exponents of modern-day syncopation.

CLUETT TAKES ON VICTOR LINE

Troy and Schenectady Stores of Famous Concern Add Victor Machines and Records

Cluett & Sons Co., operating stores in some of the leading cities in New York State, have concluded arrangements whereby the Victor line will be handled in their Troy and Schenectady stores. This house is one of the oldest music retail organizations in the country, and Victrolas and Victor records will be given splendid representation in the two stores where they will be carried.

SOPHIE TUCKER IN MOVIES

It is rumored that Sophie Tucker, well-known vaudeville star and exclusive Okeh artist, will shortly be featured in moving pictures. Miss Tucker has been engaged in making a picture at Hollywood during the past few months, and in all probability it will be released in the very near future.



SPENCERIAN
-sold the year 'round

A Fact!

On Wabash Avenue, Chicago, the following merchants are among our many customers:

- Baldwin Piano Co.
- Brunswick Phonograph Shop
- Jacobek Music Co.
- Julius Bauer Piano Co.
- W. W. Kimball Piano Company
- Sonora Retail Shop
- Wade-Twitchell Co.

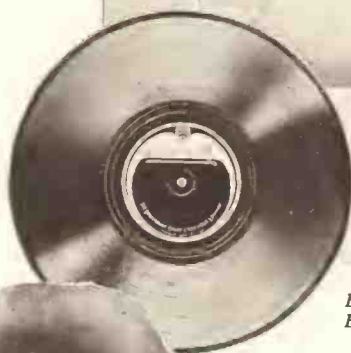
NATURALLY, you don't want a phonograph with an imitation leather case and gaudy metal trimmings in your living room.

Customers now demand a portable that sells the year around—the Spencerian, a practical portable that is essentially a table phonograph.

The Spencerian can be wound any place on a table—no need to move it to the edge. Rubber feet prevent the case from marring a table top. Designed with Grecian simplicity, the handsome all wood Spencerian graces any room. Your choice of finishes; brown mahogany, burr walnut, fumed oak. Write us today!

LIST PRICE (East of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St. St. Paul, Minn.



*Brunswick Phonographs Play All Records
Brunswick Records Play On Any Phonograph*



Elly Ney



Leopold Godowsky



Sigrid Onegin



Josef Hofmann



Claire Dux



Florence Easton



Max Rosen

Brunswick

PHONOGRAPHS AND RECORDS

THE NEW HALL OF FAME



Michael Bohnen



Giuseppe Danise



Bronislaw Huberman



Mario Chamlee



Theo Karle



Marie Tiffany



Giacomo Lauri-Volpi



Mariu Iwogin

Making Imperishable the Art of the Greatest Artists of This Generation

Formerly the art of the great musicians died with them, or lived only in the memory of contemporaries.

The art of Adelina Patti, of Jenny Lind, of Pauline Lucca, died with them. The playing of great masters of violin, or 'cello, or piano, who flourished a generation ago, is forgotten.

But every generation has its great artists with wonderful voices, or marvelous ability to wrest music from man-made instruments. And today Brunswick is making the art of these new artists imperishable.

Most of the great modern artists make records exclusively for Brunswick. Famous musicians have learned the supremacy of Brunswick recording. Its clearness, absolute fidelity to tone and mood and inflection. So the great lights of the New Hall of Fame are Brunswick artists, that their art may live beyond them in all its infinite beauty.

Brunswick's double-faced gold

seal artist records have gained world recognition. Every one of these should have a place in every record album, for they represent the highest achievement in modern music.

Coupled with this recording of classical music Brunswick offers the best modern, popular music. No dance music equals that of Brunswick. And for this too there is an insistent and incessant demand.

Dealers who handle Brunswick phonographs and records enjoy the prestige of a line which has gained a position of unquestioned eminence in the musical world. They gain the large profits of a fast-moving line with a moderate investment. And they are assured the protection of a line handled only through factory branch offices and distributors who are in harmony with Brunswick's liberal and fair policies. Brunswick dealers are never at the mercy of jobbers with conflicting interests.

New England Distributors: Kraft, Bates & Spencer, Inc., 80 Kingston St., Boston, Mass.

THE BRUNSWICK-BALKE-COLLENDER CO. Manufacturers—Established 1845 General Offices: Chicago Branches in All Principal Cities

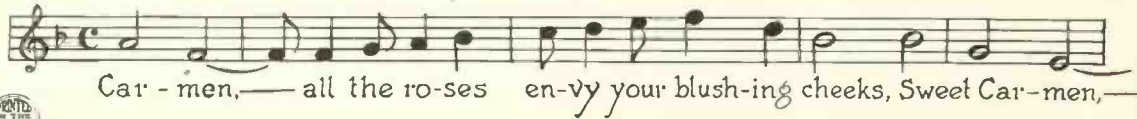
Canadian Distributors: Musical Merchandise Sales Co., 79 Wellington St., West, Toronto, Ont.

Brunswick PHONOGRAPHS AND RECORDS

SWEET CARMEN

A Rhythmic Fox-Trot Tango -

"You can't go wrong
With any FEIST song"



IN DES MOINES

Sales Show Increase Over Same Period Last Year Despite Slackening of Business—No More Records on Approval—Month's News

DES MOINES, IA., August 6.—Retail sales in Iowa have slowed up somewhat according to the usual seasonal trend, although the volume is much better than during the corresponding period last year. Harger & Blish, jobbers of Edison products, report that the retail sales of their dealers are fully 50 per cent greater than during the same period last year. Little of the present volume, however, is being taken from jobbers' stocks. Most dealers seem to be cleaning out their stocks before placing orders for Fall and Winter business.

Portable machines are in fair demand, although many dealers claim that this phase of the business is not living up to expectations. One jobber remarked on the increasing popularity of console models. According to this authority even the people in the smaller communities are demanding this type machine. Retail dealers in Des Moines have noticed an unaccountable spurt in the record business during the past few weeks. Business, on the whole, is better than usual for this time of the year.

Leading local music dealers have all posted notices at prominent places in their music departments informing the public of the discontinuance of the "records on approval" policy after August 1. At their next meeting, to be held during the latter part of August, the music dealers of the city will discuss "trade-in" policies. Most dealers feel that some standard policy can be reached that will be fair to both customer and retailer.

During Des Moines Merchants Market Week, August 6 to 11, Des Moines jobbers kept open

house to their visiting dealers. Local retailers co-operated very successfully by prominently displaying their talking machine lines.

J. A. Keyes, who has been doing special sales work for Harger & Blish, will join the music department of Davidson Bros. on September 1.

The new six-story building of Chapman Bros., Sixth and Walnut streets, is rapidly nearing completion. The company expects to move in about August 20. The entire balcony of the store will be fitted up for and devoted to the talking machine and record business.

Ed. Hadoval has purchased the drug and talking machine business of E. H. Tadage at Wyoming, Ia. Edison products will be handled as in the past by the new proprietor.

L. L. Sherman has purchased the Gilmore drug and jewelry business at Gilmore, Ia. Mr. Sherman will continue to handle Edison phonographs and records.

Evelyn Ashby, formerly of Cedar Rapids, Ia., took over the management of the talking machine department of Chase & West on August 1.

Ruth Uhl, of the record department of Davidson Bros., and Helen Lindquist, in charge of record sales for L. Ginsberg & Sons, have just returned from a two weeks' outing at Northern Lakes.

Jno. Garwood, of the Mickel Music Co., Marshalltown, Ia., has found a new market for Victor products. Just recently he sold machines and assortments of records to three different musically inclined baseball teams.

F. Van Vogart has been appointed manager of the talking machine department of Davidson

Co., Waterloo, Ia. Mr. Van Vogart was formerly manager of the Victrola department of the A. E. Gardner Co. at Iowa Falls.

THOS. A. EDISON ON VACATION TOUR

Mr. and Mrs. Edison, in Company With Friends, Are Motoring Through the Middle West—Will Spend Some Time in Camp

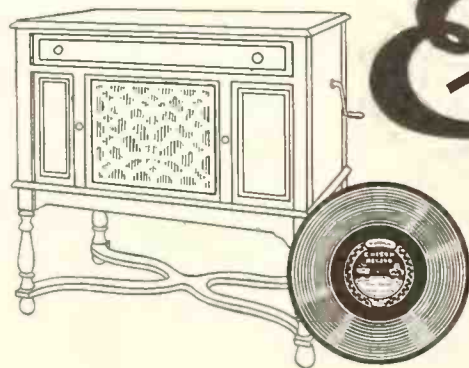
Thomas A. Edison left on a three weeks' vacation with Mrs. Edison on August 2, starting from their West Orange, N. J., home in an automobile—not a Ford—presented them by Henry Ford.

Their journey will be westward, through New York and Pennsylvania, Ohio, Indiana, Michigan and Wisconsin and on the way West they will pick up Mr. and Mrs. Ford and Mr. and Mrs. Henry Firestone, with whom they will spend some time in a camp.

The trip will be made entirely by motor and the party will make a tour of the northern peninsula of Michigan, as well as along the southern shores of the Great Lakes. The inventor expects to be back in his laboratories by the first of September.

V. W. MOODY MAKES AUTO TRIP

V. W. Moody, of the sales staff of the Silas E. Pearsall Co., Victor wholesaler, New York, spent a few days recently on a combined pleasure and business trip, which included a visit to the cities in the Hudson River territory, Vermont, New Hampshire, Massachusetts and Connecticut. Mr. Moody, who made the trip by automobile, was accompanied by his family, and during the course of the journey visited many Victor dealers throughout that section of the country. He found the general business outlook very satisfactory, with all the dealers preparing for a banner Fall and holiday season.



Edison



COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES



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., 116-122 West Illinois Street, Chicago, Illinois

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

ACTUAL SIZE



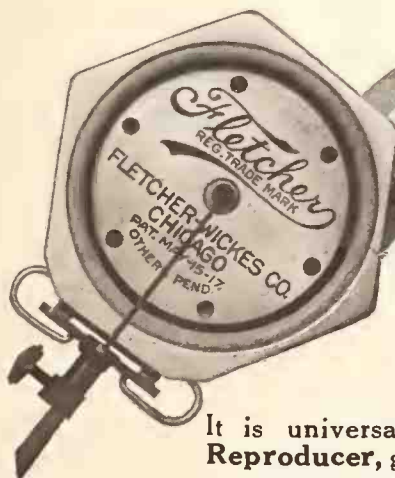
Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

Dealers, Send for
 Prices and Terms

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

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
 116-122 WEST ILLINOIS STREET CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE TWIN CITIES

*Retailers and Wholesalers Optimistic Over the Fall Prospects—
Brisk Demand Continues—The Month's Trade News and Activities*

MINNEAPOLIS and ST. PAUL, MINN., August 7.—Business in the talking machine field is good and getting better in the Twin Cities and its environs. A distinct note of optimism pervades the jobbing houses. A gratifying volume of orders is coming in both for immediate and Fall delivery, many of these from dealers who have done very little buying in the past two or three years.

George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., Victor distributors, says: "We are doing a big business, away ahead of last year. All models are selling well and we are not able to get enough of the new art console, No. 405, to supply the demand."

Mr. Mairs feels it is too early to forecast

much about Autumn business, but adds that dealers are optimistic. Business in North Dakota, he says, is better in spots, although conditions are so dissimilar in the various parts of the State as to make a general statement about the State inapplicable. Indications that prosperity in North Dakota is looking up are evidenced by the fact that several dealers who visited the Dyer firm within the last month bought more records than they have for two years. The indications are that South Dakota also will buy, according to Mr. Mairs, and sales conditions are pretty fair in Iowa.

"Future delivery orders are reaching us in a gratifying manner," said H. S. Sharer, manager of G. Sommers & Co., Pathé distributors

located in St. Paul, who says that Minnesota business is fair. The firm's receipt in his department will be about the same as last year.

"Business in Edisons is better than last year and better than last month, according to J. Unger and A. L. Topel, of the Lawrence H. Lucker Co., Edison jobber. Conditions, they say, are especially good in the big towns in its territory. The iron range towns are doing a splendid business, Mr. Unger states, and Lucker's is doing a very nice record business.

William A. Lucker, who conducts the big Edison store in St. Paul, has just sold his fifth Edison phonograph to the same family, clearly indicating that the buyer was more than pleased with his previous purchases.

Gust Ardin, of Cook & Rose & Beland, of Two Harbors, has been added to the list of Edison dealers by Lawrence H. Lucker, Northwest Edison distributor.

Visitors to the offices in July included O. V. Karlberg, Albert Lea; A. C. Mason, Chippewa Falls; H. M. Hershey, Litchfield, and R. W. Hyneman, Eden Valley.

Edward G. Hoch, Cheney distributor, says: "Business with us is 20 per cent ahead of last July, the last ten days, following the extreme heat, having been particularly good. The increase is due to orders from people who have been dormant for some time. This revival means that we are getting back to stable demand. The business that is coming will be getting us back to normal."

Mr. Hoch has opened a new account in Great Falls, Mont., a direct result of the Dempsey-Gibbons prize fight in Shelby, Mont. Among the many visitors to the State who made Great Falls their headquarters at that time were a group of New York business men, familiar with the Cheney, who endorsed the line so highly that the Great Falls man was impressed to the extent of putting in the Cheney products.

Business is much better than a year ago at the George C. Beckwith Co., Victor jobber, according to Charles K. Bennett, general manager, and Fred Strum, and July results are ahead of last year's figures. "The encouraging thing is that practically all obsolete models are off the Twin City markets and dealers are placing new orders," said Mr. Strum, who visited the Minneapolis and St. Paul dealers. "Dealers are going to do a tremendous business because we have just the models which the public wants, particularly a good line of flat-top consoles, which are popular now."

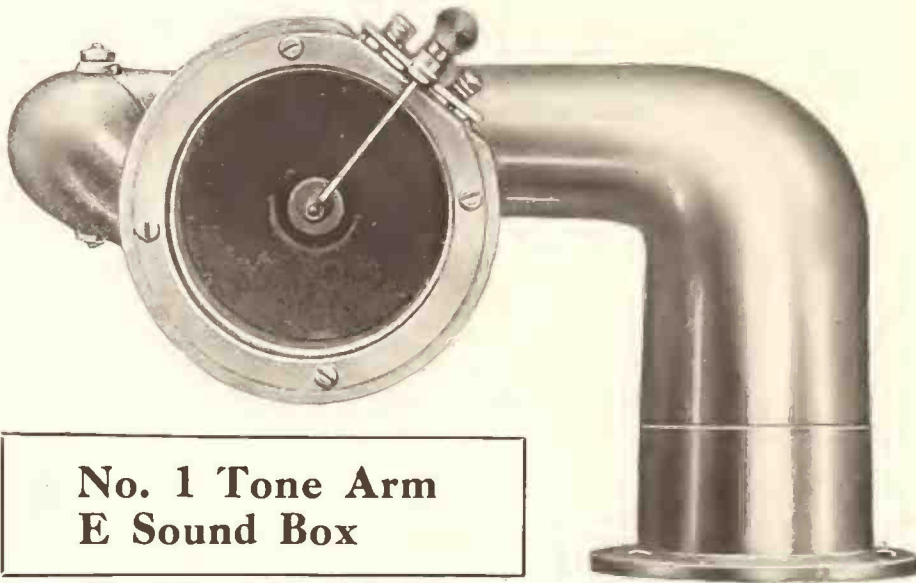
The Gregg Music Co., Menomonie, which has been employing a special sales expert from Beckwith's for a week, has succeeded in disposing of eighteen machines during his stay and asked for his return in the Fall for another campaign of a similar nature.

At the time of publication C. K. Bennett will be visiting Camden and New York. At that time he will arrange for a meeting in September, when the Northwest dealers will come to Minneapolis for a general meeting to consider salesmanship, financing, advertising, intensive campaigning and machine demonstrations. The plans also include an exhibition by representatives of the various music publishers, explaining how songs are written, published and "plugged."

Joe Nylin, of the Nelsou-Nylin Music Co., St. Paul East Side Victrola dealer, has enjoyed a steady business this Summer due to his cooperation with the Parents and Teachers' Association, the Canoe Club, school and church organizations, clubs and lodges at whose meetings and social affairs he furnished Victrolas and records. He has attracted the children by children's records and accompanying lectures.

Cliff Hunt, of Davis & Ruben, 313-321 Hennepin avenue, East, Minneapolis, reports a good business in machines. His attractive window display of portables brought him good results. He distributed 1,000 Victor trade-marked balloons, obtained through Beckwith's service department, at a recent picnic of the Central avenue merchants at Columbia Heights.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM

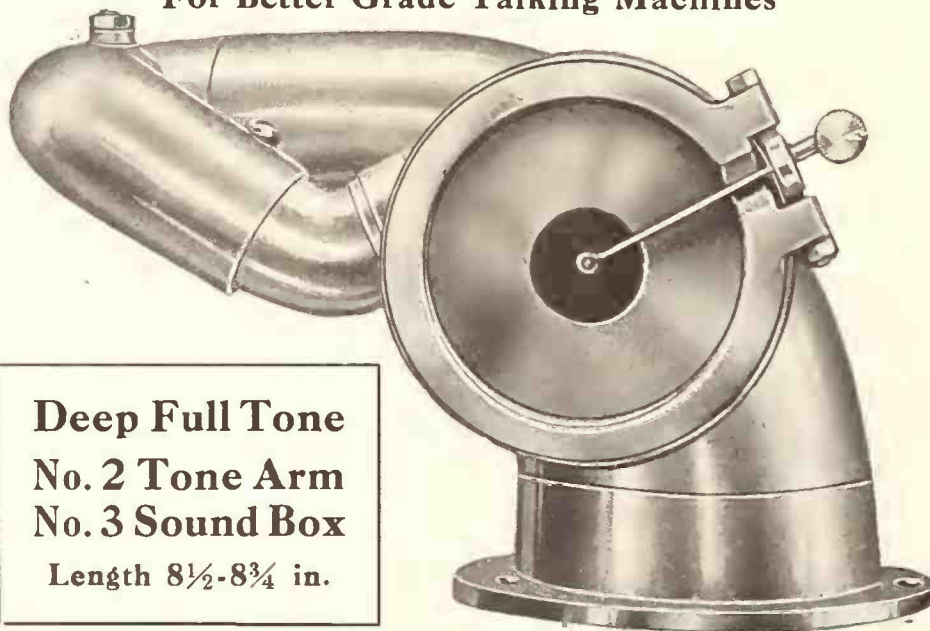


**No. 1 Tone Arm
E Sound Box**

Highly Nickel Plated. Length 8 - 8½ inches

New improved throw back arm at an interesting quantity price. Remarkable tone. Suitable for small consoles and medium priced machines.

For Better Grade Talking Machines



**Deep Full Tone
No. 2 Tone Arm
No. 3 Sound Box**
Length 8½-8¾ in.

Our No. 2 Arm is being used by some of the largest manufacturers in the country and is universally known. Samples sent to manufacturers of talking machines only.

Sound boxes shown above are interchangeable with either arm.

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City



Quality

The ever-increasing demand for the New Edison is a public expression of appreciation for the foremost phonograph of all time.

It is the only phonograph that can sustain a test of direct comparison with the living artist.

Design and make of cabinets are consistent with the musical quality of the instrument.

Prestige

Build prestige with the Edison. Make your store the musical center of your community.

The only permanent point instrument in the phonograph field.

Profits

New low-priced Upright and Console models offer quick turnover and steady profits.

New improved records and immediate release of latest hits offer increased record sales.

Increased discounts on phonographs and records.

Opportunity

We have a liberal proposition and open territory for live merchants.

Write for information NOW. Cash in on the Fall and holiday business.

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South 6th St., Minneapolis, Minnesota

Dave Rosen, of the Powers Mercantile Co., Victrola department, has rearranged his department and reports a satisfactory record business.

M. B. Hagen has added a Magnavox at his Hopkins store, where he has made extensive alterations.

Miss Esther Nelson, formerly saleswoman in the Victrola and Brunswick department at Howard, Farwell & Co.'s St. Paul store, has been made assistant manager of the talking machine department.

M. Golden, of the Minnesota Phonograph Co., has returned from a family reunion in Toledo.

Charles C. Hicks, Victor representative for this district, has gone to Philadelphia and other points in the East for his vacation.

Frank Gunyo, of the New England Furniture Co. phonograph department, has returned from his vacation at Park Rapids among the North-ern pines.

Rad Sabra and C. H. Jensen, George C. Beckwith Co. salesmen, are on their vacations, Mr. Sabra in northern Minnesota and Mr. Jensen in Canada.

TURNOVER IS THE SECRET OF SUCCESS IN MERCHANDISING

Declared Homer J. Buckley at Convention of Retail Advertisers' Association in Instructive and Interesting Address on "Putting the Retailer on the Profit Side of the Ledger"

Every village and town in this country offers opportunity for a merchant to get rich if he will chart his purchases, his sales and his advertising. Homer J. Buckley, head of Buckley, Dement & Co., Chicago, told the Retail Advertisers' Association in an address on "Putting the Retailer on the Profit Side of the Ledger" during the recent convention of the Associated Advertising Clubs in Atlantic City, N. J.

Referring to the fact that the average life of a retail store is seven years, the speaker said that many misguided persons shout excessive overhead as the cause of numerous failures, when overhead cuts no figure if sales turnover is large enough.

More Sales Essential

"Instead of spending our time in finding out ways and means of reducing overhead, which in time means lower wages and less buying power," he said, "let's spend our time figuring out ways and means of selling more merchandise, getting a bigger turnover out of our stocks through the means of the higher wages.

"You never see a big salesman cutting down expenses. He is always thinking of how he can spend more to sell more and all big sales and big salesmen have as their background liberal expenditures in some form or other.

"When we begin to look around for ways and means of increasing sales or turnover what do we find? We find gross inefficiency—we find no analysis of the market—we find no budget of finance and purchases. We find no preconceived plan of action. We find no sales strategy. We find no advertising ability.

"With these fundamental principles all stores, all businesses can and will succeed, even though they may be in the most limited locations. In other words, there is little science in the retail business and too much guesswork and trust to luck. Next to poor salesmanship the greatest leak of profits in the retail store is the waste of time. This leak is more often caused by not having a plan and working it out.

Advertised Lines Best

"Advertising and sales events should be laid out weeks, and in many cases months, in advance and buying should be regulated on such a plan. This will enable goods to be ordered, displays arranged and the clerks posted, thus everything will be thoroughly co-ordinated.

"The salvation of the dealers, in many instances, is advertised lines. The retail merchant who tries to sell goods under his own private brand is years behind the times, while, on the other hand, the merchants who push goods which have behind them the power of advertising are the merchants who are on the profit side of the ledger these days.

"Most dealers do not spend enough money in advertising and have no regular advertising policy.

"Lay out with the dealer and the local daily, weekly or semi-weekly paper and with other papers in his trading radius a regular campaign of advertising.

"Direct mail work will make a lot of sales if there are enough real live prospects on the list."

MELODY SHOP ADDS NEW LINES

MEMPHIS, TENN., August 7.—The Melody Music Shop, 111 Madison street, Saul Bluestein, manager, has added Buescher saxophones and other small musical instruments to its stock of Brunswick and Sonora instruments and records. A booking agency for orchestra concerts in this city has been established in the Melody Shop. The agency is under the management of Joe Bennett, well-known local musician.

EARLY BANNER RELEASES OF HITS

The Banner record division of the Plaza Music Co. made an advance release of the new Leo Feist, Inc., number, "Cut Yourself a Piece of Cake and Make Yourself at Home." The sales department of the company is making a specialty of early releases of acknowledged hits. The initial orders for this new comedy song have been heavier than for any recent record release, which would indicate that the late Summer and early Fall sales of popular records are to show a substantial increase.

MUSIC SERVICE CO. INCORPORATES

The Music Service Co., of Wilmington, Del., has incorporated under the Delaware laws with a capital of \$10,000. The new firm will deal in talking machines.

**SAVE 100 PER CENT
On Main Spring Repairs**

The Ruffo Spring Saving Machine

(Patented in United States and Canada)

Reverses and rewinds flat coil springs of talking machine motors so that broken rivet holes and ends may be eliminated and the spring repunched and used again.

When only ten main springs are used weekly the Ruffo Spring Saving Machine pays for itself in six weeks. After that the profit is 100 per cent on each spring rewind.

The value of the machine has been proven in actual service in a busy repair shop.

- Price of Ruffo Spring Saving Machine \$18.00
- Bench punches for either pear shaped or oblong square cornered holes \$18.00
- Combination of machine and either style of punch \$35.00

ANDREW H. DODIN

Exclusive Selling Agent United States and Canada

28 Sixth Avenue, New York

Goodnight

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

"You can't go wrong - With any FEIST song"

IMPORTANT "SONORA BELL" ISSUE

July-August Issue of Sonora House Organ Noteworthy for Practical Sales Value—Frank J. Coupe and L. C. Lincoln Contribute Interesting Articles—Many Valuable Sales Helps Listed Make This a Live Booklet

The July-August issue of the "Sonora Bell," the house organ issued monthly by the Sonora Phonograph Co., is one of the most interesting and important issues that have ever been prepared for the use of Sonora dealers. This number may be called a Sonora organization number, for it gives details regarding Sonora product, personnel and the sales organization as a whole that cannot fail to prove invaluable to Sonora retailers. The first page features a practical sales talk by Frank J. Coupe, vice-president and sales manager of the company, entitled "Why Sonora Can Be a Profit Maker for You."

On the succeeding pages there are shown illustrations of some of the various departments in the immense Sonora factory at Saginaw, Mich. This plant is considered one of the finest and best-equipped phonograph manufactories in the world and the illustrations give some idea of the completeness of the plant. There are also presented photographs showing the plant at St. Croix, Switzerland, where Sonora motors are manufactured, and on succeeding pages there are shown some of the distinctive mechanical features of Sonora product, such as

the brass tone arm, wood tone arm, all-wood amplifier, etc. Two pages are devoted to a description of the Sonora motor, together with a phantom view of a complete instrument, which emphasizes the most important constructive features of this product. Under the heading of "Where Sonoras Are Sold in Quantities" there are listed some of the most prominent merchandising institutions that retail Sonora product. Some of these establishments are shown in two-page illustration form and there are also reproduced some of the advertisements used by these retail stores.

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., contributes a helpful article, entitled "How Sonora Helps Its Dealers Sell the Line," and in this article Mr. Lincoln comments upon the mammoth Sonora electric sign on Broadway, the painted sign along the New York Central Railroad, which is credited with being the largest sign in the world, and mentions briefly some of the many sales helps issued by his department the past year. J. W. Boothe, general manager of the music department of Barker Bros., Los Angeles, Cal., tells an interesting story in an article entitled "How I Sell One Million Dollars' Worth of Sonoras Yearly," and on six or eight pages there are featured letters from prominent Sonora dealers throughout the country, referring to the splendid business they are closing with this line, and illustrations are used to reproduce some of the window displays and store interiors sponsored by the retailers.

A personal touch is given to this issue of the Sonora Bell by the use of photographs of the members of the sales and advertising staffs, together with brief biographies. Among those featured in this way are L. C. Lincoln, advertising manager; R. H. Meade, assistant advertising manager and editor of the Sonora Bell; F. V. Goodman, assistant manager, sales department; E. D. Coats, assistant sales manager; H. J. O'Connor, J. M. Ervin, J. E. Hornberger and J. A. Read, special representatives of sales department, and F. Roediger, mechanical supervisor.

WILL OPEN NEW STORE IN HARTFORD

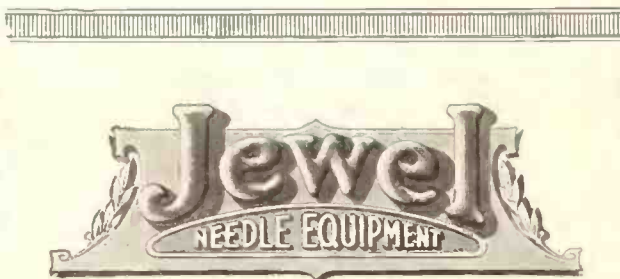
HARTFORD, CONN., August 6.—Joseph Feinblum, the enterprising talking machine dealer here, plans to open a new shop in a few days. The entire equipment and installation work has been done by Van Veen & Co. and the place promises to be one of the finest shops in this city. Mr. Feinblum will carry a complete line of Columbia goods, including the latest models of instruments, and he promises to offer the best service possible to his customers.

THE SONG SHOP OPENS

GLOUCESTER, MASS., August 7.—The Song Shop is the name of a new music store recently opened at 97 Main street, this city, by H. B. Fears, who is a well-known local music teacher. The Brunswick line of phonographs and records and sheet music are featured.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison

NOT
Just Another Equipment
BUT

a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.

Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."

**WRITE YOUR EDISON JOB-
BER. HE HAS IT.**

Price the same. Liberal dis-
count to dealers.

**GUARANTEED IN EVERY
WAY.**

**MONEY BACK IF NOT
SATISFIED.**

We handle highest grade
Jewel Point Needles.



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

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

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.

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

TRADE LOOKING FORWARD TO PROSPEROUS FALL AS SATISFACTORY SUMMER DRAWS TO A CLOSE

Vacation Season on in Full Sway—Cheney Sales Staff Stages Dinner Meeting and Theatre Party—
New Home for Gillis & Co.—Annual Machine Shortage in Sight—The Month's News

BOSTON, MASS., August 6.—July and early August, which have shown a fair degree of activity in New England, have seen and still see many of the staffs of the stores away on vacations, and this state of things will continue through the current month and up to Labor Day, which automatically brings the Summer to a close and sees the end of vacations. The stores are therefore depleted in their personnel, but that has not made much difference, in a way, for those still on the job are competent to handle the Summer business, which, as already stated, has been good; much better in some cases than it was last year. It is of interest that each Summer since the war there has been an improvement in conditions. This is by no means confined to the Summer months, as each of the twelve months is showing an improvement.

Dinner Party of the Cheney Sales Staff

In the latter part of July the Cheney Sales Corp.'s New England representation met at the Boston offices, 376 Boylston street, for a dinner and theatre party. Those present included G. Dunbar Shewell, president; Stephen A. Colahan, general sales manager for New England; John Elliot, of the Cheney department in the Shepard Co.'s store, Providence, R. I.; Ford Sperry, of the R. H. White Co., Boston; Louis Scott, of the F. C. Henderson Co., 156 Boylston street, Boston; S. J. Horgan, of Barnard, Sumner & Putnam, of Worcester; Frank A. Colahan, of Forbes & Wallace, Springfield; Alexander Baillargeon, of the Woonsocket Phonograph Co., of Woonsocket, R. I.; William Hallet, of Burrows & Sanborn, Lynn; Oscar Freed, of John Z. Kelley, Lynn; William Milton, of the A. M. Hume Music Co., Boston. Following a session at the Boylston street executive offices, where the future of the Cheney was intimately discussed and some of the new models were exhibited and commented on, the company adjourned to the Copley-Plaza, where they visited with President Shewell for a time, and later went to a Boylston street restaurant for dinner. At 8 o'clock the company found

itself in the Tremont Theatre, where all the men enjoyed "The Rise of Rosie O'Reilly," George Cohan's latest musical comedy.

Gillis & Co. Lease New Home

Walter Gillis, who for several years has been a Victor dealer in one of the piano stores of Boylston street, has taken a lease of the premises at 429 that same thoroughfare, where he has a beautiful place, under the name of Walter Gillis & Co., which promises to become a popular rendezvous for his many patrons. Mr. Gillis is carrying the Strand, Cheney and the Victor lines, and the warerooms are filled with the latest models of all these machines. The front of the store is attractively done in ebony and gold and both inside and out are singularly attractive. Mr. Gillis is a popular member of the New England Music Trade Association and has many friends in the talking machine business in this territory.

Shortage of Victor Models

The Eastern Talking Machine Co., Victor jobber, is complaining of a shortage of several models, especially Model 80, for which there is a persistent demand because of its popularity. The first of the new art models, already mentioned in earlier letters, began to come through the latter part of July. General Manager Herbert Shoemaker, of the New England department, accompanied by E. P. Johnston, of the sales force, took a trip through Maine the middle of July, visiting such important centers as Portland, Bangor, Brunswick, Boothbay and other cities along the route.

New Sonora Model in Demand

Joe Burke, manager of the Sonora Co. of New England, has been making his first trip through Maine, combining business with pleasure. He was accompanied by Mrs. Burke, and the places that were visited included Portland, Bangor, Auburn, Augusta, Hallowell, Lewiston, Waterville and others. The new Barcarole model of Sonora has just arrived at the Boston headquarters and shipments of it are expected very shortly, enough for the present, at least,

For New England Dealers

Exclusively



Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

to supply the demand, for dealers have been anxious to procure as many of this model as possible. Business at the Boston headquarters is making a very good showing, and indications for a brisk Fall trade are very encouraging. The "requirement schedules" which the management has sent out to the trade—a very ex-

(Continued on page 80)



Ditson Victor Service

Are You Prepared to Reap the Fall Victor Harvest?

Beginning next month will come the cream of the talking machine business of 1923 with new machine models and new record offerings to stimulate increased public interest.

To realize the maximum volume of sales during the period means that Victrola and record stocks must be in proper shape backed by wholesale service that will keep the gaps filled and also help in the selling.

This is the sort of service offered by Ditson.

OLIVER DITSON CO.
BOSTON

VICTOR
Exclusively

CHARLES H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain Localities Offer Dealership Opportunities. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison is FIRST with HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

cellent system devised by Manager Burke—is being widely recognized by dealers, and the filled-in blanks enable the local headquarters to keep well posted pretty well in advance of what the trade will require month by month.

New Brunswick Accounts

The Brunswick business in New England has been forging ahead in commendable fashion, and it is stated at the local headquarters of Kraft, Bates & Spencer, Brunswick distributors, that thus far this year there has been a 40 per cent increase over the same period last year. A new concern to take on the Brunswick line is the United Music Co., which will carry these instruments at its stores in Plymouth and Brockton. Corier's furniture store at Nashua, N. H., is another concern to sign up for Brunswick representation.

Pleased Over New Victor Release Plan

Your correspondent was in the Arch street office of M. Steinert & Sons a few days ago when Manager Kenneth Reed, of the Victor department, received the first official information regarding the new Victor plan of a weekly supplement of records beginning September 21, and there was much enthusiasm when it was discovered also that in addition to the weekly releases the Red Seal records were to be double-faced. This does not mean the elimination of the single-faced Red Seals, which will be continued for some time yet. Manager Reed,

through this new plan of releases, sees a quick increase in the Victor record output. Speaking of the general wholesale business, he said that the Steinert output for the month of July showed more than 100 per cent increase over the distribution volume of July of 1922.

Inaugurates Hallet & Davis Drive

Lester G. Jones, who is in charge of the talking machine activities of the Hallet & Davis Co., is planning no vacation this Summer and is concentrating all his attention right on the work in hand. He says that several new accounts have lately been signed up which look very promising. Beginning right away he is entering upon an intensive sales campaign throughout New England that should bring big results.

N. B. Smith Starts Intensive Drive

Manager N. B. Smith, of the New England department of the General Phonograph Corp., started from Boston the latter days of July for some intensive work in the southern New England field, planning to make his headquarters and special destination at Hartford, Conn. He went first to Springfield, stopping at several places en route to Hartford, and his program called for a week or more in that territory.

Attend Cheney Dealers' Conclave

Stephen A. Colahan, New England representative of the Cheney, was in Philadelphia in July attending a dealers' convention. Those pres-

ent were: A. C. Harper, president of the Cheney Talking Machine Co., who came East from Chicago; G. Dunbar Shewell, president of the Cheney Sales Corp.; Charles Wilkinson, the Philadelphia representative of the company; Sam Saunders, the New York manager of the company. The principal topic discussed was the Fall business, and it was the consensus of opinion that the Cheney is to be well represented in the East this Fall and the indications are good for some splendid sales.

Isham Jones' Concerts a Success

It is pleasant news to learn that the concerts given by Isham Jones' Orchestra around Massachusetts were so well managed by Kenneth T. Finney that record audiences were the rule everywhere. Mr. Finney attended all of them in person and in some places the halls were not large enough to accommodate the crowds of people desirous of hearing this famous organization. So successful were these musicians who play for the Brunswick that it is not unlikely that they may be heard in a wider New England field next Winter. As might be expected, the concerts were the means of kindling a new interest in the Isham Jones Orchestra's records and the demand made upon Kraft, Bates & Spencer severely taxed the stock on hand as dealers called for these recordings. This concern has found its new location at 80 Kingston street admirably adapted to keeping in close touch with the trade.

C. C. Harvey Co. Improving Quarters

Several of the departments of the C. C. Harvey Co., notably the floor where are located the executive offices, are being improved and rearranged in order to better facilitate business. Manager Francis T. White, of the talking machine department of this Boylston street concern, who has thus far had a very good Summer business, left home the latter part of July for his vacation, which he is spending with his family at Falmouth Heights, to which place he motored in his new Buick. Two particular trips which he had planned for while away were to Provincetown, at the tip of Cape Cod, and in the opposite direction to Newport, R. I.

Okeh Artists Score in Concert

"Handy's Famous Original Band," which plays for the Okeh and whose playing is recorded on the Okeh records, gave a concert in Symphony Hall on Sunday evening, August 5, and with the band appeared Sarah Martin, "sensational phonograph star and world's greatest 'blue' singer," as the bills put it. The management of this concert was largely in the hands of New England Manager Smith, of the General Phonograph Corp.

Combines Vacation With Business

Manager Fred E. Mann, of the Boston branch of the Columbia Co., was able to combine business with pleasure on his recent motor trip through southern New England, and he visited dealers as he proceeded into New York, where he was in conference with the executive officers.

We Serve New England!

THOROUGHLY complete stocks of all Okeh and Odeon Records, modern methods of distribution and an invaluable knowledge of the needs of the New England market from all angles enable us to give our dealers a distinctive service that is dependably prompt and certain at all times.

Due to the unusual demand that now exists for Odeon Records and Okeh foreign language records, we are now carrying extra large stocks of records in Italian, Polish, German and other foreign languages.

We still continue our maintenance of a special list of all Irish records.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

He returned from this trip via Connecticut and Rhode Island. Manager Mann's real vacation consisted of only four days, which he took the latter part of July in a trip to Buffalo, N. Y.

Fred C. Collins on Vacation

Fred C. Collins, who covers Vermont and Connecticut for the Columbia Co., traveling out of Boston, is spending a well-earned vacation with Mrs. Collins at Atlantic City. On his way thither Mr. Collins stopped at the Columbia executive offices in New York, where he visited General Record Sales Manager Benz, Field Sales Manager Porter, Advertising Manager Leverich, Vice-president Yerkes and General Sales Manager Hopkins. While in New York Mr. Collins also called upon some of the larger talking machine departments, picking up a number of new and practical ideas.

Salesman E. W. Hanna, who travels the Boston territory for the Columbia Co., will soon start on his vacation and while he is away his territory will be taken care of by Mrs. A. W. Graves, of the Columbia record sales promotion department. Mrs. Graves is widely known among Columbia dealers.

Picnic of General Phono. Forces

The picnic held on the Fourth of July by the New England department of the General Phonograph Corp. was a great success and reflected much credit on Messrs. Smith, Connolly and Donovan, who were the committee of arrangements. Mention of the picnic was made in the July issue, but it was not stated that at Lake Boone, where it was held, there was a spirited baseball game between the Okeh boys and a team from Ace High Cottage, in which the former won three to one. Smith was the pitcher and Connolly was the catcher for the Okeh boys and there was some real sport all around before the day was over.

Columbia Educator Teaching in School

Mrs. Grace M. Drysdale, formerly associated with the Columbia educational department in the New England territory, and now head of the Drysdale School Service in Harvard square, Cambridge, is one of the teachers at the Summer school at Castine, Me. Music supervisors and teachers are finding the Drysdale School Service of invaluable assistance to them.

Vacationists Home Again

Assistant Manager J. W. Connolly, of the General Sales Corp., and P. J. Donovan, one of the salesmen of the organization, both at the Boston office, spent their vacation in Maine,



Fore-Warning is Fore-Armed

Profit by the experiences of former years and lay in a reserve supply of Victrolas—now.

We, as wholesalers, are endeavoring to do so, thereby protecting the interests of our Retailers.

You, as Retailers, should not wait until the eleventh hour to secure your necessary quota.

“We can help those who help themselves”

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Exclusive Territory for DeForest Radio Dealers Still Exists

ANYWHERE IN NEW ENGLAND

going up as far as Bangor. They were away a fortnight, returning much rested.

R. V. Keyes, the Connecticut representative for the Sonora, is about finishing his vacation, which has been spent in the White Mountains, whither he motored in his car.

Frank Coupe to Visit Here

Frank Coupe, vice-president and general sales manager of the Sonora Co., is expected in Boston toward the latter part of August. He has a young son who is at a Summer camp in Maine and he is coming up to New England by motor to take him home. Mr. Coupe plans to remain in Boston for several days, the guest of Manager Joe Burke and his brother, Tom Burke, of the New England department of the Sonora.

Jack Wittstein a Visitor

Jack Wittstein, of Wittstein's Music Shop,

110 Church street, New Haven, Conn., was a visitor in Boston for several days late in July. While here he was the guest of Joe Burke and “Brother Tom,” of the Sonora headquarters.

Kenneth E. Reed Discusses Conditions

In a chat with The World, Kenneth E. Reed, of M. Steinert & Sons, Victor wholesaler, stated that business in Boston and New England was generally good and, in fact, considerably better than last year. May, June and July all show a substantial increase over the same months of 1922, including both Victrolas and Victor records. Every indication points to an exceptionally fine business for the Steinert wholesale Victor department during the coming Fall and Winter. Mr. Reed commented upon the fact that industrial conditions are somewhat unsettled in several cities, such as the shoe towns, which are comparatively quiet, and the textile cities, which are quiet at the present time, owing to the closing of some of the mills. However, on the whole, conditions are generally satisfactory and the outlook is bright.

“There is every indication of a greater supply of Victor merchandise this year than in any previous year,” said Mr. Reed, “and still we can see a shortage of instruments, particularly of one or two of the most popular-priced styles. It is, therefore, advisable for every Victor retailer to start laying in a reserve supply of instruments now while he can secure them, and the retailer who uses a little foresight will undoubtedly do a far larger volume of business this year than in any previous year. This is what we expect to do ourselves as wholesalers and feel sure that the great majority of other Victor wholesalers and retailers will do the same. In fact, 1923 should prove a banner year for all merchandisers of Victor products.”

Interesting News Gleanings

G. F. Baldelli, of the M. Steinert & Sons staff, 35 Arch street, Boston, is soon to start on his vacation with his family and they will go to Cataumet, down on the Cape, where they have been several Summers.

Columbia Dealer Fred D. Jones, of Belfast, Me., is now convalescing after being confined to his home for several weeks by illness. His friends are glad to see him again on the job.

Ernest A. Cressey, of the C. C. Harvey Co., is spending his vacation at Belgrade Lakes, Me. C. D. Rodman, energetic manager of the talk-

(Continued on page 82)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY**. A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 81)

ing machine department of the Household Furniture Co., Providence, R. I., has returned from his vacation, which was spent partly at the Summer resorts near Boston.

John T. Maguire, of the Eastern Talking Machine Co. staff, is home from a several weeks' vacation. He has lately become the proud father of a bouncing youngster.

E. W. Kilgore, sales manager of the Eastern Co., is planning his vacation for the last two weeks in August, when he will go to New York and Washington.

"Archie" Hume, head of the A. M. Hume Music Co., spent the last week of July at Boothbay, Me., where he had a needed rest.

William G. Adams, of the staff of the Pardee, Ellenberger Co., left early in July for his vacation, which he was to spend in the Moosehead Lake section of Maine, a section with which he is very familiar through frequent association before he came to Boston.

Arthur C. Erisman, who handles the Strand instruments and the Vocalion records for the New England territory, has as his guests here for a few days his father, J. D. Erisman, and his brother, Albert Erisman, who motored to Boston from Wilmington, Del. When they leave for home they will go by way of western Massachusetts and the Berkshires.

W. S. Stackhouse, of the sales staff of the A. M. Hume Music Co., which handles the Victor and Cheney lines, has started on his vacation, which he usually takes in Maryland. W. M. Milton, of the same house, has gone to Boothbay, Me.

Charles Foote, of Vocalion Hall, has gone over to New York for his annual holiday.

Leslie K. Scott, who is in charge of the talking machine department of Henderson's, spent his holiday with Mrs. Scott at Narragansett Bay, R. I. J. H. Maynard, also of Henderson's, starts in a few days for New Brunswick.

New Strand Models Admired

Seven new types of Strand instruments have arrived at the quarters of the A. C. Erisman

Co., in this city, and they are being enthusiastically taken by dealers throughout New England. In fact, the demand has been so great that Mr. Erisman's place has been a perfect hive of industry all Summer and not till this month have the employes been able to consider vacations. These new types of instruments include the Hepplewhite, Queen Anne, Louis XV and Italian Renaissance as especially beautiful ones. Mr. Erisman is planning a special opening during the first week in September when these models will be exhibited under the most favorable conditions. It is of interest that Mr. Erisman delivered more than 3,000 portable instruments, these including the Camp-fone and Outing, during June and July.

New Strand Representatives

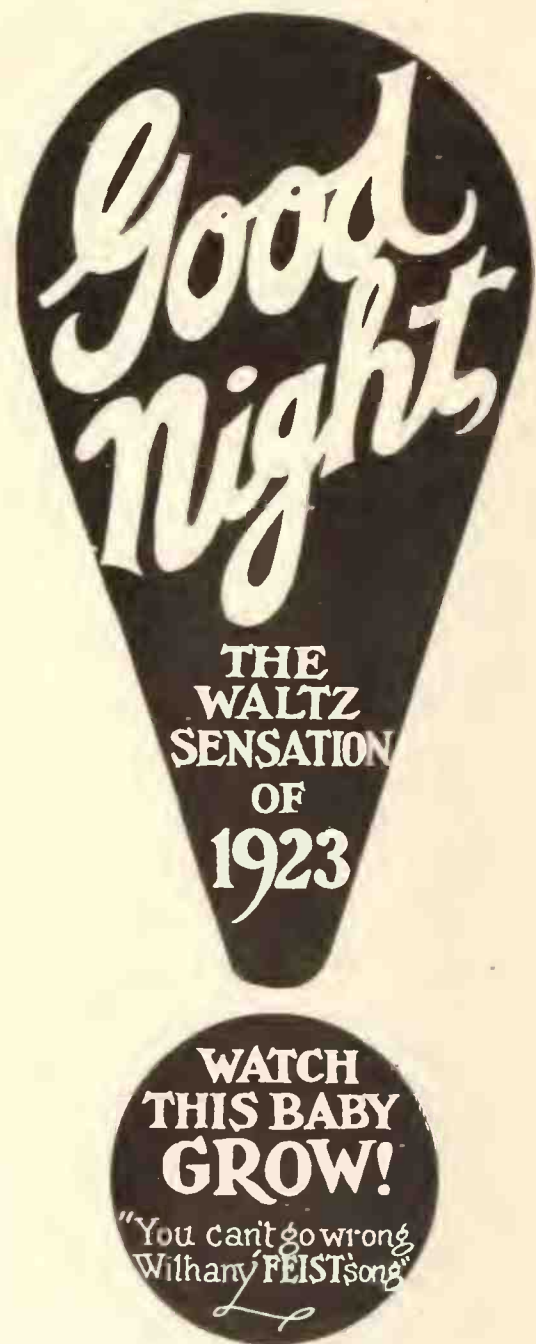
Speaking of the Strand, Manager Erisman has lately signed up for still further representation in New England, the latest ones being William H. Avery, of Concord, N. H., who has lately opened up new stores in Laconia and Newport, N. H.; Barney's Music Store at Newport, R. I.; James Bloomberg, in Chelsea; Eastern Furniture Co., at Bangor, Me.; the Edwards Furniture Co., at Fitchburgh, Mass.; the Hirschen Furniture Co., at Springfield, Mass.; Prime Furniture Co., in Boston; George H. Richmond, in Roxbury, Mass., and the Wallace Co., at Pittsfield, Mass.

Popularity of Vocalion Records

Vocalion records in the New England territory are practically selling themselves, says Arthur C. Erisman, and no new dealers have been taken on for many months. The Vocalion was early in the field with the two numbers from George Cohan's latest musical comedy, "The Rise of Rosie O'Reilly," and these cannot be secured fast enough to supply the demand. Business Vocalionwise is accordingly very big.

Ditson Outing a Success

The outing of the Oliver Ditson Co., held early in July at Thompson's Island, in Boston Harbor, was a highly successful affair, and with the guests whom the house invited there were



in all 175 men and women to enjoy the day. Henry A. Winkelman, head of the Victor department of the Ditson Co., was one of the committee to arrange for the outing, and throughout the day he was busy seeing that everyone had a good time.

New Manager at Vocalion Hall

There is a new manager at Vocalion Hall. He is Kirk Coffrin, who comes here from Springfield, where he has been connected with the large house of Forbes & Wallace. W. E. Birdsall, of Vocalion Hall, and who is giving special attention to the talking machine end of the business, has just returned from a long automobile trip through the White Mountains into Canada, where he visited both Montreal and Quebec, St. Anne de Beaupre and adjacent places and back through the Green Mountains and down to New York City.

Kraft, Bates & Spencer Vacations

Kenneth T. Finney, of Kraft, Bates & Spencer, Brunswick distributors, has gone with Mrs. Finney to Maine on a vacation.

Elmer C. Nelson, in charge of the record department of Kraft, Bates & Spencer, is home from his vacation, which he spent "down East."

Platt R. Spencer, of Kraft, Bates & Spencer, and a brother of Harry Spencer, who is a devotee of tennis, has entered for the tournament at the Tedesco Club to be played at that North Shore shortly. Mr. Spencer lately returned from a yachting cruise along the Maine coast.

P. J. MANN CO. CHARTERED

WORCESTER, MASS., July 23.—Papers of incorporation have just been filed for the P. J. Mann Co., 310 Main street, with an assigned capital of \$25,000. The concern will deal in musical instruments. Philip J. Mann is the chief stockholder.

The talking machine man who knows so much that no one can tell him anything new does not get very far. Old stuff, but how timely!

Edison Dealers:—

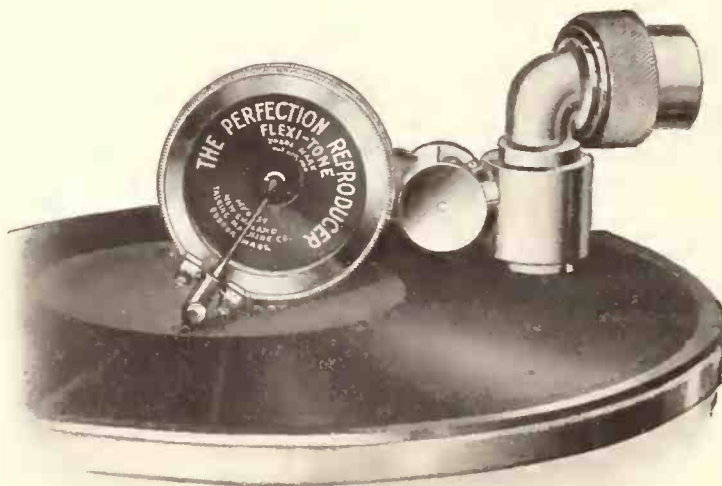
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



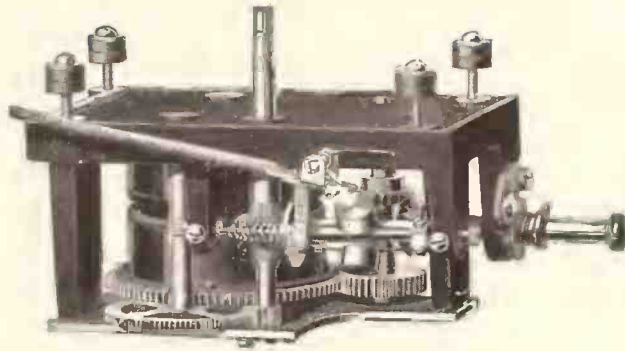
This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

HEINEMAN 77

The Outstanding Motor of the Industry



NATIONALLY famous for the dependability, noiseless operation, steady and continuous power that have made Heineman Quality Motors synonymous with reliability throughout the length and breadth of the phonograph world.

HEINEMAN QUALITY MOTORS

Manufactured by the

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York

Another "McCarthy-Tierney" Masterpiece!—
SAWMILL RIVER ROAD
 That Irresistible Fox Trot

"You can't go wrong
 With any FEIST's song"



DOWNEY HOWARD TO ENTER FIELD

Secures Lease on Attractive Quarters—Will Handle Talking Machines and Records

WORCESTER, MASS., August 6.—W. H. Downey, who has been connected with the music business for a number of years, recently secured a lease on attractive quarters in a new business district here at 29 Portland street. The firm, which will be opened for business by Labor Day, is to be known as Jay Downey Howard, and a complete line of talking machines, records and supplies will be carried. Mr. Downey has had wide experience in the music business; he was formerly connected with Eilers Music House, San Francisco, later becoming part owner of the Chapman Music House, Lynn, Mass. He also operated a music business in Lynn with his brother and was the founder of the Talking Machine Supply House, Lowell, Mass., which he sold out some time ago.

SALEM FIRM ENJOYS STEADY GROWTH

Progressive Policies of Bowden & LeBlanc Building Excellent Business

SALEM, MASS., August 3.—One of the most progressive and rapidly growing concerns in this city is Bowden & LeBlanc, which was opened about six months ago at 258 Washington street, this city, with a complete line of talking machines, pianos and accessories. The store is unusually attractive, the most modern equipment obtainable having been installed to meet

the needs of the business. Thomas R. Bowden and Adrian LeBlanc, proprietors, are well known in this section of the State. Mr. Bowden formerly was connected with a noted music concern in Boston and prior to the opening of the present store he operated an establishment in Marblehead and Mr. LeBlanc has been connected in business here for some time. Vitrola and other phonographs are handled.

PLAN TO OCCUPY LARGER QUARTERS

NEWBURYPORT, MASS., August 7.—One of the most progressive talking machine dealers in this city is Norman W. Doyle, who handles the Starr phonographs and Gennett records on State street. The business has grown to such an extent that larger quarters are necessary and the concern will occupy larger warerooms in September, according to present plans.

R. B. WHEELAN ENJOYING EUROPE

Reports received from R. B. Wheelan, president of Health Builders, Inc., New York, state that Mr. Wheelan is having a splendid rest and that both he and Mrs. Wheelan are enjoying the beauties and entertainment of the European countries which they are visiting.

BAGSHAW CO. WINS SUIT

The W. H. Bagshaw Co., of Lowell, Mass., producer of Bagshaw needles, has been awarded the right to the use of the word "Petmecky." This matter was in litigation for some time.

WILL REPRESENT CHELSEA RADIO CO.

National Chelsea Radio Corp. Chartered—Will Act as Distributor for Chelsea Radio Products—Planning Extensive Ad Drive

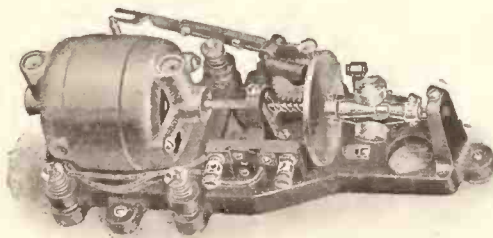
BOSTON, MASS., August 2.—The plans recently announced for the formation of a new company by F. Clifford Estey, formerly of the Clapp-Eastham Co., Cambridge, Mass., have materialized in the incorporation of the National Chelsea Radio Corp., with Mr. Estey as president. The National Chelsea Radio Corp. will act as national sales agent for the entire output of the Chelsea Radio Co., of this city. This will permit the Chelsea Radio Co. to devote its entire time to an increased manufacturing program and the new company will have charge of all the merchandising details, distributors' sales helps and an extensive national advertising campaign. The Chelsea Radio Co.'s line at the present time consists of a very attractive selection of moulded parts. In addition there will shortly be brought out three licensed regenerative receiver and amplifying sets.

ORGANIZED WITH \$250,000 CAPITAL

The Connecticut Blower Corp., Hartford, Conn., has been incorporated under the laws of Delaware with a capital of \$250,000, with M. E. Keeney, president; C. H. Keeney, treasurer, and C. E. Keeney, secretary. The product to be manufactured consists of blower and exhaust systems of all types for installation in stores and other types of buildings.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers



EASILY INSTALLED

WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

PLYMOUTH PHONO PARTS CO.

PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.



Another Cohan cyclone is gathering applause preparatory to sweeping the musical show field. 'Tis called "The Rise of Rosie O'Reilly," and in it occur the fox-trot hit and the waltz success of the season.

These two outstanding numbers, "When June Comes Along With A Song" and "Born And Bred In Brooklyn," the Columbians give you this month on Record A-3931.

COLUMBIA GRAPHOPHONE CO.
New York

M I L W A U K E E

Trade Interest Centers on Fall and Holiday Prospects—Predict Machine Shortage—Sales Maintain Excellent Volume—The News

MILWAUKEE, Wis., August 9.—Interest of talking machine men at present is centered largely on Fall and holiday business and it is significant that the mental attitude as the big season approaches is very favorable, due to the good business which has come to dealers all through the year thus far. The past month was a relatively excellent one for Summer volume and the first week of August has witnessed a further demand for instruments and records. It is to be noted particularly that the console style is steadily becoming the biggest factor and, while the standard upright style is still selling well, dealers and public lean toward the console.

Accumulation of stocks for Fall and holiday business is now going on and as early as this time dealers are of the belief that there is not going to be a surplus of merchandise available. Many stores are placing orders for stocks up to the limit of their financial resources, being confident that even then they may have to requisition emergency stocks in early Winter.

Predicts Victor Shortage

"We look for a big Fall business and our only worry now is to get enough instruments to fill our orders," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber for Wisconsin and Upper Michigan. The Victor Co. is rushed, but the way production is being absorbed throughout the United States makes it look as if there is going to be a considerable shortage of merchandise later on.

"One of the things that is striking is the manner in which the rural districts in Wisconsin are buying Victor instruments. We have been hearing and reading—mostly the latter—about the dire results of 'dollar wheat,' but so far as Wisconsin is concerned, this is not a pressing problem. We all realize, of course, that the prosperity of wheat farmers is something to be much desired, yet I cannot help thinking that Wisconsin, with her great dairy industry, is out of the pale of the direct effect of the low price of wheat. This is the foremost dairying State in the Union and the products are bringing fine prices, which gives our farmers a strong buying power and enables them to gratify their desire for music as expressed in the talking machine.

"A year ago the rural districts of Wisconsin were in rather sore straits, but business in dairy-

ing has picked up wonderfully well and to-day there is little left to be desired. Southern Wisconsin is especially active in respect to our line of business. In the northern sections, where iron mining is a big factor, conditions likewise are more favorable. In Upper Michigan, where copper mining is the main pursuit, business is not quite so good, but it is bound to improve."

Mr. Goldsmith commented upon the good demand for the console types of the Victrola and said that Nos. 400, 405 and 410 are selling in large volume. Victor record trade, which was rather slow during the early Spring months, has taken a strong upward bound.

Yahr & Lange Co. Busy

Fred E. Yahr, president of the Yahr & Lange Drug Co. and supervisor of its large musical instrument and merchandise department, featuring the Sonora, is an enthusiast over present and prospective business. Mr. Yahr said that Summer sales to dealers in the Wisconsin and northern Michigan territory have been far and away above anything ever experienced in a past July, and advance orders on the books are very gratifying as well. Yahr & Lange are one of the biggest outlets of the Sonora factory and the condition of its trade is usually regarded as a hall-mark of national trade.

Expect Record Brunswick Business

P. H. McCulloch, manager of the talking machine department of the Brunswick-Balke-Collender Co., reports a very healthy state of trade.

"Our dealers are making arrangements for large shipments of Brunswicks in anticipation of a big Fall trade," said Mr. McCulloch. "I feel that we will have the best Fall and holiday business in our history if the supply can be kept adequate. Dealers are asking for immediate shipments of their Fall orders and we are behind on deliveries right now."

A big demand for portable styles of the Brunswick was experienced this Summer and every one of these instruments that it was possible to get from the factory and from other distributors was required to fill orders.

Adolph Orth a Benedict

Adolph Orth, son of Fred William Orth, vice-president of Chas. J. Orth, Inc., was married recently to Miss Mildred Fox, who has been in charge of the talking machine record department at Orth's for several years. Mr. and Mrs.

Orth spent their honeymoon in the famous northern Wisconsin lake and forest region.

Brunswick Shop, Inc., Chartered

The Brunswick Shop, Inc., is the name of a new corporation organized with \$15,000 capital at Sheboygan, Wis., by Herman G. Bandler, Paul F. Schmidt and G. W. Buchen. It succeeds to an established partnership business at 807 North Eighth street, which is now doubling its floor space and installing four new booths. The Edison and Brunswick lines will be handled.

Victor Dealer Gets Free Publicity

The firm of Chas. H. Schefft & Son, 849 Third street, was the subject of an interesting illustrated article in a local daily newspaper, which stressed the fact that this is one of the few music concerns in Wisconsin which devotes its entire attention to the sale of Victrolas and Victor records exclusively. No other lines of instruments or goods are stocked. The store was established less than fourteen years ago and is one of the largest Victor dealers in the Milwaukee territory.

Meeting Success With Okeh

The Lyric Music Co. is meeting gratifying success in marketing the Okeh record, which is distributed in this territory by the Yahr & Lange Drug Co. The Okeh has gained in popularity to such a degree that it is now as well known as the other principal lines and its sale is running into a very large volume each month.

News Gleanings

The new Columbia styles are selling well in Milwaukee and the call for Columbia records continues to increase to the point where new selling marks are established each month.

Edison business is reported active, both at wholesale and retail, and the leading dealers in Milwaukee look forward to the best holiday trade in their experience.

The Polzin Music Co., well-known west side Aeolian-Vocaion dealer, will move shortly to its new building at 4409 North avenue, which is designed as a model music shop.

J. W. White, manager of the talking machine department at Gimbel Bros., Milwaukee, is back from his vacation.

The Hayden-Gummer Music Co., Brunswick dealer, at Oshkosh, Wis., is now located in its new quarters at 20-22 Waugoo street. The floor space has been increased 100 per cent.

The Kunzelmann-Esser Co., a large furniture and talking machine concern of the South side in Milwaukee, will invest \$100,000 in remodeling its big store and adding a three-story wing.

Edward Seidel, of Seidel Bros., Brunswick dealers, 1115 Third street, Milwaukee, is away for a six weeks' vacation trip which is taking him far into Canada.



Goodnight

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

"You can't go wrong—With any FEIST song."



THE ORO-TONE AUTOMATIC No. 16 TONE ARM AND REPRODUCER

Plays All Records, Giving Perfect Reproduction
No Adjustments to Make—No Weights to Shift

Special Advantages

Here is a tone arm and reproducer that is the "last word" in solving the problem of weight adjustment — AUTOMATICALLY. By simply turning the reproducer to play either lateral or vertical cut records, the *weight is automatically adjusted, the needle is centered* and the *correct angle is secured* for playing the record.

A simple turn of the hand and the Oro-Tone No. 16 will play any record you wish. Besides, because of the correct weight adjustment and the perfect centering feature, Edison records can be played with the ordinary fibre needles.



FOR LATERAL CUT RECORDS

Note the perfect needle center (shown by dotted lines). This reproducer rests on the record with the same weight and angle as the regular Victor Reproducer; a feature never before accomplished AUTOMATICALLY.

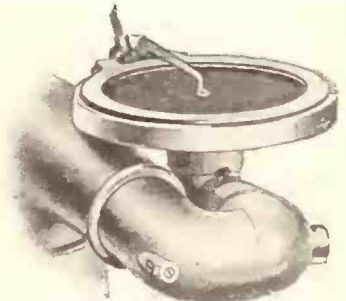
OUR GUARANTEE

We guarantee every tone arm and reproducer to be free from all mechanical defects, perfect in operation and reproduction. Any item proving defective or unsatisfactory will be replaced without charge.



FOR VERTICAL CUT RECORDS

When you turn the Reproducer to play Edison records you AUTOMATICALLY secure the correct Edison weight, position of reproducer and perfect needle center (shown by dotted lines). The pressure on the record and the position of the reproducer are guaranteed to be the same as the regular Edison reproducer—a feature never before accomplished AUTOMATICALLY.



Reproducer Thrown Back in Edison Position
The above illustration shows the Reproducer thrown back in the Edison position. Note the fibre needle. All reproducers are fitted with clear mica, or our special indestructible Oro-Tone diaphragm.

Preferred by Public Under Strict Tests

We invite you to make this test. Play our No. 16 Automatic Tone Arm and Reproducer and any other tone arms and reproducers before a group of your office and factory employees as before any public group. Without knowing which tone arm and repro-

ducer is being used, have them choose which one they prefer. This is the method by which this No. 16 has been developed. You will find the tone superior—deep, rich, mellow—and that is what makes for increased sales.

Send for Sample on Approval

You do not have to take our word for a single assertion made on this page. We want you to find out for yourself, and, by a direct comparison with any other tone arms and reproducers, find that the Oro-Tone No. 16 Tone Arm and Reproducer is the "last word" in the development of the AUTOMATIC adjustment features.

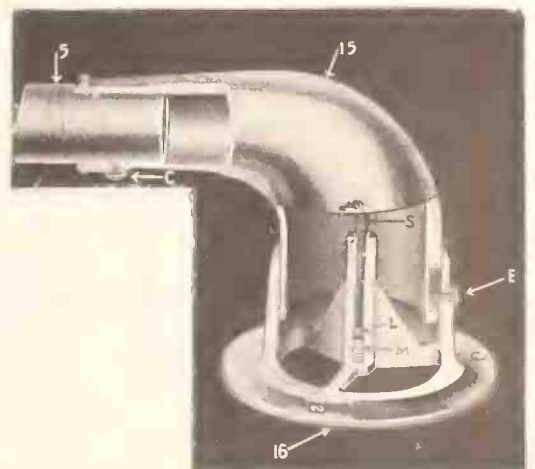
The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street

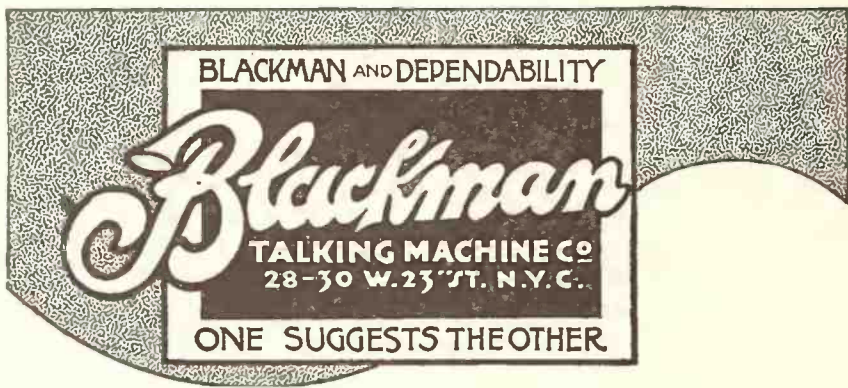
Chicago, Illinois

Manufactured in Canada under the trade name "Oro-Tone-Banfield" by W. H. Banfield & Sons, Ltd. Distributed in Australia by United Distributors Co., Melbourne and Sydney.

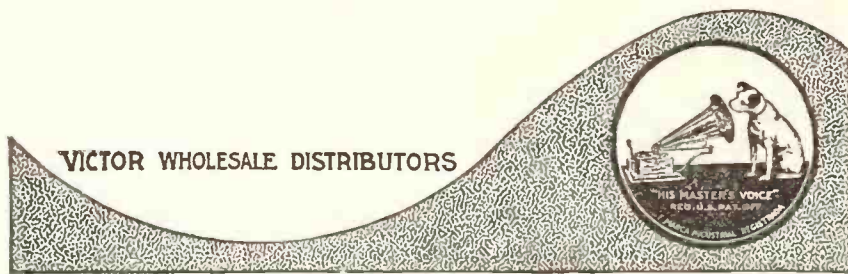
Sectional Oro-Tone Construction



No. 16—Base. No. 15—Large Elbow. No. 5—Adjustable Length Extension. M—Screw for adjusting height of Tone Arm. L—Ball-bearing, insuring extremely sensitive swing to Tone Arm. S—Fixed stud in Large Elbow. E—Stop screw for swing or arc of Arm. This screw also holds Base to Large Elbow.



Let
Your Purchases,
Mr. Victor Dealer, Reflect
Your Approval Of
Your Distributor's
Dependability



SALES CONTEST BOOMS BUSINESS

United Music Co., Operating Chain of Stores in New England, Spurs Salesmen to Best Efforts Through Medium of Contest

BROCKTON, MASS., August 7.—The United Music Co., with stores in this city, Plymouth, Webster, Mass., and New London, Willimantic and Stamford, Conn., enjoyed an exceptional business

during July as the result of a sales contest between the various stores operated by the company. The competition was keen and sales jumped accordingly. A cash prize, large enough to make the fight worth while, was offered to the salesman digging up the most business on the outside, sales made in the store not counting. The status of the salesmen was determined by points, five points being credited for every dollar of business resulting from the ef-

INTRODUCTORY OFFER
 OF
THE KRASCO ASSEMBLED UNIT

\$24.³⁰ For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.



Will play ten 10-inch records with one winding.
 The greatest single talking machine improvement since the invention of the disc record.

Licensed under the Brooks-Klemm Patents

WILL GO IN ANY CABINET

MANUFACTURERS, JOBBERS and DEALERS using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.

forts of the salesman and ten points being credited for every dollar of cash received as a result of the sale. This made the men strive for larger initial payments. Auto trucks were used to cart the instruments around for demonstration purposes.

The contest was won by Norman Campbell, of the local store. Walter Veo, who is new to selling talking machines, was second at the close of the drive and he received a special bonus for his good work. The contest just closed was so successful that another is planned for the near future by this live concern.

NEW EDISON DISPLAY FIXTURE

Streamer Display Fixture for Use of Dealers Designed by Thomas A. Edison, Inc., to Promote Sales of Records Through Publicity

What is to be known as the "Edison Streamer Display Fixture," a special type of display stand for use with the streamers furnished dealers



Edison Streamer Display Rack

with each record, has been designed by Thomas A. Edison, Inc., for the use of Edison dealers. The object of the fixture is to promote the sales of records by providing a suitable interior display of streamers. The fixture has a capacity of eight flash streamers or sixteen black and white streamers, and a dealer needs at least two stands, so that both types of streamers can be used adequately. Thumb tacks are used to affix the streamers to the stands. The purpose of the book design is to suggest the Edison record catalog.

PLANNING FALL DRIVE ON "PAL"

The sales organization of the Plaza Music Co is developing extensive plans for a Fall campaign on its "Pal" portable talking machine. This is the result of the success which attended the first Fall offering a year ago. A complete series of new advertising helps is being prepared by the company and this will include display signs, dealer and consumer circulars, featuring the "Pal" portable in its all-year-around uses.

Among the new distributors of the "Pal" portable is the Munson-Rayner Corp., of Los Angeles and San Francisco, which states that it finds an unusually heavy demand for this machine throughout the States of California, Washington and Oregon.

FIRE DESTROYS RECORD STOCK

BAYONNE, N. J., August 8.—Serious damage was suffered by the Louis I. Brown Music Co., 601 Avenue C, this city, recently when a fire occurred in the store occupied by the firm. Approximately 1,500 records were destroyed.

The Trade in PHILADELPHIA and LOCALITY

IRREGULAR BUYING MARKS CLOSE OF SUMMER SEASON HERE AND IN SURROUNDING TERRITORY

Sales Greater Than in Same Period Last Year, Despite Certain Unfavorable Conditions—Record Sales Particularly Brisk—Indications Point to Record Fall Trade—News of the Month

PHILADELPHIA, PA., August 6.—The business among the retailers of talking machines and of records for the past month almost was as diversified as the weather and the tendency was toward fair conditions for the new month. July never is a period of bustling activity save for the limited amount given by intending vacationists. This year the number of the wealthy who are remaining in their town houses is believed to be considerably larger than ordinarily. That fact tended to restrict sales of machines, but particularly of records for the seashore and mountain homes of the elect. But despite this fact there was a gain of considerable proportion attained this year in comparison with last year. The stay-at-homes were not large buyers of machines, but they were of records. Active machine buying was done by the industrial classes and by the anthracite mine workers throughout the State. Anticipating strike possibilities, they apparently have made some provision financially for it and then decided to invest at least a part in music for entertainment.

Jobbers Beat Last Year's Sales

Many of the wholesalers took account of stock as of the end of July and their figures showed that business had been decidedly ahead of July of last year, thus confirming by the exactness of statistics the opinion of competitors whose fiscal year does not end at this time. The number of inquiries received was pronouncedly in excess of those of a year ago and the trade is confident that these presage Fall activity. The first of the orders for September and afterward deliveries are coming in, but while there are many of these, all are still small.

Interest in New Victor Red Seals

The outstanding development of interest among the Victor distributors was receipt of the announcement on August 1 by the Victor Co. that beginning September 21 it would distribute double-face Red Seal records. The big Victor plant in Camden closed down at the beginning of the week to remain so until August 13 that all its employes might enjoy a two weeks' vacation with pay. Advantage is being taken of the close-down to give the plant a thorough mechanical overhauling.

Records by Colored Artists Popular

Columbia dealers report large sales among the colored population of the records made by Bessie Smith, colored artist. They have had a

steady run for the whole month past. Not only are they popular in the city, but also throughout the State. The Victor records are by colored artists, Edna Smith, Lizzie Mile, Lena Wilson, Rosa Henderson, many of them well known to Philadelphians because of their association with the "Shuffle Along" show, which had a long run in this city last season.

New Weymann Victor Dealer Publicity

H. A. Weymann & Son, Inc., Victor distributors of this city, are providing their dealers with a new vehicle for Victor publicity in the form of envelope-stuffers. These pieces of literature, three in number, deal with the subject of "Artists and the Fidelity of the Reproduction of These Artists on Victor Records and the Victrola," "Mirrored Tone" and "The Selection of a Victrola." An effective tie-up with these messages and the warerooms of the dealer is provided through an attractive frame with button back, also furnished by Weymann's, and which is planned to accommodate an enlargement of the literature which has been sent through the mail. This is suitable either for the demonstration room or show window.

General Radio Corp. Planning Fall Drive

Walter L. Eckhardt, president of the General Radio Corp., reports that the dealers it serves are very optimistic over the outlook for Fall. "In fact," stated Mr. Eckhardt, "our dealers are not only looking forward to Fall business, but they are doing a fine business at the present time. We will shortly inaugurate our Fall campaign not only in the present lines, but expect to present to the trade many new articles which we are developing and which give every promise of being exceptionally good profit builders."

J. R. Wilson Co. Guest of W. L. Marshall

A motor boat outing to Tuckerton was enjoyed by the employes of the J. R. Wilson Co., well-known local Victor dealer, which operates four stores, with headquarters at 929 North Broad street, on a recent Sunday, when they were the guests of W. L. Marshall, of the advertising department of the Victor Co. In addition to the boat trip fishing was indulged in with considerable success.

Victor Executives on Vacation

Ernest John, advertising manager of the Victor Talking Machine Co., is spending his vacation at Chester Lake, Pa., where he is visiting his elder son, who is a student in the Summer

school and art colony there. Frank K. Dolbeer, sales manager of the Victor Co., and his family are spending their vacation in the Adirondacks. Edward J. Dingley, assistant sales manager, will leave on his vacation following the return of Mr. Dolbeer. He is planning a trip through New England with his family.

Believes in Publicity and Benefits Thereby

I. Grabuski, president, and Samuel Fingruid, secretary and general manager of Everybody's Talking Machine Co., Inc., have both returned from their vacations greatly benefited and have already enthusiastically taken up plans for a Fall campaign. Business is reported to have continued good straight through the Summer months and every indication points toward a good Fall season. Everybody's Talking Machine Co., Inc., is a strong believer in publicity and a campaign covering the Fall season will present the entire line in a forceful manner to the trade.

Guarantee Co. Enlarges Line

The Guarantee Talking Machine Supply Co. is now placing on the market a variety of talking machine supplies, the quality of which it is approving through placing upon these products the label of the company, which is the word "Guarantee" within a diamond. The latest product to bear this label is graphite produced in various-sized cans. Messrs. Keen and Posner, who compose this firm, report that the volume of business being received is growing steadily and both look for big business during the Fall season.

T. W. Barnhill Enjoyed Maine

T. W. Barnhill, president of the Penn Phonograph Co., Victor distributor, of this city, returned to his desk on Monday, July 30, after several weeks spent in the invigorating climate of Maine. Mr. Barnhill stayed at the Troutdale Cabins, situated on the shore of the lake of the town of that name. Mr. Barnhill entered enthusiastically into all the recreation afforded by the camp and returned to his desk well equipped for the arduous duties which will, doubtlessly, be attendant upon the big Fall business expected.

Remodeling New Home

Extensive improvements designed to develop attractive service and demonstration rooms and offices and to expedite shipments necessitated by doubled business are being completed by the Emerson Phonograph & Record Co., recently removed from 810 Arch street to the 8,000 square feet of space on the second floor of 420 Market street, with Harry Fox in charge. Improvements consist in the equipment in mahogany of display booths and executive offices

(Continued on page 88)



\$135 LIST PRICE

YOU can't make a mistake!
selling the NEW EDISON!

GIRARD PHONOGRAPH CO.

A FEW DEALERSHIPS OPEN WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and Ferdie Grofé

Lyrics by
Dorothy Terriss
author of
'Three O'clock in the Morning'

BIG WALTZ HIT

"You can't go wrong
With any FEIST song"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

and construction of a partition dividing these from the shipping department. Since the reduction of the Emerson line of records from 75 to 50 cents, sales have been reported by Mr. Fox to have increased 100 per cent. Mr. Fox is also proprietor of the Fox Philadelphia Co., 723 North Twenty-sixth street, which wholesales and retails the Kiddie Record made by the Kiddie Record Corp.; Walter Camp's "Daily Dozen," the Pal portable, the Brilliantone needles and a line of accessories.

General Radio Corp. in New Quarters

New quarters, double the size of the old, were occupied during the month at 128 North Tenth street by the General Radio Corp., distributor of Okeh and Odeon records and Strand phonographs. The new quarters have a large frontage and are most attractively appointed. There is provided on the main floor of the building a display room whereon a large assortment of the talking machines and the record stock will be carried. The General Radio Corp. is conducted by its organizer, Walter Eckhart, widely known in the trade.

Receive New Columbia Consoles

There are now on display by the Columbia Graphophone Co. all models of the new consoles and by the middle of September a stock of these fifteen models, retailing at from \$50 to \$225, will be available. There was enjoyed

during the month a visit from O. F. Benjamin, of New York, general manager of record sales. E. D. Woodward, of the sales force covering Scranton and Wilkesbarre, is spending his vacation as a lieutenant in the National Guard in Camp Meade. J. J. Doherty, head of the credit division, is spending his vacation in Atlantic City. Miss Rose Klein, head of stock department, is vacationing at the seashore.

Solotone Co. Elects Officers

A new executive personnel was elected during the month by the Solotone Phonograph Co., 1715 Walnut street, these being: President, Jerome Macdonald; vice-president, Vergne Sweet; secretary, S. M. Campbell; treasurer, L. Bertrand Sweet.

Mrs. Morell Wagner Seriously Ill

Mrs. Morell Wagner, wife of Morell Wagner, of the firm of Luedeke & Wagner, 5108 Baltimore avenue, distributors of Edison and Brunswick records and machines, is seriously ill at her home.

Enlarge Stock and Department

Mrs. Theresa Quimby, of the talking machine department of the Estey Piano Co., is spending a month's vacation in Detroit, accompanied by her son Gerald, head of the radio department. Before returning to Philadelphia they will make a tour of the Great Lakes. Upon the return of the heads of these departments there will be

stocked in the enlarged quarters on the second floor of the building a greatly increased stock of Sonora, Cheney and Victor machines. The second floor recently was added to the department for the display of machines, while the records will be confined to the lower floor rear.

Sell Many Discontinued Columbia Models

When the inventory of the talking machine department of Gimbel Bros. was completed, August 1, by Manager G. F. Wurtele, he was able to report to R. S. McCarthy, manager of the music department, a virtual clean-up of the proportionate share of the 53,000 Columbias recently purchased by Gimbel Bros., New York and Philadelphia, in conjunction with other branches and buyers.

Who Won the Game?

Who won the game—that's the mystery of the scoring in the golf match held on the course of the Philadelphia Golf Club during the month between the phonograph department of Wanamaker's and the players of the Brunswick-Balke-Collender Co., 1002 Arch street. From unofficial sources it has been disclosed that a decided victory was scored by one of the departments, but owing to the secrecy maintained by both companies it remains a mystery. We would like to know what's the idea?

To Enlarge Sales Organization

Announcement has been made by the Gennett record division of the Witlin Musical Instrument Co., distributor of Gennett records, of the acquisition of the Howard Lanin Arcadia Orchestra, which is broadcasting through Lit Bros. WDAR radio station. The Lanin Orchestra made this month the first of a series of records of popular numbers. The Witlin Co. is planning to place during August additional salesmen and special record salesmen in the eastern Pennsylvania, New Jersey, Delaware and Maryland territories. Ben Witlin, head of the firm, has just returned from a trip to Atlantic City with his family.

Increased Demand for the "Banco"

The Philadelphia Badge Co., of this city, well known throughout the trade as a manufacturer of record cleaners, reports that the approach of the Fall season has greatly stimulated the demands for its newest product, the "Banco."

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

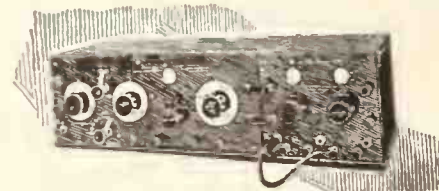
Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise

UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

This device, as previously explained, enables the customer to save odd change and return the bank to the dealer to open and use for the purchase of records. From the orders being received dealers evidently plan to use this device to a great degree for the stimulation of record sales.

The Artistic Starr & Moss Home Trade representatives visiting the city have


Charles O. Leudeke, manager of the talking machine department of the Ludwig Piano Co., leaves on August 18 for a vacation at Atlantic City. It is the plan of Manager Leudeke upon his return to expand the Brunswick and Edison lines.

Assistant Manager Mrs. A. Clark, of the Victrola department of the Wanamaker store, has just returned from a trip to North Carolina.

Thomas Cummings, of the talking machine department of Strawbridge & Clothier, is on a two weeks' trip in Maine.

Louis Buehn, president of the Louis Buehn Co., Inc., Victor distributor, of this city, accompanied by Mrs. Buehn, will spend his vacation motoring through New England. While in Vermont Mr. and Mrs. Buehn will visit their son, who is vacationing there.

The Playon Continuous Phonograph Player, Inc., of this city, made a public demonstration of its



Our service is built upon an understanding of VICTOR retail problems.

CAN WE HELP YOU?

The Talking Machine Co.
Victor Wholesalers
1025 Arch Street
Philadelphia, Pa.

CALL TO-NIGHT
To See Philadelphia's Handsomest Phonograph Shop



The Beauty of Our Store is only exceeded by our Service and Courtesy.

Just below Erie Ave. **Starr & Moss Co.** Salesrooms for the
NEW EDISON—CHENEY—SONORA—COLUMBIA PHONOGRAPHS
3635-37-39 Germantown Ave. Open Every Evening

How Starr & Moss Co. Advertiser informed the Starr & Moss Co. that its new phonograph store at 3639 Germantown avenue, conducted in conjunction with its jewelry store at 3635-3637 Germantown avenue, stands in the forefront in artistic attractiveness and in facility for doing business. The store has the new idea windows, four feet wide, on the street front, but converging to the doorway in their ten feet of depth, so that spectators may view the display out of the sun's glare and free from traffic annoyance and be led by the eye into the store itself, a full view of which is possible through the rear of the window. The store is finished in hardwood with solid oak wainscoting, walls above and ceiling being in blue and cream effect. On the store level there are five booths, all elegantly appointed and with capacity for the display of thirty machines, the lines carried being the Edison, Sonora and Brunswick. The basement has capacity for 150 machines and for a large stock of records and a repair shop. The three stores have a frontage on Germantown avenue of sixty feet and a depth of seventy-five feet. The proprietors are Christian Starr, Harry T. Moss and Harry S. Sommers, the latter giving his entire attention to the phonograph business founded eight years ago.

winding and continuous-playing device at No. 6 Gordon Pier, Atlantic City, on August 1, under the supervision of President A. C. Balson, assisted by G. P. Freeman.

Substantial Reasons for Optimism
"It may seem odd to say repeatedly that we are optimistic, but we cannot help it," remarked A. W. Rhinow, speaking for the Girard Phonograph Co., Edison distributor. "This is especially true right now. Despite the fact that many people are away on vacations and are spending money for outdoor pleasures, our business has taken a decided upward turn even earlier than we had expected.

"To our minds this condition implies an extraordinarily healthy Fall business. Because we are jobbers of Edison phonographs only and sell only to the dealer, when we do business it means that the dealer likewise is doing business. There is good reason, therefore, for us to be optimistic all along the line.

Relinquish Vacations for Work
At the weekly sales meeting of the field staff of the Girard Phonograph Co., Edison distributor, last week, the members voted unanimously to voluntarily relinquish their vacations this Summer and to continue their missionary work throughout the territory. This action was the result of a suggestion made by W. C. Stiver, a member of the staff, that their sales quota could be better reached by consistent and continuous effort and that a fitting celebration upon having reaching their goal would be preferable to a vacation at this time.

New Radio Departments Opened
A radio department has been opened by the Star & Moss Co. The firm will carry a complete line of radio sets and attachments with a repair department in its talking machine store adjoining its jewelry establishment. Both the stores are most attractive in construction and fixtures and considered among the finest in the Germantown avenue section.

Complete sets of the Crosley and Kennedy radio equipment and accessories are now being carried in the newly opened radio department of the United Music Stores Corp., 619 Cherry street. The new department is under the management of Oscar Kern.

"Our field staff has already signed up quite a number of dealers for Fall tone-tests and it is likely that all of the larger towns and quite a few of the smaller towns will have at least, one. Last year we thought that we had reason to be proud of having two different tone-test groups on the road at the same time. This year we hope to have three.

"Within the next week or two Mr. Edison will make an announcement to our dealers direct from Orange concerning a new feature in the distribution of Edison re-creations. While we do not wish to anticipate his announcement by making the plan known as yet, we are gratified that Mr. Edison has chosen our dealers with whom to take this forward step and we look forward to an ultimate increase in re-creation business from this source."

To Increase Stock of Sonoras
Manager E. S. White, of the Philadelphia headquarters of the Sonora Phonograph Co., announces that orders for the Fall trade have been coming in plentifully from Maryland, District of Columbia, Pennsylvania and Delaware.

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-ninth of a 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.]

REALIGNING TO NEW CONDITIONS

Last month I argued for a system of cataloging and classifying records which should relate them to their origins, rather than to the personality of the recording artist. It was, of course, not intended to suggest in the course of this argument that the personality of a great singer or instrumentalist is not of the utmost value to the sale of all high-class records, whether or not directly originated by him or her. That is to say, the fact that Caruso sang, that Heifetz plays the violin and Casals the 'cello, that Rosa Raisa sings, and so on, in itself helps the sale of all high-class records by all high-class artists. It is, of course, primarily to the interest of every record manufacturer to secure as many great artistic names as possible; but at the same time it is not good business to deny that this competitive game has its grave disadvantages.

Name or Music?

There are only just so many very great names in the world of music. Singers, who are in no sense musicians, are the least dependable and the most ephemeral of all the well-advertised figures in this world. They come and they go. The tenor or the soprano who was greatly acclaimed last year may have so badly fallen off during the following season that the public is no longer interested, but instead, under the direction of the music critics, is acclaiming another star. For this reason, out of the many voices recorded only the very few immortal ones are likely to be in great demand for more than a season or two.

Instrumentalists are in better positions. For one thing, they are trained musicians, in the sense that they must have something more than a mere natural gift. They must possess some intellectual power; whereas a singer may be a throat and no more. The instrumentalists,

moreover, are more lost in their art than are the singers, and a fine instrumental record is likely to hold its place year after year despite competition, where a singer would soon be displaced by the shifting of the public thought in a new direction at the bidding of the tireless publicity man.

From these considerations there emerge, naturally, two important points. On the one hand, it is plain that the vocal records, despite their vast popularity, have not the same individual permanency that pertains to instrumental records of equal caliber; while, on the other hand, it seems equally clear that the argument for relating records (especially those which come as extracts from operas) to their origins is much strengthened.

Relate Singer to Opera

In other words, it seems the part of wisdom to relate the product of the singers henceforth to the operas of which the arias are parts. Most of the popular high-class vocal records come from Italian opera, and because so much of Italian opera is uninteresting little attempt is made to record any parts of them save these favorite arias. On the other hand, there are certain Italian operas which are universally liked, and for information about which there is always a good public demand. "Aida," "Trovatore," "Traviata," "Otello," "Barber of Seville," "Pagliacci," "Cavalleria Rusticana," "La Boheme" and "Madama Butterfly" are examples of operas which could be sold in their entirety with good success, because thousands have heard parts of them and more thousands have heard them all. What with radio now coming to broadcast the operas this Winter, it is plain that the opportunity of the record people is at hand to take advantage of the broadening of interest in operatic music sure to result, by not only classifying and relating to their origins all the vocal operatic records already in existence, but also by rounding out the collections of records relating to each of the favorite operas which will be performed again and again this Winter, thus putting dealers in a position to make capital of the competition of radio.

In a word, if the people can occasionally hear

through radio just enough opera to stimulate their interest, there will be a great opportunity to capitalize this interest for the benefit of the talking machine. The radio gives what the broadcasters choose to have it give; but the record and the talking machine preserve permanently. Here is something to think about.

How to Help Dealer Tie-up

But to enable the dealer to tie up his merchandising with all these considerations it is necessary that the manufacturer should help by reclassifying his records and by beginning to advertise them in their proper and true relations. I have already discussed what I mean by this in the article of July, to which reference may be made. In precisely the same way, and for the same reasons, instrumental records of pieces which belong in larger works, such as concertos, symphonies and sonatas, ought to be so classified and so advertised consistently. In this connection, however, it should be said that more progress has been made with such a wise classification in the instrumental than in the vocal division. Even so, it is silly to catalog the slow movement from the Tschai-kowsky string quartet as "Adagio Cantabile, Tschai-kowsky." It should rather be "Slow movement, from Quartet, Op. 11, Tschai-kowsky, played by the Elman Quartet." I can testify that, having reclassified all my own records, both instrumental and vocal, by this system in a card index I find the convenience very great and the simplicity of arrangement still greater.

Permanent and Always Available

But the argument is even stronger from the commercial point of view. At the present time there are talking machine dealers feeling, or at least allowing it to be supposed that they feel, a good deal of uneasiness as to the future of the business in which they are engaged. They believe, or profess to believe, that radio threatens their prosperity. Well, if they believe this they are wrong. But it will be of great use to such weak minds (and to the strong ones as well) to change the general view about the position of the talking machine record. This record must henceforth be regarded, advertised and sold as the permanent and always available preserver of the floods of music which move across the consciousness of the people daily and nightly from concert room, opera house, theatre and dance hall. "All that you can hear is more than you wish to preserve; but what you wish to preserve only the talking machine can preserve for you." That is the contemporary argument for the "talker."

Is my argument clear? If I am right, it is for us all to recognize the facts which confront us and to take steps to meet them in a masterful fashion. To maintain itself against the shifting currents of public favor the talking machine has to emphasize its irresistible strengths. It is the perfect preserver and the ever-available fountain of all music. It never stops, never goes to sleep, never asks wages. Its records, then, which are its blood and bone, must henceforth be sold as what they are. They must be adequately classified and adequately merchandised. The merchant and the manufacturer alike in their advertising propaganda must be able to show that they can give the people all that radio can give them, and more. They must show that everyone can have what I, as one individual, am fortunate in having, whole symphonies and concertos, whole operas. It is only necessary to let the music-loving world know what we have for them. At present they do not know, and many a fine collection of record music, existing at present only in its would-be owner's imagination, is waiting to be translated into fact by the intelligent service work of intelligent merchants and manufacturers.

FELT



SATISFACTION

PERMANENT patronage is invariably the result of satisfaction.

Leading manufacturers of talking machines continue to favor us with their orders for turntable felt, year

after year, for one reason only—satisfaction.

Other manufacturers may be interested in knowing about this source of felt supply. An inquiry will receive careful attention.

American Felt Company

TRADE MARK



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

SELLS BRUNSWICK TO SCHOOL

John Duncan, of New Haven, Closes Interesting Sale—Class of Two Hundred Selects Brunswick Following Quick Action by Mr. Duncan

NEW HAVEN, CONN., August 7.—John Duncan, Brunswick dealer in this city, recently closed an interesting sale of a Brunswick phonograph to the members of a graduating class of a local school. With his usual progressiveness Mr. Duncan learned some time ago that the members of this class had some money to spend with which they wanted to buy a fitting present for the school. He immediately interviewed the principal of the school and was invited to demonstrate the Brunswick phonograph to the entire class, numbering over 200. After the demonstration Mr. Duncan withdrew while the class held a vote and a few minutes later he was delighted to learn that it had been unanimously decided to purchase the Brunswick phonograph, together with a good-sized library of Brunswick records.

RECORD SERVICE SHOP IN NEW HOME

Sonora Line Featured in New Warerooms of Sheboygan, Wis., Concern

SHEBOYGAN, WIS., August 6.—The Record Service Shop formally opened in its new headquarters at 827 North Eighth street recently, having moved from its former location at 728 North Eighth street. The shop has been redecorated and equipped with seven demonstration rooms and the stock of records has been doubled and a complete line of Sonora phonographs has been installed. The shop is owned by Ed. Mahnke and besides Sonora phonographs, Okeh and Odeon records are handled.

NEW BRILLIANTONE ORDER BLANK

Brilliantone Steel Needle Business So Far This Year Passes Last Year's Total

The Brilliantone Steel Needle Co., New York City, has just had printed a new order blank covering the entire Brilliantone line. This new blank, in addition to being efficiently arranged to a marked degree, is attractive in its arrangement as well, and in conjunction with the dotted line in each case are shown illustrations of the packages in paper envelopes, tins, imprinted tins and the combination record cleaner and needle container.

B. R. Forster, president of the company, reports that business has been very good so far this year. A compilation of the figures of the first seven months shows that business already has passed the mark of the entire year of 1922.

B. R. Forster and H. W. Acton, secretary of the company, are enthusiastic over the prospects for Fall and are making energetic plans for this season.

With the recent arrival of Mr. Forster's mother and grandmother from Mississippi the Forster residence in Queens, L. I., now houses four generations under its roof.

D. BEDRICK SELLS HARTFORD STORE

Returns to Portland, Me., and Assumes Management of United Music Stores

PORTLAND, ME., August 6.—David Bedrick, of Hartford, Conn., who recently sold the business of the Hartford Music Co. to Messrs. Webber and Henneburger, has returned to his old field in this city and has succeeded J. T. Shaughnessey as president of the United Music Stores of this city, Saco and Biddeford. Mr. Bedrick has for twenty years been one of the big factors in the retail distribution of talking machines and records and his many friends will be glad to learn that he has returned to this city.

WARNER'S SEVEN ACES WITH OKEH

One of the recent additions to the fast-growing list of Okeh artists is an orchestra from Atlanta, Ga., known as "Warner's Seven Aces." This organization is very well known throughout the South, having appeared recently at two prominent theatres in Atlanta and, in addition, it has for several months been broadcasting from Station WGM, controlled by the Atlanta Constitution. The orchestra is known to radio fans as the Constitution Orchestra. Byron Warner, pianist and director of Warner's Seven Aces, is popular throughout the South as one of the leading exponents of modern dance music.

FALL RIVER DEALER EXPANDS

FALL RIVER, MASS., August 6.—Kaplan Bros., Columbia dealers of this city, have recently been forced to acquire the second floor of the building at 300 South Main street, which they have remodeled into a display room. Mr. Kaplan is planning to run community dances on certain nights of the week for the various foreign elements in the city, of which there are many, especially the French and the Portuguese.

Little Things Play Huge Parts

Loss of sleep caused Napoleon's defeat at Waterloo. To a restless cow is attributed the great Chicago fire. Broken rails have hurled De Luxe flyers to destruction. Throughout history you find little things playing large parts in the drama of life.

So it is with your smaller articles of merchandise—phonograph needles, for instance—which un-failingly indicate your policies and tell the customer what to expect from your store in service and satisfaction.

Why not send for a sample Sonora Semi-Permanent Needle and see for yourself that there is a better needle to offer your customers?

Sonora Phonograph Company, Inc.
279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



Sonora's Dealer Service is KNOWN

Sonora dealers are preparing for the most profitable period in their histories, confident that the cooperation received from Sonora will help make them even more sales than would ordinarily be the case. For aggressive Sonora dealers know, from past experience, that Sonora is consistently dedicated to the broad policy of mutual, helpful cooperation right through the entire merchandising channel, into the consumer's home.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

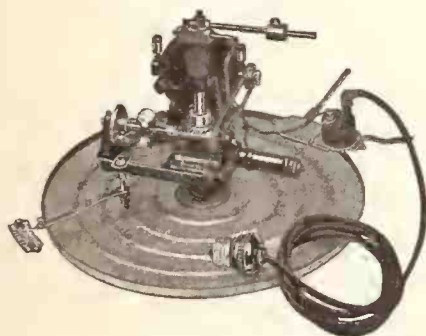


The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12 3/4, \$25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS



Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

IN PITTSBURGH

*Sales Gain in Satisfactory Manner—Warn of Machine Shortage—
Passing of David S. Hartley—Dealers Preparing for Fall Trade*

PITTSBURGH, PA., August 9.—Volume of talking machine business handled in July showed a marked increase over the same month a year ago. Jobbers and retail dealers alike are agreed that from now on there is bound to be an upward trend in the talking machine business that will reflect in a marked degree the general prosperity that prevails in the Pittsburgh district. Busy mills, factories and mines are factors that cannot be disregarded in the business calculations of the trade.

While there are a number of persons away on their Summer outings and vacations there are enterprising dealers in talking machines and records who are not allowing the usual "Summer lull" to interfere with their business plans. The mails are being utilized to reach patrons who are at the seaside, at the lake shore or at the mountain resort.

Warns of Victor Machine Shortage

A note of warning concerning a shortage of Victor merchandise has been sounded by Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co. He said: "As I have intimated several times recently relative to a shortage of certain lines of the Victor talking machines, the situation to-day emphasizes the correctness of predictions. A year ago at this time we had ample stocks of Victor merchandise in our warehouse and were in a position to care for the requirements of our clients in a satisfactory manner. To-day the situation is reversed and we are, or rather will be, short of Victor talking machines. This is not an unusual situation, but it is a condition brought about by the tremendous demand for the Victor line. Dealers who heeded warnings about a possible shortage and placed orders for their requirements ahead will be in a very pleasant position when the Fall trade opens up in real earnest. As I view it the Fall trade in Victor products, both in talking machines and records, will be unprecedented."

C. C. Mellor Co. Busy

H. H. Fleer, manager of the retail Victor department of the C. C. Mellor Co., before leaving for Lake Chautauqua, N. Y., to spend the month of August on his annual vacation, stated

that business in the Victor department for the month of July had been uniformly brisk.

Attractive G. R. C. Quarters

The new quarters of the General Radio Corp. in the large office building at 1005 Liberty avenue, where Manager Frank Dorian is in charge of two large floors, have been attractively fitted up. The seventh floor of the building is utilized for the private office of Mr. Dorian and the general business offices, with space set aside for the office and sales forces. In the rear is a display section, where the line of talking machines and records handled in the Pittsburgh offices are on exhibition. A general line of the "Geraco" products is also shown. The eighth floor is used for stockroom purposes. In speaking of business conditions, Mr. Dorian said: "It is very gratifying for me to state that our business has gone forward. At this season of the year when everyone naturally talks of Summer dullness and off seasons we cannot find any excuse for such statements. Our June business was the best for any month since we located in Pittsburgh, while July has also shown a very satisfactory volume of business handled. A feature that is rather pleasing is the manner in which the retail dealers are preparing for their Fall trade in stocking up in a sane manner. It is my candid opinion that we are on the eve of a very brisk era of business and general prosperity."

The Strand phonograph, as well as three styles of portables and Okeh records, are distributed by the Pittsburgh office.

Advertising Brings Business

Thomas A. Coyne, new manager of the talking machine department of the Kaufmann & Baer Co., stated that business has been showing a better tone for the past few weeks. He said that record sales have been satisfactory, due to judicious advertising methods. In his department the Victor, the Strand and the Nightingale instruments are handled, as well as Victor and Vocalion records.

Preparing for Big Fall Trade

A. A. Buehn, treasurer of the Buehn Phonograph Co., stated that the outlook for Fall business is very satisfactory and that the com-

pany is taking time by the forelock in preparing to meet the demand of increased business. Harry M. Swartz, manager, spent his vacation at the seashore.

New Edison Dealers

New Edison retail dealers appointed by the Buehn Phonograph Co. are D. W. Cummings, of Cadiz, O.; R. E. Caplan, of McKeesport, Pa., who took over the Edison dealership of the Keefer Phonograph Co.; H. W. Piper, of Saltsburg, Pa., and J. C. Jones, of Wellsburg, W. Va.

C. N. Shorts Buys Out Partner

C. N. Shorts, of the firm of Shorts & Lutz, Edison dealers at Emlenton, Pa., has purchased the interest of Mr. Lutz in the firm and will hereafter conduct the business personally.

Death of David S. Hartley

David S. Hartley, for the past thirty-five years connected with the music trade in this State and for many years sales representative of the Buehn Phonograph Co. in this city, passed away late last month following an operation. The deceased was a pioneer in the music business in Pennsylvania and during his many years in the trade he had made a host of friends who are mourning his passing. He is survived by two sisters and three brothers.

Dealers Add Sonora

H. Milton Miller, manager of the Sonora Distributing Co., stated on his return the past week from a vacation trip to Virginia that indications point to brisk Fall business in the Sonora phonograph and Vocalion record lines. Sonora dealers are placing Fall orders now in anticipation of a good season. New Vocalion record dealers are the Avalon Pharmacy, Avalon, Pa., and A. G. Gabosch, Brighton road, Northside.

F. Roediger, of the Sonora Phonograph Co.'s general offices in New York, was a recent visitor to the Pittsburgh offices.

Big Demand for Victor

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Co., in reviewing the business situation, declared: "There is every indication of a very brisk Fall demand for the Victor line. In fact, the demand appears to be so great, in the shape of advance orders, that it will be rather difficult to fill the orders of the trade."

Excellent Columbia Demand

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., in discussing trade conditions, stated: "We are disposing of all the Columbia machines and records that we can secure, and it is my firm belief that the Columbia sales in the Pittsburgh district this Fall will be larger than ever. Even our mid-Summer sales are showing a decided increase over the same period a year back. Our new process Columbia record is meeting with wonderful success. As I view it, our main concern will be to secure ample merchandise to meet the requirements of our dealers for Fall delivery."

News Brieflets

R. W. Longfellow, of the service department of the Aeolian Co.'s Vocalion record department, spent several weeks here conferring with Vocalion dealers.

George J. Meyer, manager of the Pittsburgh offices of the Brunswick-Balke-Collender Co., stated that trade conditions were showing unmistakable signs of improvement here.

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., stated that sales for July were away ahead of the same time in 1922, record sales being especially good.

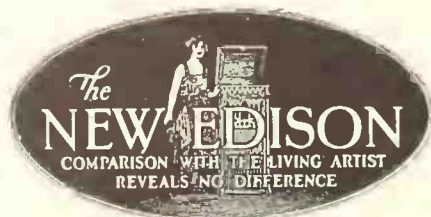
John Henk, of the Columbia Music Co., Edison and Columbia dealer, also reports a satisfactory volume of business for July.

C. B. Hewitt, manager of the sales department, was a visitor to New York recently.

A. O. Lechner, secretary of Lechner & Schoenberger, Edison, Columbia and Victor dealers, is back at his desk after a vacation.

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., was a visitor to New York recently.

Henry Wood, manager of the Boggs & Buhl talking machine department, was a visitor to the Cheney exhibit at Grand Rapids, Mich.



Being authentic in design, our reasonably priced period models appeal to lovers of artistic furniture.

And, the realism of tone makes the New Edison of even greater appeal to those who appreciate REAL music.

BUEHN PHONOGRAPH Co.

EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

This month Al Jolson displays his versatility—and other things—in “Waitin’ For The Evenin’ Mail.” This is an entirely new type of song for Jolson, but the same old punch that marks all his work is there in every round.

Frank Crumit, in the companion number, sings “When You Walked Out Someone Else Walked Right In.” A-3933.

COLUMBIA GRAPHOPHONE CO.
New York



RICHMOND

Colored People Big Purchasers of “Blues” Records—New Dealers Appointed—News of the Month

RICHMOND, VA., August 8.—By circularizing 4,000 homes of the better class of Richmond colored people recently the Corley Co., Victor jobber and retailer, succeeded in increasing greatly its sales of “blues” records. Results from this method of reaching the colored trade were almost immediate, according to J. H. Steinbrecher, manager of the retail department of the company. With the circulars were enclosed illustrated folders featuring in particular four 75-cent double-faced new “blues” records. With few exceptions this business is cash and it is appreciated all the more on that account. Many of them in making purchases after being circularized have brought the folders with them to make sure that they are getting just what they want. Failure of newspaper ads to pull with them is attributed to the fact that but few of them read the papers closely, if at all. On the other hand, they rarely fail to read a circular letter, even though it comes to them with one-cent postage, for there is no race that likes to get mail as they do.

New Edison Dealers

The C. B. Haynes Co., Edison jobber, announces the appointment of the following new dealers: R. E. Knight & Son, Alexandria; Chipley’s Pharmacy, Moorefield, W. Va.; Community Shop, Marion, Va.; Guley Furniture Co., Nashville, N. C.

W. W. Bowman, vice-president of the C. B. Haynes Co., is planning to spend his vacation fishing in the waters of eastern Virginia.

The Haynes Co. is looking ahead to a particularly big Fall business, as are other Richmond jobbers and dealers. Indications point to excellent crops in Virginia, as well as other contiguous States, heavy rains of recent date having counteracted the effects of the drought experienced in this territory earlier in the Summer. Industrial conditions are also reported good throughout the territory.

The Haynes Co. reports that business is running considerably ahead of last year. Illustrating the upward trend, business for June was 28 per cent greater than that in June of 1922, which was the poorest month last year.

Mrs. C. H. Dietz, office manager of the Colonial Piano Co., Columbia dealer, is spending her vacation at Atlantic City.

A. L. Steinbrecher a Benedict

A. L. Steinbrecher, city salesman of the phonograph department of the Corley Co., and Miss Nellie Woodson, a popular Richmond girl, were married recently. Wedding bells also rang recently for Major A. Vivian, road salesman of this company. His bride was a pretty, young nurse of Richmond.

Rowlett’s, 418 West Broad street, is closing

out its phonograph department, with a view of concentrating entirely on bicycles and sporting goods. It has been handling the Brunswick machine and records for the last three years.

Health Record Display Boosts Sales

Good results were achieved from a recent window exhibit of health records made by the Corley Co., with the assistance of the athletic director of the Young Men’s Christian Association, who went through physical exercises in the window for four hours one Saturday afternoon. A number of sets priced at \$3 each were sold as a result of the exhibit. These records are especially popular with stout women, who exercise to reduce. Several of these women bought machines as well as records after viewing the exhibit and many prospects were secured.

Predicts Gain in Sale of Better Music

Frederick W. Schwoebel, manager of the wholesale department of the Corley Co., is expecting the sale of Red Seal records to be stimulated greatly, now that it has been decided to put double-faced records of that make on the market. He believes that the trade throughout the territory covered by his firm will respond liberally. He is also enthusiastic over the prospects for sales of the new Art model. Mr. Schwoebel is just back from a trip to Norfolk, where he found conditions picking up somewhat, and Charleston, W. Va. He reports that the C. I. Coffey Book Store, of the latter city, Victor dealer, has transferred its Victrola department to the Gulperin Music Co. Reynolds & Smith, Victor dealers, Clifton Forge,

Va., recently underwent a reorganization, the present name of the firm being Reynolds & Co.

Friends of Frank W. Corley, vice-president of the Corley Co., will doubtless be pleased to learn that he has fully recovered from the effects of a fractured collar bone which he sustained when thrown from a horse several weeks ago. Mr. Corley spent several days early this month in Chicago on a business trip.

Walter D. Moses & Co. Remodeling

Walter D. Moses & Co., Victor dealers, are giving their store a thorough overhauling. They have installed a new elevator and are painting the store inside and out. New fixtures are also being installed. The firm claims to be the oldest music house in Virginia.

WEILER STORE INCORPORATED

QUINCY, ILL., August 6.—The music business started at 121 North Fifth street by Joseph Weiler, who died recently, will be continued as a corporation in the future. The capital stock is \$120,000, which has been subscribed and paid in as follows: Charles Weiler, \$56,000; Alice Weiler, \$49,900; Lenore Weiler, \$10,000, and W. P. Martindale, \$100. The business will be conducted as heretofore, the corporation dealing in pianos, musical instruments, talking machines and jewelry.

Some one has wisely said that the only ship that comes to a man who sits down and waits for business is a receivership.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments	DISTRIBUTORS	Recreations and Amberol Records
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BUILD A GREATER BUSINESS

WITH THE NEW EDISON LINE AND ENJOY MORE PROFITS FROM INCREASED TRADE

BUILT BY PUBLIC APPRECIATION OF EDISON QUALITY

“IT’S AN ASSET WITH YOUR BANKER”

WRITE FOR DEALERSHIP

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES

CLEVELAND

Activities of Jobber and Dealer Organizations Result in Much Publicity and Business—New Agencies Opened—Month's News

CLEVELAND, O., August 7.—Taking advantage of mid-Summer and its attendant outdoor attraction the Brunswick interests here, headed by Leslie I. King, district manager, have been preparing the way for next Winter's business. Most conspicuous effort in this direction has been achieved, since daily newspapers, hitherto somewhat averse to recognizing music and musical instruments as news of interest to their readers, have been induced to co-operate with dealers, with the result that the latter have been getting attention in the news columns and the newspapers, in turn, getting paid advertising that they might otherwise not get. This accomplishment has been made in and near Buffalo, a part of the Cleveland Brunswick district that during August will have a campaign in which some ten Brunswick artists will make personal appearances sponsored by local dealers. So well has this thought been received by newspapers that many have run material, supplied by Mr. King, ahead of the campaign and dealers, in turn, have been advertising as well. About twenty-one newspapers will co-operate in this work, according to Mr. King. Already about a third of this number have run news material about the artists particularly and the talking machine and music generally, and some eight dealers in Buffalo have taken, individually, close to 200 inches of paid advertising space ahead of the campaign.

Edison Sales Drive Nearing Close

The sales contest being conducted by the Phonograph Co., Edison distributor, is nearing its close. Nearly 100 dealers and salespeople are participating in this event, looking to the winning of cash prizes totaling \$250 and a special prize as well, and at the same time adding to their selling ability. Leaders to date, and the divisions they are leading in, have been compiled by E. S. Hershberger, secretary, who is conducting the contest. These leaders are:

Division 1, towns up to 5,000 population: C. S. Stilson, Gibsonberg; C. J. Benedict, Utica; E. F. Ulmer, New Washington. Division 2, 5,000 to 15,000 population: O. D. Zoll, Norwalk; Miss Olive Lawes, Tiffin; H. E. Olin, Kent. Division 3, more than 15,000 population: A. E. Sauer, Lorain; Don O. Thomas, Barberton; Russel Jastatt, Warren. The contest is being conducted in the Cleveland zone. Leaders will assemble at the Phonograph Co.'s headquarters after the contest to receive prizes.

Sonora Campaign Under Way

The way is being paved by the Sonora Phonograph-Ohio Co. not only for more business for present dealers, but for dealers, in Sonora, in

prospect. Many new prospects are being lined up in Ohio by J. L. Du Breuil, sales manager, and Karl E. Kraner, southern Ohio and Kentucky representative. These are being sent much literature, catalogs, advertising material and novelties by General Manager J. T. Pringle and many indicate they will be ringing the Sonora "bell" with the turn of Fall. Meanwhile dealers in the smaller towns and smaller dealers in the bigger cities are not idle, but are pushing for business, many making personal calls in their respective territories and getting new customers right along, they advise Mr. Pringle. One of the newer Sonora dealers to be added lately is Leo A. Gerhardtstein, who has been in the music business for fifteen years in Sandusky.

Cleveland T. M. Co. Starts Poster Drive

Supplementing its post-card service, which features certain individual records and which dealers have been using to great advantage in their record business, the Cleveland Talking Machine Co., Victor jobber, has started a poster distribution that is unique in talking machine trade annals. These posters, each featuring some one record and listing a group of similar records, have been issued in the last few weeks to some 400 dealers and everyone who has used them reports an immediate boost in all record business, according to Howard J. Shurtle, general manager, and originator of the poster idea. The posters are three feet by two feet, in bright colors and characteristic of the record featured, the first, on "The Cat's Whiskers," naturally containing a picture of cats licking their whiskers. The second features Hawaiian songs and has a picture of a Hawaiian girl.

Artists' Concerts Boost Brunswick Sales

In line with its timely work for dealers the local Brunswick organization is continuing its effort with the personal-appearance Brunswick orchestra or band. At present the Bennie Krueger Band is appearing in western New York under auspices of dealers in that vicinity, following an unusually successful tour of the Isham Jones Orchestra. The work of the latter aggregation is especially noteworthy, since Mr. Jones himself took part in the dances or concerts that dealers arranged. In one tour, which was conducted by the Yahrling-Raynor Co., Youngstown; E. E. Smith, Clearfield, Pa.; Melody Music Shoppe, Punxsutawney, Pa.; Halshoff's Brunswick Shoppe, Lockport, N. Y., and Dale's, of Akron, some 5,000 fans were given away, these being patterned after a record, with the words of the chorus of "Swinging Down the Lane" on the other side. Mr. Jones made every attendant join in singing this song. One in-

stance indicates the results of this effort, one dealer reporting he sold 150 of these records the day following the appearance of the Isham Jones Orchestra in his town.

One local dealer linked up prettily with the appearance of this orchestra in Cleveland by distributing 10,000 miniature copies of the chorus of this song, with the words and music. The idea was conceived by I. H. Buescher, of the Buescher Co., and carried out by Leslie I. King, district manager of the Brunswick Co., without cost for printing the miniature copies, these being done by the Leo Feist music publishing house.

New Cheney Models Popular

New console models of the Cheney, available at comparatively low prices, have met with such instant acclaim by the dealer element that practically the entire quota for immediate shipment was taken from pictured folders and descriptive literature, according to T. R. Buel, secretary-treasurer of the Cheney Phonograph Sales Co. This is taken to indicate that the dealers who have the goods are willing to stake on the future for good business. Meanwhile a constructive policy of entertainment has been inaugurated by the local Cheney organization in personally conducted trips for dealers to the Cheney factory in Michigan. Every other week, for the rest of the Summer, twelve dealers will be taken up the Lake on the Detroit boats. These will be conducted either by George R. Madson, president; T. R. Buel, secretary-treasurer, or some other local Cheney executive. The first trip was made this week and among those present were dealers from Cleveland, Akron and Pittsburgh, the trip being conducted by C. V. Hammond, Pittsburgh representative.

New Sonora Store Opened

An unusual opening, in which Sonora was featured, is that reported by J. M. Irvine, special representative of Sonora in this territory. This includes the opening of the James Horne Co. in Pittsburgh, the feature of which was the use of all the store windows to display every model of the Sonora line, including the \$3,000 Bernardi instrument.

New Columbia Agencies

Expansion of Columbia interest locally and nearby is being accomplished by the intrepid staff of the Columbia district organization, under the gifted leadership of Branch Manager S. S. Larmon. Among the newer dealers to be added to Columbia are Joseph Hoffman and E. W. Phillips, Rochester, and A. Maisel and the Black Swan Music Co., Buffalo. The J. Drombrowski Co., Buffalo, has enlarged the record department and George F. Schafer, at Batavia, has acquired a new location in the central business district of that city.

Advocates Diversified Lines

While there is much to be said on both sides of the much-mooted question as to whether a dealer should be "exclusive"—that is, carry only one line of talking machines—or whether he



An Edison Phonograph Agency Is Valuable for Many Reasons:

It adds prestige to any business; it brings customers into the store frequently (new records are issued every week); it makes your store the musical centre of the community (real "hits" are available on the Edison first): Quick turnover, steady profits and the satisfaction of selling the only phonograph that Re-Creates music so perfectly that it cannot be distinguished from the actual performance of the artist.

Write us for detailed information. A few towns now open for representation.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

"You can't go wrong
With any FEIST song"



© LEO FEIST Inc.
N.Y.C.

HI-LEE HI-LO

日來吉樂與喜國
(Which means in Chinese - I LOVE YOU)

GET it you'll LIKE it



"Hi Lee, Hi Lo, Hi Lee Hi Lo," From Pe-kin down to Shanghai town,

should carry more than one line, some good advice on one side of the issue is offered by J. T. Pringle, general manager of the Sonora Phonograph-Ohio Co. After careful study and analysis of the results obtained by both kinds of dealers it is Mr. Pringle's belief that the dealer who has more than one line of instruments is in a better position to close sales than the one who carries only one line. Principal argument for this, according to Mr. Pringle, is that with only one line a dealer exhausts his arguments. When confronted by the almost inevitable problem of having the customer go elsewhere "because my sister has such-and-such a machine and I would like to look at it before deciding," the dealer is forced to let that prospect go out, seldom to return. On the other hand, having more than one line, it is likely that he may have just the instrument she wishes to look at or, if not, another kind from the one she has seen in his store and he is then ready for additional argument. In this way, experience has shown, Mr. Pringle says, the dealer is better equipped and can come more nearly to closing the prospect without unnecessary delay.

Victor Health Girl Performs

Downtown Cleveland, made up principally of the tired business man, was refreshed somewhat during the hot wave in July by the appearance, for two weeks, of Miss Marjorie Barnhardt, publicly known as the Victor Health Girl and in private life the health record exponent of the Cleveland Talking Machine Co. Miss Barnhardt appeared in one of the store rooms of the Miles Theatre Building to impress upon the people that the Euclid Music Co. is doing business on the floor above and is a considerable downtown music establishment. Later she appeared at the Wolfe Music Co., gracing the new crystal front of that establishment. Incidentally, she served to increase business immediately for both establishments.

An Unusual Store Opening

One of the most unusual openings, in point of attendance, aided by the local Brunswick organization, was that of the E. M. Kotz Furniture Co., Syracuse, N. Y., to mark the introduction of the Brunswick line. One of the big features was the dropping of 5,000 invitations from an airplane, and approximately that number attended the opening. About half of those who visited the new establishment received souvenirs, candles and candelabras for the same. An orchestra supplied plenty of Brunswick music. The entire window space was given over to Brunswick displays, except where they were overcrowded with floral pieces from merchants and friends in and out of town.

How the Trade Press Helps

The far-reaching effect of publicity in the trade press is attested to by the request from a Texas dealer that he be permitted to use the Eclipse Musical Co.'s book on standard Victor records, which made its appearance a month or so ago. The dealer has been shipped several thousand copies and other inquiries also will be taken care of in like manner, according to Edward B. Lyons, general manager. All dealers

who have been using this book find that these fine records, comparatively unknown to the jazz followers, find ready sale as soon as their clientele is advised of it.

George W. Savage in New Post

George W. Savage, for many years connected with both wholesale and retail interests in the Victor field here, has joined the Cleveland Talking Machine Co. as sales and special representative. Versatile in his knowledge of dealers' needs, a mechanic of unusual ability and an artist whose gift is reflected in sensational window decorations, Mr. Savage is expected to make a notable showing in his new connection.

Edison Music Shoppe in Larger Quarters

The Edison Music Shoppe is now located in attractive new and larger quarters in the Glenville Masonic Temple, St. Clair avenue and East 106th street, this city. The complete line of Edison phonographs and records is handled in this modernly equipped establishment.

Huge Picnic Furnishes Prospects

A prospect list of some 75,000 names and ad-

resses has been obtained by the L. Meier & Sons Co., Victor dealer, in linking up with the largest picnic ever held in these parts. The event was sponsored by Clark avenue merchants, 150 of them, and attracted 35,000 people to Puritas Springs Park, where they overflowed onto the country surrounding the park.

The Euclid Music Co., of this city, well-known talking machine dealer, has secured the wholesale representation through Ohio territory for the foreign records imported by Macksoud, of New York.

PATHE CORP. IN NEW HOME

On August 1 the New York offices of the Pathé Phonograph & Radio Corp. were moved from their former location at 18 East Forty-second street to new quarters at 150 East Fifty-third street. The move provides greatly increased facilities, as the company will occupy the entire building at the new address. The recording laboratories of the company are also located in the new quarters.



Sales Thought And not sales talk

About nine-tenths of the most productive selling effort of good Victor dealers is in **PLANNING** the sale and about one-tenth in actual **SALES TALK**.

Victor dealers whom we are privileged to serve know the importance of ascertaining what character of music appeals before beginning a sales demonstration.

A good listener is often a better salesman than a good talker.

THE ECLIPSE  MUSICAL ©
VICTOR WHOLESALERS CLEVELAND OHIO



"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



SILVERSTONE 1114
Olive
Street

MUSIC

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.

SAINT LOUIS

*Business Up to Expectations—Lehman and Shattinger Companies
Suffer Heavy Fire Loss—New Firms—Lines Added—Month's News*

St. Louis, Mo., August 6.—July closed and August opened with business as good as anybody expects it to be at this season and in not a few instances better than expected. Several houses reported that their July business showed a satisfactory improvement over the same month last year and the indications are that August will show a like gratifying condition. Portables, which had a sprightly movement at the opening of the picnic and vacation season, are slowing down. Among the machines the medium-priced consoles seem to have a little the best of the sales, but there is also a pretty good demand for uprights of medium cost. Most of the record movement is in the light stuff which fits the hot-weather mood. Radio sales are beginning to improve and all the indications are for gradual improvement through this month, culminating in big business in September.

To Concentrate on Talking Machine Trade
Manager Geissler, of the Famous & Barr Co. music department, has arranged to have himself relieved from the immediate direction of the piano

department so as to be able to give the greater part of his attention to the talking machine division. Howard Terry, formerly with the W. F. Frederick Piano Co., Pittsburgh, has been appointed sales manager of the piano department, but both departments will remain under the general management of Mr. Geissler.

Suffer Heavy Loss by Fire

Plans for resumption of business by the Lehman Piano Co. and the Shattinger Piano & Music Co., 1101 and 1103 Oliver street, which were burned out on July 19, are in abeyance pending the adjustment of the insurance. Phil Lehman, president of the Lehman Co., has announced, however, that he will open up at the old stand as soon as the building is restored. This will take sixty days, probably, though, and in the meantime he is merely maintaining an office at 1105 Olive street, and has released his organization. Oliver Shattinger, president of the Shattinger Co., has not decided what he will do, but is keeping his organization together. The company has temporary quarters at 1213 Pine street. The entire talking machine and

record stock of the Lehman Co. was destroyed. The Shattinger Co. did not handle talking machines or records. The Artophone Corp., occupying part of the Shattinger Building, lost 300 machines and 3,000 or 4,000 records, but the greater part of its stock was stored at 1213 Pine street. For that reason the company's service to its trade in machines and Okeh records was not greatly interrupted. It has rented the adjoining building, 1215 Pine street, and is taking care of all orders.

A. C. Link to Feature Brunswick

The Brunswick franchise at 2024 East Grand avenue has been transferred from J. Happle to A. C. Link, who has for many years conducted a jewelry store in the next building to the above-mentioned. Mr. Link is planning a formal opening as soon as extensive changes are made.

Mathew Kaemmerer, Brunswick dealer, at 2902 North Vandeventer avenue, has leased a large store at 3199 South Grand avenue, where he will operate his Brunswick Shop No. 2, and is remodeling the building in an elaborate manner, characteristic of Mr. Kaemmerer, to ably care for his requirements. Mr. Kaemmerer plans a formal opening of the new store as an exclusive Brunswick Shop about August 15, which will be in charge of Arthur Kaemmerer.

Police to Record All Movings

St. Louis music merchants who sell talking machines on instalments are now protected by an ordinance which requires the police to keep a record of all removals of such machines or other articles. The police do not like the added labor involved and President Brockman, of the Police Board, has been trying to find a way out of it, but the City Counselor and the Attorney-General have advised him that the law is sound and the service will have to be performed.

Fay-Buchanan Music Co. Incorporated

The Fay-Buchanan Music Co., of St. Louis, has been incorporated with a capital stock of \$10,000, to sell at wholesale and retail pianos, phonographs and other musical instruments and carry on a general music business. The incorporators are: Earl E. Fay, William H. and Lynden S. Buchanan, of St. Louis.

Announce Ad Campaign

Announcement of plans, preparations of which have not all been completed, for one of the most extensive advertising campaigns ever launched by a manufacturer of phonographs and records is being received in a most enthusiastic manner by all Brunswick dealers in this district. The campaign is so broad in its scope that all Brunswick dealers, to whom the plan has been outlined, have decided to take immediate action in the preparations for a very broad, individual advertising campaign of a local character, tying up to the campaign as planned by the Brunswick Co.

Brunswick dealers and others who recently visited headquarters in St. Louis included the following: A. J. Kendrick, general sales man-

THE Artophone CORP.

Business as Usual

The fire which destroyed our Phonograph Department and Offices will not in any way interfere with shipments of:

- Artophones
- Strands
- Okeh Records
- Spencerian Portables
- Outing Portables
- Artophone Portables
- Phonograph Accessories

Temporary Location

THE Artophone CORPORATION

1213-15 Pine Street St. Louis, Mo.

203-4-5 Kansas City Life Bldg., Kansas City, Mo.

We will continue our famous "Same Day Service."

ager of the Brunswick Co.; Mr. and Mrs. E. Vogelsanger, of Vogelsanger Hardware Co., in Cape Girardeau, Mo., who enjoyed the opening performance of Isham Jones' St. Louis engagement; F. W. Davis, of Davis Music Co., Flat River and Farmington, Mo.; Phillips Supply Co., Carbondale, Ill.; T. Martin Morgan, of Morgan Music Co., Murphysboro, Ill.; L. T. Ralston, president of Taylor Music Co., Columbia, Moberly, Mexico, Fayette and Boonville, Mo.; J. H. Vandever, Robinson, Ill.; Barrett Stout, of Stout's Music House, Kirksville, Mo.

Secures Publicity Via Radio

Miss Helen Hatfield, who manages the broadcasting for the Stix, Baer & Fuller Dry Goods Co., believes in giving her public some information along with their entertainment. Miss Hatfield is also a member of the staff in the Victrola department and, for recent broadcastings, has been giving a series of readings from the "What We Hear in Music," a Victor publication, illustrated by the playing of records. For the radio owner who is interested in knowing more about music this is an excellent opportunity. For bed-time stories Miss Hatfield uses the charming stories for children given in the book "Pan and His Pipes," also a Victor publication. These have been well received.

Meeting of Brunswick Association

A meeting of the Brunswick Dealers' Association was held at Hotel Statler July 17. S. K. Gerhardt, of Zerweck Jewelry Co., East St. Louis, was elected chairman of the Association, to succeed E. C. Storer. Other officers elected were Mathew Kaemmerer, vice-chairman, and R. F. Novy, of the Brunswick Co., secretary. A. J. Kendrick, general sales manager of the Brunswick Co., was present at the meeting, and spoke optimistically of the business outlook for the Fall and Winter. Those present included: S. K. Gerhardt, the new chairman; A. J. Kendrick, R. W. Jackson, J. H. Bennett, R. F. Novy, E. F. Stevens, F. S. Horning, R. M. Clucas, G. F. Standke, C. Hoffer, E. C. Storer, J. H. Kirkland, W. A. Lippman, C. H. Lippman, H. Meyer, A. C. Link, T. B. Hauk, A. Kaemmerer, M. Kaemmerer, W. L. Hoeman, A. L. DeMerville, J. Schmitt, H. Peterman, F. Schnazle.

H. G. Koerber Visiting Europe

Harry G. Koerber, of the Koerber-Brenner Co., accompanied by his wife and daughter, Katherine, sailed from Montreal on July 13 for a two-months' trip through European countries.

A Hot Weather Record Bulletin

As a hot weather spur to business, Frank S. Horning, manager of the music department of the Stix, Baer & Fuller Co., has issued a printed eight by ten sheet for mailing, containing a list of eighteen late records, and accompanied by a special order blank.

Miss Grace Maxey, in charge of the Victrola department of the J. N. Johnson Co., Mt. Vernon, Ill., was a St. Louis visitor recently and a caller at the Koerber-Brenner office.

Reception for Isham Jones Orchestra

During the appearance here of the Isham Jones Orchestra the Brunswick Record Girls, of St. Louis, held a reception for Isham Jones and his boys in the main dining-room of the Statler Hotel. Jones' Orchestra played several numbers, among them the ever-popular

"Swinging Down the Lane," and afterward enjoyed a buffet lunch and dancing.

Those present, in addition to the orchestra, included S. K. Gerhardt, chairman of the Brunswick Dealers' Association, as well as a number of the members of that organization; C. Skouras, D. Silverman, R. Smith and R. Nicholls, members of Skouras Bros. Enterprises; J. H. Bennett, R. F. Novy, J. J. Fox, H. E. Brown and E. F. Stevens, members of the Brunswick Co.; Mr. and Mrs. H. C. Tabler; Mmes. F. S. Horning, A. L. DeMerville, M. F. Kaemmerer; Misses C. Shelley, B. Bollmann and M. Kinggon; Messrs. G. M. Gladding, O. W. Suedel, V. J. Mueller, E. Haddick, A. H. Kaemmerer, A. E. Nuetzel, H. Storer, A. Bellado, J. E. Laswell, R. Eckstein and J. Flynn.

Start Travelers Early

The Silverstone Music Co. started its travelers out earlier than usual to book Fall orders as an experiment and the dealers are taking to it, giving good orders for October and November delivery.

O. W. Kiess Now Manager

O. W. Kiess is the new manager in charge of the Bloch-Kuhl Victrola department. Mr. Kiess was the first manager of this department, having taken charge when it was installed.

Here and There in the Trade

C. A. Reynolds, formerly of the Phonograph Co., Kansas City, Mo., is now connected with the St. Louis branch of the Brunswick Co., phonograph division, and will travel in Southern territory, succeeding W. M. Woltman.

Miss Laura Williams, head of the record department of the Kieselhorst Piano Co., spent her vacation at Chicago and the lakes.

F. S. Horning, manager of the Stix, Baer & Fuller music department, left early in August, accompanied by his family, for a two weeks' stay at Browning, Mo.

Miss Rena Wilson, assistant manager of the talking machine department of the Scruggs, Vandervoort & Barney Co., has been spending a two weeks' vacation in Kansas City. Miss Blanche Rosebrough, head of the educational division; Mrs. N. Ciburn, Miss Ella Marklin and Leonard Truesdale have returned from their vacations.

Gene Rodemich, exclusive Brunswick recording artist, journeyed with nine men to New York recently to the Brunswick recording laboratories. The first of Gene's new Brunswick records will be released in August.

A meeting of the phonograph sales representatives traveling out of the St. Louis branch for the Brunswick Co. was held recently at the Missouri Athletic Association, A. J. Kendrick, general sales manager, presiding. Plans for Fall activity were discussed.

Miss Hazel Holston, formerly with the East St. Louis store of the Conroy Piano Co., has joined the talking machine department of the Kieselhorst Piano Co. Miss Laura Williams, of this department, is on her vacation.

M. M. Blackman, an Edison dealer of Kansas City, Mo., visited E. A. Kieselhorst on his way home from a trip to Chicago.

Miss Wallie Griesedieck, of the Kieselhorst talking machine department has returned from a vacation at Waynesville, Mo.

R. W. Jackson, St. Louis branch manager for the Brunswick-Balke-Collender Co., is at the present time making a trip through the Southern territory looking after company interests, particularly in New Orleans, La.

R. F. Novy, city phonograph representative for the Brunswick Co., is at present enjoying a vacation. He expects to spend a week at Bourbon, Mo., and will then visit the Brunswick factories and laboratories.

O. M. Fisk, sales representative in Missouri and Illinois for the Brunswick Co., just recently returned from a vacation.

Mrs. Millie Ladd and Miss Thea Mullenburg, of the Stix, Baer & Fuller talking machine department, who underwent operations at hospitals, have recovered and are back at their duties.

Jack Burke, of the Famous & Barr Co. talking machine department, has returned from a

vacation at the Famous-Barr farm on the Meramec and is again actively at work.

M. Goldberg, vice-president of the Silverstone Music Co., has started to motor to Atlantic City, accompanied by his wife and child.

J. F. Voohree, vice-president of J. F. Belue & Co., Fairview, Ill., Edison dealers, was a recent visitor to the Silverstone Co.

Miss Marian R. Fox, of the Silverstone Music Co., has been spending her vacation in the Ozarks, where she enjoyed a good rest.

GOOD PROSPECTS FOR SOME DEALER

FARNS, W. VA., August 7.—Two hundred of the two hundred and fifty miners employed by the Gulf Smokeless Coal Co. here own talking machines, according to information coming from excellent authority. Every one of the fifty who does not possess an instrument is a good prospect and can be sold if the proper procedure is followed. This is an excellent example of how solidly a prosperous community can be sold by an aggressive and live dealer.



standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

ECONOMICAL ATTRACTIVE SUBSTANTIAL

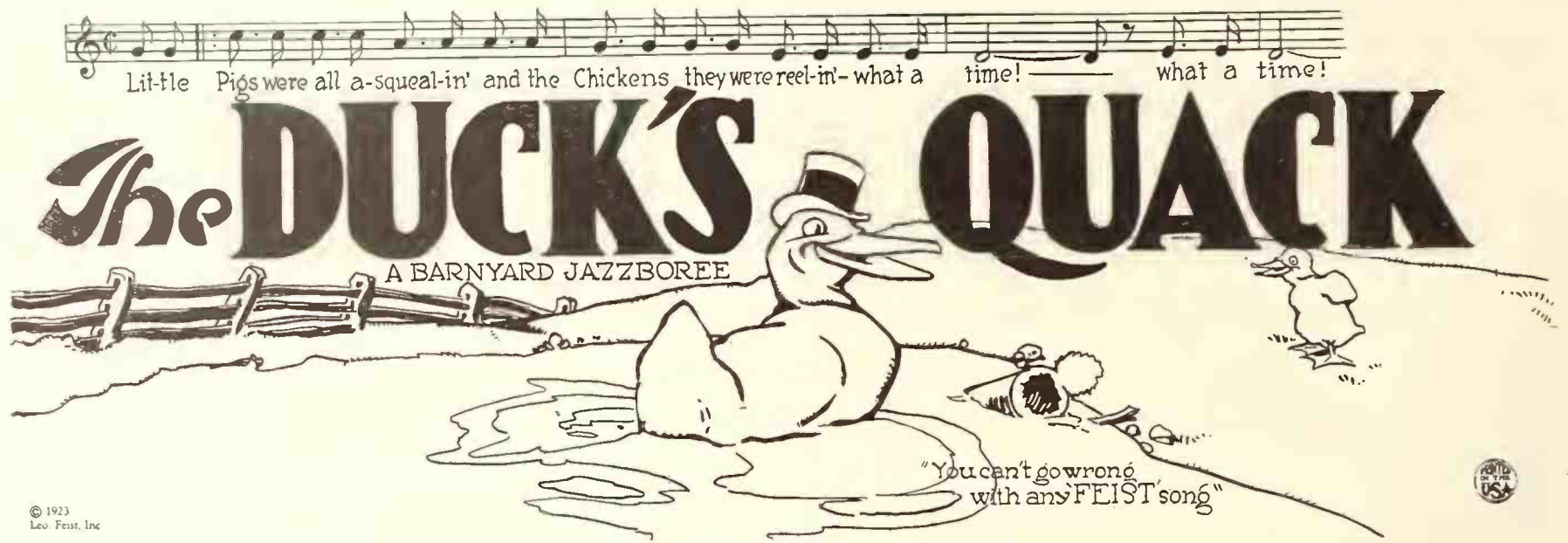
May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$275

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors





INTRODUCING THE OKEH RECORD

New House Organ Issued by General Phonograph Corp.—Has Many Items of Live and Practical Trade Interest

The "Okeh Record" is the name of the latest house organ published in the talking machine industry. This interesting publication for Okeh dealers made its first appearance this month and it is planned to issue it regularly. The dealer service department of the General Phonograph Corp. is responsible for the Okeh Record and Otto Heineman, president of the company, is giving his personal "O. K." to its contents.

Volume No. 1 features on its first page the recent visit to Scranton, Pa., of Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, who became coal miners during their stay in that city. Warner's Seven Aces, a recent addition to the Okeh record library, is also introduced in an interesting article in this house organ and there are several per-

sonal items of interest regarding Gerald Griffin, Shelton Brooks, Sophie Tucker and other Okeh artists. The new Okeh record cleaner is described in the house organ and Mrs. A. Glander, who is editing the Okeh Record, has been congratulated upon the practical value of the first edition of the new publication.

DEATH OF MISS H. WAGNER

C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, Victor wholesaler, and vice-president and general manager of the American Piano Co., New York, and C. R. Wagner, vice-president of the Musical Instrument Sales Co., are receiving the sympathy of their many friends in the trade upon the death of their sister, Miss Gertrude Helen Wagner, who died suddenly while on a vacation trip. The funeral services were held on July 30 at Miss Wagner's late home in Brooklyn, N. Y., and were attended by many friends of the family.

MANY NEW INSTALLATIONS

Zimmerman-Bitter Co. Reports Increased Activity Among Local Dealers—Musical Merchandise Departments Installed by Many Dealers

That the talking machine dealer is discovering a new source of profit in musical merchandise is the opinion of A. H. Bitter, of the Zimmerman-Bitter Construction Co., New York City, who states that more orders have been received for the installation of musical merchandise cases in the last six months than at any other period in the history of the company.

Some of the work recently completed by this company includes the installation of new equipment in the three stores of Emanuel Blout, this installation including new musical instrument departments, plate glass show cases for small goods and sheet music department. A re-order for an addition to the sheet music department has been received from the Windsor-Poling Co., of Akron, O. The Zimmerman-Bitter Construction Co. is completely equipping the store of E. Linehart, 1365 First avenue, the installation comprising hearing rooms, record racks, musical instrument cases and a redecorating of the entire store. New record racks have been added to the store of Bucci Bros., 163rd street and Third avenue, New York.

Among the new contracts recently received is that of S. L. Shott, Mt. Vernon, N. Y., for the equipping of two floors, and this installation will comprise five hearing rooms, record racks with a capacity of 20,000 records, musical instrument, small goods and sheet music departments. The entire premises will be redecorated in French period design with an ivory finish.

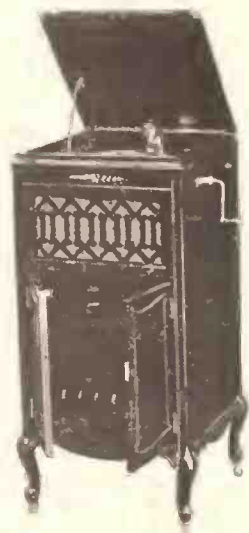
OFFERS SPRING SAVING MACHINE

Andrew H. Dodin Distributor for a Clever Device for Use of Repairmen

As set forth in his announcement in the advertising section of The World this month, Andrew H. Dodin, well-known talking machine repairman of New York, has arranged to act as distributor in the United States and Canada for the Ruffo Spring Saving Machine, a clever device that makes possible the reversing and re-winding of main springs so that broken ends may be removed and the spring repunched for further use.

Mr. Dodin came across the machine some time ago and has used it extensively in his own work, with results satisfactory to all concerned, and believes that it should prove particularly interesting to dealers and repairmen located at considerable distances from supply centers, who can not only save the cost of new springs, but at the same time overcome the delays incident to waiting for the receipt of new springs from the factories.

Henry B. Pye & Co., Inc., dealers in furniture, etc., 2918 Third avenue, New York, have discontinued their talking machine department.

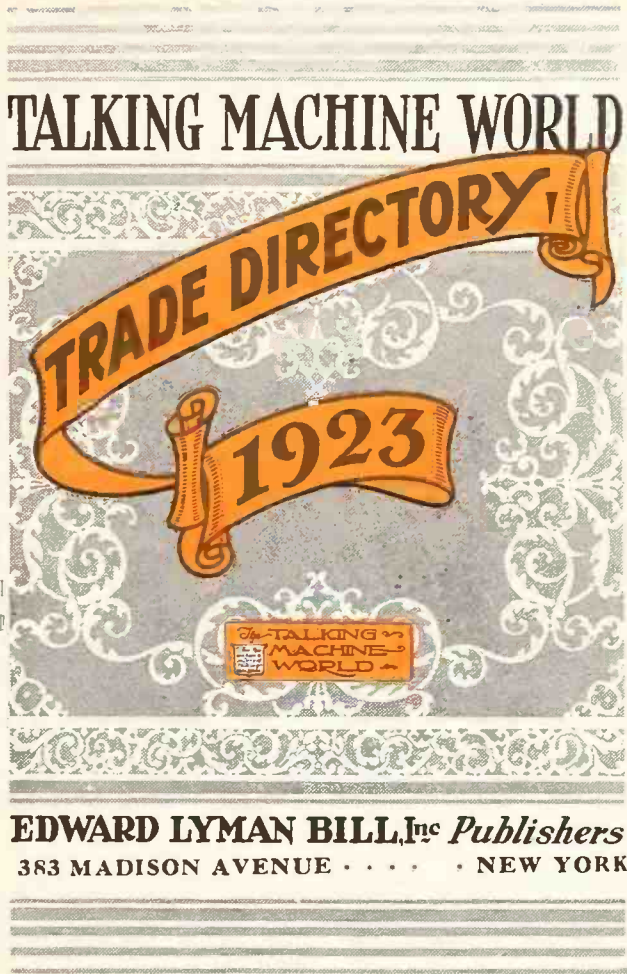


Make Money Quick!

HA VE a phonograph sale and offer this beautiful Empire XA1 with an assortment of records for \$89.50! At the peak price this model retailed for \$225, and at the price you can make on it now you can sell dozens in a special sale. Our word for it, you can make a big profit *quick*, by turning a number of these in a special sale. This is a real machine, a wonderful value for you and your customers. Brown or red mahogany, top, front, sides and back. Full French-turned legs all round. Heineman motor. How many can you sell in one week's intensive selling? Write for our interesting proposition.

The UDELL WORKS

28th Street and Barnes Avenue
INDIANAPOLIS



Worth Its Weight in Gold



Are You Worth \$33 Per Week?

IF you are, and this Directory gives you in 30 seconds information it would take you an hour to secure through other sources—

Then this Directory will pay for itself and give you a dividend of 50% or more, depending on how much more than \$33 per week your time is worth.

But the big point is that the Talking Machine World Trade Directory will not save you time on just one occasion—it will do so many times each month, because—

It is the complete and authoritative “Who’s Who,” “What’s What” and “Where” of the talking machine business.

Only 50 Cents



Edward Lyman Bill, Inc.
383 Madison Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

Name.....

Address.....

City.....

When Pablo Casals plays, the whole world of music gives ear. This month he weaves into Glazounow's "Arabian Melody" all the beguiling atmosphere of the exotic East, to catch and hold your senses.

Against the background of a sympathetic piano accompaniment his wizard 'cello stands out in bold relief, like a mounted tribesman silhouetted upon the sky dome of some vast desert. Record 80923.

COLUMBIA GRAPHOPHONE CO.
New York



IMPORTANCE OF WINDOW DISPLAYS IN BOOSTING SALES

George W. Lyle, President of the Manufacturers' Phonograph Co., Makes Some Constructive Observations on the Profits Which Can Be Derived From Properly Arranged Windows

"What's the Window For?" is part of a message prepared for Strand dealers by George W. Lyle, president of the Manufacturers' Phonograph Co., New York, but it has meat enough in it for any phonograph dealer who understands the practical value of the effective window display.

"Maybe you run a big store on the right side of the best business street in town, with twenty



George W. Lyle

or more record booths and a young army of clerks," says Mr. Lyle. "And you've got two or three large, roomy show windows. Or maybe you operate a small store, with three booths and four or five salespeople, and you have just one window, with not too much room in it. Well, either way, keep those windows dressed right! Change them often! Make them work! With new records and new models of the phonographs you carry—and plenty of record bulletins and posters and price cards and attractive signs.

"You can make your windows pay a profit in the rent they cost you. That's what windows are for! Once a week isn't too often to redress your windows. If you have a liberal amount of space behind plate glass utilize every foot of it to best advantage. If you have only a small window area you can't afford to waste a single inch of it!

"Count the people who pass your store every day and you'll begin to realize the importance of this feature of your sales work. Yes, sales work, because a well-arranged, attractive window is one of the most efficient sales producers you can employ. The big department stores, like Wanamaker's in New York and Marshall Field's in Chicago, Snellenburg's in Philadelphia, Famous-Barr in St. Louis and Filene's in Boston, pay big salaries to their window dressers.

"If you're on a side street—all the more reason to make your windows work. Good windows are one of the most effective ways of making a side-street store worth putting your

GERSON IS NEW YORK RCA AGENT

General Radio Corp. of Philadelphia Announces Appointment of Prominent New Yorker as Resident Agent and Factory Representative


PHILADELPHIA, PA., August 8.—The General Radio Corp., manufacturer and distributor of radio parts and distributor of RCA receiving sets, Strand phonographs and Okeh records, has announced the appointment of Louis Jay Gerson as New York resident agent and factory representative. Mr. Gerson is located at 63 Reade street and needs little introduction to the

name over. And, by all means, keep your windows well lighted. Ten dollars a month extra for current may mean hundreds of dollars extra in sales. Get a prospect's eye first and you have gone considerable distance toward getting him to say, 'I'll take it.' When you engaged that store probably one-half of the rental should be counted as a window investment. Take that investment seriously—make it pay dividends!"

New York trade, as he was identified for many years with the John Wanamaker store as director of its musical merchandising and piano export business and manager and buyer of the retail phonograph department and his merchandising experience is varied.

The General Radio Corp. very carefully selected its representative in the metropolitan district, with a view toward maintaining the dignity of its product along consistent lines and the maximum of service and production to its dealers and jobbers. It is stated that a plentiful stock will be provided to Mr. Gerson for demonstration purposes.

VICTOR WHOLESALE DISTRIBUTORS



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

Don't expect
a selfish competitor
to urge you to get
Blackman
Service

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., AUG. 8, 1923.

EVERY so often a Cassandra arises amongst us who talks about "saturation." It is a nice mouth-filling word and one calculated to strike terror into the heart of the unthinking, but it really does not mean much in the talking machine business. We in the mid-West have had our share and more of the troubles which came from the reckless and improvident methods which some manufacturers saw fit to indulge in during the period immediately succeeding the entrance of the United States into the World War. To cry over spilt milk helps no one; but it is worth remarking that those who talked of the trade reaching the point of saturation had, three years ago, something like reason on their side. A market filled to overflowing with what might well be called "junk" was a market which had to break sooner or later. Break it did; but that saturation then was a very different sort of condition from anything which does or could exist at the present time. All competitors notwithstanding, the fact is undoubted that the talking machine market is no nearer saturation than it was twenty years ago. The public need for talking machines and for talking machine music is greater than ever, despite all counter attractions. In fact, every competing device or system for the reproduction of music merely serves to emphasize the enormous superiority of the talking machine in its own field. It is the universal recorder and preserver of all music, and nothing can touch it as such. All we have to do is to continue improving the product and finding better ways of telling our story to the great music-loving masses. One way or another we have for every musical taste what is positively the best of all music makers and until that ceases to be true we need care not a snap for the spoil-sport who tells us that the market is saturated. . Saturated? It is not wet all through yet!

Saturation
Not in
Sight

THE formation of another local association in the music industries brings prominently to mind the fact that Chicago has no body devoted to the interests of retail talking machine dealers. This is the more a pity since other cities are having excellent results from the formation and maintenance of such associations. There are many reasons why a retail talking machine merchants' association would be of general advantage in Chicago. For one thing, the individual merchants of our community have yet to learn that competition need not mean unfriendliness and that, in fact, there is much more to be gained in the way of personal advantage by co-operation than by hostility in matters of common importance. Every body of men engaged in any line of retail business sooner or later finds out that only by acting as a body instead of individually can its members solve what are always actually the most important of their business problems. All problems in retail business are so much alike that, irrespective of the particular articles sold by each individual merchant, his business is vastly like that of his competitor in every essential. When, therefore, all the merchants in any one line get together and propose to exchange information, each individual soon finds that, while he has something to give, he has always vastly more to receive. The universal experience of members of trade associations is that just so soon as each one makes up his mind to give freely of his own knowledge for the benefit of his fellows he begins to draw from his fellowship with them far more than he ever can give out. Moreover, one of the healthiest results of trade association membership is that the individual member so soon discovers how little his cherished "secrets" and methods really mean. He finds that everybody else has them or something much like them. He finds that his fellow-members are just as decent fellows as he is. He finds that there is far more to confer about than to quarrel about. Because, then, these qualities of collective action for the common good are painfully absent from the local retail trade it is very evident that a trade association would be very beneficial to merchants in this territory. Who will be the first to set it going?

Local
Association
Needed

THE mid-West territory generally is such a big consumer of talking machine records and so well typifies the general tastes of the whole country, aside from the Atlantic and Pacific Coasts, that whatever is observed here as to the sale of and demand for all kinds of records may be taken as typical. Observations show that the great jobbers who work out from Chicago, as well as the more successful retail merchants in this city, alike find their very best market is what may be technically termed "class" records; that is to say in records featuring special and distinct types or classes of music. The heterogeneous population of the great Central States divides up pretty evenly into urban and rural, but all are interested in dance music, and the development of the modern form of such music, irritating and offensive as it is in the extreme manifestations, does respond to a popular need. Those who are doing their best to discover exponents of the most artistic in such dance music and to record their finest efforts are having remarkable success, as the figures plainly show. But dance music will not float a record manufacturing business and the manufacturers who understand the value of the "class" theory understand also that the rural and the urban divisions of the population are themselves divisible into subdivisions, each of which has its own particular pet ideas as to musical wants. Thus there is a demand for negro numbers in some sections and little of it in others. There is a demand for religious music in some sections and little or none in others. There is a sharp distinction between the demand for jazz of the extreme sort and for artistic modern dance music. It is apparently the part of wisdom to take into consideration all these classes and to build up the modern library with strict attention to them all as the basis for classification and selection. Nor does this mean neglect of the high-class numbers. What is most needed is to bring customers into the store. If, when they are once inside, there is no more intelligence than to let them go out with one seventy-five cent dance record when another one at twice the price could just as easily be sold in addition, that is the fault of the merchant, not of the manufacturer. The latter can do a great deal to make his monthly bulletin more catchy; but when he has done this it will not be his fault if the merchant has no better salesmanship ability than merely to hand out what is asked for. The appeal to distinct classes is important and necessary, and not less because thereby the appeal to the better instincts in music is rendered easier and is, consequently, more productive of results.

Success
of "Class"
Records

A SURVEY of the news which comes to us through various channels and which may be taken as based on the highest authority, indicates that the seasonal fallacy is losing its grip upon the mind of the trade in this territory. It really begins to look, from all the signs, as if mid-West merchants at last had waked up to see the great truth that business is to be had on one set of terms only, but on these to an illimitable extent. These terms may be expressed in the single phrase "going and getting." We refrain from saying "go-getting" because there is no advantage in talking like a sophomore when one is dealing with stern fact. Business is to be had, then, by creating it and not by waiting for it to create itself. This is true in every other line of business and in many is thoroughly recognized, but it has taken the talking machine merchants a long time to realize that, no matter how extensively and skillfully advertised may be the machines and records they sell, those machines and records have to be brought before the customer, put up to him or her and sold then and there in each individual case. The advertising makes the sales resistance much less, in fact, turns the scale; but the personal contact does the trick. This being so, Summer is as good a season as Winter. This is the lesson that talking machine merchants in this part of the world seem to be learning, for which thank goodness! Nor ought we to forget that the recently learned lesson of "tie-up" advertising is having its great effect, as has been proved time after time.

Seasonal
Fallacy
Dying

From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

GENERAL PROSPERITY MARKS TALKING MACHINE BUSINESS IN CHICAGO AND ITS ENVIRONS

Sales of Portables, Records and Small Musical Instruments Keep Trade Up to Par in Chicago Proper—New Firms Enter Field—Expansions and All the Important Trade News

CHICAGO, ILL., August 9.—Reports from retailers in this section indicate that business for the last half of July and the first part of August was very spotty. Some sections, particularly the corn and wheat belts, reported quite a let-up in business, while others, such as the dairy territories, reported an exceptional spurt in retail trade. This increase in business in dairy districts is attributed by dealers to the fact that the farmers recently benefited by an increase in the price of milk, and these prices naturally tended to tone up the business situation. In the corn and wheat belts the reports are that exceptionally fine crops have been, or are being, cut and this production will soon be on its way to market. Should history repeat itself we could then look forward to an increase of business in these sections as well.

Locally the trade had somewhat of a let-up in the console business, but small musical instruments, portable talking machines, rolls, records and sheet music brought in sales which enabled the dealer to do a fairly good business, all told.

The labor situation of Chicago is very encouraging and building is gradually increasing. The only trouble in this line that we can find lies in the fact that there is somewhat of a scarcity of mechanics as well as laborers, which is attributed to the fact that wages have been

so high that the workers just can't stand their prosperity and have been taking lengthy vacations at nearby Summer resorts.

The manufacturers of talking machine parts are still very busy and are working to capacity throughout this section. In the past we have always found that when these men were busy the general condition of the trade throughout the talking machine field was exceptionally good. In using the activities of these men as a barometer, we can see quite a bit of activity ahead of us for the coming month in so far as manufacture of talking machines is concerned.

There is quite a number of dealers in this territory who have discovered that their sales departments are following along those lines of least resistance which proved so popular several years ago, but which at the same time did not move record stocks from the shelves. These clerks have been taking good sales stimulators, such as the popular numbers, and selling lots of them and patting themselves on the back that they have been salesmen. As a matter of fact, everyone knows that this is only order-taking, as the publishers of the music themselves have been boosting the songs to such an extent that the buyers naturally walk into the store and do the purchasing.

While it is true that splendid profits are being made on these trade stimulators the fact re-

mains that the dealers' shelves in many instances are being entirely neglected in so far as standard numbers are concerned. Therefore, there is a great deal of good money tied up, lying idly by, while the sales people are merely taking orders. We are happy to say, however, that this situation does not prevail throughout the entire trade in this section, but it does maintain in quite a number of places whose proprietors are gradually waking up to the fact that the popular records are not only money-makers but trade-builders as well, which can be used in the moving of the higher priced numbers.

Illinois Wages Increase

According to the June review of the State industrial situation which was recently made by the General Advisory Board of the Illinois Department of Labor, the wage earners in Illinois had more money to spend in June than at any time in the last two years. It is understood that the workers employed, by 1,496 employers, had \$10,535,595.31 for spending purposes during one week in June alone. This makes June the banner month of Illinois industries, since the business revival started some months ago. The amount is 33/10 per cent more than the workers had to spend during the corresponding week in the month of May.

The Oro-Tone in Australia

The United Distributors Co., of Sydney, Australia, has just been appointed distributor of Oro-Tone tone arms and reproducers for the entire commonwealth of Australia. The deal was made between Leigh Hunt, treasurer (Continued on page 102)



"Built by tone specialists"

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

and general sales manager for the Oro-Tone Co., and Lynn D. Rudolph, president of the Australian company.

Mr. Rudolph was, for a number of years, president and general manager of the United Mfg. & Distributing Co., of Chicago, manufacturer of the well-known United line of enclosed self-lubricating talking machine motors. Before coming to this country Mr. Rudolph was associated with a number of large concerns in Australia, among which was the company with which he is now president. Since severing his connections with the United Co., of Chicago, he has given a great deal of his time to looking over the various lines of talking machine equipment manufactured in this country.

New Brunswick Demonstrator

The Brunswick-Balke-Collender Co. has brought out a new upright instrument which is known as Style 1177. This instrument is finished in ivory enamel and carries gold plated

trimmings. The enamel is applied in seven heavy coats. The instrument is especially for demonstrating purposes in retail stores, for which its attractive and unusual finish makes it particularly appropriate if the plant or store is finished also in ivory or white. These instruments are being produced exclusively for Brunswick retailers.

Otto Heineman Visits Chicago

Otto Heineman, president of the General Phonograph Corp., has been a visitor to the Chicago trade. He spent several days in company with S. A. Ribolla, manager of the General Phonograph Corp. of Illinois. Both gentlemen called on the trade in this section. The purpose of the visit was to get the views of the trade regarding the coming Fall and Winter business, and the reports received by both men during their calls are very encouraging. From present indications the trade in Chicago has already begun to prepare for this business and although it is at present conceded

This Is the Tone Arm That Keeps Our Plant Working Overtime



*Mono-Turn
Victor Position*

The Blood Mono-Turn Arm

Equipped with the

New Blood DIAPHRAGM

Have You Sent for a Sample?

Blood Tone Arm Company
326 River St. CHICAGO, ILL.



A Phonograph that is different

Never gets stale
Sales talk is short
Customer delighted
Most useful machine on the market
Send for folder, sample
Stock up and grow with us

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

that the first six months of 1922 were phenomenal, it is believed by that time the balance of the year will be even more so; and preparations are being made in accordance with this belief.

Speaks Well for Kimball Phonograph

A Kimball dealer on the Pacific Coast has written the following letter to the talking machine department of the W. W. Kimball Co.:

"The Style 'G' sold to Mrs. M. M. Angleton has been a good advertisement for the reliability of Kimball talking machines. It was first at Great Lakes Naval Training Station, was then transferred to a warship where it had the hardest kind of use, was on the water three years, going with the fleet to South America, to Cuba, and was finally unloaded at San Pedro. We inspected it and found the motor and tone arm in perfect condition, but, of course, the case was pretty well knocked about."

It transpires that Mrs. M. M. Angleton is the wife of one of the crew who was a member of the Pacific Fleet and purchased a Kimball phonograph, Style "G," about four years ago. It was one of the Kimball upright types, and when Mr. Angleton stopped into the Kimball dealer on the Coast to make arrangements to change it for a Kimball console the above-mentioned facts were brought out.

Brunswick Employees Form Band

Employees of the phonograph division of the Brunswick-Balke-Collender Co., Dubuque, Iowa, plant, who recently formed a band of forty members, are giving concerts during the evening, not only to the regular employes of the company, but to the townspeople as well. During the recent visit of the Brunswick sales force to the Dubuque plant the employes' band made such an impression on the members of the sales



Band of Brunswick Employees in Dubuque department that they subscribed among themselves and raised \$25, which was donated for the purpose of buying additional musical equipment for the organization.

Dodge Returns Cheerful

H. W. Dodge, sales manager of the Walbert Mfg. Co., has returned from a sales trip which took him to the Gulf and Coast States. He called on practically every dealer from Chicago to New Orleans, Los Angeles, Spokane and Denver and brought back with him very encouraging reports concerning the prospects of the retail dealers in the territory covered by him. The trade, as a whole, believes that with the beginning of the Fall season the talking machine business will increase tremendously, and all of these dealers are now making plans in accordance with these anticipations.

Oh Lady! Oh Lady!

The local trade is beginning to think that the sales force of the Chicago Talking Machine Co. is paying too much attention to the young ladies. By that we do not mean to imply that the boys are running after the ladies, but it seems that the young ladies are coming to them. For example, in the last week the wife of V. A. Corcoran presented him with a beautiful young

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

daughter and at practically the same time the wife of Charles Hyde, who is also connected with the sales force of the Chicago Talking Machine Co., presented a brand-new daughter to him. The arrival of these two young ladies run the total up to three within the last ten months, the first one coming to the family of Victor Tremblett, who became the proud father of a baby girl at that time.

Fine Blues Orchestras for Okeh

As announced last month in the reading columns of the Talking Machine World the recording division of the General Phonograph Corp. made a special trip to Chicago to establish a temporary recording laboratory for the



Tate's Vendome Orchestra, Chicago

purpose of recording some of the local talent of that city which has been signed up exclusively. Among the artists who were recorded in Chicago were Erskine Tate and his Vendome Theatre Orchestra. This organization



King Oliver's Jazz Band, Chicago

is one of the most popular colored orchestras in Chicago, and for some years has been at the Vendome Theatre at Thirty-first and State streets, Chicago.

Erskine Tate is recognized as being one of

the cleverest Blues writers in the country, and has recently published "Cutie" and "Chinaman Blues," which two numbers are among those he did for Okeh during their Chicago recording. Not only has Tate a reputation as a Blues writer but he is an excellent violinist and all-around teacher, who, for many years, has conducted several very successful music schools in Chicago's Black-belt.

Another musical organization recorded in Chicago last month was King Oliver's Jazz Band. It will be remembered by many who took in the Piano Club Frolics during convention week that a certain negro jazz band made a tremendous hit with its playing during the entertainment. That organization was none other than King Oliver's Jazz Band. On the night of the frolics this organization was the last on the bill and was scheduled for twenty minutes' playing, but the applause was so great and Oliver was so good-natured that the band did not leave the hotel for nearly two hours.

King Oliver is known to practically every musician in the country and is acknowledged to be the originator of the trick cornet playing in vogue to-day. He is constantly getting out new tricks with his cornet, and is always in demand by other cornetists who are desirous of learning these tricks. The records of both of these organizations will be released to the trade in August.

Edison Manager Optimistic

W. A. Schmidt, manager of the Phonograph Co., Illinois and Wisconsin distributor for Edison, has just returned from a trip throughout the Wisconsin and northern Illinois territory. The outlook for Fall business is very encouraging, according to Mr. Schmidt, and many dealers have already started their Fall campaigns. This is particularly true in the dairy communities of both Wisconsin and Illinois, and also in the tobacco-raising sections of Wisconsin. In the tobacco-raising communities it is understood that tobacco growers are forming a pool, and the outlook for this new organization is very encouraging. Wisconsin is famous all over the world for its binder tobacco, which is used in cigar making.

Many New Spencerian Jobbers

Ben Wood, sales manager of Westphone, Inc., announces that the Minnesota branch of the Consolidated Talking Machine Co. has been appointed distributor for the Spencerian portable talking machine for the territory cov-

(Continued on page 104)

ORO-TONE Porto-Type "Good for Year Round"

Says Prominent Dealer in the Middle West



Pat. Appld. for

"Good for Year-Round Sales," said the prominent dealer, and he was right, for other dealers have told us exactly the same thing. And they intend to push the sale of Oro-Tone Porto-Types throughout the entire year. Because of the unusually brilliant finish, the remarkable tone quality and the easy portability, this Porto-Type is being used in many homes in place of the larger and more expensive machines. We are sure you will find, just as so many other dealers have found, that many sales of Porto-Types can be made throughout the year.

Read These Specifications

CASE—Strongly built to withstand the severe use given portable machines.

MOTOR—Mounted in rigid cast-iron frame and plays two records with only one winding. **TONE ARM AND REPRODUCER** is the standard Oro-Tone Equipment and plays all records. **RECORD-FILING COMPARTMENT** holds twelve ten-inch records. **CONVENIENCE**—All parts and records are contained within the Porto-Type, thus insuring safety even with rough handling. **DIMENSIONS**—Length, 16½ inches; Width, 11½ inches; Height (closed), 7 inches. Weight, 20 pounds.

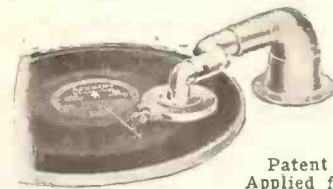
List Prices

With Standard Tone Arm shown on Porto-Type (plays all records)..... \$35.00

With Automatic Equipment as shown in illustration below.....\$37.50

Do not fail to mention style of arm wanted when ordering.

Usual Discount Allowed to Responsible Dealers



Automatic Tone Arm

Plays all records.

The No. 16 Oro-Tone Automatic Tone Arm and Reproducer is especially adapted for playing Edison records. However, it plays all records and AUTOMATICALLY adjusts to correct weight, centers the needle and gives the correct angle when playing either lateral or vertical cut records. The list price of the Porto-Type equipped with the Automatic Concert Arm is \$37.50.

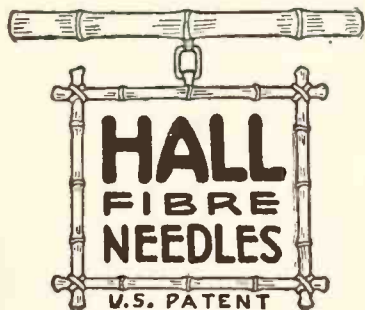
Send for Sample on 10 days' Approval

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George St. CHICAGO

Distributed in Australia by United Distributing Co., Melbourne and Sydney.

Positively
Eliminate
All
Surface
Noise



Cannot
Possibly
Injure
Records

Suggest—Demonstrate—Push HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

ered by Minnesota, North and South Dakota and Montana.

The headquarters of the Consolidated Talking Machine Co. was recently appointed exclusive distributor for Spencerian, covering Indiana, Michigan and Wisconsin.

In addition to these appointments the Illinois Musical Supply Co. is also an exclusive Spencerian distributor for the State of Illinois.

Mr. Wood reports encouraging sales of Spencerian all over the country, and he is planning an Eastern trip which will bring him in contact with dealers and distributors of Spencerian throughout the Eastern territory.

Mr. Wood recently received a report from Sales Manager Guttenberger of the Artophone Corp., of Kansas City, Mo., in which it was said that Mr. Guttenberger had just returned from a trip, during which he established many new Spencerian accounts.

Van Zile Returns to Desk

R. P. Van Zile, who travels the Iowa territory for the Chicago Talking Machine Co., has just returned from a two weeks' vacation, which he spent in the Ozarks.

Meet Frank F. Paul

In a recent issue of *The Talking Machine World* we ran a little news item in the Chicago department, announcing the appointment of Frank F. Paul as general sales manager of the United Mfg. & Distributing Co. This month we have the pleasure of publishing a counterfeit presentment of Mr. Paul and, no doubt, many of his old friends in the trade with whom he came in contact during the past few years will recognize him. Although this is Mr. Paul's first entrance into the talking machine trade as an active member he has for many years been in contact with talking machine manufacturers by virtue of his connection with concerns whose business it is to supply goods essential to the manufacturers of motors, tone arms, etc.

For six years Mr. Paul was associated with

H. L. Mills, vice-president and general manager of the United Mfg. & Distributing Co., when both gentlemen were associated with the American Specialty Co., of Chicago, manufacturer of machine tools and supplies. At that time Mr. Mills was president of this concern and Mr. Paul was general manager. After severing their



Frank F. Paul

connections with this concern both were associated in a company which manufactured home electrical lighting plans and electric lighting systems for farm use. Mr. Paul's next association was as general sales manager of the Rowe Mfg. Co., of Galesburg, Ill., and from there he went over as general sales manager of the Ironsides Co., of Columbus, O., manufacturer of lubricants.

In this latter connection, as well as while associated with the American Specialty Co., Mr. Paul came in contact with the talking machine

industry. Since his coming over as general sales manager for the United Mfg. & Distributing Co. Mr. Paul has called on a number of the largest manufacturers of talking machines in the country and has been instrumental in opening numerous accounts for the benefit of the United Mfg. & Distributing Co.

New Publicity Company

The Ad-Press Service Co. is the title of a new concern which has just been organized in Chicago with J. P. Seinberg as director of retail merchandising aids. The purpose of the new organization is to produce for the trade window displays of exceptional character. Already this concern has turned out a large number of beautiful eight-colored window displays featuring the latest Isham Jones record "Down Among the Sleepy Hills of Tennessee." The Ad-Press Service is located in Room 803 at 21 East Van Buren street, and will devote its activities exclusively to the interests of the Brunswick organization.

Announce New Excel Consoles

The Excel Phonograph Mfg. Co., of this city, has just announced an addition to its line of talking machines. The addition consists of four beautifully designed console models which will be known as 10, 20, 30 and 40. These instruments will be finished in mahogany and walnut with nickel or gold trimmings as designed.

The company also announces a new portable talking machine of the two-spring type finished in Fabrikoid leather. This little instrument weighs 16 pounds, and its dimensions are 14 x 12 x 7 inches.

The addition of the new instruments to the Excel line enables the company to offer one of the most comprehensive and popular-priced lines of instruments that are being made in this section of the country.

The piano department of the Excel Co. has been exceptionally busy during the past few
(Continued on page 106)



Style J Mahogany



Style M Equipped With Albums

KIMBALL PHONOGRAPHS

Appeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
Variety of designs;
Wide range of prices;

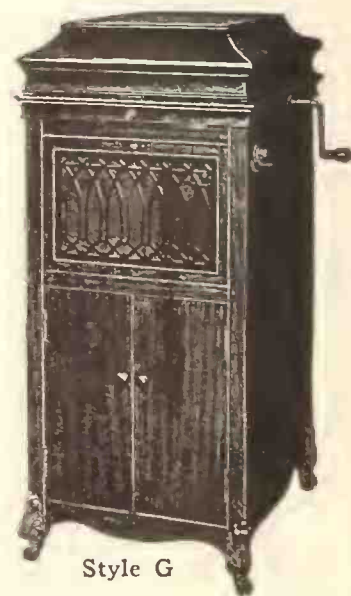
Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.
CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of OKeh Records



Style G

Kimball Phonographs Play ALL Records



CONSOLIDATED SERVICE

HUNDREDS of Okeh dealers have come to know and depend entirely upon the merits and advantages of Consolidated Service.

They have had occasions to rigidly test it time and time again under all sorts of conditions and have found it to be as smoothly efficient in meeting their most urgent demands as it is in meeting their ordinary every-day requirements.

We are proud of Consolidated Service. It is the foundation of our success and the dependable ally of our dealers in the attainment of their success. We sincerely believe that a more reliable combination could hardly be found than that of Consolidated Service and

Okeh Records
The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

weeks turning out the well-known little Columbian baby grand piano, which this concern began to manufacture several months ago. Since its introduction to the trade the Columbian baby grand has been taken on by a large number of talking machine dealers throughout the country, whose number is constantly increasing.

Brunswick Colored Character Records

The Brunswick-Balke-Collender Co. made the announcement that, beginning in August, samples of its special colored character records will be distributed to the trade. The records are by such popular negro artists as Hamtree Harrington, Edna Hicks, Lena Wilson, Lizzie Miles and others. The list will also include characteristic selections by the Cotton Pickers, an exclusive Brunswick organization. Special supplement hangers printed in purple and yellow are being prepared to go forward at the earliest possible moment.

New Chicago Incorporations

Among the many new corporations which have been granted charters by the Secretary of

ABSOLUTELY FREE

of

Extraneous Sounds

is the

Tonofone
The Needle With A Flexible Point

This has been accomplished by a new discovery which makes the playing point of TONOFONE more

**Resilient and
More Flexible**

Than ever before: This means less wear on the Records and a sweet, clear brilliant tone.

TONOFONE
May now be had in two styles

LOUD

For Dancing and Band
Records or

MEDIUM

For Voice and Instrumental
Records

Both offer the Best Needle Value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.
Inventors and Manufacturers

A Remarkable Trade Stimulator

which you can use to wonderful advantage in increasing your business. Why let your competitor get it all? Here's a solution to your trade problems.



Mahogany and walnut finishes. Gold trimmings and 3 spring motor. Plays all disc records with a full rich tone. Send for further particulars.

SONATA MANUFACTURING CO., Inc.

664-66 W. Austin Ave.

Chicago, Ill.

State of Illinois are the following: The Brelford Music Co., of 435 North avenue, Chicago; capital, \$10,000. Purpose, to manufacture and deal in musical instruments. The incorporators are M. Higgins, M. S. Speigel and M. Jacobson.

The South Side Music Store has been incorporated in Illinois with a capital of \$10,000. The incorporators are named as Edward Williams, Walter Lee Jackson and Stanley Wilson. The purpose of the company is to deal in talking machine records, piano rolls and sheet music.

The Zenith Radio Corp., at 332 South Michigan avenue, has been incorporated with a capital of \$500,000 to manufacture and sell radio apparatus and accessories. The incorporators are: E. F. MacDonald, Jr., T. M. Pletcher, J. R. Caldwell, I. R. Allen and U. J. Herrman.

Now With Meyercord

W. L. Griffin, formerly advertising manager of the Michigan X-Ray Reflector Co., of Chicago, has severed his connection with that concern in order to take up the duties as advertising manager for the Meyercord Co., of Chicago. The Meyercord Co. is one of the oldest concerns in the country manufacturing Decalcomania transfers. For many years they have made a specialty of furnishing this class of goods to the talking machine trade.

New Canadian Oro-Tone Distributor

The Oro-Tone Co., of this city, announces that it has appointed R. S. Williams & Sons Co., Ltd., of Montreal, Canada, as Canadian distributor for Oro-Tone No. 4, Edison attachments. This Oro-Tone attachment automatically centers the needle with the turntable spindle when playing either the vertical or lateral cut records, and also carries an automatic adjustment feature which gives the correct weight for playing.

The Heart of the Phonograph

"The heart of the phonograph is its motor," is the slogan which appears on the front cover of a new twenty-page catalog which has just

been published by the United Mfg. & Distributing Co., of this city. The opening paragraphs request the reader to think of the talking machine motor as its heart, as it is upon this "heart" action that a talking machine depends for its staying qualities, especially in the matter of staying sold. The reading matter then goes on to tell of the good qualities of the United motor and shows some very good cuts of the various styles of United motors. It also goes into detail and takes the various units, going into the manufacture of United motors, such as

LAKESIDE SUPPLY CO.

73 W. Van Buren St. Chicago, Ill.

Balanced Cover Support

Top Regulation

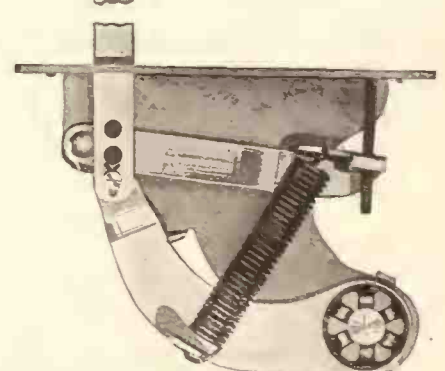
For Console and Upright Cabinets



Made Left and Right
for Heavy Covers

No. 1022

Write for Prices



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

the covers, gears, etc., and gives a brief outline as to their whys and wherefores and so forth.

The "backbone" of the catalog shows a picture of the massive new plant at Ninety-seventh street and Cottage Grove avenue, which is working to a production of 1,000 motors per day beginning September 15, and gives some historical data concerning this plant, such as, for example, its size and capacity.

New Store Opens in Wilmette

The talking machine trade of this section has been increased by the recent opening of an exclusive Brunswick shop at Wilmette, a fashionable suburb of Chicago. The new shop is owned by Orion A. Galitz. It is equipped with four hearing rooms, demonstration booths and a large record and roll department, as well as a complete selection of sheet music counters and record racks. The color scheme was carried out in old ivory, and all the furnishings and decorations were installed by the local branch of the Unit Construction Co., under the personal supervision of Manager W. D. Montgomery of that organization.

Extra Loud Oro-Tone Equipment

An extra loud low-priced tone arm and reproducer known as Oro-Tone No. 20 was added during the month to the Oro-Tone line of tone arms and reproducers. The newcomer is of the throw-back style and of standard size, carrying the famous Oro-Tone adjustable length features. The No. 20 was built especially for those who are desirous of securing a thoroughly dependable tone arm and reproducer at a low price which is capable of producing a powerful deep tone and giving lasting service free from complaints. It is of the combination type, permitting the playing of both the hill and dale and lateral cut records, and the needle centers perfectly when in either position.

Sonata Mfg. Co. Enlarges

The Sonata Mfg. Co., Inc., of 665 West Austin avenue, this city, has acquired additional space and now occupies the entire building of three stories and a basement. This concern was recently incorporated under the State laws of Illinois with a fully paid-in capital. The officers are: J. H. Limer, president; D. Feigenberg, secretary, and William Piotrowski, treasurer. The Sonata Co. manufactures a line of console and upright types of talking machines, as well as a large assortment of household furniture.

R. R. Foute Back From Coast

R. R. Foute, assistant sales manager of the General Phonograph Corp. of Illinois, has returned from a vacation which he spent in company with his wife at San Bernardino, Los Angeles and Big Bear Lake, Cal.

Off for the Coast

Leigh Hunt, treasurer and general sales manager of the Oro-Tone Co., Chicago, leaves on August 15 for a vacation which he will spend in company with Mrs. Hunt touring the Pacific Coast. En route to the Coast the couple will stop off at Denver and Yellowstone Park, and from there will go directly to Seattle, Wash., for a week's visit at the home of Mr. Hunt's mother. They will then go by rail from Seattle to San Francisco and by boat from San Francisco to Los Angeles, at which point they will board a train returning to Chicago and stopping off en route for a visit to the Grand Canyon of Colorado.

"Senator" Ford Records His Monologues

"Senator" Ford of the Orpheum Circuit, "who never wishes to be construed as the Luther Burbank of the auto industry, who grafts radiators on roller skates" is one of the latest acquisitions to the Brunswick family of recording artists, and has made a number of monologues for Brunswick which will be released some time in October. "Senator" Ford is one of the best-known monologuists appearing in vaudeville circuits, and it is believed that his records will be readily received by the public.

Looking Forward to Piano Club Picnic

By the time the readers of The Talking Machine World have begun to read the August is-



**EDISON'S
ENVIABLE
REPUTATION**

More than four million people have been convinced beyond all question by actual test, that EDISON reproduction of music cannot be detected from the original music. If you are a live wire and if there is no Edison dealer in your town, we invite your interest in an Edison dealership.

THE PHONOGRAPH CO.

229 South Wabash Avenue
CHICAGO, ILL.

sue nearly every member of the Piano Club of Chicago, with his family and friends, will be enjoying one of the most successful picnics ever pulled off by this Association. The affair is to be held on August 15 at Ravinia Park, under the auspices of the Piano Club of Chicago and under the direction of Axel Christensen, chairman, assisted by Ben Wood and W. W. Kimball, Jr. At the time of writing the tickets are selling fast and it looks as though nothing could

possibly stop the outing from breaking the record for attendance. The tickets are \$2.50 each, which includes railroad fare, admission to the park and a dandy lunch.

The regular monthly luncheon held prior to the picnic was a successful affair and the chairman of the entertainment committee for this particular time was F. S. Spofford, who conducts a retail Sonora shop in the Republic Building. The musi-

(Continued on page 108)

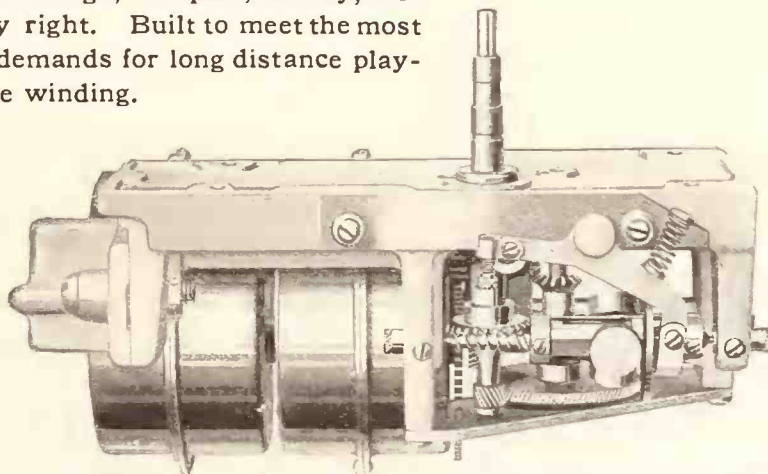
The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

The Hall Mark of Dependability, Service and Quality

"KRASCO"

A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

cal features of the luncheon consisted of Agenthe Mundt, the famous Danish soprano, late of Copenhagen, who was accompanied by Ruth Williams. She sang an aria from "Cavalleria Rusticana," with the songs "At Parting" and "The Answer."

Fine New Widdicomb Model

One of the most artistic console talking machines which have reached Chicago for some



Widdicomb Model 20

time was recently put on display at the Chicago office of the Widdicomb Furniture Co.

The newcomer is known as No. 20 Heppelwhite and is offered in red or antique mahogany and walnut. The dimensions of this artistic instrument are 37 x 21 x 36 inches and all exposed hardware is nickel-plated. It also features especially constructed partitions for record albums, as well as the patented Widdicomb tone control.

Lyon & Healy Buy Building

In order to provide more warehouse space for their rapidly increasing business, particularly at the wholesale end, Lyon & Healy, Inc., have just acquired the building of the Republic Metalware Co., at 1532-36 South Wabash avenue,

as well as the adjoining vacancy. The consideration for both properties is said to be in the neighborhood of \$350,000. The building was erected in 1907 and its six stories and basement cover a floor area of 72,000 square feet.

Krasco Acquires More Stop Patents

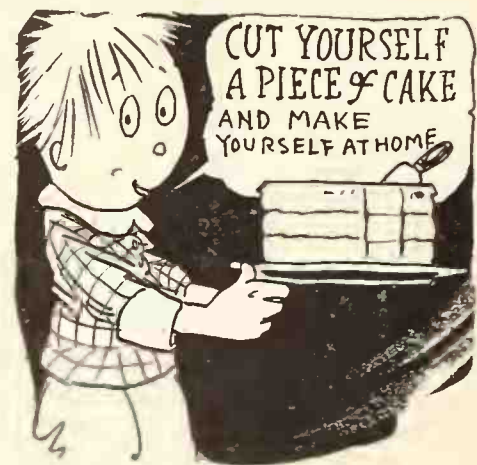
The Krasco Mfg. Co. has just closed a deal whereby it becomes licensee under another string of Strietelmeier patents. This gives the Krasco Co. control of the Brooks-Klemm, Strietelmeier, Brown-Niblack and Stimson patents, nearly thirty in all. All of these are for automatic repeating and stopping devices for talking machines. In addition to having control of all the Niblack automatic repeating and stopping devices for playing a talking machine record a predetermined number of times, the patents involved now enable the Krasco Co. to offer the trade several repeating devices which may be attached to any talking machine.

The Krasco Co. has been exceptionally busy during the Summer months and within the past few weeks has closed large contracts in Mexico, Cuba, Porto Rico, New Zealand, Australia, Japan and England. At present negotiations are being carried on with several other countries and indications point to a universal use of Krasco motors and Krasco assembled units. The production department of this concern was held up for a while during the last week, owing to the unfortunate breaking of a large die used in the manufacture of the Krasco assembled unit. The die has been rebuilt and production is now going forward rapidly.

Reports from all parts of the country regarding Krasco assembled units indicate that many in the trade have been able, through using it, to increase their trade and uphold prices.

Sensations Promised for New Ballroom

Some place in these United States there is already, in fact, or in the making, an orchestra which is due for considerable prominence ere long. Everybody remembers the recent opening of the million-dollar Trianon ballroom and



the sensation created when it was announced that Paul Biese and His Orchestra had been brought from New York to Chicago and paid \$25,000 to play for the opening week of this magnificent dancing palace.

Since we are fairly well sold on the idea that history repeats itself, we are convinced that something of a like nature will take place within the next few months with the opening of the new "Minuet," which is now being erected on Milwaukee avenue, near California. The "Minuet" will occupy a space of 65,000 square feet and will carry an erection cost of \$1,250,000, which will embody a ballroom, an outdoor dancing terrace, fronted by a business building.

The movement is fostered by the business men of the vicinity, who hope to create a big business center around the ballroom. It will have a frontage of 225 feet on Milwaukee avenue, with an average depth of 350 feet. The actual dancing area of the ballroom is 13,000 square feet, with a lounging and seating space of 15,000 square feet.

Increase Alto Production

A new grinding machine used in the production of the Alto fibre needle cutter has just

TWO OF THE NEW VITANOLA MODELS



Vitanola 46
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanola 49
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

Write for complete catalogue and wholesale prices.

VITANOLA

The Phonograph of Marvelous Tone

Important Notice

Please address all future correspondence for us, of any nature whatsoever, to our Executive Offices located at

**738 So. Michigan Avenue,
CHICAGO, ILLINOIS.**

Orders, remittances and letters all should be so directed.

Parts to be repaired or replaced and all other shipments for us should be sent, as now, to our factory located at Saginaw, W. S., Michigan, from which point shipment of both complete machines and parts will be made as at present. Letters concerning parts to be returned should be sent to the Chicago office.

VITANOLA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

THE GEER REPEATER



This Improved Geer Repeater is adjustable—it plays all records completely through—and it is daily becoming more popular wherever continuous music for dancing, dining, entertaining or other purposes is required. Thousands of dealers are making splendid profits. Why not you?

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

been announced by Josef Brandstetter, president of the Alto Mfg. Co. The new device was designed and built in its entirety by Mr. Brandstetter and will automatically and perfectly grind the cutting edge of the Alto fibre needle cutter. Since it was put in operation the Alto Co. has been able to increase its output of Alto cutters practically 100 per cent.

"The building of this new grinding machine was made necessary," according to Mr. Brandstetter, "because of the constantly growing demand for fibre needle cutters. There is evidence on every hand that the use of fibre needles is becoming more and more popular each day and I am firmly convinced that the trade as a whole is beginning to recognize and give publicity to the virtues of the fibre needle. This has its reaction on the cutter business and the increased production of Alto cutters followed.

Changes in Department Prove Successful

The recent changes in the talking machine department of The Fair, when the entire department was moved from the fifth floor to the seventh, have been very successful in stimulating increased sales. Some months ago this department was changed. Additional space was provided in the new location and about twenty hearing rooms were installed, of the latest design. The entire department has been arranged with the most modern methods in view, with the result that The Fair now has one of the most up-to-date talking machine departments in the city. There is a large small goods section, with a new line of ukuleles as well as a complete line of all musical merchandise. This is found towards the front on the right-hand side. In the front part of the department the various lines of talking machines are attractively displayed, including the Sonora, which is the latest

acquisition to the standard lines the department handles. Towards the rear a large record department has been installed and, with the many hearing booths, the large transient trade that this store enjoys can be promptly and adequately served. Summer sales have been exceptionally large, with the medium-priced talking machines and console models comprising the bulk of the sales.

New Kimball Leaflet

The mailing department of the W. W. Kimball Co. has been busy for the past week or so mailing out thousands of the new little eight-page fliers which they have had printed and which show the entire line of high-grade upright and console Kimball machines. The fliers can be used for envelope stuffers and are printed with a space on the back wherein the local dealer may insert his name and address. In all there are cuts of ten Kimball talking machines shown, printed in mahogany. Inside each cut are printed the specifications.

Becomes Music Roll Distributor

Cole & Dumas announce that they have just been appointed distributors for the Connorized Music Roll Co., of New York. They will cover the entire trade throughout the Chicago territory. The class of Connorized rolls to be featured by Cole & Dumas will be those specialties containing ukulele chords on rolls. These chords are printed alongside of the words. Similar rolls for banjo, ukulele mandolin and ukulele banjo will also be specialized in by Cole & Dumas. In conjunction with these popular hits a complete line of Connorized rolls will be kept in stock for distribution.

Clever Fibre Needle Publicity

One notices that just lately the trade as a whole has been doing more in the way of publicity than ever before. We know not a single manufacturer in this section who is not working his mailing list for all there is in it, in addition to his regular trade-paper advertising. This results, we believe, in the present unusual activities seen in the trade to-day. One concern that we have in mind has been doing an unprecedented amount of mail advertising and that is none other than the Hall Mfg. Co., manufacturer of the famous Hall fibre needle. This concern is getting out every imaginable kind of an envelope stuffer to be used by the dealer in boosting his trade and educating the ultimate

(Continued on page 110)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".



These high-grade Consoles come in Mahogany and Walnut finishes.

No. 20



Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

No. 30



Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.

No. 40



STYLE No. 4
48" high, 21" wide.
23" deep; 5-ply.
Genuine
Mahogany or Oak

STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by

ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

consumer. For example, one of these leaflets is gotten up especially for the purpose of sending out with records that are placed on approval. The slogan on this little leaflet reads: "We request that until you have made your selection these records be played only with Hall fibre needles. This precaution entirely prevents wear or harm to the records and eliminates surface noise."

This is, as can be seen, a very subtle little piece of publicity for the benefit of Hall needles and is worded in a clever way by H. J. Fiddelke, general sales manager of the Hall Co., so that it will cause the person who gets the record on approval to be more careful in his handling of it.

Yes, We Have a Picture

The reproduction herewith illustrates the manner in which the Sonora Shop, located at 20 West Sixth street, St. Paul, Minn., fitted out its window to tie up with the popularity of "Yes, We Have No Bananas." The Sonora Shop, besides handling this well-known line of talking machines, retails exclusively Okeh and



How It's Done in Sainly City

Odeon records and the dressing of the window for "Yes, We Have No Bananas" proved to be an excellent sales stimulator.

Oppose Illinois Trade Bill

A bill has been presented to the Illinois legislature authorizing the Illinois Commerce Commission to investigate the cost and selling price of every article carried by a retail merchant.



Repair Parts

**For All and Every Motor
That Was Ever Manufactured**



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

The purpose of the bill is to prevent price fixing and other trade abuses and to encourage and maintain fair competition. Local business men are opposing the measure.

"United" Offers New Service

After years of study the United Mfg. & Distributing Co., maker of the well-known Unit motors, has decided that the most important service that can be offered by any manufacturer

of motors pertains to the spring. With this end in view the United motor was made so that the spring could be removed and reassembled with a minimum amount of work and trouble. This is particularly true in its No. 6 series, where it is only necessary to remove two nuts from the end of the suspension rods in order to take off the spring assembly.

It is this structural advantage which makes

TAKE STOCK OF YOUR PROFITS

Are your earnings in a rut?

Are you making the money you should?

Is someone else making some of your money?

Does your manufacturer give you the utmost in money-making opportunity?

Take Stock—Face Facts—Investigate

Write Us Today

You'll get surprising information

**THE WOLF MANUFACTURING INDUSTRIES
MAKERS OF MASTERCRAFT PHONOGRAPHS
QUINCY, ILLINOIS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

it possible for the United Mfg. & Distributing Co. to offer its customers a service whereby the United Co. will ship United motor users as many complete spring assemblies as said user feels he may require.

The new idea is that the manufacturer, jobber or dealer who handles United motors may now be in position to make an immediate adjustment of a broken spring with a minimum cost of time, labor and money. In other words the United Co. is willing to do 98 per cent of the work required in repairing broken springs and make no charge for it.

Clever Columbia Feist Window

The Symphony Music Co., well-known Columbia dealer, of this city, recently featured an effective and ingenious window display, using as a centerpiece a large map of the world with the slogan, "The World Over, You Can't Go Wrong With Any Feist Song." Every Feist song featured was tied to the centerpiece and to the Columbia record of that selection with a colored ribbon.

Montgomery Meets With Accident


On Friday morning, July 27, W. D. Montgomery, manager of the Chicago district of the Unit Construction Co., met with an accident at Fourteenth and Michigan avenue, Chicago. Mr. Montgomery was a passenger in the automobile of James Franey, vice-president and general manager of the City Tire Co., exclusive Brunswick tire dealer, and while driving south on Michigan avenue a speeder forced Mr. Franey's car against a safety island, overturning it. Both Mr. Montgomery and Mr. Franey were pinned under the car and were badly injured, Mr. Franey suffering lacerations of the face and Mr. Montgomery suffering lacerations of the face and a fracture of the frontal sinus of the skull. Latest reports coming from St. Luke's Hospital, where both were rushed, say that Mr. Franey has recovered sufficiently to be discharged and Mr. Montgomery will be out on Tuesday, August 7.

Vitanola Opens Chicago Headquarters

The Vitanola Talking Machine Co., of Saginaw, Mich., has moved the general sales office and display rooms back to Chicago. These are now located at 738 South Michigan avenue, on the first floor. The wareroom is beautifully fitted and carries the complete Vitanola line of uprights and consoles. A large show window, looking out on Chicago's busiest thoroughfare, is equipped with a beautiful Tudor model Vitanola, which bears the trade name "No. 46." This instrument is finished in genuine mahogany and carries the Vitanola motor and tone arm. Its size is 35 1/4 inches high, 40 inches wide

AN EXCEPTIONAL OFFER

"Specializing on this type of console we can sell it at a very low price. Write for quotations"



Specifications:
 39 inches wide
 23 inches deep
 35 1/2 inches high
 Gold plated
 Three-spring motor
 Plush-velvet turntable
 Piano hand-polished finish

BROADCASTER CORPORATION

(SUCCESSOR TO THE LINERPHONE T. M. CO.)

316 Union Park Court CHICAGO, ILL.

and 24 inches deep. The amplifier is centrally located, on either side of which are compartments for record albums. The entire metal trimming of the instrument is in gold plate.

The move was made in order to facilitate the business of the rapidly growing Vitanola Talking Machine Co. However, it is expected that these headquarters will not be permanent, as plans are being made to establish permanent Vitanola headquarters in the big new Furniture Mart, which will in all probability be ready for occupancy on January 1. This building is said to be the largest of its kind ever attempted and

is being erected at Lakeshore Drive, near the Municipal Pier. The new Vitanola offices are being supervised by Messrs. M. C. Schiff, president, and S. S. Schiff, vice-president and general manager.

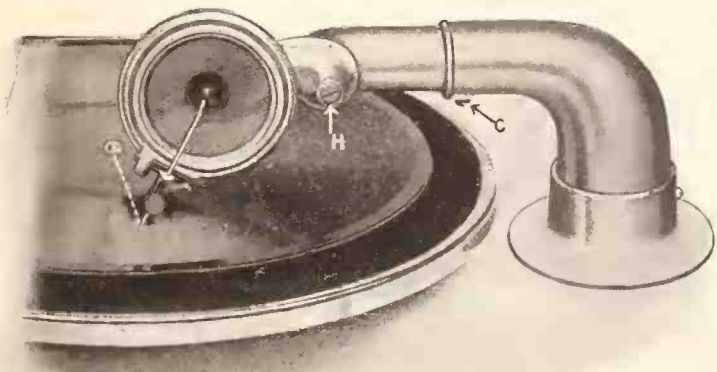
Ben H. Jefferson to Europe

Ben H. Jefferson, advertising manager of Lyon & Healy, Inc., one of the most widely known and foremost authorities on advertising, left for Europe, July 21, in company with his wife. Both Mr. and Mrs. Jefferson plan to spend practically the entire month of

(Continued on page 112)

New Extra Loud Tone Arm and Reproducer Sells at Low Price

Built Especially to Meet Needs of Phonograph Manufacturers



THE NO. 20 TONE ARM
PLAYS ALL RECORDS

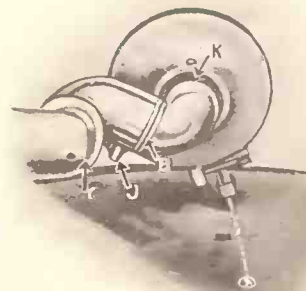
Adjustable in length from 6 3/4 to 8 1/2 inches or from 8 to 9 1/2 inches.

DESCRIPTION: No. 20—Base. No. 21—Large Elbow. No. 5—Adjustable Length Extension. No. 22—Throw-Back Elbow. C—Lock Screw for length adjustment. H—Assembly Screw for joining throw-back elbow to adjustable extension. G—Lock Screw to prevent Assembly Screw H from working loose. J—Boss Containing Spring and Ball to insure snug, smooth operation in turning reproducer for playing all records. B—Neat Beaded Turning Joint. K—Rubber Bushing to insulate reproducer from tone arm.

Here is a new tone arm and reproducer that gives a wonderfully powerful, deep tone and which sells at a price very much lower than you have been accustomed to pay. We guarantee this tone arm and reproducer to stand up under every possible test and to give entire satisfaction. It is a tone arm and reproducer that the manufacturer can use with entire safety and utmost confidence in its performance.

**SEND FOR SAMPLE
ON APPROVAL**

If you are in the market for a tone arm and reproducer that is honestly made, that will "stay put" when sold to your dealer or customer and not give you trouble, we believe the No. 20 will interest you. Send for a sample TODAY.



Needle centers with turntable spindle (see dotted lines) when turned to play either lateral or vertical cut records.

The Oro-Tone Co.
QUALITY FIRST

1000-10 George Street, CHICAGO
Distributed in Australia by United Distributors Co., Melbourne and Sydney

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 111)

August visiting Paris and Lucerne. This month Mr. Jefferson celebrated his forty-fourth anniversary with Lyon & Healy, Inc., a record of long years of service which few in the trade can boast of.

Attractive Victor Window

One of the most attractive Victor windows that have been seen in Chicago during the Summer has been shown by Lyon & Healy, Inc. The window depicts a Summer home and shows in the background the veranda of a bungalow. In the foreground is seen the figure of a woman listening intently to an upright Victrola and at her side is a tree from which hangs a swing, whereon the figure of a child is seated. The turntable of the Victrola is in motion, as is the swing, and the picture as a whole is very life-like. In either corner of the window may be seen a number of Victor Red Seal records and a Victor portable instrument.

SOUTH SIDE STORE CHARTERED

CHICAGO, ILL., August 6.—Papers of incorporation have just been filed for the South Side Music Store, 3121 South State street, which will deal in piano rolls, records and sheet music. The incorporators are: Edward Williams, Walter Lee Jackson and Stanley Wilson. The concern will have a capital stock of \$10,000.

TEAM WORK COUNTS

It ain't the guns nor armament
Nor funds that they can pay,
But the close co-operation
That makes them win the day.
It ain't the individuals
Nor the army as a whole,
But the everlastin' team work
Of every bloomin' soul.

—Kipling.

GEORGIE PRICE IN MINNEAPOLIS

Victor Artist, Appearing in "Spice of 1922," Meets Minneapolis Dealers in Offices of George C. Beckwith Co.

MINNEAPOLIS, MINN., August 6.—The recent appearance in the offices of the George C. Beckwith Co., Victor jobber, of this city, of Georgie Price, Victor artist, who is appearing in "Spice



Victor Dealers Meet Georgie Price in Minneapolis

of 1922," in an exhibition in connection with his records, has resulted in increased interest of Victor dealers and members of their sales organizations, who were present, in this artist's recordings. Added interest was given to the event because Mr. Price's wife, a Minneapolis girl, also appearing in "Spice of 1922," was present. The picture shows Mr. Price with his arm on the Victrola, Charles K. Bennett, vice-president and manager of the George C. Beckwith Co., on the extreme left and a number of local Victor dealers and salespeople.

A lost opportunity to-day will not come again to-morrow. Delay in going after business may mean another sale for your competitor and a lost opportunity for you.

SPEED UP ALBUM PRODUCTION

New York Album & Card Co. Rushed to Meet Growing Demand for Its Products

Max Willinger, president of the New York Album & Card Co., New York and Chicago, reports that the tendency manifested during the early Summer for quality albums is growing steadily and there is not the slightest doubt that the Fall will witness a strong quality market. Mr. Willinger recently returned from Chicago, where he spent considerable time with both the manufacturers and wholesalers. He stated that business was decidedly good and that much optimism is manifested regarding the Fall outlook. Many manufacturers, he reported, are already

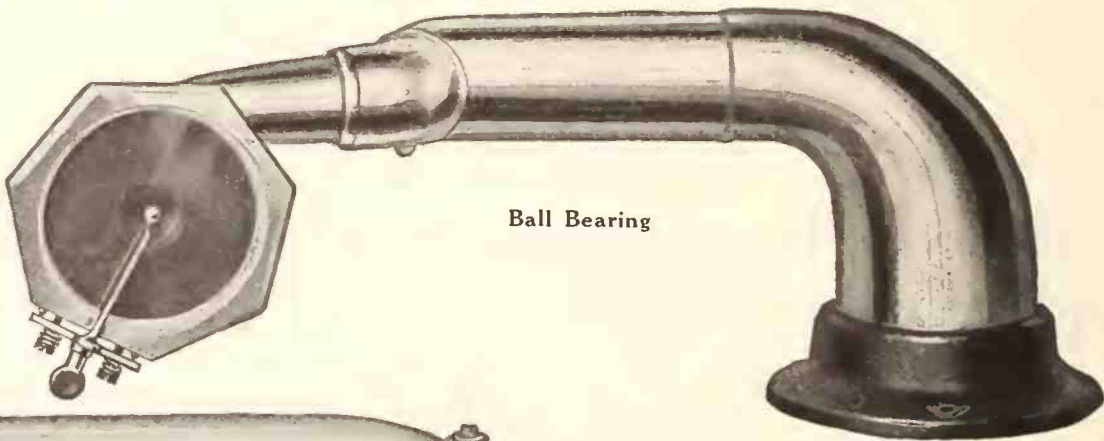
planning for increased production to take care of the demand. Production in both the New York and Chicago factories of the New York Album & Card Co. has been speeded up to keep pace with the increased volume of album orders being received. Mr. Willinger also stated that the new record delivery envelope which the New York Album & Card Co. recently placed on the market is in good demand.

TEMPLIN TO OPEN IN GOSHEN

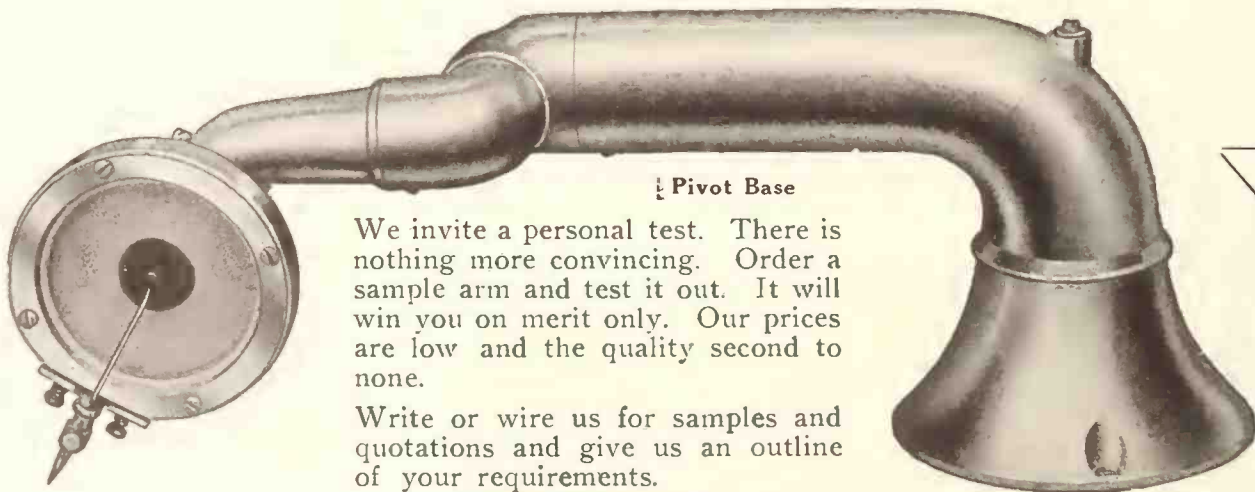
GOSHEN, IND., August 7.—A music store will be established in the South Main street business room of the Goshen Gas Co., which will remove from this location. Wilbur Templin, of Elkhart, will be the proprietor.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS
Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

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

Cable Address "Emphono"

DISCUSS QUESTION OF RECORDS

Talking Machine Men, Inc., of New York, Plan to Protect Dealers Against Prohibition of Store Door Playing in Gotham

The leading topic of discussion at the meeting of the Talking Machine Men, Inc., at the Café Boulevard, New York, in July was as to whether it would be a good thing for the trade to handle 50-cent records and the matter was discussed pro and con, many relating their experiences in handling various-priced records.

A motion was passed empowering the executive committee of the association to protect the interests of the metropolitan trade against the passage of a city ordinance prohibiting the playing of instruments in store doors to attract trade. This action is expected as the outcome of certain dealers abusing the store-door playing privilege by attaching loud speakers to their instruments. If an ordinance is proposed the executive committee plans to suggest that only the use of amplifying attachments to instruments in such use be prohibited and not the playing of the machine itself.

Sol Lazarus, chairman of the outing committee, reported that all plans for the annual outing of the Talking Machine Men, Inc., to Glen Head, N. Y., on August 14 had been made and he urged early reservations, as a limited supply of tickets was available.

The members of the association unanimously voted in favor of the formation of an Okeh division and the election of an Okeh vice-president.

The Joe Morris Music Co., music publisher, New York City, provided a pleasing entertainment with some of its latest numbers sung by Vernon Dalhart, well-known record artist. The program included "Just to Hide Away With You," "Cuddle-Uddle Up," "Just for Remembrance" and "Sarah Sitting in the Shining Shop."

The next meeting of the organization will be

held in September, the August meeting being dispensed with. Usually meetings have been suspended in July and August, but the many important matters remaining to be settled before the close of the Summer season made the July meeting necessary.

"TREASURE CHEST" MAKES A HIT

New Group Record Merchandising Ideas Sponsored by C. Bruno & Son, Inc., Received With Enthusiasm by the Talking Machine Trade

The "Treasure Chest," the new record merchandising idea designed by William J. Haussler, general manager of C. Bruno & Son, Inc., Victor wholesalers, New York City, has met with immediate popularity throughout the talking machine trade. As explained last month, it consists of a record set of six double-faced, ten-inch discs from the Victor catalog within individual record envelopes containing interesting descriptions of these records and attractively cartoned. The theme followed out in the collection consists of musical gems from six different foreign lands.

Mr. Haussler reports that 70 per cent of the accounts on the books of C. Bruno & Son, Inc., are already selling the "Treasure Chest." Of the remaining 30 per cent the great majority have not, up to the present date, received a personal call.

In commenting upon the "Treasure Chest" Mr. Haussler said, in part: "The results are entirely gratifying and have met our fondest expectations. When I say results I am not referring to the commercial aspect of the situation, for we have already spent in development, exclusive of our personal efforts, an amount that would be hard to realize for many months to come. The 'Treasure Chest' is the beginning of a new idea in the merchandising of records. It is something bigger than the individual sale of a record and, when I say the results are so gratifying, I refer to the enthusiastic manner in

which dealers took hold of this new idea. Wherever the 'Treasure Chest' was shown the dealer invariably gave a spontaneous criticism favorable to a high degree. The dealers have placed themselves whole-heartedly behind the 'Treasure Chest' and several have devoted newspaper advertising space to its exploitation in the home. It is our intention to shortly place at the disposal of the dealer attractive window material on the 'Treasure Chest'."

SPECIAL VICTOR RECORD RELEASE

A special early release of six fox-trots on Victor records, to be placed on sale by retailers on August 22, has been announced by the Victor Talking Machine Co. This is in accordance with the policy of the company to make early releases of selected records to stimulate retail trade. The special records for this month are:

- 19108 Blue Hoosier—Fox-trot...Great White Way Orch.
Annabelle—Fox-trot...Brooke Johns and His Orch.
19109 Waitin' for the Evenin' Mail—Fox-trot,
Tennessee Ten
'Taint Nobody's Bizness If I Do—Fox-trot,
Tennessee Ten
19110 Dirty Hands! Dirty Face—Fox-trot,
Joe Raymond and His Orch.
My Sweetie Went Away—Fox-trot,
Joe Raymond and His Orch.

OLEAN MUSIC SHOP MOVES

OLEAN, N. Y., August 8.—The Olean Music Shop has changed its location from 108 West State street to 117 North Union street, which is the site formerly occupied by the Piggly-Wiggly store. Stephen J. Biracree and Fred W. Forness are pleased with their new store.

OPENING EXCLUSIVE MUSIC STORE

Ehrlicher Bros. Co., well-known druggist of Pekin, Ill., opened an exclusive music store on August 1. It intends to stock the Century and McKinley Editions and sufficient standard and popular material to serve music lovers of its city. In addition it will handle Victrolas and Brunswick talking machines,

HAVE YOU THOUGHT

That it is absolutely impossible to secure real satisfaction from your Talking Machine unless you use a Good Needle? Why not then secure only the best and

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

OPTIMISM PERMEATES OMAHA TRADE

Carefully Planned and Executed Summer Sales Campaigns Responsible for Unusually Brisk Business the Past Month—The News

OMAHA, NEB., August 8.—Generally speaking, the month of July is one of the duller in the entire year in so far as the music business is concerned, but this year seemed to have been an exception. At any rate, this is the case in Omaha, for on every side one hears nothing but optimistic reports from the talking machine dealers, and there seems to be a bright outlook for the balance of the month of August.

This may be due to the fact that dealers in this city planned their Summer campaigns carefully in advance, instead of taking it for granted that business must, of necessity, fall off during July and August.

R. S. Pribyl, district manager of the Brunswick-Balke-Collender Co., with headquarters in Omaha, has recently been out over the surrounding territory, directing the campaign and speeding up sales, and he reports conditions to be excellent in their line. Sales have exceeded their expectations. The demand for the console type of machines is still very marked, yet in many localities the upright model is still "going strong."

The Schmoller & Mueller Music Co. reports business in the talking machine trade to be excellent.

K. R. Moses, sales manager of Shultz Bros., Edison jobbers, declares that the amount of business done by his firm for the last month doubles that of the previous month. This firm recently took over the talking machines of Rouse Bros., an Omaha firm of retailers, and has been conducting a very successful sale of these machines. The report from the record department of Shultz Bros. indicates good business.

Okeh records and Sonora talking machines are more than holding their own during the Summer months, according to the Lee-Coit-Andresen Co. The Okeh records lend themselves to the vacation spirit which pervades everything just now, and the sale of the dance records has been especially good.

P. G. Spitz, manager of the talking machine department of J. L. Brandeis Co., has just left for a trip to New York and other Eastern cities. Mr. Spitz recently put over a remarkable sale of Columbia machines and "went over the top" during July in general sales to a very gratifying extent. Miss Ruth Carlson, who is in charge of the record department, declares that the record business has set a high mark during July. They were compelled to enlarge the space and shelving in this department, owing to increased business.

Frank H. Resnick, manager of the phonograph department of the Union Outfitting Co., reports an increased volume of business during July. This company installed the Brunswick

machine a few months since and has been featuring this make.

Miss Lois Ferrin, manager of the phonograph department of the Burgess-Nash Co., one of the largest department stores in Omaha, is putting on a big sale of radio outfits. Due to the great purchasing power of the Burgess-Nash Co., they are offering these machines at a price that is proving a great drawing card.

LIVE OGDEN DEALERS WIN BUSINESS

Aggressive Merchandising Methods Return Dividends in Increased Business—Glen Bros.-Roberts Co. Prepares to Move—Other News

OGDEN, UTAH, August 6.—Glen Bros.-Roberts Piano Co. is busy arranging for the removal in September to the new store to be located at 2546 Washington avenue. T. J. Holland, sales manager, said the company is to make a number of innovations in the new home to provide for more efficient handling of the trade.

"We are building a twelve-foot turn-table in the display window," he said, "which will be large enough to hold a grand piano or several Edison phonographs. The record department will be rearranged under the direction of a single stock clerk, or more if necessary. The salespeople will get their records direct from the stock clerk instead of hunting through the files and cabinets as has been the custom in the old store. This will give the salespeople more time to devote to actual selling and it will also give the customer better service."

Business during July was very good, Mr. Holland said. Despite the heat, Glen Bros.-Roberts had an excellent demand for records and phonographs moved fairly well. Portables are still selling as briskly as they were in the early Summer.

Charles T. Kaffenberger, of Buegeleisen & Jacobson, called on Glen Bros.-Roberts Piano Co. on his twenty-ninth annual trip for his house.

Ruth Davis and Bertha Monson, of the Glen Bros.-Roberts Co., have returned from their annual vacation. Mrs. Peggy White is spending her vacation in Oregon. T. J. Holland, the salesmanager, is preparing for an automobile trip through Yellowstone Park with his family.

Browning Bros. Co. reports a growing inquiry for console type Brunswicks. The demand for portables continues.

C. E. Armstrong, Edison and Pathé dealer, reports a steady demand for popular records. Business is good for this time of year, Mr. Armstrong said. "We have begun to feel the influence of the Fall inquiry," he said. "Calls for portables are giving way to queries for the cabinet and console types, with the latter in favor."

The Proudfit Sporting Goods Co., Edison distributor for Utah and Idaho, gives a sanguine report on business conditions. "We are getting the edge of the Fall buying," Robert



The demand of the public for the NEW EDISON was never greater. The models never more artistic. The records never better. The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

Proudfit stated. "Our men have gone into the field again this month confidently expecting a good turnover. Business has held up well during the Summer and we have no cause for complaint."

Mr. Proudfit reported that Keith & O'Brien, Salt Lake department store merchants, have discontinued both the Victor and Edison lines. The phonograph department was abandoned on account of reduced space in the firm's new home.

C. B. Sampson, of the Sampson Music Co., Boise, Ida., Edison dealer, said on a visit to Ogden that "business is something to boast about in Boise." Mr. Sampson has just completed painting signs along 1,600 miles of his "Sampson's trail." Mr. Sampson, at his own expense, has spent \$8,000 on orange colored paint to blaze the way from all points in Idaho and Utah to his store at Boise. Automobile tourists in the two Western States have been benefited by Mr. Sampson's hobby. He said he will blaze a trail through the Idaho panhandle and then stop for the Summer. He only recently completed the trail from Boise to Ogden.

Ezra Jones, of the Jones Phonograph Shop, dealer in Brunswicks and Sonoras, is enjoying a fast moving record business. The sale of records this year was 100 per cent better than during the Summer of 1922, he said.

Mr. Jones and family have returned from Bear Lake, a Utah-Idaho mountain lake resort, where they spent several days.



Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

Echoes of distant, barbaric melody, and a rhythm as of vanished, beating feet come to you when the Fisk University Jubilee Singers present "I Done Done What You Told Me To Do" and "Were You There?"—Record A-3919.

Singing without accompaniment of any sort, this male quartet achieves a pipe-organ effect that is nothing short of marvelous.

COLUMBIA GRAPHOPHONE CO.
New York



ALBANY

*Unremitting Efforts of Dealers
Have Brought Prosperity—Bright
Fall Outlook—The Month's News*

ALBANY, N. Y., August 9.—Albany talking machine dealers, without exception, have had a good Summer business. This has been due in part to better business conditions than last year, but largely to unremitting efforts and up-to-date methods of sales promotion. Window displays, advertising and canvassing were the means used to maintain business to the satisfaction of the dealers and to meet future anticipations. The new consoles or period models of talking machines have given the dealers something better to talk about than they have had before and the public has shown a decided interest in them. The Victor dealers, Strand Temple of Music, Thomas Music Co., Boardman & Gray, McClure & Dorwaldt and Diamond Disc Co., have just received the new Victrola models, Nos. 400, 405 and 410, and they are enthusiastic over the sales prospects of these instruments.

L. W. Schutter, manager of the Thomas store, has been making a drive for rural business with excellent results and consequently sales volume for the past three months far exceeded that of the same period last year. Willard Marshman, of the sales force, has returned from a vacation at Asbury Park, and Herbert Earl and Miss Molly Rogers are vacationing this month.

Mr. Losey, representative of the Music Sales Co. of New York, called on the Victor dealers recently and was full of enthusiasm over the new Victrola models, which he said were going big throughout his territory.

The Brunswick dealers have also received the new console Stratford and Tudor models. The Pommer Music Store sold several as soon as received and it is advertising them extensively. The new Brunswick catalog of "blues" is expected soon. There have been many inquiries for these popular records. The Pommer Music Store is completing its second year in business and reports a big increase over the first Summer's sales, so that plans are being made for increasing the sales organization of the record department.

Edison demand has held up in a most surprising manner and consequently the American Phonograph Co., Edison distributor, with headquarters at 707-09 Broadway, this city, has enjoyed a satisfactory business during the Summer months. Dealers are looking for a continuance of this satisfactory condition and an even greater improvement during the Fall and Winter, and this optimism is reflected in the manner in which the Edison merchants are making their plans for the Fall.

William Caine has been placed in charge of the musical merchandise department of the Baker Music Co.'s local store, to succeed Anthony LaRosa, resigned. Mr. Caine is well

known in Albany musical circles and is a good player of stringed instruments. The first shipment of Conn band instruments has arrived at this store and they are being extensively advertised in the first Sunday rotogravure section of the Knickerbocker Press for August. Mr. Caine will feature daily recitals in the store. O. E. Kellogg, new general sales manager of the company, has returned from a week's motor trip over the Lackawanna trail and Delaware Water Gap to New Haven, Conn.

Arrangements have been made for the complete representation of Brunswick phonographs and records for the Baker Schenectady store. John H. Begley has been engaged as manager of the musical merchandise department, in which is being featured the new line of Conn band instruments. The new store at 508 State street is now fully furnished and the new Brunswick models fit pleasingly into the artistic arrangement of the store. Manager A. J. Clapper sold his first shipment promptly and wired for more machines. He is now taking a vacation at Oneida Lake and the store is in charge of Charles H. Riley.

Edgar Kahn, representative of the Blackman Talking Machine Co., of New York, was a recent caller on Albany dealers.

HEARD-BELL TO CARRY MUSIC LINES

ATLANTA, GA., Aug. 8.—A line of musical instruments will be carried by the Heard-Bell Furniture Co., which will open here soon.

THE ALNUTT MUSIC CO. MOVES

Savannah Dealer to Occupy Entire Three Floors in Building Recently Leased

SAVANNAH, GA., August 7.—A new location at 118 West Broughton street has just been selected by the Alnutt Music Co., which is at present doing business at 114 East Broughton street. The new store, on which a lease for several years has already been obtained, will have three floors with sheet music, small goods and phonographs displayed on the ground floor. Pianos will be shown on the next floor and a repair department and rehearsal studio will be furnished on the third floor. A small recital room is also contemplated for the top floor. Improvements will start immediately.

PRAISE FOR BOOK ON ACCOUNTING

Bulletin of National Association of Cost Accountants Reviews Chamber's Book on "Accounting for Retail Music Stores"

In a recent bulletin issued by the National Association of Cost Accountants high praise is given to the book "Accounting for Retail Music Stores," issued by the Trade Service Bureau of the Music Industries Chamber of Commerce. The methods set forth in the book are described in the bulletin as "excellent" and it goes on to say that they "should prove of great value to those interested in music store accounting."

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.

707-09 BROADWAY, ALBANY, N. Y.

DETROIT

Increase in Automobile Production Felt in Greater Prosperity of Retail Trade—Month's News

DETROIT, MICH., August 7.—Just why July talking machine business should have been so good this year Detroit dealers themselves cannot understand. All they know is that sales for the month and collections are considerably ahead of the same month a year ago, and frankly, they did not anticipate conditions would be so good. They looked for a big slump—but it did not come. With some dealers the portable machines have been very big sellers. One retail furniture instalment house sold something like 250 in one week.

The big business men of Detroit were predicting last May and June that July would see the demand for motor cars falling off and as a natural consequence the automobile factories would be laying off thousands of men. Even the manufacturers themselves expected something like this to happen, but instead orders have piled up all during the month and every factory has been operating to capacity. Even August has started out most auspiciously, and it looks now as if the Detroit plants will be kept busy for months to come. This is a condition that helps retail business immensely and is probably responsible for such good business with talking machine dealers.

Grinnell Bros., through C. A. Grinnell, president, entertained their employes on July 26 at the old Detroit Motor Boat Club, which is the property of Mr. Grinnell. All the Detroit stores and the wholesale departments and Detroit factory were closed at 1 p. m. that day and the employes met at the club house. The afternoon was given over to sports of all kinds for both men and women; there was a baseball game, tug of war, etc., prizes being given to the winners of all contests. After dinner was served the evening was given over to dancing. The various entertainments were handled through the auspices of The Goodfellowship Club, which comprises the male employes.

A. A. Grinnell, treasurer of Grinnell Bros., who is sojourning in Europe with Mrs. Grinnell, sent cards in the other day to the effect that he was thoroughly enjoying his trip, but that the more he saw of Europe the better he liked America—and that nowhere in Europe is there the hustle and bustle that one sees in the big American cities, such as Detroit, New York and Chicago.

R. B. Alling, manager of The Phonograph Co. of Detroit, Edison jobber, as well as The Edison Shop, retailers, returned August 2 from an extended vacation, which he spent on a ranch in Wyoming. He told The World correspondent that much to his surprise business

A Phonograph Line That Will Speak For Itself



EXCELS BY COMPARISON

Natural tone reproduction.
Skilled and scientific construction.
Unusual fineness and beauty of finish.
Authentic and beautiful designs.

ALL POOLEYS ARE ONE IN THESE QUALITIES

Eight console models and one upright, beautiful in design and workmanship—so absolutely silent in operation that nothing is lost when the record is being played—it reproduces exactly the original music.

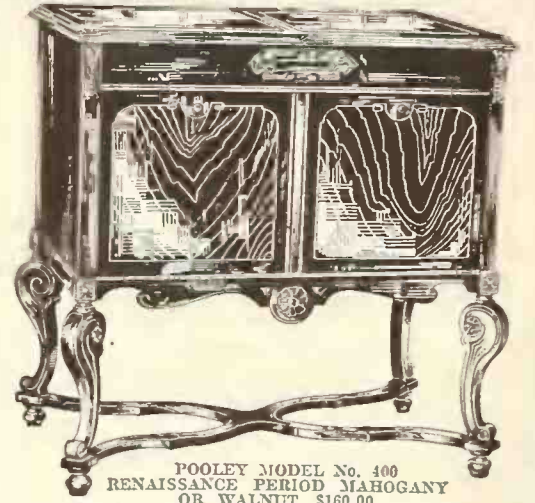


The Master of Movable Music

Brown, Mahogany and fumed oak. Surprising tone volume and clearness, durable, dependable, compact and convenient.

Always everything a Portable Phonograph can be, and at a popular price—\$37.50.

Size: 8"x14"x15"



POOLEY MODEL No. 400
RENAISSANCE PERIOD MAHOGANY
OR WALNUT \$160.00
Size 34 1/4 inches high, 36 1/4 inches wide, 22 1/2 inches deep. Nickel plated sound box and new improved Pooley tone arm. Automatic stop-speed regulator, tone modifier and needle rest. Automatic lid support.

"One handle handles it"

Outing

TALKING MACHINE

ATTRACTIVE PROPOSITION TO OFFER DEALERS
WRITE OR WIRE US

C. L. MARSHALL COMPANY

Wholesale Distributors

MICHIGAN AND OHIO

Detroit, 514 Griswold Street.

Cleveland, 328 Superior, W.

for July was far ahead of last year for the same month, and that what particularly pleased him was the number of high-priced machines that were sold this year. August has started out well and it is Mr. Alling's belief that the Fall will see corking good business.

S. E. Lind, of Lind & Marks Co., can't help but feel enthused over Fall prospects when he considers what he has been doing during July with the Vocalion line, for which he is the exclusive Michigan distributor. Mr. Lind is one of the oldest and best-known talking machine men in the country. For years he was Detroit manager of the Columbia Co., resigning to take a much-needed rest. Three years ago he organized the Lind & Marks Co. to distribute

Vocalion products, and that the company has more than made good is proved by the fact that he has enlarged the storage space and the selling organization. Mr. Lind states that he has sold a raft of the Vocalion portable machines this Summer.

The Michigan State Fair, to be held at the Fair Grounds in Detroit, will take place as usual during September and already a number of talking machine firms have contracted to take space. Grinnell Bros., of course, will have a large display of the complete Victor line, the latest in records, etc. It is also likely that the J. L. Hudson Music Store will have an exhibit as well as a number of piano concerns. Musical merchandise will also be exhibited.

BESSIE SMITH SCORES SUCCESS

Columbia Artist Appears in Atlanta Theatre—
Novel Performance Attracts Attention

Bessie Smith, popular blues singer and exclusive Columbia artist, is touring the South. During the week that she appeared at the Eighty-one Theatre, a large negro playhouse in Atlanta, a performance exclusively for white people was given. This was the first "Midnight Frolic" for white people ever offered in Atlanta. The idea originated with the Lyric Theatre of New Orleans, where this type of performance has become an institution. It serves a double

purpose, an evening's entertainment and an opportunity for white people to see the progress made by the colored performers.

RAY YORKE ON VISIT TO NEW YORK

Ray Yorke, of the Vocalion Co., of Chicago, accompanied by Mrs. Yorke, was in New York recently in the course of a motor trip from Chicago. After leaving the metropolis Mr. and Mrs. Yorke went to Atlantic City and then home by way of Washington.

Overhead charges can be reduced by increasing the volume of business transacted.

After all there is only one EDISON

The first phonograph was the invention of America's foremost genius—
Thomas A. Edison.

Through all the stages of the development of the phonograph, Mr. Edison has
always led the way.

The New Edison is his latest achievement in this field and he considers it his
greatest invention.



Write us for our latest agency proposition

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

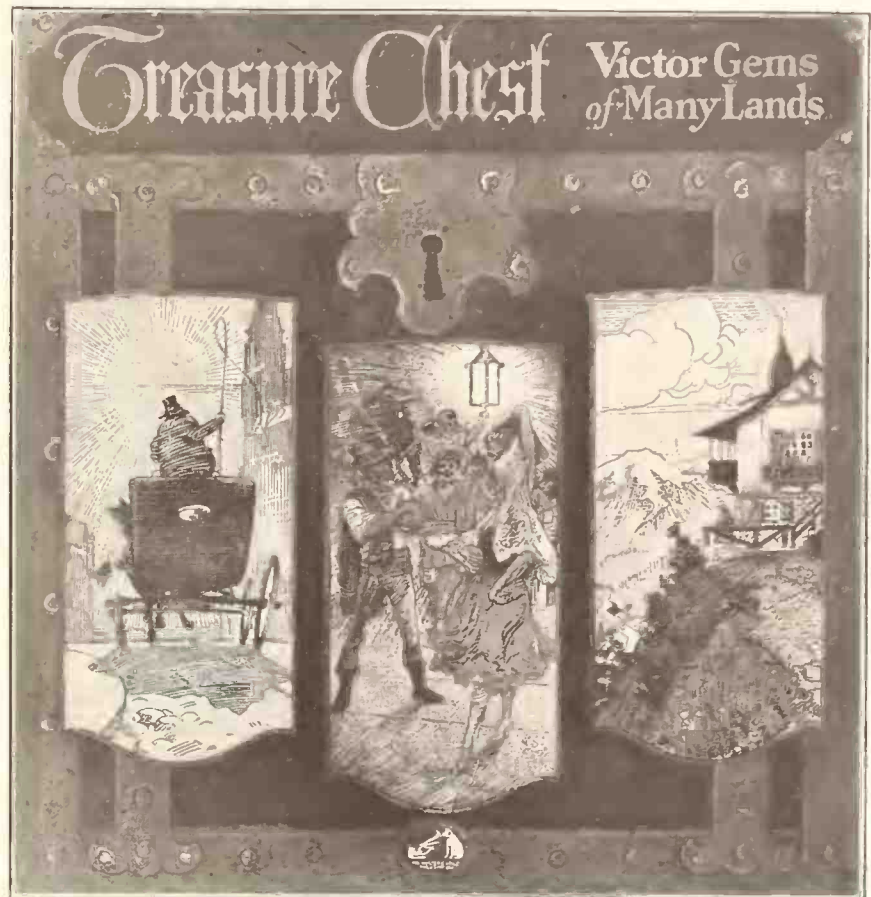
DETROIT



The "Treasure Chest"—A Decided Success

Victor Dealers of twenty and more years' experience—those who know the business from A to Z and backwards—are strong in their praise of the "Treasure Chest." They frankly say that it "fills the gap" and answers "a dire need." That's why everybody's talking "Treasure Chest" today—the big idea of the year.

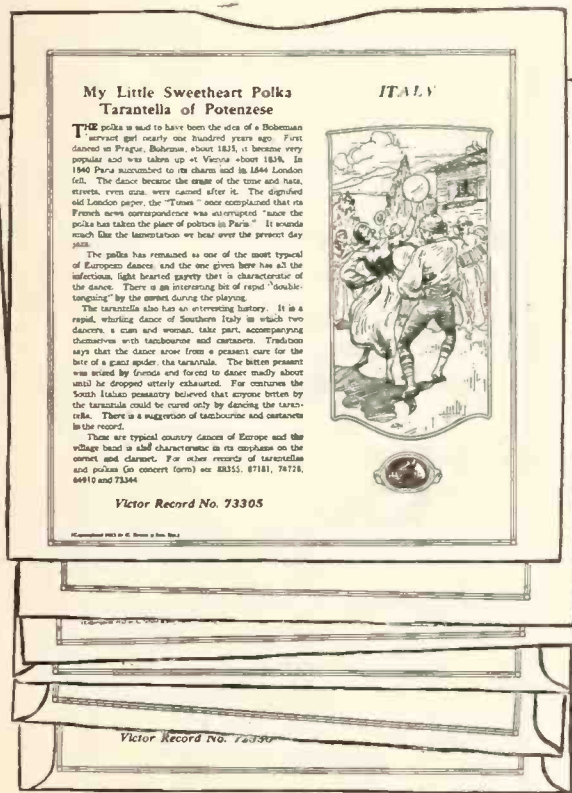
Less than three weeks from the day of its announcement just 72% of our accounts added the "Treasure Chest" to their stock—a particularly high commendation considering the season of the year.



Victor Dealers, the "Treasure Chest" offers you a brand-new record merchandising stunt that has real intrinsic value. It is an item well worthy of your time and investment. It does more than sell itself. It is chuck-full of "human interest" that will create favorable comment about your store—it will make people know that you're a *specialist in Victor products*; gets them in the habit of knowing that you're ever-watchful, up-to-date, that anything having the *merit of Victor* is to be had at your store.

The "Treasure Chest" fully meets the demand for novelty and entertainment. It comprises six 10-inch double-faced Victor records (12 selections) of the choicest *instrumental* music of foreign lands—every selection being a musical gem and novelty. The "chest" and envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation. Where you previously sold one record, Mr. Victor Dealer, you will now sell six and with less effort.

Let your Victor wholesaler know that you are interested in the "Treasure Chest." Place your order with him. The rest he will do.



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

BUFFALO

Summer Trade Exceeds Expectations—New Models Please—Outlook for Fall Bright—The News

BUFFALO, N. Y., August 8.—The usual Summer slump in the talking machine trade was not so noticeable this year in Buffalo as in years past. Dealers, with very few exceptions, report trade far exceeding their expectations and running ahead of last Summer. Popular records are moving in large volume. Portables are in good demand, due to the unusual camping facilities and canoeing and motoring craze in and about Buffalo, dealers report. One Main street dealer said he has had a number of calls for portable machines for motorists who are planning long trips.

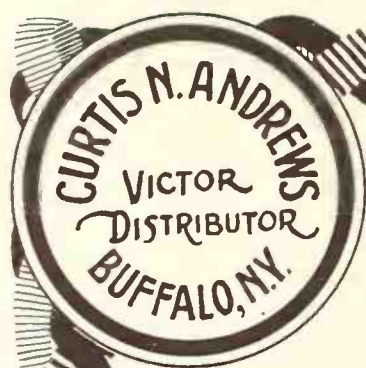
F. F. Barber, manager of the J. N. Adam Music store, said: "We have had a very good Summer business in the higher-priced talking machines. We have gone over the top of last year's business each and every month, and we expect very good Fall trade." Mr. Barber has just returned from New York, where he arranged for his Fall stock.

Curtis N. Andrews, Victor jobber, spent a few days on a business trip which included a visit to New York, where he called upon some of his many friends in the trade. Mr. Andrews found general conditions very satisfactory, with the Victor jobbers and dealers all making plans for a banner Fall trade. Upon his return Mr. Andrews was glad to learn that the dealers in this territory are keenly enthusiastic regarding the outlook for the coming season, particularly in view of the recent important announcements made by the Victor Co.

The Iroquois Sales Corp. opened up the store of the North Park Electric Shop in Kenmore with a supply of Okeh records. Strand phonographs are still keeping ahead of last year's demand and the Wm. Hengerer Co. is handling the Strand special with real success.

Joe Armbruster's Orchestra, popular society dance orchestra of this city, will leave soon for Narragansett Pier for the home of Peter A. Porter, where it has been engaged for several days. From there it will go to the General Phonograph Co., in New York, to make its first Okeh recordings.

Appearance of Bennie Krueger and His Dance Orchestra, Brunswick artists, greatly stimulated sales of his records here. The orchestra was brought to Buffalo by Albert Poppenberg, new



A Suggestion

Without question Victor retailers will enjoy this coming Fall the greatest season in history and we are all making plans in this direction.

However, we will offer the suggestion to Victor dealers in our territory that they anticipate their Fall and holiday requirements if possible in order that we may give them maximum co-operation and service. There is going to be a shortage of Victor products this Fall, and the farsighted dealer will place orders now wherever possible, so that the 1923 Fall and holiday season will find him prepared and ready to meet the requirements of his trade.

This is only a suggestion which is offered to our dealers in a spirit of timely goodwill.

CURTIS N. ANDREWS

Victor Distributor
BUFFALO, N. Y.



proprietor of the Braner Music Shop, Brunswick and Columbia dealer. A number of improvements will be made in the Braner Music Shop by Albert Poppenberg, who recently purchased the business, before his Fall stock is received. Mr. Poppenberg was formerly in the music trade with his brother, G. H. Poppenberg, and dissolved partnership about a year ago.

O. L. Neal, of the Buffalo Talking Machine Co., says the new Victor models, 405 and 400, are receiving a warm reception from the trade here. These two models are a radical departure from what the Victor Co. has put out before and already a noticeable demand indicates they will not be able to supply orders which are sure to come in for Fall trade.

The Bakertone, an instrument manufactured in Buffalo which has been successfully demonstrated as removing all surface noises of the disc, has recently been improved so that it now not only removes disc sounds, but brings out the full tone of the needle, and in many instances, according to J. T. Kimberley, district manager in Buffalo, brings out greater than

needle volume. Arrangements are now being made by the Bakertone Co. to give the instrument national distribution. Distributing stations are being established in all leading cities of the continent.

The Bellanca Furniture Co. will move into its new quarters on Niagara and Virginia streets, about September 1. A great deal of careful planning has been done for the arrangement of the talking machine department. The new building, now receiving its finishing touches, is built of brick and tile at a cost of \$40,000.

Charles Liske is making extensive improvements in his store at Genesee street and Fillmore avenue.

Alexander Maisel began improvements in his store on Broadway this month. The entire interior of the store will be improved and rearranged.

M. Truda has moved from the old location on West Ferry street to the rapidly growing section of the city at Delaware avenue and Delaware road.

Buffalo means power

As Buffalo is the power distribution center of this great territory
So is the
BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET
Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire

Bakertone
for Phonographs

No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps recordsales. Sells at \$3.50.

Ask for discounts.

Bakertone Corporation
408 Pearl Street
BUFFALO, N. Y.



The Iroquois Sales Corp., of this city, Okeh jobber, states that its Okeh sales this year are about 50 per cent ahead of the corresponding period of 1922. F. D. Clare, general manager of the company, attributes a considerable portion of this increase to the splendid foreign catalog issued by the General Phonograph Corp., which contains a great many numbers that are in constant demand.

The popular dance numbers in the Okeh lists are meeting with a steady and active demand and Mr. Clare believes that the recent edition of the numerical and alphabetical Okeh catalogs will serve to increase the sale of the standard and semi-standard selections, as well as the general catalog. Mr. Clare looks forward to the coming season as the most prosperous one in the history of the Iroquois Sales Corp., with the ratio of increase for the remainder of the year exceeding the 50 per cent figures for the first six months.

In a recent chat with The World O. L. Neal, of the Buffalo Talking Machine Co., Victor wholesaler, commented upon the fact that business conditions throughout this territory are excellent. The company is particularly concerned in the prospect of a shortage of Victor merchandise during the Fall and Winter months, as all indications point to a substantial shortage of Victrolas and Victor records. Mr. Neal is now away on a month's vacation at his farm in Nichols overlooking the Susquehanna River, where he is forgetting all about Victor merchandising and enjoying a well-deserved rest.

Buffalo dealers featured in window displays Victor records made by the Royal Blue and White Marimba Band, which recently appeared in the Hippodrome for a two weeks' concert. Many sales were created through the feature.

George Goold, of Goold Bros., Inc., recently entertained newspaper men of the Buffalo press at the Transit Valley Golf Club, where a tournament was being conducted. Mr. Goold is president of the club. He proved himself an ideal host and the day was most enjoyable for the men of the press.

Charles Hoffman, of the Hoffman Piano Co., has returned from a hunting trip in Canada feeling fit and fine for preparations for a huge Fall business.

George H. Castle, Niagara street music merchant, is making his window especially attractive through a display of Egyptian antiques.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products

Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

THE CLARAVOX CO. - Youngstown, O.

The Northpark Electric Shop, of Kenmore, recently opened with a stock of New Edison talking machines and records and Okeh records.

Ralph W. Liske, Niagara Falls dealer, is selling out his Columbia stock preparatory to going out of business.

F. A. Russell, sales manager for Neal, Clark and Neal, reports an especially good demand for the Victor selling from \$180 to \$250.

A number of talking machine dealers were losers in the \$750,000 fire in Salamanca recently, which destroyed a large part of the business section of the town. Among those who suffered loss were: Fred Forness, loss \$50,000, partially covered by insurance; Manieri Furniture Co., \$6,000, covered, and J. Zafron, \$5,000, partially covered.

A warehouse of the H. E. Turner Co., in Batavia, N. Y., was recently destroyed by fire. The company's loss did not include its stock of talking machines, which were stored in another building.

Defective wiring caused a blaze which damaged the store of W. L. Foehey, in Hamburg, dealer in furniture and musical instruments. His loss is estimated at about \$10,000.

Frank A. Grohs, prominent Exchange street music merchant, died recently in the Emergency Hospital, following a long illness. He was fifty-nine years old. He organized the Grohs Piano Co. about twenty-two years ago and was known as the first merchant in Buffalo to sell instruments on the part-payment plan.

John W. Casement, fifty-two years old, dealer in musical instruments and furniture in Albion, N. Y., died recently in his home in West Bank street. He had conducted the store for more than fifteen years.

CAUSE OF COMMERCIAL DISASTER

Secretary of Credit Men's Association Emphasizes Importance of Knowing Business Costs

We can say two and two are five, and base our calculations accordingly; but four is all that we can truly ever get from this addition, says J. H. Tregoe, secretary of the National Association of Credit Men. A large proportion of our commercial accidents occur for the reason that the operators of a business enterprise are endeavoring to convince themselves and others that two and two make five. Estimates may be drawn up, but, unless these estimates provide for every possible cost and every reasonable emergency, the final result will not bear out the estimate.

Were I asked to name the paramount duty of business operators, whether large or small, I should immediately respond, "Know your costs." Everything may seem to be going along gaily, with plenty of sales. The situation will change rapidly, however, when it is discovered that the profits were more than eaten up by the costs. Let us shout it from the house-tops, "Know your costs." They are at the base of price movements.

J. N. BLACKMAN ON "AUTO" TRIP

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, accompanied by Mrs. Blackman and their son Albert, who was graduated recently from the University of Pennsylvania, spent ten days this month on an automobile trip through the Berkshires and the Green Mountains, returning to New York by way of the Adirondacks.

Fred P. Oliver, vice-president and general manager of the company, spent ten days at his Summer home in Lake Mahopac, N. Y., and will probably return there for another week during the latter part of the month.

Leviten's Music & Sporting Goods Shop, New York, has just filed papers for incorporation and will have an assigned capital of \$10,000. F. and P. Rodgen and R. Mayer are the incorporators. R. S. Deutsch, 261 Broadway, will act as attorney.



Again—a dealer writes:—
"Just one year ago we put in our first BANNER RECORDS. We cannot say enough for them—we certainly have pleased our customers—they are always ready and waiting for new releases."

This commendation has special significance. Banner brought repeat sales in July—excellent proof of its selling power. It turned this dealer's usual slump season into a profitable season.

Certainly the Banner merchant finds that Banner pays in quick, numerous sales, and pleased "willing-to-buy" customers.

The reason is obvious. Banner at 50c gives a full 75c record value. That value has created for Banner a wide preference everywhere.

PLAZA MUSIC CO.
18 WEST 20TH STREET NEW YORK

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Keen Interest of Music Trades in Announcement of Band Contest—L. M. Cole in New Post—Planning Ad Drive—The News

SYRACUSE, N. Y., August 8.—Talking machine dealers in this city are keenly interested in an announcement recently made by the Syracuse Chamber of Commerce stating that this organization will hold a band contest in connection with Syracuse Day at the New York State Fair, to be held in this city September 10. This band contest is open to all New York State non-professional bands, Class A bands up to forty instruments and Class B bands of not over twenty-five instruments. Very generous cash prizes are offered for first, second and third places in each class and band instruments will be awarded for some other ratings.

Band Contest Arouses Interest

This band contest has aroused a great deal of interest all over the State and bands from all corners of New York have sent in their applications to compete for the prizes. The details of this band contest are being handled by a special committee appointed by the Syracuse Chamber of Commerce, including some of the

leading bandmasters of the country. The local music dealers are co-operating with this committee and have circularized the entire State on lists of bandmasters and others especially interested in this class of music. Included in the applications already received are some of the leading town bands, factory bands, organization and lodge bands throughout the State.

Test Piece for Each Band

A test piece will be furnished to each band filing an application for the contest and then each organization will be allowed to play a march of its own choice immediately upon taking its place on the band stand. This march will not be judged, but will be for the purpose of allowing the players to "tune up" and then the test piece as furnished by the contest committee will be played and judged. All competing are required to play in uniform and a representative from each band will participate in drawing for place and position. In addition to all of these amateur bands the famous band-

master, Patrick Conway, and his band have been engaged by the State Fair committee to give daily concerts during the entire week of the State Fair.

Attractive Sonora Display

Considerable attention was drawn last week to the window display featured by the Clark Music Co., presenting in a rich and dignified setting the handsome Italian Renaissance Sonora. This enterprising dealer made a special showing of Sonoras during the week, having a number of artistic period models on the floor. This display stimulated sales materially and was commented upon very favorably by local music lovers.

Excellent Victor Business

Victor dealers in Syracuse report a very active record business, especially in the popular songs and late dance numbers, with more than the usual amount of Summer trade in small instruments and portable types of Victrolas for use in Summer cottages and camps. The first samples of the new Victrola art models were received by the local dealers with keen enthusiasm and will be featured extensively through the use of effective and timely advertising.

L. M. Cole With Gibson-Snow

Lionel M. Cole, one of the most popular wholesale men in this section of the State, is now covering eastern New York territory for the Gibson-Snow Co., Inc., Sonora jobber, of this city. Mr. Cole was a member of the Gibson-Snow staff a number of years ago, being associated more recently with the Iroquois Sales Co., of Buffalo. He numbers among his friends practically all of the talking machine dealers in eastern New York territory, and his return to Sonora activities will be welcome news to these dealers.

W. D. Andrews on Auto Trip

W. D. Andrews, president of the W. D. Andrews Co., of this city, Victor wholesaler, spent a few days recently touring through the lake and mountain resorts of New York State, completing his trip with a few days at Atlantic City and a call at the Victor Talking Machine Co.'s plant at Camden, N. J.

Planning Advertising Campaign

In the near future the Gibson-Snow Co., Inc., Sonora jobber, will start an advertising campaign in this city which will feature the mechanical construction and tone quality of the Sonora. This campaign will be launched in conjunction with a nation-wide advertising drive which the Sonora Phonograph Co. is planning to inaugurate for the benefit of its trade.

Activity Among Edison Dealers

Edison dealers in Syracuse and the surrounding territory, in which the House of Bolway, Edison distributor, is located, are all making plans for a banner Fall trade, and in all probability there will be a greater activity in behalf of Edison product than for several years. Quite a number of Edison dealers are making arrangements to use consistent publicity through the

Have You Ordered Your Sonora Phonographs for Fall?



LOUIS XV STANDARD
SONORA

All indications point to the greatest season in Sonora history and we would urge Sonora dealers to anticipate their Fall requirements wherever possible and place their orders now.

This organization is equipped to give Sonora dealers maximum service this coming Fall and holiday season, but your co-operation in anticipating the tremendous demand for Sonoras will enable us to make this service exceptionally effective.

GIBSON-SNOW CO., Inc.
SYRACUSE NEW YORK

Fall and holiday season in order to impress upon the public the distinctive musical qualities of the Edison Diamond Disc phonograph and the new Edison Re-creations. Summer business has been very gratifying and there is a general feeling of optimism among the dealers that makes predictions for the coming season of more than usual interest.

DEAD MEN ARE POOR PROSPECTS

Sending Literature and Mail to Prospects That Do Not Exist Can Be Eliminated by Revising and Correcting the Mailing List

A writer in one of the advertising journals recently pointed out that "Dead men buy no shoes, or soap or mining stocks." This writer then went on to say that thousands of advertisers make the mistake of buying or compiling a fairly accurate mailing list and then forgetting all about it. Mailing pieces go out more or less regularly. And a certain percentage of them come back marked "Dead," "Moved," "Out of Business," "Not at Address Given," etc.

Nobody thinks to check off these names from the mailing list. Again mailing pieces go out to these same "dead" names. And again they are returned undelivered. When this condition has obtained for a year or, as is frequently the case, for several years the mailing list is carrying enough dead wood to blast the hopes of even the best of direct advertising campaigns, says Office Topics.

A recent investigation in a typical retail field disclosed the fact that there were in a single year 24 per cent changes in addresses. On this basis an uncorrected mailing list four years old, let us say, would be practically worthless. In your field the percentage of change may be more. It might, quite possibly, be a little less. But, at best, it is certainly sufficient to warrant the closest kind of check to avoid errors.

An even stronger argument for keeping the mailing list in tune with the times is the fact that new prospects for your merchandise or your service are continually entering the field. You want to get your story before these folks. The only sure way to do is to make certain that their names are properly entered on your mailing list. Failure to remove a "dead" name means at worst that you have simply wasted money in printing and postage. But failure to get a "live" name on your list may mean the loss of a great deal of profitable business.

Perhaps the greatest single fault of an average mailing list is its incompleteness. Initials wrong. Names spelled incorrectly. Street addresses omitted. All these are common evidences of carelessness. And yet some men wonder why direct advertising doesn't bring better results for them.



No. 35769/11
Areca Plant, natural prepared, 36 inches high, with 11 leaves and pot, complete \$3.50 each, per dozen \$35.00.

Our Fall Catalogue No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., Mailed Free On Request.

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

The NEW EDISON

in

New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.
SYRACUSE

Jobbers

Est. 1889

NEW EMERSON ARTISTS ANNOUNCED

Will Soon Release New Series of Records by the Hotel Astor Orchestra, Popular New York City Musical Combination

The Emerson Phonograph Co., Inc., will shortly announce a new series of records by the Hotel Astor Orchestra, one of the most popular additions to Broadway's musical combinations of last season. Al Epstein, formerly of Small-



Hotel Astor Orchestra Recording for Emerson Phonograph Corp. wood's Glenwood Lodge, Glen Head, L. I., directs this youthful organization which, in addition to its popularity on the Hotel Astor Roof, has achieved additional success as a program feature for Radio Station WJZ, through a microphone connection with the Hotel Astor Roof. All the late popular numbers have thus been broadcasted over a wide territory by this arrangement, thereby making the name of the orchestra and its rendition familiar to many radio enthusiasts.

The firm of Tull & Gibbs, prominent talking machine dealer of Spokane, Wash., has added the Sonora to its varied talking machine stock.

PATHE LINE EXHIBITED AT FAIR

Line of Phonographs and Radio Accessories Displayed at National Merchandise Fair in New York Attracted Attention

The exhibit of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., at the National Merchandise Fair held in the Grand Central Palace, from July 23 to August 3, was a decided success from every angle. The exhibit covered the

entire Pathé line and was attractively displayed. In the center of the space was a new Pathé portable, with a background furnished through the artistic display of Models 36, 40 and 15 from the Pathé line, as well as the Pathé Actuelle. Pathé Actuelle records were displayed in the new skyscraper racks, which resulted not only in orders for records themselves, but also for racks.

In the radio field the Pathé loud speaker and the various molded parts made by the Pathé Co. were shown. A generous display of Pathé literature was on hand. Charles F. Usher, general field representative of the Pathé Phonograph & Radio Corp., was in charge of the exhibit. Mr. Usher stated that the line seemed to appeal strongly to the visiting buyers and that orders received greatly exceeded the expenses involved and made the exhibit well worth while.

H. V. Taylor, formerly manager of the Bruce Co., 118 East William street, Decatur, Ill., has opened the Taylor Music Shop, at 241 East Eldorado street, handling "talkers," records, etc.

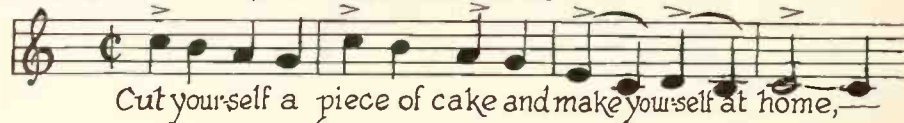
Goodnight *The Waltz Sensation of 1923*
Nearly as good as "Three O'Clock in the Morning"
You can't go wrong - With any FEIST son.

The Big Comedy Song Sensation

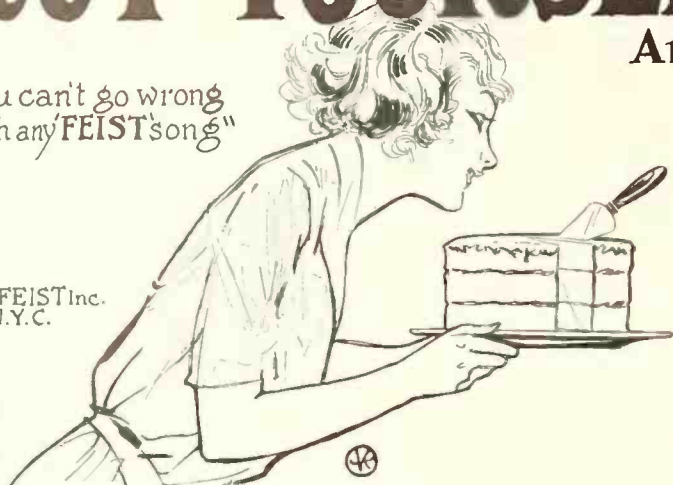
CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

"You can't go wrong
With any FEIST song"



©LEO.FEIST Inc.
N.Y.C.



INDIANAPOLIS

Many Dealers Add New Lines—Activities of Dealers Reflected in Excellent Business—Brisk Record Demand Feature of Trade

INDIANAPOLIS, IND., August 7.—The passing of the Summer will, no doubt, prove to local dealers that the talking machine and record business is not dependent entirely upon the trade of the Fall and Winter months. In every instance the record business has shown a gain over a corresponding period of last year and in some cases the trade has doubled, which all points to the fact that the dealer's business in the future will not be seasonable, but will be distributed throughout the year.

Many New Edison Dealers

H. G. Anderson, of the sales promotion department, and L. P. Brock are covering the territory of the Edison Corp. of Indiana and looking to the establishment of new branches. Dealers are showing a desire to handle the Edison line. Intensive canvassing during the past month has brought an increase in business, and new dealers have been established, chief among whom are the Circle Talking Machine Co., of Indianapolis; Meskill Music Co., of Indianapolis; Frank E. Felt, New Castle, Ind.; Andree

Swinson, Bemet, Ill.; G. G. Grahm, Veedersburg, Ind.; Orville O. Wisheart, Shirley, Ind.; the Kellar Co., Fowler, Ind.; J. A. Vest, Scottsburg, Ind.; F. M. Baker, Shoals, Ind.; F. E. McDonald, Sheridan, Ind.; L. E. Moore, Ross-ville, Ind.; Hardin Drug Co., Flat Rock, Ill.; R. C. Weg Drug Co., St. Bernice, Ind.; Menefee & Sons, Auburn, Ind.; Jordan Drug Shop, Paxton, Ill. There is evident an increasing interest in the Edison phonograph and Edison records in this territory.

The closing of the local Edison Shop has been consummated and the Carlin Music Co., which handles the Edison line, has taken over all the accounts of the former store. This marks the retirement of Walter Kipp, who for many years has been associated with the Edison Corp. and who is now in the West for his health. William H. Meskill, who has just recently formed the Meskill Music Co., was formerly resident financial manager of the Edison Corp. Joseph Wilson, assistant secretary of Thomas A. Edison, Inc., has been in the

city for the last ten days, going over the local accounting system.

Forest Cheney Gets in Touch With Trade

Forest Cheney, of the Cheney Talking Machine Co., of Grand Rapids, Mich., and B. K. VanKorn, distributor for the Indianapolis district, with F. X. Donovan, local dealer, have just completed a trip through this district, meeting and talking with their dealers.

Multum in Parvo

The Brunswick Shop is showing an unusual business these days in all styles of machines, with a nice gain in records. This is attributed to the growing popularity of the Brunswick products in this territory.

The L. S. Ayres Co., through its talking machine department, is making a drive on Victor machines, both in the new and discontinued models, which has already resulted in doubling the business as shown by the same period of last year.

Edward Mayer, manager of the talking machine department of the Kiefer-Stewart Drug Co., wholesale distributor of the Sonora, is in Europe on business for the firm. Orders for Fall deliveries are showing a nice gain.

T. H. Brackin, local manager of the Starr Piano Co., states that the Gennett records have doubled in sales over July of last year. This is due to the wider acquaintance of the Gennett products and the promptness of getting popular numbers on the market.

A. H. Bates, vice-president of the Ohio Talking Machine Co., of Cincinnati, O.; William Everly, of the Vocalion Co., of New York; Carlin & Quick, Kokomo, Ind.; Frank M. Baker, Shoals, Ind.; Eugene Osborn, Nobelsville, Ind., were recent visitors here.

GRANT BUYS NASE STORE

INGLEWOOD, CAL., Aug. 3.—Douglas M. Grant has recently purchased the stock and lease of Ralph Nase, a music merchant here. Mr. Grant will conduct an up-to-date music store, called the Inglewood Music Co., and will handle phonographs and a full stock of records and sheet music. It is his intention to later add a line of player-pianos and other musical merchandise.

HERRIN, ILL., FIRM EXPANDS

HERRIN, ILL., August 3.—The Minton Mercantile Co., of this city, which handles general merchandise and operates a talking machine department, is planning to erect an addition to the establishment, which will house a modern talking machine department.

CURTIS BUYS UNITED STORE

BIDDEFORD, ME., Aug. 6.—The stock and fixtures of the United Music Stores Co., located at 207 Main street, have been purchased by J. F. Curtis.

99+ % Perfect Edison Record Service

*That's the kind of support we are offering
Edison Merchants in this trade territory*



Service that Satisfies!

There are a few open towns in Indiana and Eastern Illinois, where the Edison franchise may be secured by qualified merchants.

Edison Merchants make money—**make money** through a continuous turnover.

Write for details.

Phonograph Corporation of Indiana

325 North Delaware Street

Indianapolis, Indiana

HAPPENINGS IN THE DOMINION OF CANADA

MANY IMPORTANT CHANGES IN THE TORONTO TERRITORY

His Master's Voice Records Made by King and Queen of England Placed in Museum—New Stores Opened—Trade Members Change Positions—Dealers Add New Lines—Other Trade News

TORONTO, ONT., August 8.—The Royal Ontario Museum in Toronto has placed in its collection the two His Master's Voice-Victor records made by Their Majesties King George and Queen Mary of England.

E. A. McMurty, manager in Canada of the Columbia Graphophone Co., with headquarters here, is of the opinion that the outlook for the four months ending December 24 next is so promising that in spite of the company's heavy factory commitments for the different designs announced in the new Columbia line there is likely to be a shortage of instruments by next December. The new Columbia line, which is now announced to the Canadian trade, embraces five consoles at \$125, \$150, \$175, \$200 and \$240, providing cabinets of Queen Anne, Sheraton and William and Mary lines, according to the individual customer's desire. Beside the new Columbia portable at \$62.50, the school model at \$150 and the table model at \$95, there are upright Grafonolas at \$125, \$140, \$150, \$175, \$190, \$215 and \$270.

The yearly picnic or outing of the Columbia Graphophone Co.'s manufacturing and sales employes took place recently at Center Island and was a marked success. On this occasion Mr. McMurty, who recently took up residence in Toronto as Canadian manager, was introduced to the Columbia employes, who cordially welcomed him to Columbia ranks in Canada.

Miss M. Warne, formerly of Gerhard-Heintzman, Ltd., His Master's Voice-Victor dealer, this city, has been made manager of the Victor department of the Dunlap Sporting Goods Co., Rockaway, L. I., N. Y.

Isham Jones and His Orchestra, Brunswick artists, played in Toronto recently and Brunswick dealers report quickened sales of their records.

James P. Bradt and Mrs. Bradt have taken up residence in Toronto for the Summer season. Mr. Bradt is well known to the Canadian trade through his long association with the Columbia Co., whose Canadian division he took charge of in 1910, remaining in Toronto until 1919, when he retired from active business.

H. E. Henderson, Smiths Falls, Ont., has taken on the representation of Starr phonographs and Gennett records.

Mr. Millman has been appointed manager of Mason & Risch, Ltd., His Master's Voice-Victor dealers, at Stratford, Ont. He was formerly with Grinnell Bros., Victor dealers, at Windsor, Ont.

Canada's national fair (forty-fifth year), to be held in Toronto in August, will be the mecca for talking machine men as usual. A large number of manufacturers will display their wares.

John McKenzie, who handles His Master's Voice line in Milton, Ont., has made a large addition to his store and is giving this line great prominence.

The phonograph supply firm of H. G. L. Laing & Co., this city, has assigned. Assets are \$1,643, against liabilities of \$3,561.

Gerhard Heintzman, Ltd., of this city, has shipped \$38,000 worth of phonographs and pianos to Montreal for loading on the "Margaret Coughlan," which is the first Canadian boat sailing via the Panama Canal to Victoria and Vancouver, B. C., on the new shipping route.

The Scythes Vocalion Co., Ltd., has just announced an innovation in the Vocalion Red record catalog through the addition of the first Vocalion Race Bulletin.

The Regal Record Co., of New York, has opened a Canadian branch in Toronto in con-

junction with the Plaza Music Co., with offices at 443 Spadina avenue. The purpose is to feature to Canadian phonograph dealers their "Little Tot's Nursery Tunes," which is a new loose-leaf Juvenile record book, containing six different selections on three seven-inch, double-faced records with colored picture and verse cards accompanying it. The Canadian interests of the Regal Record Co. will be in charge of M. G. Beatty, who is also the manager of the

Plaza Music Co. in the Canadian territory.

At a recent meeting of the board of directors of the Canadian Bureau for the Advancement of Music Bradford Heintzman was elected president, succeeding D. R. Gourlay, who, owing to his leaving the music industries, has resigned.

The R. S. Williams & Sons Co., Ltd., reports that Edison dealers in its territory have experienced much increased activity in the Edison Diamond Amberola line since the new reduced prices went into effect. The Canadian price on the Amberol records enables them to be retailed at 40 cents each, or two for 75 cents, and, as a result, a beneficial change has been felt, particularly in record sales.

THE MONTH'S ACTIVITIES AMONG DEALERS IN WINNIPEG

Some Free Publicity for Old Local Concerns—Canadians Hear Feist Song Hits Over the Radio—Sells Records to Mounted Police in the Far North—General News of the Trade

WINNIPEG, MAN., August 7.—A recent issue of the Calgary, Alta., Herald devoted several pages to the local firms that have been in business in Calgary for fifteen years or more. These included D. J. Young & Co., Ltd., established twenty-one years; Alberta Piano Co., Ltd., twenty years; Heintzman Co., Ltd., nineteen years, and C. B. Clarke, fifteen years.

The Killarney Music Store, Killarney, Man., has been reopened by Proprietor Cooney with a stock of records and sheet music.

Ernest Hammond, of Leo Feist, Ltd., Toronto, has been singing a number of Feist song hits over the radio in Edmonton, Alta., recently.

The Robinson Piano & Music Co., of Edmonton, Alta., reports the sale of a Brunswick upright phonograph to the Alberta & Arctic Transportation Co. for use on the S. S. "Distributor," which carries passengers and freight from Fort McMurray to Aklavik, within a very short distance of the Arctic Ocean.

The Alberta Piano Co., Calgary, Alta., recently remodeled and enlarged its store, moving the record stock and a portion of the Victrola stock from the basement to the main floor.

Heintzman's Edmonton, Alta., branch has had the unique experience of sending records almost to the top of the world. An order came for His Master's Voice records to go with the Mounted Police to Herchel Island and Fort Resolution in the Arctic Circle the other day. Phonographs are thus doing their bit to take the loneliness out of the lives at the outposts of civilization.

Walter F. Evans, of W. F. Evans, Ltd., Vancouver, B. C., is vacationing in Southern parts, making the trip by motor.

Fletcher Bros., Ltd., Vancouver, B. C., have erected a handsome outdoor sign featuring His Master's Voice products. They also have erected a roof sign of tremendous size, showing an illustration of a console model Victrola and a Red Seal record.

J. Lodge, of the Lodge Piano House, Edmonton, Alta., was a business visitor to Calgary recently.

The San Carlo Opera Co. was brought to Vancouver, B. C., for three performances by Walter F. Evans, who made good use of the opportunity for increasing record sales.

BUSINESS IN MONTREAL MAINTAINS EXCELLENT VOLUME

Appearances of Artists Increase Sales of Records—Retail Dealer Starts Mail Order Business—Col. Phinney Retires From Business—Window Display Attracts Attention

MONTREAL, CAN., August 8.—Business during the past month has been fairly good and well up to last year's average of the same period.

Creator's Band, Columbia artists, are playing at Dominion Park from August 4 to 19. Whenever this band appears up goes the sale of Columbia records.

Eleanor Ball, the noted violinist who records for His Master's Voice, appeared lately at the Imperial Theatre. Brown's Talking Machine Shop supplied her with a selection of records which were played on the stage with a Victrola and profited by increased sales.

Definite arrangements have now been made for Mme. Melba, exclusive Victor artist, to

make a concert tour of Canada this Autumn.

Some time ago we referred in these columns to the introduction of a new system by the postmaster general, by which merchandise could be sent parcel post c. o. d. Advantage has been taken of this by Brown's Talking Machine Shop, Inc., which has started a mail-order business.

It has been announced that Col. Phinney, of Halifax, N. S., has retired from the management of Phinney's, Ltd., music house, to take a partnership in a local law firm.

The Hartney Co., His Master's Voice distributor, staged a fine window display recently featuring the new popular Victor hit, "Cut Yourself a Piece of Cake and Make Yourself at Home."

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

ATLANTA

*Business Holds Up Despite Heat—
Geo. W. Lyle a Visitor—Empire
Music Co.'s New Store—The News*

ATLANTA, GA., August 8.—Mid-Summer dullness has naturally had its effect on trade in the territory; business, nevertheless, is holding up in a most satisfactory manner.

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., whose product, the Strand line, is winning favor from coast to coast, was a recent visitor here. Mr. Lyle stopped here on his return from an extended trip to the Pacific Coast. He is most optimistic as to talking machine conditions, the great problem for the Fall being the question of sufficient goods of the type now generally demanded. The call is for console product, and the vogue for this class of machines is attested by the appearance on the market of the latest Victor models, No. 400 and No. 405, two beautifully designed flat-top instruments. These have just made their entry into local dealers' warerooms and are being most favorably received.

The Empire Music Co., which for the past six months has been conducting the Victrola department at High's Department Store here, has branched out by opening another department in the Arcade, one of Atlanta's most central and best-patronized shopping centers. The full line of Victor records and machines, and the Strand line of period design consoles, are featured. Mr. Barfield, president of the Empire, is delighted with the way business has started off in the new place. To distinguish it from the other establishment operated by the company, the Arcade store is called "The Music Shop."

John Mohl, the genial assistant manager of the Atlanta branch of the Columbia Graphophone Co., left early in the month for an extended trip throughout the territory.

The entire line of 1924 Strand models is now on display at the showroom of M. E. Lyle, local representative for the Manufacturers' Phonograph Co., Strand manufacturers.

The current advertising of Okeh records is specially featuring releases by Warner's Seven Aces, one of the most popular local dance orchestras.

Alterations are booked to start this month on extensive remodeling of the showroom of the Cable Piano Co. It is planned to make this one of the finest and most efficient music stores in the city.

Westervelt Terhunc, manager of the Atlanta regional branch of the Columbia Co., just returned from a trip to the New Orleans territory. He reports that dealers are optimistic and looking forward to big Fall business.

First deliveries of the Camp-fone, the new portable put out by the Health Builders, makers of the famous Walter Camp "Daily Dozen" and



"We Serve the South"

AS distributors for "The Records of Quality" in the South, we have played no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

*Inquiries
from
Dealers
Solicited*

of "Reducing Records," have reached town. The portable is unique because of its completeness, and yet is one of the most compact machines thus far introduced here. It is handled through M. E. Lyle, who represents Health Builders in this territory.

Sales for the first seven months this year show a gain of more than 100 per cent over a year ago, according to E. F. Parr, secretary-treasurer of Phonographs, Inc., Edison distributor here. Business in general seems to be improving and the sale and demand for Edison phonographs are increasing.

W. L. F. Rosenblatt, of Phonographs, Inc., has just returned from a trip through South Carolina, where he called upon Edison dealers, and reports prospects good for that section.

E. F. Parr was on a trip last week to Savannah, Ga., where he found conditions good.

G. H. Kelley, of the Kelley Music Co., Edison dealer, Gainesville, Fla., visited the offices of Phonographs, Inc., last week and reported good prospects over his territory and that he expects to do a large Fall business.

During the past few days three new dealers have been added to the list of Phonographs, Inc., and prospects are bright for the addition of several other names to this list during the next few weeks.

Garber-Davis Dance Orchestra filled a week's engagement at Asheville, N. C., commencing August 6, playing for a benefit cabaret for the Biltmore Hospital. Columbia dealers in this

territory placed orders for their requirements of Garber-Davis records in order to fill the demand as a result of this engagement.

Columbia Artist Bessie Smith appeared in Bessemer, Ala., after having filled a week's engagement in Birmingham. Previous to this she appeared in Atlanta and Macon, Ga. All engagements are going across "big." Columbia dealers are reaping big profits as a result of Bessie Smith record sales.

"Sweet Pal," written by Bob Miller, manager of Reinhardt's Grafonola department, Memphis, Tenn., is showing great popularity throughout the Southern States. Columbia dealers are expecting substantial sales of this selection when released on Columbia Record A-3737.

Walton-Ivey Furniture Co., Columbia dealer at Rockwood and Harriman, Tenn., is erecting a new building at Harriman, and is making plans to enlarge its Columbia department. This dealer reports that business is better than it has been in years. All of the mills are working on full-time basis.

Recent visitors to Columbia headquarters here were: Mr. Skelton, of the Skelton Furniture Co., Lindale, Ga.; Mr. White, of the White Music Co., Columbus, Ga., and Mr. Hood, of the Walker-Hood Co., Waycross, Ga.

Richard H. Reamy, 623 Pennsylvania avenue, S. E., Washington, D. C., recently added the Starr line of phonographs to his stock.



THERE are a few towns in our Zone covered by the Southeastern States where we have no representation and a few other towns where we need additional representation. Our proposition to those interested is an attractive one, and we are prepared to give the very best of service to Edison Dealers.

PHONOGRAPHS INC.

EDISON DISTRIBUTORS

41 Cone Street

Atlanta, Ga.

TWENTY-THREE YEARS of irreproachable reputation stands back of the Federal guarantee of mechanical perfection and satisfactory performance of every Federal set or accessory.

There is no finer radio equipment made than Federal. Every part is designed, made, and minutely inspected in the Federal factory. Every design is backed by the experience of a quarter century in manufacturing the highest type of communication apparatus and fifteen years in making radio equipment which is recognized as "standard of the radio world."

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago
San Francisco Bridgeburg, Canada London, England

Federal Radio Equipment



BALTIMORE

*Record Demand Holds Up Well—Dealers and Jobbers Report Gains
—Prominent Dealers Add New Lines—New Models Please Trade*

BALTIMORE, Md., August 8.—While all talking machine jobbing houses report a very good business for the past month, with increases running from 50 to 80 per cent over that of July, 1922, the retail trade was rather dull, owing to the unusually hot weather prevailing practically all the month which seriously interfered with all lines of retail business. The record business, however, continued good throughout the month and sales of a number of portable machines for campers also helped out on the total business.

Good General Record Business

The record business the last month, taken as a whole, was one of the largest that the trade generally has experienced in several years. This is especially true of the negro records of the Columbia Co., according to William H. Swartz, treasurer of Columbia Wholesalers, Inc., who said that he finds it impossible to keep up the orders for these records from the Southern portion of the trade in his territory. The Columbia New Process records of classical music are also meeting with big results in this territory, which Mr. Swartz attributes to a large extent to the newspaper and magazine advertising which the company is doing in this section. Another reason assigned for the large increase in sales is that the dealers generally are using large numbers of the post-card record advertising with very good results, as well as liberal displays of window advertising.

John A. Oldewurtel, of the Vocalion Co. of Maryland, distributor for the Aeolian Co., also reports big increases in the Vocalion record sales throughout the State and believes this Fall and Winter season will prove one of the best in the history of the firm. Extensive ad-

vertising which the company has been doing for some time past is showing very good results in the number of orders being placed daily for the Red records.

Both E. F. Droop & Sons and Cohen & Hughes, Victor distributors, report large increases in sales for the past month or two.

Prominent Dealers Add Brunswick

C. F. Shaw, local manager of the Brunswick branch, reports business of the agency as being very good, with July business running about 80 per cent ahead of that of the corresponding month of 1922, and that even this record would have been eclipsed had he been able to supply the trade with a number of popular models of the Brunswick, especially with the York, on which the local branch has been oversold ever since this model was put on the market. Harry C. Grove, of Washington, one of the largest dealers in this territory, has just been added to the list of Brunswick dealers. Mr. Grove, who is one of the pioneer exclusive talking machine dealers, has one of the largest and handsomest establishments in the capital city, and Manager Shaw feels very much elated over having placed the Brunswick machine in the store. Another new account opened by the Brunswick the past month is that of the Moon Music House, of Burlington, N. C., and the Two Lane Music House, of Newport News, Va. In order to take care of the rapidly increasing business of the agency Mr. Shaw is making a number of extensive improvements which will greatly facilitate the handling of business. The third floor will be given over entirely to the record business which will leave the second floor for office and display rooms.

Mr. Shaw is very enthusiastic over the exten-

sive newspaper advertising which the Brunswick people will launch throughout the country on the 15th of this month. Very encouraging reports, according to Mr. Shaw, have been received from W. D. Causey, the Virginia salesman for the Brunswick, as well as from M. M. Kuhn, of North Carolina, both of whom report very good prospects for the Fall and Winter trade.

New Victor Models Popular

T. Ralph Clark, sales manager for Cohen & Hughes, said business during July showed a very substantial gain over July, 1922, and that dealers generally are placing heavy orders for Fall trade, especially on the new art model. Mr. Clark said this is a very good sign, as dealers for the past several months had been buying rather close. He attributes this increased ordering to a large extent to the handsome new models which the Victor Co. is putting out, especially the 400's and 405's, on both of which the house has been oversold ever since they were placed on the market.

New Columbia Models Admired

Business of the Columbia Wholesalers, Inc., distributor of the Columbia line, shows a very substantial increase each month, according to William H. Swartz, secretary and treasurer, who says that the agency has been practically cleaned out of all old models and is heavily booked on the new models with exclusive Columbia features. This is especially true, he said, of the new \$100 upright machine, which is the biggest seller in this territory that the company has ever put out and on which, he said, they had sold out a carlot in one day with a number of unfilled orders still on the book.

Interesting News Brieflets

William C. Roberts, manager of E. F. Droop & Sons, has just returned, with his family, from an auto trip through New England. Mr. Roberts left on the 29th of July and reports having had one of the pleasantest trips since he started taking his vacation in an auto.

L. Son Cohen left on July 31 for a trip to Niagara Falls and Canada with his family. Mr.



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

PROSPERITY

This fall depends on YOU.

Prepare now, and insure Success

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

VAN VEEN & COMPANY

Designers and Builders

Complete Interiors for Phonographs and Musical Merchandise stores and departments.

Our work has stood the test of years and has our reputation solidly behind it. As to price, equal value cannot be had for less.

We have complete departments ready to ship anywhere. Write for catalogue or representative.

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:

413-417 East 109th Street

Telephone Lehigh 5324

NEW YORK CITY

Cohen made the trip in an auto and will return about August 15.

William Biel, of Cohen & Hughes, left the first of the month for a trip to Europe and will return about September 1.

C. F. Shaw, manager of the local Brunswick agency; H. H. Sheldon, assistant manager, and E. D. Wallerstein are attending the Eastern Salesmen Convention at Asbury Park on August 8, 9 and 10.

C. D. Nichols has resigned as North Carolina representative of the Brunswick Co.

C. D. Calimar, proprietor of the Richmond Furniture Co., of Baltimore, who operates six trucks in selling Columbia machines and records through the surrounding suburban territory, reports business as very good, the truck campaign for business being largely responsible for this satisfactory condition.

A. N. Callis, North Carolina salesman, and H. W. Dutton, western part of Virginia salesman of Columbia Wholesalers, Inc., have returned from their vacations and have started out on an intensive selling campaign which is already resulting in increased business.

L. L. Andrews, president of Columbia Wholesalers, Inc., has just returned from a trip to the eastern part of Virginia and District of Columbia and reports very good results with dealers in that territory who are looking forward to a good Fall business.

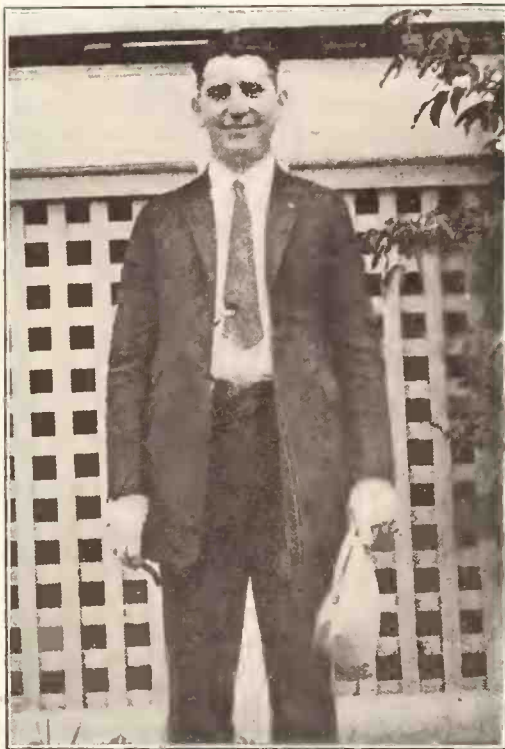
CABLE RENEWS ATLANTA LEASE

ATLANTA, Ga., Aug. 6.—The lease of the Cable Piano Co. on the space it has been occupying in the Cable Piano Co. Building has just been renewed for ten years. The building is owned by Mrs. Junius Oglesby and Mrs. W. S. Witham, who receive \$25,000 yearly from three tenants, the others being the Atlanta Conservatory of Music and the Pictorial Review.

VACATIONED IN WHITE MOUNTAINS

Sidney R. Risser, of Brilliantone Co., and Ed Vorbach Enjoyed Mountain and Canadian Trip—Now Ready for Fall Campaign

Sidney R. Risser, popular member of the sales staff of the Brilliantone Steel Needle Co.,



Sidney R. Risser

New York City, and Ed Vorbach, of the well-known firm of Vorbach Bros., Long Island talking machine retailers, spent their vacations to-

gether this year. The accompanying illustration shows Mr. Risser recuperating from a heavy year of needle selling and resting against the veranda of the Bretton Woods Hotel in the White Mountains. After some time spent in this ideal location the pair moved on to Canada for a trip through the Dominion, which, needless to say, was greatly enjoyed.

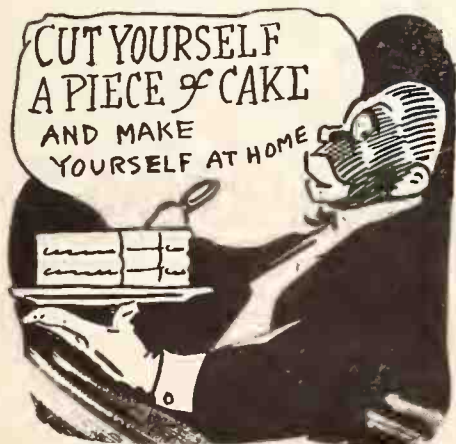
Vorbach Bros. already conduct two stores, one in Richmond Hill and the other in Jamaica, and it is the intention of the company to open another one in time for Fall business.

NEW STORE IN PEKIN, ILL.

The Ehrlicher Music Shop, of Pekin, Ill., will soon be an addition to that thriving city. Mr. Ehrlicher has for many years sold Victrolas on the second floor of his drug store. This department will continue to be efficiently handled by Miss Helen McHenry. The new store will be devoted exclusively to things musical and will be managed by Miss Grace Van Coutren and Miss Ruth Ehrlicher, both of whom have had considerable merchandising experience.

COLUMBIA IN THE ARCTIC REGIONS

St. Louis, Mo., Aug. 7.—The Raigor Music Co., of this city, Columbia dealer, received recently an interesting letter from Rampart, Alaska, in which was enclosed a money order with an order for a Columbia Symphony record. This Columbia enthusiast in the far North wrote as follows: "My Columbia Grafonola and Columbia records have given me great entertainment and pleasure and have cheered me in my lonesome hours."



ARE YOU FEATURING VIOLIN SPRUCE REPRODUCERS?

THIS wonderful new-principle phonographic reproducer is so positive in its tonal developing powers that it sells itself and makes enthusiastic friends. Made of Violin Spruce from far Alaska, these beautiful instruments enhance the reproductions of any record made. If you don't know The Violin Spruce Reproducer and its sale possibilities write at once for sample and our money-making dealer's proposition.

THE DIAPHRAGM COMPANY
1836 Euclid Avenue CLEVELAND, O.

PORTLAND, ORE.

Trade Situation Most Encouraging—Hyatt Talking Machine Co. in New Home—Preparing for Fair—Children's Recitals Make a Hit

PORTLAND, ORE., August 4.—After making the rounds of both the jobbers and retailers of the talking machine and record industry here it is most apparent that business for the month of July was far above that of the corresponding month of 1922, and although nothing out of the ordinary transpired the sale of machines and records kept up a steady pace.

Hyatt Co.'s New Quarters

The Hyatt Talking Machine Co., for several years located at 350 Alder street, opened for business July 30 at 386 Morrison street. The new establishment gives this firm more than 20 per cent more room for merchandise and display purposes than at its previous location. On the main floor are a well-appointed service counter, six phonograph demonstrating rooms, and two large rooms for pianos, which will be included in the stock in the near future. On the mezzanine floor are three large rooms for machines, two for console and one for upright models. The console rooms are large enough to display in splendid style forty machines, while the upright room will easily accommodate twenty machines.

The Cheney line has been added since moving into the new location, which gives this firm the Victrola, Edison, Brunswick, Columbia and Cheney phonographs. The store is finished in French gray woodwork with velvet French gray carpets and wicker furniture used throughout the store, with bright cretonne drapes, which give the needed touch of color.

Mr. Hyatt anticipates splendid business in his new location and is looking forward to a busy year. A repair shop has been established at 522 Washington street, to be known as "The

Phonograph Shop." It has been put in charge of Ira Holdiman, and aside from the repair work he will carry Mr. Hyatt's line of phonographs and records.

Exhibit at Multnomah County Fair

The Reed-French Piano Co. had a most elaborate display of musical instruments at the Multnomah County Fair, July 31 to August 14, inclusive, where it showed the Edison, Victrola and Hallet & Davis phonographs, and the Hallet & Davis line of pianos. The Reed-French Co. was the only music firm represented and its booth, which was artistic in every detail, was the rendezvous of throngs which attended the fair and many live prospects were secured.

Saturday, July 28, was the biggest day since December, was the report of Helen Briggs, manager of the Victrola and Brunswick department of the Seiberling, Lucas Music Co.

Visits the Edison Dealers

Harry Marshall, district manager of the Edison Phonograph Co., Inc., visited the Edison accounts in southern Oregon during the past month and reports excellent conditions prevailing throughout the entire southwestern part of the State. Mr. Marshall went on to San Francisco and expects to return to Portland about the third week in August.

Features Recitals by Children

The phonograph department of Meier & Frank, representatives of the Victrola, Edison, Columbia and Sonora phonographs, is featuring Saturday morning children recitals in conjunction with the Meier & Frank radio station, KFEC. Wm. Hodecker, manager of the department, reports great interest in the concerts and expects to continue with them through the

Summer months. Mr. Hodecker left August 1 for an extended trip East, where he will visit several manufacturers whom they represent.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., has returned from an extensive vacation trip through California and as far South as Tia Juana, Mexico. Mr. Stein visited all of California's principal music establishments, where he studied methods, etc., and reports gaining many splendid ideas which he hopes to put into local practice. A handsome new Dodge truck has been added to the Victrola department of Sherman, Clay & Co. to take care of their rapidly increasing retail business.

W. H. Lawton, Pacific Northwest representative of the Columbia Co., with headquarters in Seattle, visited J. P. Carney, local representative, for several days recently while en route to the Columbia factory. Mr. Lawton was joined at San Francisco by P. S. Kantner, Coast representative of the company.

Marvin Lee, Western sales manager of Waterston-Berlin-Snyder Co., visited Portland during the past month with a number of new hits for the sheet music departments and also introduced to the trade the Cameo and Lincoln phonograph records.

Miss C. Hogan, for the past year one of the most popular young ladies in the record department of the Wiley B. Allen Co., has resigned and returned to her home in Oakland, Ore.

FRIEDA HEMPEL'S PLANS FOR FALL

Frieda Hempel, famous Edison artist, plans to end her tour with a Jenny Lind concert at Albert Hall in London. She has covered most of Europe during the Summer season. Among her important engagements on returning to America are those on December 13 and 14, when she will make her first appearance with the Detroit Symphony Orchestra, which is now being conducted by Ossip Gabrilowitsch.

ORO-TONE No. 4 Automatic Helps You Sell the EDISON



Patent Applied for
Illustration shows the position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record and which prevents the reproducer from coasting when record is finished playing.



Patent Applied for
Illustration shows the position for playing Edison and all other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

SO many dealers the country over find it easier to close sales of Edison Phonographs when they can demonstrate the use of a perfect equipment for playing Victor and all other lateral cut records on the superb Edison—AUTOMATICALLY. A great many people prefer to own an Edison Phonograph but they desire very frequently to be able to play other well-known records. That is why the Oro-Tone No. 4 Automatic Equipment is being used by many Edison dealers to close difficult sales.

Five Exclusive Features

- 1—It AUTOMATICALLY adjusts itself to the correct weight for playing all lateral and vertical cut records;
- 2—It AUTOMATICALLY adjusts itself to the correct needle center and the correct angle of reproducer on the record;
- 3—It AUTOMATICALLY adjusts itself to the proper height to swing clear of the record when playing vertical cut records;
- 4—The reproducer will not coast when record is played through;
- 5—If you desire, you may play Edison records with a regular fibre needle, producing splendid volume and clear definition.

Sample Sent on Approval

Send no money. Just ask us to send you a sample of this remarkable equipment on APPROVAL. Use this sample and put it to every test you wish. Demonstrate it to your customers and you will find, as so many other Edison dealers find, that they will be easier to sell because of their desire to be able to play all records on their phonograph. Send for this sample—TODAY.

LIST PRICES

No. 4 Edison Automatic Equipment	
NICKEL FINISH.....	\$7.00
GOLD FINISH.....	\$9.00
GOLD OXIDIZE.....	\$9.00
Attractive Needle Cup Case, each	35c.

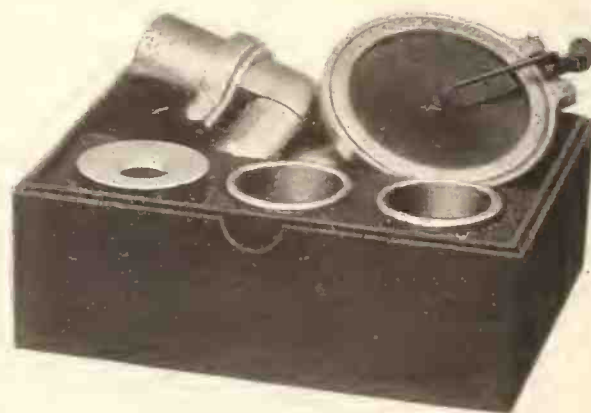
Usual discount allowed to responsible dealers. Please furnish references if you are not rated.

The Oro-Tone Co.
QUALITY FIRST

1000 George St. Chicago, Ill.
Ask Your Edison Jobber for Sample



Showing the ease with which needles may be removed by simply turning up the reproducer.



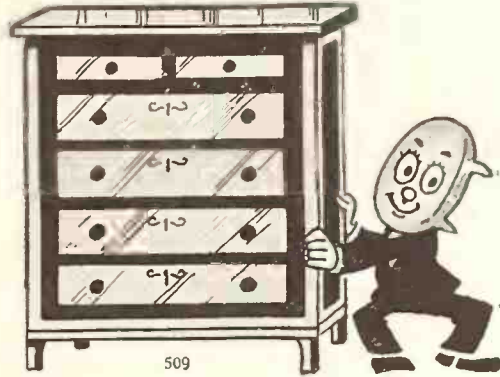
Attractive Needle Cup Case

Here is a very essential article for every Edison phonograph that can also be used to hold either reproducer when the same is not in use. Made of substantial and durable mahogany colored leatherette. Each case is fitted with three gun metal finish needle cups as shown in illustration. Price of single case, 35c. less the usual discount.

DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



Adaptability

Furniture will go anywhere on **DOMES of SILENCE**. Furniture equipped with these slides is equally at home on wood floors, rugs, linoleums or carpets.

They give complete satisfaction on any floor under any condition.

This perfect adaptability is one of the strongest features of **DOMES of SILENCE**—one of the features that makes them perfect footwear for furniture—one of the features that makes them better than casters.

This quality of adaptability is but one of the strong qualities offered by **DOMES of SILENCE**. Remember there are five other features:

- Economy
- Silence
- Invisibility
- Simplicity
- Service—Long wear

These are the factors that mean perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

In all your Talking Machine orders

Specify **DOMES of SILENCE**

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

P-270

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

SAN FRANCISCO

*Unusually Brisk Demand for Records Features Mid-Summer Trade
—Revenue Agents "Collect" on "Talkers"—Month's News of Trade*

SAN FRANCISCO, CAL., August 2.—Record business is unusually heavy for mid-Summer, according to the statements of the wholesale distributing agencies, and business in general is not discouraging for the Summer period.

Revenue Agents Collect on "Talkers"

Overzealous on the part of certain representatives of the Internal Revenue Department caused a commotion in San Francisco this month, but the trouble is all over now. These agents attempted to collect taxes on talking machines which had gold fittings and did actually collect money from a few dealers. The Music Trades Association of Central California immediately took the matter up with the Government and a speedy adjustment was made. Eventually, it is presumed, those who paid the tax will have their money refunded. Dick Quarg, manager of the Phonograph Studio, Powell and O'Farrell streets, was one of those who were held up and who paid.

Local Artists With Brunswick

The famous jazz music of Paul Ash and His Syncopated Orchestra is soon to be perpetuated for posterity. Paul Ash, who is conducting at the Granada Theatre, this city, has signed up with the Brunswick-Balke-Collender Co. to make records. Some difficulty is being experienced in finding a proper hall for reproducing the music. These records will be made in San Francisco, but the report that the Brunswick Co. is to establish a regular pressing plant on the Coast is without foundation, says P. F. Corcoran, the Pacific Coast sales manager of the Brunswick phonograph department.

A. J. Kendrick, general sales manager of the Brunswick-Balke-Collender Co., accompanied by Messrs. Darbee and Henchen, are in San Francisco on an official visit from the Chicago headquarters.

Planning New Wurlitzer Store

The Rudolph Wurlitzer Co. is planning to open a store in the Mission district of San Francisco. The manager of the branch will be William Sanchez, it is expected.

G. A. Schilling Transferred

G. A. Schilling, formerly manager of the talking machine department at the Stockton store

of Sherman, Clay & Co., has been transferred to the retail Victor department of the San Francisco store.

George W. Lyle a Visitor

George W. Lyle, president, Manufacturers' Phonograph Co., manufacturer of the Strand, has been in San Francisco in the course of a Western business trip. He made his temporary headquarters with Walter S. Grey, the Pacific Coast representative of the Strand.

Edison in Good Demand

Edison Phonographs, Ltd., Edison distributor for the West Coast territory, with offices in this city, Portland, Ore., and Los Angeles, has been enjoying a satisfactory demand during the last month. The volume of orders being received is an indication of the popularity of the Edison here. Demand for the Edison during the entire Summer, on the whole, was satisfactory and a definite improvement has been noted each month which is expected to continue right through the Fall and Winter.

Wiley B. Allen Remodeling Branch

The private office of James J. Black, sales manager of the Wiley B. Allen Co., is graced at present by a handsome bronze plaque won by the Wiley B. Allen golf team recently from the team of Sherman, Clay & Co. The trophy is a perpetual one to be contested for each year by the two teams. Mr. Black says that the talking machine business for the first half of 1923 shows a substantial increase over the same period of last year both in the Coast cities and the interior. Alterations are in progress at the new Sacramento store and the new talking machine department in this branch will be one of the finest and most conveniently arranged departments in the district. The new store is located at 918 K street. The manager of the store is R. P. Raygurt.

Window Displays of Columbias

The demand for Columbia records is still very strong and Columbia records and instruments are featured conspicuously in a great many show windows this month.

Munson-Rayner Opens Local Office

The Munson-Rayner Corp., of Los Angeles, is opening an office in the Aaron Building, Third



**PLAYS EDISON RECORDS
The "VICSONIA"
REPRODUCER**

Truly a Reproducer that will please the most cultured musician and discriminating critics. For over nine years the recognized medium for playing EDISON Records on VICTOR and COLUMBIA Machines.

Made in Silver and Gold. Fitted with Sapphire or Diamond Point. One Silver, Sapphire Point Reproducer Sent on Receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street NEW YORK

and Mission streets, this city. The company has just taken over the jobbing agency for the Vocalion records, formerly handled in this territory by the Magnavox Co. The concern also has the Pacific Coast agency for the Cheney phonograph. The San Francisco sales manager is E. R. Darvill.

Adds Cheney Line

The talking machine department of the Nathan-Dormann Co., San Francisco, has just added the Cheney line of phonographs to its offerings. B. Scott, manager of the department, reports several important sales the first week. He also reports good demand for Victor records.

Interesting News Brieflets

Andrew McCarthy, of Sherman, Clay & Co., is taking a vacation rest at Bohemian Grove, on the Russian River.

Leon Lang, general manager of Kohler & Chase, is taking his vacation this Summer with his family in Lake County.

O. N. Rothlin, the new and progressive manager of the Phonograph Shop, 109 Stockton street, says the sale of high-priced phonographs has continued to increase during the Summer. Meanwhile the sale of portables has been much heavier than a year ago.

Clark Wise, San Francisco, has returned from his annual vacation at Napa Soda Springs. R. A. Wise, of the Clark Wise Co., is now taking a few weeks' rest at Bartlett Springs.

Robert Bird, manager of the wholesale Victor department of Sherman, Clay & Co., says that the prospects for Fall business are very bright, judging by the way orders are coming in.

TO HAVE A MUSIC DEPARTMENT

EAST RADFORD, VA., August 8.—R. N. Gentry & Co., now opening on Main street, will have a music department along with the regular furniture business.

Repair Parts, Main Springs, Motors

Single-spring Motors	\$ 2.50
Double-spring Motors	3.25
Liberty Motors	6.00
Three-spring Motor	12.50
Four-spring Motor	15.00
Tone Arm and Sound Box, per set,	\$1.35 and up

WRITE FOR CATALOG
PLEASING SOUND PHONO. CO.
204 E. 113th St. New York, N. Y.

The Demand
for

RE-CREATED

music has

1. Produced an Edison to suit every income
2. Released new records every week
3. Reduced record cost to the Edison owner
4. All of which means
5. **MORE SALES FOR THE EDISON DEALER**
6. We serve the entire Pacific Coast
7. A few good business centers still open

Edison Phonographs, Ltd.

Los Angeles
San Francisco
Portland

GLEANINGS *from the* WORLD *of* MUSIC

SEES GOOD IN PRESENT TENDENCIES OF "JAZZ" MUSIC

Carl Engel, Curator of the Congressional Library, Looks Forward to Original Type of American Music Being Developed From So-called "Jazz"—True "Jazz" Already Passé

Carl Engel, curator of the Music Division of the Congressional Library, is one of the many prominent musicians of national and international fame who do not follow the mental attitude of those who denounce "jazz" music. While, naturally, he does not advocate it as the best American type of music, he sees much good in these original music tendencies and looks forward to there being developed from them a distinctly American type of music which should win recognition from the lovers of better-class music.

This brings to mind the erroneous conception of the term "jazz." In popular music publishing circles, which are responsible for the publication of such music, the term "jazz" has almost become passé. There are a few of the present-day numbers that will be so termed by popular publishers. Indeed, the strictly "jazz" numbers are not now creating wide sales. Of the current successes probably only two songs would come under such a heading. Unusually good "jazzy" pieces continue to have some popularity, but the limitations are so defined that the publishers are wary of accepting them for publication.

Most of the "jazz" numbers are to-day published by various small houses and are written particularly for colored performers and for rendition on talking machine records, the manufacturers of which have developed a wide colored following. These are mostly songs and are billed as "blue" numbers. Several female colored artists have won national popularity through the singing of such songs. Their very titles generally carry the word "blue" in some form. They are really a particular type of colored song.

To the better class of music lovers, particularly those who are considered authorities, all present-day popular numbers are called "jazz." The result of this is that newspapers continue to frequently refer to "jazz" music. This is a misnomer, however, as probably 98 per cent of current fox-trots are strictly melody numbers. In their original form they can be sung to advantage as good vocal selections. For the use of the dance orchestras the arrangers in orchestrating often include additional music which gives full use to the modern orchestra. If the publisher does not do this the arranger for the leading orchestras adds those features.

Such orchestras, however, term themselves syncopated symphonists and, whether or not

this is the best descriptive term, it must be admitted that most of the present-day orchestras, either appearing on the dance floor or in the vaudeville theatres are greatly improved combinations over the "jazz" aggregations which were so prominent in the early post-war period. The success of those earlier orchestras was based upon the volume of noise, the special tricks, the weird use of the clarinet and saxophone and the addition of old hats, tin buckets and bells, to get unusual effects.

Most of the modern dance orchestras have eliminated such effects altogether, or they are used to a very small degree and possibly once in an evening's performance to give novelty to the program. The word "jazz," rightfully used, is taking longer to die than jazz music, which is almost extinct.

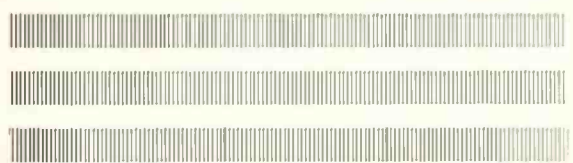
NEW BERLIN NUMBER GOING WELL

"When You Walked Out Someone Else Walked Right In" to Have Heavy Campaign of Exploitation Behind It

Irving Berlin, outside of the music for his "Music Box Revue" shows, has written few songs in recent seasons. However, those that he has written have attained national popularity. His latest popular song is entitled "When You Walked Out Someone Else Walked Right In." The campaign of exploitation behind this newest offering is hardly under way, as the plans of Irving Berlin, Inc., the publisher, contemplate making it not only one of the leaders of its catalog, but one of the big hits of the year.

Despite this song's youth it is not only heard from where songs are given publicity, but it has succeeded in obtaining for itself some unusual comment in newspapers throughout the country. Anything Berlin does is always good for several paragraphs from the writers on music.

One of the severest critics of daily papers is known as "Davis," of the Cleveland Press. A word of praise from this source is unusual, but in a recent edition of that publication a lengthy article on Berlin's song, "When You Walked Out Someone Else Walked Right In," appeared under the caption "Off With the Old Love, On With the New" (described as the theme of a bright new dance song by Irving Berlin). In praising Berlin's song Davis took the opportunity of rapping the modern orchestra, in which he says "Modern dance pieces depend greatly



POPULAR BALLAD SUCCESSES

CHAPPELL-HARMS

THE WORLD IS WAITING FOR THE SUNRISE
BY LOCKHART & SEITZ

IF WINTER COMES
BY ARKELL & TENNENT

SMILE THROUGH YOUR TEARS
BY BERNARD HAMBLEN

ROSES OF PICARDY
BY WEATHERLY & WOOD

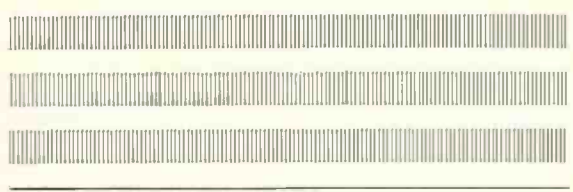
SONG OF SONGS
BY VAUGAIRE - LUCAS - MOYA

THE BELLS OF ST. MARY'S
BY FURBER & ADAMS

SOME DAY YOU WILL MISS ME
BY GREY & DAREWSKI

THERE'S A SONG IN MY HEART
BY BERNARD HAMBLEN

CHAPPELL-HARMS, INC.
185 MADISON AVE, NEW YORK



on how they are played. But the tendency of orchestras is to copy one another and play much alike." He found no such fault with the rendition of Berlin's song and as regards the lyrics he shows even more enthusiasm by reprinting the end of the chorus. The whole article carried a five-column head and should assist sales materially in Cleveland territory.

NICKEL in the SLOT

A Musical Novelty by Zez Confrey
Writer of STUMBLING



© LEO FEIST INC. N.Y.C.

The ice cream started a-melting, No one cares what happened to it All thru a little nickel in the slot.



A NATURAL HIT - THE BEAUTIFUL ^{FOX-TROT} BALLAD

Midnight Rose

M. WITMARK & SONS. 1650 BROADWAY NEW YORK

E. C. MILLS NOW CHAIRMAN OF THE A. S. C. A. AND P.

Chairman of the Music Publishers' Protective Association Also Becomes Executive Head of Composers' Organization—Plans European Trip to Arrange Reciprocal Agreements

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, after a series of conferences with a committee from the American Society of Composers, Authors and Publishers, has accepted the chairmanship of the executive committee in that organization.

For the past several months the A. S. C. A. and P. has endeavored to acquire the services of Mr. Mills. However, he showed some hesitancy in accepting the office through the fact that the Society's original plea was for his exclusive services.

Under the present arrangements Mr. Mills will continue in his executive capacity in the M. P. P. A. and will also undertake the responsibility of directing the activities of the Composers' Society.

Mr. Mills plans a trip to Europe in the early Fall for the purpose of closing arrangements with composers' societies of Europe, including those in England, France, Italy and Germany, whereby, through a reciprocal arrangement, fees will be collected by the various societies throughout the world and an equitable distribution be made of same.

The A. S. C. A. and P. will shortly inaugu-

rate some new plans for the purpose of interesting more of the standard publishing organizations in its activities. This, together with some entirely new, original and fair methods of collecting license fees from vaudeville, motion picture theatres, as well as cabarets and dance halls, is planned.

INTENSIVE FEIST CAMPAIGN

Puts Heavy Publicity Behind "Cut Yourself a Piece of Cake and Make Yourself at Home"

Leo Feist, Inc., is running one of the biggest publicity campaigns on the new novelty song, "Cut Yourself a Piece of Cake and Make Yourself at Home," ever inaugurated by that progressive publishing house. A large advertising appropriation has been made to exploit the number and every channel of publicity which will aid the number to popularity is being covered.

Some particularly attractive dealer material has been forwarded to the trade. This includes hangers, cutouts, window strips and other sales creators. A particularly appropriate piece of material for counter use is a cutout of a large chocolate-covered cake with an easel back which

can be placed anywhere in the store. The effect obtained with this multi-colored cutout is quite realistic, showing, as it does, a cake from which a generous slice has been served and a knife in a position ready for this service.

REVIVAL IN "BLUES" NUMBERS

Edward B. Marks Co. Declares Such Publications at Height of Popularity

According to the sales department of the Edward B. Marks Music Co., there has been a revival in the craze for "blues" numbers. In fact, it is this firm's opinion that the demand for "blues" is at its height. To justify this contention is the eagerness of mechanical reproduction companies for real "blue" numbers.

The Marks organization believes that "blues" are distinctly the creation of colored people. They live them, they breathe them and they write them and from this viewpoint some of the best "blue" numbers, naturally, will come from colored writers.

The Edward B. Marks Music Co. has given much thought and attention to the selection of "blue" compositions. Among the earlier works of this type that were published by that organization and proved popular were "Tishomingo Blues," "Corinne Blues" and others of like caliber, all of which are still popular and enjoying an excellent demand.

Recently the sales department of the Marks Co. obtained a series of numbers which had attained popularity in and around Memphis, Tenn. The songs composed by Bob Miller are "Strut 'Long, Papa" and "Uncle Bud" (Bugle Blues). These two offerings have already had some popularity in Northern territory and with a campaign, as inaugurated by the present publisher, their success on a national scale seems assured.

Among the recording artists that are doing these two numbers is Daisy Martin, and both of these songs will, undoubtedly, be included in early Fall releases of practically all mechanical companies catering to purchasers of "blue" music.

Other outstanding "blue" numbers in the Marks catalog are "Brown Baby," "There'll Be Some Changes Made," "Memphis Man," "Two A. M. Blues," "Log Cabin Blues," "Georgia Blues" and "Papa String Beans."

NEW COMPOSITION BY MISS BAUER

Marion Bauer, the celebrated composer, whose works are being programmed by leading musicians of the country, has recently written a set of three "Preludettes," which have just been issued by G. Schirmer, Inc., of New York, which, according to musicians who have had the privilege of trying them, are destined to have quite a vogue, particularly among teachers of children. They are, as might be expected, admirably written.

100% "STRUT-BLUES"-WINNERS

After studying carefully the "Blues" market and the genuine "Struts" written by natural-born writers of "Blues," we were lucky to strike these (Just Secured):

"STRUT 'LONG PAPA"	"MEMPHIS MAN"
"UNCLE BUD" (Bugle Blues)	"2 A. M. BLUES"
"PAPA STRING BEAN"	"LOG CABIN BLUES"
"BROWN BABY"	"GEORGIA BLUES"
"THERE'LL BE SOME CHANGES MADE"	"WHAT YOU WAS, YOU USED TO BE"
"MAMA! (Won't You Come and Ma-Ma Me?)"	"SUSAN'S GINGERBREAD"
	"BALTIMORE, M. D. (The Only Doctor For Me)"
	"UNCLE JOE (The Hockshop Man)"

100% STANDARD "BLUES"

"TISHOMINGO BLUES"	"CORINNE BLUES"
"SHIM-ME-SHA-WABBLE"	"GRAVEYARD BLUES"

Complete Piano Copy 35c Each — Any 4 for \$1.

RECORDS — ROLLS Made by All Leading Companies On Sale Everywhere

EDW. B. MARKS MUSIC CO.

46th Street Near Broadway

Next to N. V. A. (No Number Necessary)

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

ALL
WRONG

SALT
YOUR
SUGAR

WHAT
COULD BE
SWEETER

IRVING BERLIN, INC., 1607 BROADWAY, NEW YORK CITY

ROCCO VOCCO RECEIVES MEDAL

Chicago Manager of Leo Feist, Inc., Receives Appreciation of One of His Abilities

With much pomp, ceremony and salaaming Rocco Vocco, Chicago manager of Leo Feist, Inc., was recently presented with a magnificent medal by a personal representative of the Skorum Club of Sahara. Mr. Vocco's linguistic abilities enable him to converse freely in many languages and he is especially fluent with the difficult Egyptian tongue. Golfing being something new for Sahara-ites Mr. Vocco had the good fortune to be paired in a match with the Hon. Arru Shallah Jey, to whom golf scores were as blank as the desert itself.

The Hon. Arru was an awful bust at the game and did eighteen holes in 134, but the ever-gallant Rocco deftly slipped him his own card of seventy-seven, much to the surprise of the Egyptian gentleman. On reaching the club-

house he was proclaimed as a hero, cheered to the echo and féted extensively.

Hundreds of Egyptian members of the Skorum Club with a membership throughout the world contributed to the medal presented to Mr. Vocco and his photo now graces the many clubrooms of the organization. Rocco, stunned by it all, asked his suave friend the Hon. Arru Shallah Jey what "Skorum" meant. The Hon. Arru Shallah Jey, salaaming with much dignity, backed slowly to the door and, drawing himself up to his full height, hissed in pure Chicago-ese "Liar!"

Lee S. Roberts' latest song, "Oh, Harold," published by Forster, Music Publisher, Inc., Chicago, Ill., seems bent upon being as popular as some of Roberts' past successes. Lee Roberts seems to have the knack of writing songs and instrumental selections that have a wide appeal and "Oh, Harold" is fast attaining national prominence in song and dance form.

PUBLISHERS WIN IN COURT

A final decree was recently handed down by the United States District Court for the Eastern District of Pennsylvania whereby a long list of theatre owners are perpetually enjoined and restrained from publicly performing a number of popular songs.

The cases involve some twenty-nine defendants in suits brought by a number of publishers, members of the American Society of Composers, Authors and Publishers, which have been before the courts for adjudication for the past two years.

In addition each defendant is fined \$250 and the court costs, involving close to \$100, and are compelled to pay attorney fees of \$150 by order of the court.

While no new legal decision is involved in the above cases, the verdict is a sweeping victory for the Society, inasmuch as it involves a score of defendants in one particular territory.

We have no mackerel, peanuts, bologna, cake, pineapple, codfish, pickles, but we have

I'VE GOT THE YES! WE HAVE NO BANANA BLUES

(Suggested by our sensational hit "YES! We Have No Bananas")

AND

OH! MIN

The greatest comedy song in years. CON CONRAD, the writer, says: "Better than my 'BARNEY GOOGLE' or 'YOU GOTTA SEE MAMA'"

Shapiro, Bernstein & Co., Inc.

Music Publishers

Cor. Broadway and 47th Street

New York

A Fine Swinging Fox Trot Melody

LOVE TALES

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

Mem-ries I re-call of al, your pret-ty lit-tle love tales

PUBLISHERS' DEALERS' HELPS AND THEIR UTILIZATION

Co-operation Offered the Dealers by the Publishers One of the Most Important of Sales Stimulators at Their Disposal—The Question of Standardization in the Material Furnished

At the past two conventions of the National Association of Sheet Music Dealers, the form, style and dimensions of standard music publishers' literature for the consumer to be used by the dealer have been discussed. Some suggestions have been made and given consideration towards standardization, so far as size is concerned, of much of this material. However, it has been clearly shown and proved that all material will not conform admirably to any standardized arrangement.

At times there have been some expressions from dealers as to the value of this consumer material. One dealer went so far as to state that 90 per cent of it was worthless, which, of course, was an ill-advised statement that the speaker would hardly attempt to prove. Most of the dealers value consumer literature and make good use of it. In some instances they receive a greater volume of circular material than can be used. But in the majority of cases the way is generally found to at least use the greater proportion.

No doubt, if more attention were given by the trade to the amount of such literature ordered, or accepted, thousands of dollars would be saved publishing organizations during the course of the year. This material is all prepared with great care; the minutest details are covered before allowing it to go to press. It is issued for the guidance of music lovers and for their appeal. Thus it is generally a sales creator and, consequently, of considerable value to retail dealers.

Most of the publishing organizations have a high-salaried and at least a high-class advertising and publicity department. The leading publishers, too, have had long experience as retailers. They know, of course, the retailer's

problems in regard to consumer literature and they have the consumer's viewpoint. There are hardly any instances where such material is a total waste. It may not be used for the purpose for which it was designed, and, therefore, find the wrong abiding place, but its proper use, undoubtedly, serves its end, and that is to arouse interest and create sales.

This brings to mind the position of the trade paper as a medium of information for the dealer. Occasionally, it is said that trade papers use too much "plug" material and, looking back a few years, there was undoubtedly a basis for this opinion. To-day, however, the well-regulated trade paper eliminates the strictly "plug" news item. Naturally all new issues are mentioned in some form, and it is well they should be, for that is news if the writer's imagination has not been allowed to intrude upon the strictly news end of the song's release.

There should, however, be a standard to the style and a limit to the "puffery." If this is adhered to, news items on current successes, the opening of shows, the release of new numbers, the amount of energy placed behind their exploitation, the caliber of the house and the size of its appropriations given consideration, the columns of the trade press, whether it is mentioning a love song, a ballad, or a jazz number will be found most valuable to any wide-awake dealer.

Naturally, there is much other news material besides "plug" stuff which is most appropriate for dealer consumption and which aids him considerably in the conduct of his business. Over a short period this may not be so noticeable, but in any given quarter or yearly period we know the time spent in reading trade news will be found most profitable.

MEETING THE COOLNESS DEMAND

Strand Theatre in New York Uses Two Feist Numbers in Hot Weather Program

An original plan to give a touch of the cool country to those who must stay in the city over hot week-ends is bringing big results and making a rich man of its originator, Joseph Plunkett, director of the Mark Strand Theatre, New York City.

Mr. Plunkett has turned his theatre into what is in effect a country meadow. Artificial breezes cool the dim recesses of the big auditorium. The odor of fir trees which stand in the lobby fill the air, while overhead ice water runs through hidden pipes with a tinkling sound that suggests an April shower.

From the orchestra pit come the realistic singing of birds and the humming of bees. The curtain rises on the kind of woodsy scene that the audience has been dreaming about all the hot, humid day. Boys and girls in cool whites and greens form part of the picture, which is, however, merely a background for the most cooling feature of all, the lilting, airy melody of the Summer's favorite fox-trot songs, "Swinging Down the Lane" and "Saw Mill River Road." And while the Summer boys and girls sing the tired audience dreams of shady lanes and eventide on river roads.

PAUL SPECHT A HIT IN LONDON

Orchestra Featuring Several American Numbers—To Start on Long Vaudeville Tour

Paul Specht and His Orchestra, which has made a distinct hit in London playing at the Royal Palace Hotel and at the "Corner House," have made arrangements for an extended tour of England and the Continent over the leading vaudeville circuits.

Among the song hits featured by the orches-

Tell me a sto - - - ry, Tell me what you're al - - ways dream - - - ing;

TELL ME A STORY

Light, Tuneful and Original Fox Trot

You can't go wrong with any FEIST song

FOUR SENSATIONAL SONG HITS

SUNG AND PLAYED FROM COAST TO COAST

LOVE

MY HEART IS CALLING YOU

INDIANA MOON

WHEN YOU WALKED OUT SOMEONE ELSE WALKED RIGHT IN

By IRVING BERLIN

THAT OLD GANG OF MINE

IRVING BERLIN, INC.

1607 BROADWAY

NEW YORK CITY

tra is "Yawning," published by Irving Berlin, Inc., New York, and "Nifty Lou," written by Byron Gay, the English rights to which have been secured by Bóosey & Co. The American publication rights to this number have not yet been released.

BIG FORSTER CAMPAIGN UNDER WAY

Exploitation Drive Introduces Several Numbers in Eastern Territory Which Have Met With Success in the Middle Western Field

The recently opened New York offices of Forster, Music Publishers, Inc., in the Hilton Building, 1591 Broadway, are actively engaged in an intensive exploitation campaign in Eastern territory on several numbers from the above catalog which have previously shown activity in the Middle West.

The office and staff are under the management of Dan Winkler, formerly sales manager of Fred Fisher, Inc., and who was previously connected with other leading publishing organizations. Mr. Winkler is widely known in professional, band and orchestra and trade circles. In addition, for a number of years he had close connections with the leading mechanical reproduction companies.

The present Forster campaign includes the introduction of "Rose of Sunny Italy," also Lee S. Roberts' latest foxtrot success "Oh! Harold." This latter number, in addition to its favor received by orchestras as an unusually good foxtrot, has had the added publicity of being used as the theme song in conjunction with the exhibition of Harold Lloyd's success, "Safety Last."

The Forster organization, seemingly, never started the Fall season with more meritorious numbers nor any that have received such quick recognition. Besides the above two songs it has released a novelty called "Animal Fair." It is among the numbers featured by John Fink, who has been acting as professional manager for the Forster Co. in Atlantic City, N. J.

Morris L. Adler, general sales manager of the company, has just returned to Chicago, following two weeks spent in Atlantic City and in the New York office.

BUSINESS WHILE ON THE OCEAN

Saul Bornstein Places Berlin Number With Daphne Pollard While on Trip to Europe

Saul Bornstein, general manager of Irving Berlin, Inc., who recently returned from Europe, evidently believes in making hay while



Saul Bornstein and Daphne Pollard the sun shines. On the trip across Daphne Pollard, the well-known English singing comedienne, was one of the passengers. Mr. Bornstein took the opportunity of placing the new Irving Berlin song, "When You Walked Out Someone Else Walked Right In," in Miss Pollard's hands and the publisher and singer are herewith shown going over the number.

Daphne Pollard has an inimitable way of putting over a popular song. To have her include this ballad in her coming programs will assist materially in giving the song popularity.

SCORE BIG POPULAR SUCCESS

Chappell-Harms, Inc., Has Big Call for "Roses of Picardy" and "The World Is Waiting for the Sunrise," Which Are Making a Hit

Two songs that are making a tremendous impression, judging from public appreciation, are "Roses of Picardy" and "The World Is Waiting for the Sunrise," published by Chappell-Harms, Inc., 185 Madison avenue, New York. These songs are being sung by a number of headliners throughout the country and promise to be among the sensational sellers of the season. Judson House has been using these songs with great success at the Strand Theatre and Vincent Lopez has created quite a sensation with "Roses of Picardy" at the Palace Theatre.

It is interesting to note that "The World Is Waiting for the Sunrise" was interpolated in "George White's Scandals" at the Globe Theatre, New York, and at the Colonial Theatre in Chicago, and in each instance these songs have won no small measure of individual favor.

A distinguished line of artists in the concert field have endorsed these ballads and they are now being featured on records and on music rolls. A recent Columbia release featured these two songs as played by Paul Specht and His Orchestra, popular Columbia artists.

NEW NUMBER BY SILVER AND COHN

By special arrangement with Frank Silver and Irving Cohn, writers of the unusual success, "Yes! We Have No Bananas," the publishers, Shapiro, Bernstein & Co., Inc., have released a new novelty entitled, "I Got the Yes! We Have No Banana Blues," words by Lew Brown, music by James F. Hanley and Robert King. The number has already been placed in one of the Broadway shows and is being programmed by several prominent vaudeville artists.

It is hardly expected that it will have the popularity of its predecessor, which, by the way, is having a good sale.

EDISON ARTISTS BACK FROM EUROPE

Among the recent arrivals from Europe were Helen Davis and Victor Young. They have been making a tour of Europe, in the course of which they gave a number of concerts and also several Edison Tone Tests. Both of these artists, who are very popular with the Edison retail trade, are planning an extensive tour through America during the forthcoming season. In chatting with The World Mr. Young said to be sure to mention the fact that he is back from Europe "without a monocle."

IRVING FURNITURE FACTORIES, Inc.
469 SEVENTH AVE. NEW YORK CITY
Longacre 7950-5500-6190

**PLAYER ROLL CABINETS
PHONOGRAPH CABINETS
PIANO BENCHES**

Songs that Profits

"Be First With a HEARST"

- Wonderful Child
- She's Got Another Daddy
- Beautiful Rose
- Home—My Lovin' Dixie Home
- In The Land of Sweet Sixteen
- Many Years
- Always Looking For A Little Sunshine
- Just a Little Gold Watch and Chain
- In Baby's Smile
- Love is Love For Ever
- Lonesome Two
- Piano Dream
- Step

Order From Your Jobber or Direct

HEARSTMUSIC PUBLISHERS LTD
1659 BROADWAY NEW YORK PHOENIX BLDG. WINNIPEG 199 YONGE ST TORONTO

No Loss on a Hearst Song — Money Back Guarantee

NEW ORLEANS

Dealers Optimistic Over Fall Prospects as Busy Summer Draws to Close—New Dealers—L. A. Guenard Planning to Move—The News

NEW ORLEANS, LA., August 7.—“Barring the unexpected, the Southern States will display an epoch-making business recovery by the time the Fall season sets in in earnest. The trade in talking machines, both from a jobber's and a retailer's standpoint, in the States along the Gulf seaboard are going to reflect a general business advance that will easily overshadow previous records in the history of the industry in this section of the country. Briefly, the territory within the warmer parallels crossing the United States is slated to chalk up returns for profitable operation that have heretofore seemed impossible, when one considers the sparseness of the population of the section, in comparison to the Nation's Northern half,” is the assertion of Manager W. W. Twigg, of the Diamond Music Co., local Edison jobber. Mr. Twigg only recently returned from an extended business trip throughout the States of Florida, Alabama, Mississippi and Texas.

New Edison Dealers

According to Mr. Twigg, he found business being conducted on a sound basis, with the merchants serenely satisfied regarding the present trend and equally optimistic of the possibilities for the future. Three important results, as far as the firm is concerned, were achieved on this trip. Manager Twigg succeeded in consummating arrangements whereby many new Edison representatives have just been added. The Jesse French Music Co., of Mobile, Ala., a large music house in that city, and the Heidelberg Furniture Co., of Jackson, Miss., are two of the more recent new accounts opened. The Oliver Music Co., of Houston, Tex., also has been placed on the list of new dealers. Musing on the subject of Summer trade, Manager Twigg cited a condition that now exists, as undeniable proof that a greater warm-weather business is featuring the present season. In fact, the Diamond Music Co. is experiencing difficulty in supplying dealers with sufficient stocks. Figures compiled by the house show that total business done in the first six months of 1923 was 40 per cent greater than that done during the same period of the last year and all indications point to an even busier season for the remainder of the year.

Retail Manager J. A. Billiet, of the same firm, reports that his end of the game is showing excellent results. July record sales are double those of the corresponding month of last year. Likewise, the month's total shows a decided increase over those of June, this year. The baby console model seems to have struck a favorable chord among his customers; they are extremely popular. Two new salesmen have been

added to the staff in order to cope with the business growth.

Big Demand for Victor

J. D. Moore, manager of the talking machine department of the Maison Blanche Co., feels highly elated over the fact that July, just concluded, has handsomely overlapped business done in the same period in 1922. Mr. Moore predicts that the Victor 400, 405 and 410 models, due very shortly, will unquestionably prove to be big business getters. Although they have not been displayed as yet in New Orleans, several sales have been practically concluded on the strength of the illustrations of the machines in the booklets. The record business of the department, both in the Victor and Brunswick lines, has shown up well. Of great assistance is the reordering system used by the house whereby if a customer wishes a record which does not happen to be in stock he or she may have it within the minimum of time, as it is ordered by telegraph that day from representatives of the house in Eastern cities.

R. W. Jackson to Visit Here

R. W. Jackson, manager of the St. Louis district branch of the Brunswick-Balke-Collender Co., was expected by Mr. Moore on one of his semi-annual visits to the territory in a supervisory capacity. It is expected that while Mr. Jackson is in town he will take up the matter of the Brunswick sub-station maintained here. The company was unable to secure the quarters desired when it located the station here last year. It is thought that Mr. Jackson will inspect several prospective sites, with the view of obtaining a lease on larger quarters for the ever-growing city business of the line. Mr. Moore states that the portables are in great demand and record sales have increased steadily.

L. A. Guenard Planning to Move

L. A. Guenard, Columbia dealer and Gennett and Okeh record distributor, is planning to remove from his University place location to a more desirable one, although he has not definitely decided upon the new location. Mr. Guenard voices the sentiment of the majority of the local record men when he states that the number, “Yes, We Have No Bananas,” is evidencing extreme popularity. An order of 500 copies of the number was disposed of within a very short time. Bessie Smith's “Gulf Coast Blues” are also sharing in the popularity race.

W. F. Nipper in New Post

W. F. Nipper, formerly connected with the O. K. Houck Music Co., of Memphis, Tenn., and also with the Hollenberg Music Co., of Little Rock, Ark., has joined the firm of Philip Werlein, Ltd., here in the capacity of whole-

At Last! A Perfect Repeating Device *Cesco Repeater*

Price
\$1.00



Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City

sale Victor traveling man. John A. Hofheintz, wholesale Victrola salesman for the same firm, spent two weeks with his wife and family motor-ing through the piny section of the State.

Manager Staples, of the firm of L. Grunewald & Co., regards present conditions as extremely satisfactory. “Yes, We Have No Bananas” is meeting with the hearty approval of Mr. Staples' customers, approximately 700 copies having been disposed of in a week's time.

Preparing for Holiday Stock

A huge general clearance sale on discontinued models was launched by Manager Howard Crigler, of the Dugan Piano Co.'s talking machine department. The cleanout began August 1. The machines were offered as special attractions, designed to reach at least 2,500 persons, who are known to be in a position to buy. Of course, it is not limited to that number and no prospective purchasers will be turned down on application. Mr. Crigler expects flattering results when the final reckoning is made on the sale. This weeding-out is being conducted in order to make way for the Christmas stock.

EVANS CO. LEASES NEW QUARTERS

BOSTON, Mass., July 25.—The Evans Music Co. has just leased the entire top floor at 86 Essex street for a period of years.

INCREASE YOUR PROFITS

The NEW EDISON

CONSOLE AND UPRIGHT MODELS \$100 UP

Write for Our New Dealer Proposition

SOUTHERN DISTRIBUTORS

DIAMOND MUSIC CO., Inc.

341 BARRONE STREET

NEW ORLEANS, LA.



ANNUAL OUTING OF THE TALKING MACHINE MEN, INC.

Every Prospect of the Annual Summer Get-together Party of Local Talking Machine Dealers and Friends Proving a Thoroughly Successful Affair—Elaborate Program Prepared

As The World closes its last form this month the members of the Talking Machine Men, Inc., and their friends are all set to start on the annual outing of that organization, scheduled to be held at Glen Head, Long Island, on August 14.

In past years the members of the organization have made a practice of traveling to the picnic grounds in automobiles, so the committee this year varied the program by chartering the steamer "Sea Gate" for the sail down the Sound to the popular resort. The headquarters for the outing will be at Karatsonyi's, a place noted for its shore dinners and facilities for entertaining.

The boat is scheduled to reach Glen Head just in time for luncheon and a complete program of athletic events has been prepared for the afternoon, including swimming races, a ball game between the "Bootleggers" and the "Prohibitionists," the former captained by Jimmy Davin and the latter by Morris Owens. The field sports include a 100-yard dash for dealers who are active members of the Association; a similar contest for clerks; a 220-yard relay race participated in by teams composed of the members of the Victor, Columbia, Brunswick, Sonora, Edison and Okeh divisions; fat men's walk of 220 yards, to reduce avoirdupois; two-mile race for members of the trade press; jobbers' race, swimming and diving contests, elimination dance, watermelon eating contest and other mirth-provoking events.

It was planned to run off the sports while the ball game was in progress in order to economize on time and the judges and clerks of the course, Max Landay, Herb Berkeley, J. Flanagan, Fred Roth, Jim Donnelly, Emil Schweiger and Louis Barg have prepared for a busy and interesting time acting as Solomons to decide the winners. The starters and timers are:

E. W. Geng, vice-president, and William Geng, general manager of the Buckley-Newhall Co., A. A. U. starters and timers, who also will have their hands full.

Despite the keen enjoyment occasioned by the sports, the gastronomic activities, scheduled for 6 p. m., consisting of a shore dinner such as only Karatsonyi's know how to prepare, and participated in by everyone and all starting from scratch, will easily be the leading sport of the day. The dinner will be followed by dancing in the park to music by Selvin's Orchestra, which also will supply musical entertainment on the boat to and from Glen Head.

There is every indication that the outing will be one of the most successful in the history of the Association, for the committee has worked hard to perfect all the details and the members at large have evinced much interest in the affair.

FRANK CAULFIELD CO. TO EXPAND

Baltimore Edison Dealer Plans to Double Original Capitalization in Order to Handle Rapidly Growing Volume of Business

BALTIMORE, Md., August 9.—As the result of a special meeting held by the stockholders of the Frank Caulfield Co., Edison dealer of this city, it was decided to double the original capitalization in order to meet the increased volume of business which it is now enjoying.

Frank Caulfield, president of the firm, has for a long time felt the need of additional capital to carry on the business on a larger scale and arranged to have P. R. Hawley, manager of the Girard Phonograph Co., Philadelphia Edison distributor, address the stockholders at the meeting.

Mr. Hawley cited numerous instances where dealers have demonstrated that it was merely

**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

the need of adequate financial equipment that prevented them from taking complete advantage of the business to be had and pointed out several reasons why the business of the Frank Caulfield Co. should double itself in and around Baltimore in a short time if sufficient capital were provided.

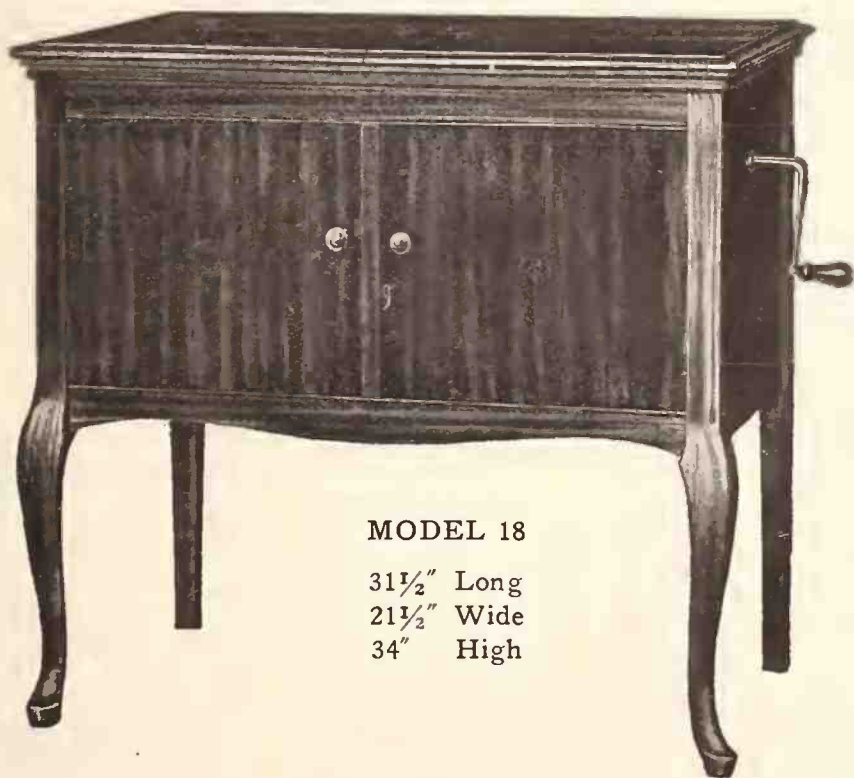
Following the meeting Mr. Caulfield stated his intention to put renewed effort into the business and will begin by organizing a new sales staff of ten men to work wholly in Baltimore and the nearby towns.

CELEBRATES 12TH ANNIVERSARY

TEMPLE, TEX., August 7.—The Best Furniture Co., Edison dealer of this city, has recently celebrated its twelfth anniversary in business and on this occasion received a very fine write-up in the local newspaper, the Temple Daily Telegram. The story described the steady growth of the organization and paid fitting tribute to the enterprise of D. B. Boyd, the president, and his wife, who have been considerable of a factor in the success of the business. Through up-to-date merchandising methods the Edison department of the Best Furniture Co. has been developed until at the present time it is one of the most important branches of the business. The department itself is modern throughout, with a large machine and record stock.

CHARMAPHONE MODEL NO. 18

Dealer's Price \$45.00



MODEL 18
31½" Long
21½" Wide
34" High

This latest addition to the Charmaphone line is probably the biggest value and largest seller we have ever manufactured.

It's an attractive cabinet that will create sales—the equipment is of a standard found only in machines selling at a much higher price.

Fine mahogany finish—excellent workmanship—double spring motor—fine nickeled parts—Charmaphone tone arm and sound box.

Immediate Delivery.

CHARMAPHONE CO.

39 W. 32nd St., New York City

IN THE MUSICAL MERCHANDISE FIELD

MUSICAL MERCHANDISE WELL ADAPTED FOR DISPLAYS

Best Results Can Be Obtained From Window Displays Devoted Exclusively to One Line—Conglomeration of Articles Is Confusing and Fails to Register in Mind of Passer-by

The average talking machine dealer carefully plans his window displays to show his instruments to the best advantage so that passers-by will be attracted, with the object in view, of course, of increasing sales. Where musical merchandise is handled in connection with talking machines, however, the usual stunt is to place a number of small musical instruments in the window with talking machines and records, the latter dominating the display to the detriment of the window as a whole, thus reducing the possibility of making sales of either musical instruments or talking machines through the display.

There is only one right way to arrange a window when a variety of goods is handled, if the maximum results are to be obtained, and the merchant who has added a musical merchandise department to his business should make it a rule to devote a portion of his window display space exclusively to small goods. If there is only one window frequent changes of display should be made, alternating between musical merchandise and talking machines. In this manner justice can be done to both lines.

An excellent example of how not to dress a window was recently seen by the writer, who had occasion to pass a certain establishment. In this display was a conglomeration of talking machines, band instruments, stringed instruments, records, etc. It certainly was a bewildering array and the thought came to mind that the merchant carried his entire stock in the window, but there were entirely too many articles and the whole presented a neutral mass which certainly did not arrest the attention and, since this is the prime function of a well-arranged display, this particular one failed of its purpose.

Now, how much more forceful this display could have been had there been, say, one attractive model of a talking machine, with a

suitable background and perhaps a few records and other necessary accessories or an exclusive musical merchandise window! There are infinite possibilities in the display of musical merchandise which a little thought will bring to the mind of the dealer or head of this department. Orchestra, band instruments and stringed instruments lend themselves readily to

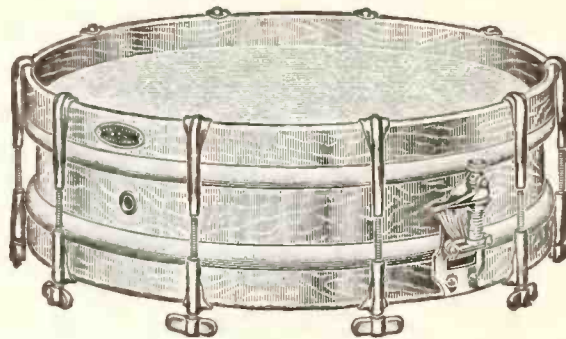
artistic displays and the results more than justify the expenditure of the effort required.

One talking machine dealer with two windows devoted one of them entirely to musical merchandise displays and these, with other sales promotion and publicity plans, helped to make this department one of the most important of the business. One week this aggressive dealer instituted a drive on saxophones, the next on some stringed instrument and another week it would be a certain band instrument. During the week of a drive on any particular instrument a carefully planned window display was devoted

There IS Something New in Fine Drum Making

It's the GRETSCHE Laminated Hoop
That won't—*CAN'T!*—Shrink or Warp

This exclusive feature is found in every Twentieth Century Drum. It's a guarantee of lasting durability—insurance against dissatisfied customers. And it is only one of several features that make GRETSCHE Twentieth Century Drums easy to sell and satisfactory to own. Send for our Confidential Trade Price List. Look over the big selection offered here. Compare the prices. And then, we believe, you'll want to stock these dependable drums.



Here Is the New
TWENTIETH-CENTURY
"ORCHESTRA"

A beautiful drum in polished rock-maple. Has the GRETSCHE laminated hoops and counter hoops, of course. Its tone is wonderfully snappy and responsive. Usually retails as follows:

A1300—Shell, 11x3 in.	Each.....	\$20.00
A1304—Shell, 14x4 in.	Each.....	21.00
A1310—Shell, 15x4 in.	Each.....	22.00

Write for Wholesale Prices

Write on your own letter-head for our Confidential Trade Price List, quoting nearly 3,000 articles of musical merchandise. For dealers only.

The FRED. GRETSCHE MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

exclusively to this one piece of goods. Direct-by-mail, newspaper and other forms of publicity were resorted to and the usual result was that the end of the week saw a fine record of sales of the instrument pushed and sales of other instruments were, in several instances, greater in volume than usual.

This dealer even goes to the trouble of arranging special lights to bring out the display to the best advantage during the evening and other little refining touches are given to the window at comparatively little expense which make the displays of this establishment stand out in contrast to the other displays of other retailers in his immediate vicinity.

It is now a generally recognized fact among live merchants in all lines that the window display is one of the best means of bringing the wares of the store to the people who pass by. These passers-by see a fine window display and remember it. If the displays are of such a type that they remain in the memory and if they are changed frequently enough there can be little doubt of the influence which they ultimately must have when any of these people are thinking of purchasing some musical instrument. The first thought which probably comes to the prospective purchaser is the store where the window attracted his or her attention.

You are paying rent for your window space and also for the people who pass your door and there is no sound reason why you should neglect to make the best of this opportunity or why carelessness in displays should be exercised. So get busy and make your window sell.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 138)

GOOD PROFITS

BANJOS
V
TRUMPETS

MANDOLINS
E
TROMBONES

LUTES
G
SAXOPHONES

GUITARS
A
CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave. Boston, Mass.

DEALERS ORDERING "SMALL GOODS"

Manufacturer of Store Equipment Receiving Many Orders for Musical Merchandise Equipment From Talking Machine Dealers—Steadily Increasing Demand for This Type of Equipment in Talking Machine Trade

"Musical merchandise is apparently making rapid strides towards becoming an established line among the talking machine dealers," said an executive of one of the leading companies installing store equipment. "During the past six months there has been a greater activity in the installation of musical merchandise equipment in talking machine stores than at any time in the past ten years. The orders we receive not only call for the construction of equipment for the display of musical instruments, small goods and sheet music, but many dealers who have maintained these departments in the past are adding new booths and new equipment in order to handle their increasing trade.

"Judging from the reports received from the dealers who have placed this business, talking machine merchants are finding in their musical merchandise departments an additional source of income. However, this should be expected

(Continued on page 140)

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. **WHY?** Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

JAMES R. FREW IN NEW YORK

James R. Frew, vice-president and manager of the four musical merchandise stores operated by the Euclid Music Co., in Cleveland, O., spent two weeks of his vacation in New York City motoring and visiting manufacturers and jobbers.

While spending a week-end at the Summer place of Irving Loehr, of C. Bruno & Son, Inc., Mr. Frew had a thrilling experience. He and Mr. Loehr had taken a canoe out on the waters off Fire Island and had rigged a sail on the boat. When they had reached the three-mile limit a squall came up and capsized the light craft. They floated about for about two hours, clinging to the overturned boat until they were picked up by the yacht of Joseph Beddell.

PUSHING MUSICAL MERCHANDISE

A growing volume of newspaper advertising of small musical instruments of all kinds by talking machine dealers has been noticeable of late. This is an indication of the increasing favor with which talking machine dealers are viewing the installation of small goods departments. More and more is the trade realizing the value of a side line, such as band and stringed instruments, as a source of profit.

BUSY SEASON FOR FRED. GRETSCH CO.

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and wholesaler of musical merchandise, has enjoyed good business straight through the Summer months. The popular demand centers on saxophones, trap drum outfits, tenor banjos, ukuleles, banjo ukes and violins. The new Twentieth Century all-metal orchestra drum has proved a very popular number of the Gretsch line. Attractive literature, in colors and well illustrated, has been prepared on this number.

BUYING EUROPEAN MERCHANDISE

Reports received from Samuel Buegeleisen, head of Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, state that Mr. Buegeleisen is enjoying himself on his European trip and, at the same time, thoroughly analyzing conditions abroad and securing some fine European merchandise.

Walter Gretsch, the popular treasurer of the Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and wholesaler of musical merchandise, is receiving the congratulations of his host of friends on the arrival of a daughter.

HOHNER

Harmonicas and Accordions

THE WORLD'S BEST

116,800,000 people hear Hohner harmonicas on the concert and vaudeville stage each year. Many millions more read Hohner publicity in the national publications. This is only a part of the work being done to increase your sales of Hohner harmonicas.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915



"Yes! We Have No Bananas!" But here is The Lanin Orchestra, with their fox-trot version of the national slogan, dealing out joy in bunches.

On the other side of this record—A-3924—The Original Memphis Five jump into the breach with a spicy offering of "Pickles," flavored with all the favorite fox-trot appetizers. You are certain to like both dishes.

COLUMBIA GRAPHOPHONE CO.
New York

DEALERS ORDERING SMALL GOODS

(Continued from page 139)

as there is no class of retailer who is in a better position to merchandise these products than the talking machine dealer. His clientele is primarily interested in music in one form or another and the relationship existing between the average talking machine dealer and his customer is such that any suggestions advanced by the dealer are usually regarded as worth while. We look for a steady increase in the installation of musical merchandise equipment for the talking machine dealer and we are making our plans accordingly."

HEAVY DEMAND FOR UKULELES

C. Bruno & Son, Inc., wholesalers and importers of musical merchandise, New York City, report that there has been a heavy demand during the Summer months for ukuleles and banjo ukes. In the banjo uke field C. Bruno & Son, Inc., have presented the trade with a new instrument. This banjo uke is fingered as the ordinary ukulele or banjo uke, but has eight strings instead of four. The strings are of steel and are tuned in octave tuning. The new instrument supplies a new and pleasing effect and great volume of tone. It has already created for itself a big field, as the demand for this instrument has reached large proportions, with no drop in popularity evident.

CONFERENCE OF VICTOR TRAVELERS

Annual Convention of Members of Victor Co. Traveling Staff Held in Camden—Golf Tournament and Banquet Follow Business Session

CAMDEN, N. J., July 28.—The annual conference of the members of the staff of the traveling department of the Victor Talking Machine Co. was held at the headquarters of the company here on Monday, Tuesday and Wednesday of this week, with all the members of the staff from various sections of the country, together with the executives, in attendance.

The three days were spent in a complete review of existing trade conditions and the consideration of plans for increasing sales. A complete inspection of the plant was made and much interest was shown in the new record pressing plant. A series of conferences wound up the meeting.

On Wednesday afternoon a golf tournament was held at the Bala Golf Club, which was followed by a dinner in the evening with many of the executives of the company in attendance.

Members of the Victor traveling staff and the territories covered by them are as follows: R. A. Bartley, Philadelphia; B. F. Bibighaus, New York City; R. S. Cron, Chicago; W. T. Davis, Baltimore; R. A. Drake, Albany; F. C. Erdman, Cleveland; J. A. Frye, Boston; W. R. Lewis, Detroit; R. P. Hamilton, California; R. C. Hopkins, Newark; T. L. Husselton, Kansas City;

A. H. Levy, Brooklyn; E. J. F. Marx, Pittsburgh; A. C. Mayer, Cincinnati; L. S. Morgan, Milwaukee; K. B. Owen, New Haven; D. S. Pruitt, Atlanta; G. L. Richardson, Des Moines; C. C. Hicks, Minnesota; P. J. Ricklin, St. Louis, and F. L. Hough, Dallas.

POPULAR SONORA ELECTRIC SIGN

Dealers From Coast to Coast Using Artistic Colored Window Display Sign

The accompanying illustration shows one of the many sales helps prepared by the advertising department of the Sonora Phonograph Co., New York, for the use of its dealers. This elec-



One of Several Sonora Sales Helps electric sign has been received with enthusiastic approval by the Sonora dealers throughout the country and is featured in display windows from coast to coast. There are two different scenes presented in this sign, one being an interior and the other shown herewith. The ever-changing flashing color combinations make the sign especially attractive.

"LAUTER" TALKING MACHINES



Model D



Model G

Combination American Walnut and Brown Mahogany Two Tone Varnish Finish

Write Today for Cuts and Prices

Send us your specifications and give us an opportunity to figure on your requirements of UPRIGHT and CONSOLE TALKING MACHINES.

THE H. LAUTER COMPANY

West Washington and Harding Streets

Indianapolis, Ind.



MEMBER OF IMPORTANT COMMITTEE

J. N. Blackman Appointed to "Committee of One Thousand"—Making Rapid Headway Towards Getting New Subways for New York

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, is a member of the "Committee of One Thousand," recently appointed by Louis E. Pierson, president of the Merchants' Association of New York, to crystallize public sentiment upon the urgent need of building additional subways in Greater New York. This committee has been circulating petitions among the New York residents for the past few weeks and it is expected that several million names will be affixed to these petitions when they are finally delivered to the Board of Estimate for action. The Committee has already met with considerable success, for a week ago the Board of Estimate definitely approved two of the routes involved in the proposed subway additions. Mr. Blackman is the only member of the talking machine trade included in this committee.

BERLIN OFFERS NEW KING TUT SONG

Alex Gerber and Jack Egan's "Three Thousand Years Ago" Soon to Appear

There have been several King Tut songs, and at least two of them had some popularity. Up to the present time, however, they have not proved overwhelming successes. It is somewhat surprising, therefore, to see a large publishing organization accept a new song carrying a "Tut" title. The fact that Irving Berlin, Inc., will publish Alex Gerber and Jack Egan's "Three Thousand Years Ago," a comedy song of the "Tut" style, speaks well for its merit.

In this new offering the writers have tried to make comparisons between the present and ancient Egyptian days. The result is a comedy song with a long list of extra verses, five of which are reproduced in the piano copies. The vocal rendition of the number has been reserved to the team of Murray and Alan, now playing Keith vaudeville.

R. C. BOLLINGER CO.'S EFFECTIVE ADS

FORT SMITH, ARK., August 6.—The R. C. Bollinger Music Co., of this city, has been securing a very nice volume of business as a result of a special advertising campaign it has been running in the Fort Smith Times-Record and the Southwest American. The advertising used was three columns wide by about the same height. The copy featured Thomas A. Edison and the special budget plan of purchasing an Edison phonograph.

F. GRETSCH, JR., LEARNING BUSINESS

Fred Gretsch, Jr., son of Fred Gretsch, president of the Fred Gretsch Mfg. Co., manufacturer, importer and wholesaler of musical merchandise, 60 Broadway, Brooklyn, N. Y., has taken a position in the Gretsch factory for the Summer. Young Mr. Gretsch is a sophomore at Cornell University and believes in spending his vacation days at hard work

VISITORS TO EDISON FACTORY

Among the Edison jobbers who visited the Edison headquarters in Orange, N. J., during the past month were Laurence Lucker, of Minneapolis, president of the Edison Disc Jobbers' Association; P. Oehlman, of Cincinnati; A. A. Buehn, of Pittsburgh, and L. Blum, of the Cleveland territory.

EDISON DISC JOBBERS ASSOC. MEETS

Association Held Meetings in New York and at Factory on July 29 and 30

The executive committee of the Edison Disc Jobbers' Association met in New York City on Sunday, July 29, and adjourned to the Edison laboratories on Monday, July 30. Various private matters of importance were discussed, but nothing transpired of a character for news announcement. The jobbers from every section reported that business for the first six months this year has exceeded that for the first six months last year and the feeling regarding Fall business was of an optimistic sort.

NOW DR. ARTHUR MIDDLETON

During the commencement exercises of Simpson University, of Indianola, Ia., the degree of Doctor of Music was conferred on Arthur Middleton, the distinguished Edison artist, in honor of his 100 per cent Americanism and the promi-

nent position he has obtained as an artist. Mr. Middleton is an alumnus of Simpson University.

FISCHER BUSINESS INCORPORATED

Musical Merchandise House of Carl Fischer, New York, Chartered With Capital Stock of \$1,300,000 to Make Musical Instruments

The business of Carl Fischer, prominent New York musical merchandise and sheet music house, established in 1872, and maintaining large headquarters extending from 46 to 62 Cooper square, was incorporated recently with capital stock of \$1,300,000 to make musical instruments. The incorporators are Walter S. Fischer, who succeeded his father, the late Carl Fischer, founder of the business, as head of the institution; A. Fischer and Henry Gerson, who has long been in charge of the musical merchandise department of the business. It was stated by one of the officials of the company that an announcement regarding plans of the new corporation will be made shortly.

A Model in Beautiful Two-tone Wood Effect



Rosemary

All You Could Desire in Tone, Appearance and Price

Fischer—for bigger profits!

Sold direct to you—not through local jobbers or distributors—thus giving you the maximum discounts, and besides this *we pay the freight* thus still further increasing your profit.

Compare the Fischer in beauty of tone or smartness and elegance of construction with *any* instrument at anything like its price, and you'll agree that it is unsurpassed!

Three popular period styles are ready; ISABELLE, ROSEMARY, and PETER PAN, all superb instruments.

The Fischer sells fast, gives

wonderful satisfaction, and each one sold makes other sales.

TODAY write for one of these easily-sold Fischers. When it arrives examine it critically. *If it isn't O. K. in every respect return it at our expense.*

Only an amazingly fine instrument can be offered on this basis. Write NOW and please give commercial and bank references if you have never done business with us.

MAYER BROS. & BRAMLEY, Inc.

417 West 28th Street New York City

Fischer—famous for musical quality for almost a century

Newark Recording Laboratory Individual and Commercial

RECORDING

15 West Park Street Newark, N. J.

Tel. Mitchell 1586

KANSAS CITY

Brisk Demand for Records Features Business—Fall Prospects Encouraging—Popularity Contest Stimulates Sales—The News

KANSAS CITY, Mo., August 6.—The outstanding feature of the talking machine business in this city during the month of July were the fine sales of records. This seems to have been general with all the companies. Business in machines has been fairly good, also, and all agree that the Fall prospects are encouraging, in spite of the low price of wheat. The building boom in this territory has slackened somewhat, but the report on the first six months, just issued by the Federal Reserve Bank, shows that during the period it has been the largest in the history of the country. Residences and apartments have led in the relative increase in the number of building permits and the amount of money invested in construction.

Fine Columbia Business

The local branch of the Columbia Co. has had a splendid business record this year. The business in June was larger than that in May, and the business in July exceeded that of June. In like manner, the sales of 1923 were in excess of those of 1922. According to C. L. Schwager, assistant manager of the Kansas City branch, this is largely due to the phenomenal sales of their records of the songs of Bessie Smith, the colored singer. Her records have been in demand in all parts of the territory, but especially in the South. The purchases have been made, it is stated, by both white and colored people, and the number of purchasers have been about equally divided between the races.

The new models of the Columbia consoles have met a large demand, and the orders for delivery in September have reached several thousand in the Kansas City branch office, according to Mr. Schwager. The plan has been to have the dealers unload as many of the old models as possible before the Fall business opens, and then have the new models to make a drive for business. The plan has appealed to the dealers, and has not only secured the advance orders for Fall delivery, but has stimulated selling during the Summer months.

Manager R. R. Sparrow, of the branch, has just returned from a three weeks' visit to relatives in Yellow Springs, O. He has also recently visited the executive offices of the com-

pany in New York, where he planned the campaign for the Fall and Winter. C. L. Schwager, assistant manager of the branch, will visit in New Orleans and the South during August.

T. G. Devine Transferred

T. G. Devine, who for a number of years has been traveling representative of the Columbia Co. in Kansas City territory, has been transferred to Canadian territory, and will make his headquarters in Montreal. He made a fine record here, and his many friends are rejoicing in his promotion. W. E. Parker, of Dallas, Tex., will take the place vacated by Mr. Devine.

It is interesting to note, though there is no special significance in the fact, it is stated, that the Columbia executives and salesmen are going North. The former manager of the Kansas City branch is now in Toronto, and the present manager came from New Orleans. The sales representative goes from Kansas City to Canada, and his successor comes from Texas.

Popularity Contest Boosts Sales

The C. S. Bradbury Electric Co. has recently closed a popularity contest, in which there was unusual interest. The grand prize was a Grafonola, console type, and it was won by Miss Marcia Wallace, who received 603,000 votes. The last day of the contest was the best, the sales including five machines on that day. This broke the record of the dealer in his five years of business.

New Victor Model Pleases

A sample of the new Number 400 console has reached the Victor wholesale department and is being shown to dealers who call. It is pronounced an unusually attractive model, and the English brown is quite popular. The new features in the mechanism are also appreciated. Orders for future delivery are being received in a satisfactory number.

The best seller among the Victor dealers has been "Yes, We Have No Bananas" during the past few months. It has been a great hit, and the dealers have been taking advantage of the fact by pushing the sales. One of the attractive window displays which has been widely used has been worked out around the stem of a bunch of bananas—the bananas all taken off. Under this, occupying the center of the window

display, is the title of the song, and around it copies of the song and samples of the records. The three Benson specials on sale August 1 have gone over bigger than any other specials with the Victor folks that have been released in a number of months.

Fred Jenkins, manager of the Victor Kansas City branch, has recently returned from a month's vacation in Colorado, where he enjoyed with his family the delights of the mountains. He tried to see some of the dealers on his way in, but they were all off on their vacations.

The J. W. Jenkins Sons Music Co. is putting on its twenty-sixth annual Summer sale, and while it especially features pianos, yet talking machines have their place in the sale, and are being moved in a satisfactory manner.

F. M. Briggs Resigns From Brunswick Co.

Owing to the recent death of his father, and the consequent demands upon his time to care for the estate, F. M. Briggs, manager of the talking machine department of the Kansas City branch of the Brunswick Co., has retired from the position, and has been succeeded by M. C. Schoenly, who was assistant in the department, and was previously manager of the phonograph department of the Schmelzer Co. Since taking charge of the department Mr. Schoenly has been going over the territory with representatives of the Brunswick Co.

Paul Bradford, general manager of the Brunswick Co. in Kansas City, states that the company will give more attention to the phonograph part of its business, now that it is going out of the tire business.

Edison Sales Maintain Volume

Edison business has been quite satisfactory in this territory throughout the greater part of the Summer. The rewards of the dealers have been in direct proportion to the efforts to secure business which have been put forth. The Phonograph Co. of Kansas City, Edison distributor, with headquarters at 1215 McGee street, has enjoyed a prosperous season, ample proof of the popularity of the Edison in this section of the country. Orders have been coming in in a satisfactory manner and the outlook for Fall and Winter business is most promising for those handling the Edison.

Edgar Music Shop Adds Brunswick

The Edgar Music Shop, of Tulsa, Okla., is a new Brunswick dealer. It celebrated the introduction of this new line into its fine shop by the addition of a mezzanine floor, and by holding "open house." There was special music by the White and Black Serenaders, and refreshments during the evening, and flowers for the ladies and souvenirs for the children.

Some Outstanding Windows

The Brunswick Shop, of this city, is showing some unusually attractive windows nowadays. H. E. Ferris, assistant to George C. Anderson, proprietor, is said to be responsible for working out the ideas. The displays are built around the record releases of the Brunswick Co.

Successful Prospect-Finding Plan

The Brunswick Shop, of Kansas City, Mo., is finding that a prospect-finding plan which it has introduced is working to its entire satisfaction. The shop is mailing out twenty-five cards a day, offering to call at the home of the owner of a Brunswick machine, and put the machine in good order without expense to the owner. To make it easy to arrange for the call, the card has six lines on it, one for each day of the week, in which there are spaces for the a. m. and p. m. dates. The recipient is asked simply to check the time it will be convenient for the representative of the Shop to call, and sign name and address. During the visit numerous suggestions as to prospective buyers in the neighborhood are secured, and these leads are followed up with great profit.

NEW EDISON RELEASES

Among the new releases of Thomas A. Edison, Inc., was a double selection by the Original Memphis Five. The two numbers are "Shufflin' Mose" and "The Great White Way Blues."

**"TRUTH"
IN MUSIC**

**is what makes the Edison
Diamond Disc Phonograph**

LIVE and GROW

New dealerships available
in Kansas, Missouri,
Oklahoma and Arkansas

The Phonograph Co.
1215 McGee St.
KANSAS CITY, MO.



Starr
 PHONOGRAPH



The Soul of the Artist

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

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

THE STARR PIANO COMPANY
 RICHMOND, INDIANA
 NEW YORK — CHICAGO — LOS ANGELES —
 BIRMINGHAM — DETROIT — CINCINNATI —
 CLEVELAND — INDIANAPOLIS — BOSTON —
 LONDON, CANADA

STYLE III

THE "JUNIOR OPERETTA SERIES" OF RECORDS ANNOUNCED

Vulcan Record Corp., of New York, Introduces Novel Series of Non-breakable Records Based on Well-known Fairy Tales Augmented by Cleverly Written Lyrics and Appealing Music

The "Junior Operetta Series" is the name of a new series of records now being placed on the market by the Vulcan Record Corp., 15 East Fortieth street, New York. Fred Hedinger is secretary and general manager of the company and, as he has been identified with the talking machine industry for a number of years, his plans for manufacturing and marketing these new records are based on a thorough knowledge of the requirements of the trade.

The Junior Operetta Series was created to furnish children with a series of high-grade records on a par in every way with the records produced for adults. This series of records is based on the many well-known and popular fairy stories, such as "Little Red Riding Hood," "Cinderella," "Snow White," "Goldy Locks," "The Three Bears," etc. It is planned to present these fairy stories in a most original and interesting way by writing proper lyrics with suitable music for each story. Mr. Hedinger, in a chat with *The World*, emphasized the fact that the Junior Operettas are entirely different from any type of records heretofore produced, as they are not nursery rhymes and will not be merchandised as nursery rhymes.

The executives of the Vulcan Record Corp. have been engaged in the development and perfection of the Junior Operettas for over a year and they state that these records are being manufactured in order to stimulate and foster among children an appreciation for good music. They maintain that an understanding of good music is a fundamental factor in the child's education, and these records will aim to supply this important essential.

The first series of records in the Junior Operetta library will be devoted to a presentation of "Little Red Riding Hood," and this series is now ready for the trade. The rendition of this famous fairy tale comprises three double-faced ten-inch records, giving the story in detail. In writing the music and lyrics for "Little Red Riding Hood" there was used a full ten-piece band, a male quartet, a female duet, a well-known whistler and one of the foremost animal imitators. The three records are packed in a handsome container, suitably illustrated with scenes from the fairy tale, and with each container there is furnished a complete libretto, giving in detail the music and lyrics presented

on the various records. The first five parts of "Little Red Riding Hood" are in music and story form, while part six is a recitation of the story of "Red Riding Hood" in verse. The orchestra for this series of records was under the direction of Charles A. Prince, formerly musical director of the Columbia Graphophone Co. and nationally famed as an orchestra director.

Aside from the musical importance of the Junior Operetta Series a very important factor in the marketing of these records is the fact that



Label of "Junior Operetta" Records they are absolutely indestructible. The records are being manufactured under a special patented process which has been in course of development for a number of years and the Vulcan Record Corp. is offering the records to the trade with the distinct understanding that they are unbreakable, and any records that are broken in ordinary handling will be replaced without charge. This will be one of the principal features in the company's sales and publicity campaign, especially as the Junior Operettas are intended for use by children and will, therefore, be subject to more than average wear and tear.

Mr. Hedinger states that "Little Red Riding Hood" is the first of a series of twelve, or perhaps twenty-four, operettas based on similar subjects, now in course of preparation. The company plans to market the records through jobbers and dealers, with the usual trade discounts and sales co-operation.

SHERBURNE GUARANTEED ACCESSORIES

Add 100% Efficiency to
your Cabinets

Automatic Stop
Balanced Lid Support
Drop Hinge
Invisible Hinge

Write for blue prints and
particulars

SHERBURNE MFG. CO.
952 Penobscot Building
DETROIT, MICH.

THREE "EDISON" FISHERMEN

Members of L. H. Lucker's Staff Prove Excellent Fishermen—J. Unger Proves to Be the Champion Angler of the Organization

MINNEAPOLIS, MINN., August 6.—J. Unger, of the staff of Laurence H. Lucker, of this city, Edison jobber, recently spent a Sunday as the



Proof of Brother Unger's Skill as Fisherman guest of Mayor Ralph W. Hyneman, Edison dealer, at Rice Lake, Minn. Mr. Unger did splendid work as a disciple of Izaak Walton, as the accompanying photograph will indicate.

In the second photograph Mr. Unger is accompanied by A. L. Toepel, office manager, and L. R. Sours, credit manager for Laurence H. Lucker, who were also Mayor Hyneman's guests. According to this trio of fishermen one morning's catch consisted of eight bass, six pickerel and a dozen nondescripts, and Mr. Unger maintains that the fish were biting so rapidly that the members of the party were obliged to hide behind trees in order to bait their hooks.

WINNERS TO VISIT EDISON PLANT

As announced in *The World* last month, Harger & Blish, Edison jobbers, of Omaha, Neb., have been conducting a special sales contest, with the prizes consisting of a trip to the Edison headquarters at Orange and a stop-off at points of interest en route. The prize-winners will make the trip during the month of August. Plans are now being made for their reception at the Edison laboratories.

THE marked increase in the sales and popularity of Okeh Records for 1923 firmly establishes them as one of the fastest selling records on the market today.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

Our dealer proposition is an interesting one. It will pay you to investigate the advantages that accompany the handling of

A Better
RECORD



A Better
SERVICE



Okeh Records

The Record of Quality

INDEPENDENT JOBBING COMPANY

122 East Centre Street, N.

Goldsboro, N. C.

Assisted by a perfectly balanced male quartet, Lucy Gates has recorded two truly marvelous sacred song numbers on Record A-6227.

"Come, Come Ye Saints" and "O Ye Mountains High," from the famous "Songs of Zion," are these unusual offerings. Each is in every way worthy of this artist who recently thrilled a vast audience at the Salt Lake City Tabernacle.

COLUMBIA GRAPHOPHONE CO.
New York



JOIN RANKS OF VICTOR ARTISTS

Charles Dornberger and His Orchestra to Record for Victor Exclusively

One of the recent additions to the Victor record catalog is Charles Dornberger and His

"MUSIC COLIC" HITS RECORD SALES

Too Much Jazz Music, Cause of Disease Mentioned, Results in Musical Fast

The reason that some folks quit buying records is that they have music colic, in the opinion



Charles Dornberger's Orchestra to Record for Victor

Orchestra, who will make Victor records exclusively. Mr. Dornberger is now the musical director for George White's "Scandals," playing at the Globe Theatre, New York, and recognized generally as the most successful musical revue on Broadway. The orchestra has a scene entirely to itself in the second act and it is proving one of the hits of the show.

Charles Dornberger is one of the many musicians who succumbed to the lure of the saxophone, giving up a position as chief clerk in a California mercantile office to take up a job as saxophone player in an orchestra at \$4 a night. He advanced rapidly and played in Paul Whiteman's Orchestra for one year. His fame is now general and the success of his Victor records is assured. Mr. Dornberger and His Orchestra were among the organizations which welcomed Paul Whiteman and His Orchestra upon their return from Europe on the "Leviathan" Monday of this week.

NEW BERLIN COMEDY SONG

"Nobody Can Love Me Like My Old Tomato Can" Is Title of More Recent Addition to the Catalog of Irving Berlin, Inc.

A new comedy song has been accepted for publication by Irving Berlin, Inc. While it is the most recent addition to this catalog the sales and professional departments have already decided to exploit it widely. The number is entitled "Nobody Can Love Me Like My Old Tomato Can" and is from the pens of Billy Baskette, who has written a number of popular successes in the past, and William Downs. Several vaudeville singers have introduced the song and the early indications seem to point to wide popularity. This, together with the fact that the Berlin organization is showing unusual interest as to the future of this song, should insure a large sale for it.

wholesome, substantial musical nourishment.

"Educating people to like the music that's good for them—that's one of the most important things we have to do. When we get it done we'll all have our record business in such a shape that we'll never have to worry about it any more. It'll be a thing of profits and a joy forever.

"Of course, your salespeople talk up good music to customers, and suggest records for them to hear. That's fine. Keep them doing it. That way they'll gradually foster a taste for worthwhile music in folks whose tastes were originally depraved. But think how much easier it would be to sell good music, think how much more of it you could sell, if everybody had been taught from childhood to appreciate and love good music."

EDISON DEALER GETS PRIZE

HAZEN, N. D., August 7.—In a patriotic parade recently held in this community the honors for the best decorated car in the parade fell to the R C U Store. The second prize came to the Hazen Drug Co. The latter concern in its float featured the Edison phonograph and records.

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

Presents a New Installation



LANDAY BROS.
945 Southern Boulevard, Bronx

This store is one of the seven equipped by us and gives a good illustration of how to display musical instruments as well as machines and at the same time give an attractive appearance to the establishment.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 2960

LOS ANGELES

*Advertising of Low Terms Has Adverse Influence on the Trade—
Transfer of Okeh Jobbing Agency—Other Important Activities*

LOS ANGELES, CAL., August 3.—Talking machine business for July was up to its usual volume, according to reports from managers of departments, but there seems to be a tendency towards smaller first payments and longer terms. This is doubtless due to advertising of low terms which, in the opinion of many sales managers, may result in larger sales in the long run but is very destructive to short accounts. So long as one or two houses are allowed by the others to monopolize this low-term advertising, the former may attract an increased number of customers, but as soon as everyone begins to advertise in a similar fashion it merely becomes a case of educating the public to make small payments instead of

large and, when the task is completed, no dealer will have gained any advantage.

A. J. Kendrick in Town

A. J. Kendrick, popular sales manager of the phonograph division of the Brunswick-Balke-Collender Co., arrived in Los Angeles during the latter part of July and is spending several days here. He found matters in a most satisfactory condition in this territory, with sales showing a remarkable increase.

Okeh Jobbing Agency Transferred

W. E. Henry, Pacific Coast representative of the General Phonograph Corp. for Okeh records, who established headquarters in this city some three or four months ago, has transferred the distributing agency for southern California

to the Okeh Smith Co. C. N. Smith, proprietor of the Okeh Smith Co., secured the jobbing privileges for this part of the country early last month and started operations at once. Mr. Smith has been engaged in the record business for some time and has had considerable experience, retail and wholesale, in Eastern cities; he states that conditions are even better than he anticipated.

George W. Lyle a Visitor

George W. Lyle, president of the Phonograph Mfg. Corp., was a local visitor in the interests of the Strand phonograph, of which his corporation is the manufacturer. Mr. Lyle was accompanied by his youngest son, Edward, and they motored from San Francisco with Mr. and Mrs. Walter S. Gray. A new line of instruments, which have just been announced, was shown to Los Angeles dealers on the occasion of Mr. Lyle's visit and a number of orders were placed with the local distributor, the Walter S. Gray Co.

Cheney Jobber Returns From the East

R. L. Rayner, vice-president of the Munson-Rayner Corp., has returned from an extensive trip which he recently made to New York and other points. In addition to visiting the Cheney factory, Mr. Rayner secured several agencies for his house, which, besides jobbing the Cheney phonograph and Vocalion records, has an extensive phonograph supply business. The exclusive agencies for the Audak, Walter Camp's "Health Builders" and Campfone were among those for which Mr. Rayner made arrangements during his trip to the East.

Dave Langlan Buys Lankershim Store

Dave Langlan, popular assistant manager of the musical merchandise wholesale department of the Southern California Music Co., has purchased the Yates Music Co.'s store in Lankershim and will in the future conduct the store, which is advantageously located, under the name of the Lankershim Brunswick Shop.

Transfer Stock to New Store

Irving Westphal, manager of the phonograph department of the Southern California Music Co., returned last week from his two weeks' vacation and is already busy transferring all of the Brunswick and part of the Victor stock to the new store at 808 South Broadway. The Victor and Brunswick will be featured in the new store, and the Edison and Victor at the old store, 334 South Broadway. The grand opening of the new headquarters will not take place until September, although it will be open for business before then, it is hoped.

John Steel Hears His Voice Calling

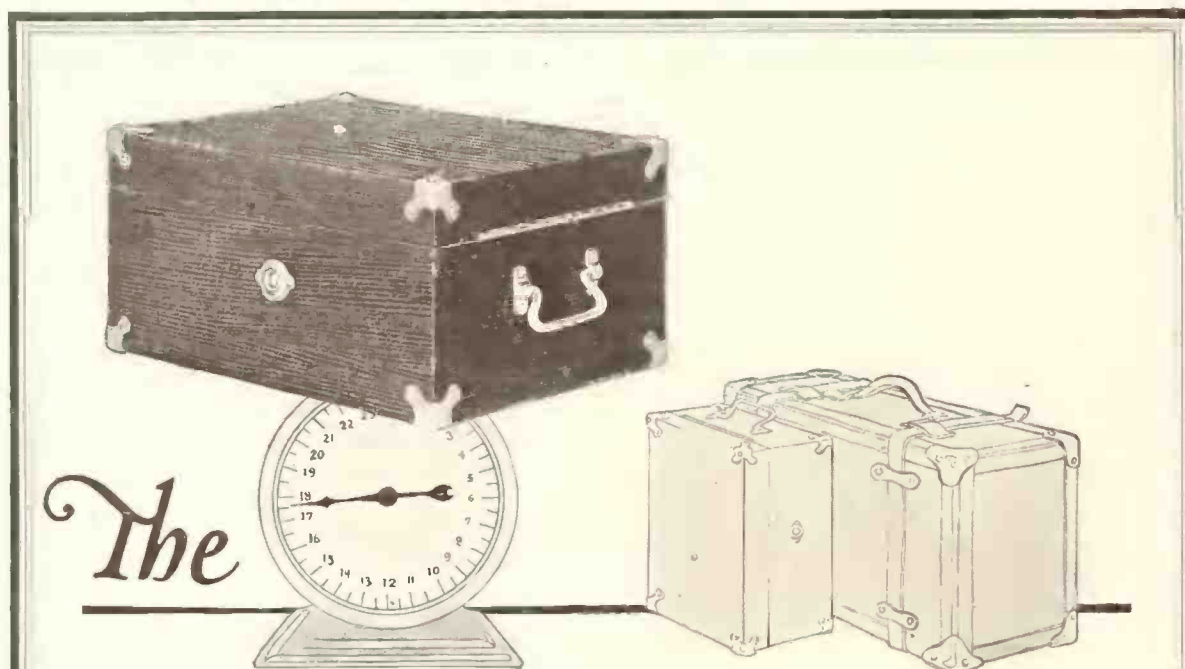
John Steel, the well-known and gifted tenor, who has been singing recently at the Orpheum, was driving home along Seventh street recently when he heard a voice which sounded strangely familiar to him singing "Just An Old Love Song." Ordering his chauffeur to stop—it was right opposite Richardson's, Inc.—he got out of the machine and instructed his man to drive around the block—it being after parking hours. When he asked about the voice, he learned that it was his Victor record, just released, which he had recorded three or four months before.

Brunswick Dealers Hold Meeting

The Brunswick dealers of Orange County were invited to be the guests of the Los Angeles Brunswick branch at St. Ann's Hotel, Santa Ana. John P. Murphy arranged for the affair and in addition to the announcement of some new records for future release by Howard L. Brown, Los Angeles manager, the wisdom of pushing the sale of high-class records of selections by the great composers was pointed out in a strong sales talk. The meeting was instructive and profitable for those present.

General Phonograph Corp. Official Here

W. C. Fuhri, of the General Phonograph Corp., visited Los Angeles this week in order that he might meet C. N. Smith, of the Okeh Smith Co., new Okeh jobber. Mr. Fuhri will leave soon for San Francisco with W. E. Henry, Pacific Coast representative of the General Phonograph Corp.



The

SPENCERIAN first of all a PORTABLE

A Fact!

On Olive Street, St. Louis, the following merchants are among our many customers:

Baldwin Piano Co.
E. A. Kieselhorst Piano Company
The Aeolian Co.
Smith-Reis Piano Company
Krite-Boyens Co.
Lehman Piano Co.
Field-Lippman Piano Company
May, Stern & Co.

YOU'LL agree a pound package carried a mile weighs 10 pounds. You'll agree too, a bulky bundle is twice as hard to carry as a compact one.

Your ideal portable must primarily be light in weight; compact in form.

The Spencerian is the lightest portable of quality made, weighing less than 18 pounds. Less than half the size of a suit-case, 15 x 11 x 7 inches, it is also the most compact.

Every Spencerian is absolutely guaranteed. It's the only portable that sells the year round. It plays all disc records. Write us today!

LIST PRICE (East of Rocky Mountains) \$30

The Artophone Corporation

1103 OLIVE STREET

ST. LOUIS, MO.

Temporary Location, 1213 Pine Street

Radio Industry Is Entering a New Phase

C. Kurtzmann, of Federal Telephone & Telegraph Co., Describes Development of Radio From "Fad" Stage to Permanent Position

We are about to witness the opening of the second stage of development of the radio industry. Like the telephone, the phonograph and the motion picture, it was apparently necessary that this new industry should first go through its infancy period—the plaything stage—before casting off its swaddling clothes and putting on the garments of adult life. Yet neither the telephone nor the phonograph, in this plaything period, ever gripped and held public imagination as hard as the radio, with its suggestion of magic and the mystery of luring sound out of the thin air.

With the possible exception of baseball and, to a certain extent, the motion picture no form of entertainment has ever been accorded the amount of general publicity that has been given to the radio, not because of any particular "pull" that anyone had with editors and publishers, but because of the pull of the thing itself on public interest. Unlike baseball it appeals to every member of the family—from the baby in its crib listening to the "Bedtime Stories" to grandmother in her easy chair, listening to a sermon on Sunday morning. Unlike the motion picture its place of enjoyment is in the home, rather than in the neighborhood theatre, however near at hand that may be. It is this combination of universal appeal and intimate quality that is, in part, responsible for the unique distinction of radio.

Advance in Broadcasting

Aside from the mystery and romance, much of the popularity of radio is due to the far-sightedness and the earnest efforts of the broadcasters to provide programs combining the elements that are really a part of its universal character. Having no precedent to guide them, they have had to find their own way in a new field of entertainment and they have provided programs of the broadest possible range, covering education, instruction, amusement and the useful news of the day, thus at once occupying a field that comprehends the functions of the newspaper, the lecture platform, the concert stage and the theatre, all in one. The steady improvement in the character and range of these programs from their small beginnings, and the possibilities of the future, can best be gauged by comparing the earliest output of the motion picture with the offerings of that indus-

try to-day. The same proportionate advance may be expected in the radio programs, even though they started on a higher plane of perfection. The future programs that will be developed, and the undreamed-of uses of the radio, beggar description.

The parallel between the telephone, the phonograph, the motion picture and the radio is well nigh complete, in that all had to go through their infancy stages before being accepted by the world as a useful and necessary adjunct to modern life in a more serious sense. All were looked upon with a certain amount of interest and indulgence, but credited with being passing fancies. Just as all these others have emerged from that early stage into one of great usefulness and profit, so is the radio just now emerging from its early period into one of permanence as a real industry with a future the magnitude of which is too great to be foretold.

Radio Here to Stay

Everybody predicted that there would be a reaction from the first wild rush of radio interest once it had ceased to be "a fad." It had been so with the others, why not with the radio? The interesting thing is that radio has passed from the first excess of excitement over into its permanent place without any marked retrogression of interest. The demand to-day for radio equipment is greater than at any previous time since people began to talk glibly about "antennae" and "static." But there is a marked change coming over the nature of the demand, indicating the change in the character of the relation of radio to the public. Formerly the demand was almost entirely for "parts," so that home-made sets could be assembled, thus adding instruction in electrical science and its kindred branches to the value of the radio itself. With the improvements in broadcasting, particularly with the co-operation of the American Telephone & Telegraph Co. in relaying important news from its sources, thus bringing the value of programs into the field of news distribution, the character of the demand has perceptibly changed.

The business man now recognizes that, in addition to its qualities as an entertainment provider for the home, for the farm, for the convalescent in his weary bed, the radio has entered upon a field of great usefulness as a con-

veyor of important information. It is no longer a thing merely to be talked about, marveled at and played with, but a necessary adjunct to his business establishment. Like himself, it goes from the home to the office and finds something to do in both places. It is the business man who does not want to buy a lot of parts which are to be assembled, any more than he would buy his automobile by parts and assemble it himself. He wants to buy his radio, in fact, as he would buy his car, made up of the most perfectly and soundly manufactured parts, assembled by experts and then given an outward form that can only be attained by the highest skilled body designers and builders. He does not want a lot of unsightly wires straggling about his office, nor wet batteries leaking over his office rugs. He wants the completely assembled set housed, or contained, in an attractive cabinet that will harmonize with his home or office furnishings, the whole forming an ornamental utility of supreme usefulness.

Where the Phonograph Dealer Comes in

That want is about to be fulfilled by Federal and other radio manufacturers. Heretofore the buyer of radio parts has gone to the electrical shop, which will continue to be the purveyor to that demand. But with the coming assembling of radio sets into handsomely designed and well-built cabinets the natural outlet is through the phonograph dealer. For the radio, which is already closely allied to the phonograph, will be of even closer kindred in this form and it is the phonograph dealer who is logically the best equipped to handle it.

Not only has he the necessary showroom for distribution, but his salesmen are trained in the selling of such a similar product that he can "talk" his goods with very little additional selling information. He is, likewise, accustomed to think in the comparatively large figures of his product, and he is financed and equipped to sell on a time basis, which has come to be an essential part of such transactions, as in the piano trade and in the marketing of the more expensive phonograph cabinets.

The Talking Machine Co., of Camden, N. J., has been chartered under Delaware laws to manufacture talking machines, with a capital of \$210,000.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS



- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- CABINET & ACCESSORIES CO., INC.....3 West 16th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- GEORGE C. ULRICH & CO.....56 Estey Bldg., Philadelphia, Pa.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- VOCALION CO. OF OHIO.....328 Superior St., W., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG CO.....Milwaukee, Wis.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- ARTOPHONE CORP.....1103 Olive St., St. Louis, Mo.
- ARTOPHONE CORP.....203 Kansas City Life Bldg., Kansas City, Mo.
- MARTIN WEISS CO.....Dallas, Texas
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export:—CHIPMAN, LTD.

New York, London, Montreal, Wellington, Sydney,
Melbourne, Perth, Havana, Mexico City, Buenos
Aires, Rio De Janeiro, Santiago de Chile.
Cable Address: Chipmonk, New York

BRUNSWICK EASTERN SALES FORCE HOLDS CONVENTION

Members of Brunswick Phonograph Staff in East Convene at Asbury Park, N. J.—H. A. Beach in Charge of Meetings—Many Important Sales Topics Discussed

Asbury Park, N. J., was a Brunswick town during the week of August 6 when the Eastern forces of the phonograph division of the Brunswick-Balke-Collender Co. held their 1923 convention. Brunswick men from the Eastern sales division from Carolina to Canada gathered at the Jersey seashore city beginning Tuesday night and immediately started work on the convention proceedings.

The Brunswick phonograph welcomed the visitors upon their arrival, as a \$200 "Raleigh" was

convention proceedings. Mr. Beach gave interesting statistics as to Brunswick progress in the East, stating that the sales figures showed an increase of 75 per cent over the previous year, of which 50 per cent represented new accounts with established music dealers.

Promotional representatives of leading metropolitan newspapers in the East addressed the convention on Wednesday afternoon. They brought with them the plans of a proposed cooperative promotion campaign and the discus-



Those in Attendance at Meeting of Brunswick Eastern Sales Force in Asbury Park, N. J.

set up in the lobby of the Ocean Hotel, which was the convention headquarters. The meeting was opened on Wednesday morning by Harry A. Beach, Eastern sales manager of the Brunswick Co., who stressed the importance of the "Raleigh" as an instrument that was destined to be a leader in the Brunswick line during the coming season. He called attention to the attractive cabinet design of this model, also emphasizing its distinctive mechanical features. The remainder of the Wednesday morning session was devoted to a general outline of the

convention proceedings. Mr. Beach gave interesting statistics as to Brunswick progress in the East, stating that the sales figures showed an increase of 75 per cent over the previous year, of which 50 per cent represented new accounts with established music dealers. Promotional representatives of leading metropolitan newspapers in the East addressed the convention on Wednesday afternoon. They brought with them the plans of a proposed cooperative promotion campaign and the discus-

sions in connection with the campaign indicated that there is considerable activity in Brunswick circles just now along these lines. P. A. Ware, sales promotion manager of the Eastern phonograph division, presided over the Wednesday afternoon session and introduced the newspaper representatives. Mr. Ware later discussed the Brunswick plans of tying up Brunswick activities with the newspaper campaign, bringing out important details of this work. Sales promotion activities, dealer advancement work and Brunswick publicity ideas aside from the newspaper campaign were briefly discussed by Mr. Ware at this session.

H. D. Leopold, manager of the record department of the Eastern division, presided at Thursday morning's session and discussed new record distribution plans, giving a resumé of the capacity and efficiency of the newly erected record pressing plant at Muskegon, Mich. He also told of the company's elaborate program for the East Coast, gave statistics of Brunswick record growth in the East and outlined to the delegates the newest Brunswick release plan. Miss Florence Haenle, in charge of the Brunswick Idea Shop, also talked on record promotion during the Thursday morning session.

Harry L. Spencer, of Kraft, Bates & Spencer, New England distributors for the Brunswick

Louis Jay Gerson

Manufacturers' Representative

63 READE STREET
NEW YORK CITY

Telephone :
Worth 0146

Cable Address :
Gersondale, New York

Co., contributed to the meeting some interesting facts pertaining to selling. He told the delegates what the retailers want to know from a wholesale man and he told his story concisely and well. J. Louis Buchner, of the order department of the company, presented to the meeting an interesting paper on "Detail Requirements," which was an exposition on what a national organization must have in the way of detail reports in order to facilitate service.

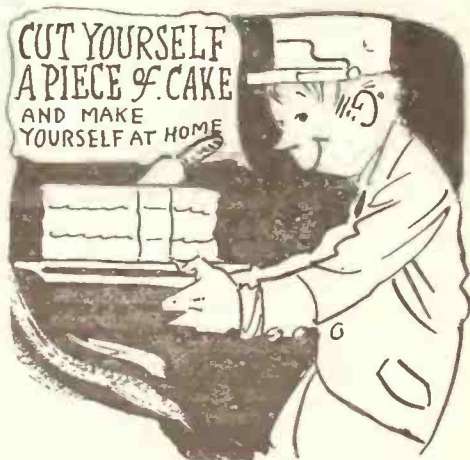
Golf was the theme Thursday afternoon and C. F. Shaw, district manager of Baltimore, was in charge of the tournament, which was a signal success and which demonstrated the exceptional ability of quite a number of the delegates. On Friday morning F. W. Teele, credit manager of the Eastern division of the company, addressed the meeting on "Credits," his talk being directed primarily on how to help the dealer to avoid bad credit conditions. On Friday afternoon, in respect to the late President Harding, the meeting adjourned.

Among those who attended this very successful Brunswick convention were the following: Harry A. Beach, P. A. Ware, H. D. Leopold, H. L. Spencer, E. A. Strauss, C. F. Shaw, O. F. Jester, J. T. Callahan, H. H. Sheldon, Miss Florence Haenle, C. I. Abelowitz, E. L. Brown, F. Elliot, C. R. Salmon, W. C. Zabriskie, W. A. Hanft, J. L. Buchner, N. R. Mann, Edward Wallerstein, D. W. Causey, M. M. Kuhn, H. L. Obert, H. Zeigler, E. S. Ambler, W. J. Lorenzo, F. W. Teele.

O. W. RAY HOMEWARD BOUND

O. W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., who, with Mrs. Ray, has been spending the Summer on a tour of Europe, combining business with pleasure, is due back at his desk in Aeolian Hall on August 16.

Trade-mark registration has been granted by the U. S. Patent Office to the Societa Italiana di Fonotipia at Milan, Italy, for a design to be used in selling phonographs and records.



Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.

VICTOR DISTRIBUTORS

PERRY B. WHITSIT CO.

Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO



BENNY DAVIS

One of America's Foremost Song Writers
and Vaudeville Comedians Now
Exclusively with Emerson

Popular, versatile, and brilliant Benny Davis, the writer of such well-known hits as "Dearest," "Stella," "Margie," "Lost a Wonderful Girl," and many others, now takes his place in the bright constellation of exclusive Emerson Stars.

Such captivating, rollicking records as his latest: "My Sweetie Went Away," and "Stella"—Record No. 10650—will turn many a dull evening into a riot of good fun for the army of Emerson Record Users.

And his records sell at the new Emerson price—*only 50 cents*—the greatest news for record dealers and record users in the history of the Talking Machine business.

Read the inside story, on this same page, of why we decided to make this startling reduction.



Now— Emerson Records 50c

Sound economical reasons lie at the bottom of the startling new price reductions in Emerson Records.

Only after a thorough analysis of present conditions in the phonograph industry, and consultation with the most prominent and successful phonograph dealers in the country—who all agree with our decision—did we determine on a retail price of 50 cents for Emerson Records.

Several considerations entered into our final decision: Because of the established popularity and leadership of Emerson Records, we realized that if they were offered at the popular price of 50 cents the resulting greatly increased demand would materially lower all manufacturing and selling costs; and it has always been the policy of the Company to pass on to the dealer and the public any such reductions. Also we discovered that there was a well-defined need in the phonograph industry for a high-class record, marketed under a selling policy entirely in harmony with the best standards of the industry, which would sell for 50 cents.

The Emerson Company has solved the problem. It now offers the same high-quality Emerson Record—the best musically, artistically and mechanically that it is possible for it to produce—with the established Emerson Policy of selling *only to legitimate phonograph dealers*, at this substantial reduction in price. And we confidently believe that this new policy is bound to be the dominant factor in the industry within the next few months.

Think of the increased turnover—which is the key-note to profit—that this great reduction will mean to every high-class dealer in the country.

The biggest hits first at a fast-selling price and the same profit that you get from the higher priced records.

Emerson Phonograph Company, Inc.

Manufacturers of Emerson Records — Eastern Distributors
of Emerson Phonographs

105-111 West 20th Street, New York, N. Y.

WASMUTH-GOODRICH COMPANY

Manufacturers of Emerson Phonographs

Peru, Indiana

W. J. BRYAN RECORDS FOR GENNETT

"The Great Commoner." and Former Secretary of State, Makes Four Records for Starr Piano Co.—To Be Released at an Early Date

Interesting additions will be made to the Starr Piano Co.'s catalog of Gennett records shortly with the listing of four records by William Jennings Bryan, "The Great Commoner," and regarded as one of the greatest orators of the day. Three of the records are of religious character and one of the patriotic type, and they will all be listed in one of the early Gennett record supplements.

The first record by Mr. Bryan is of his well-known speech on "The Ideal Republic" and is backed up by the "National Emblem March," played by the Gennett Military Band. The second record is of his speech "Immortality," backed up by the hymn "The Virgin Birth"; the third, a recitation of the Lord's Prayer to musical accompaniment, backed up by "Nearer, My



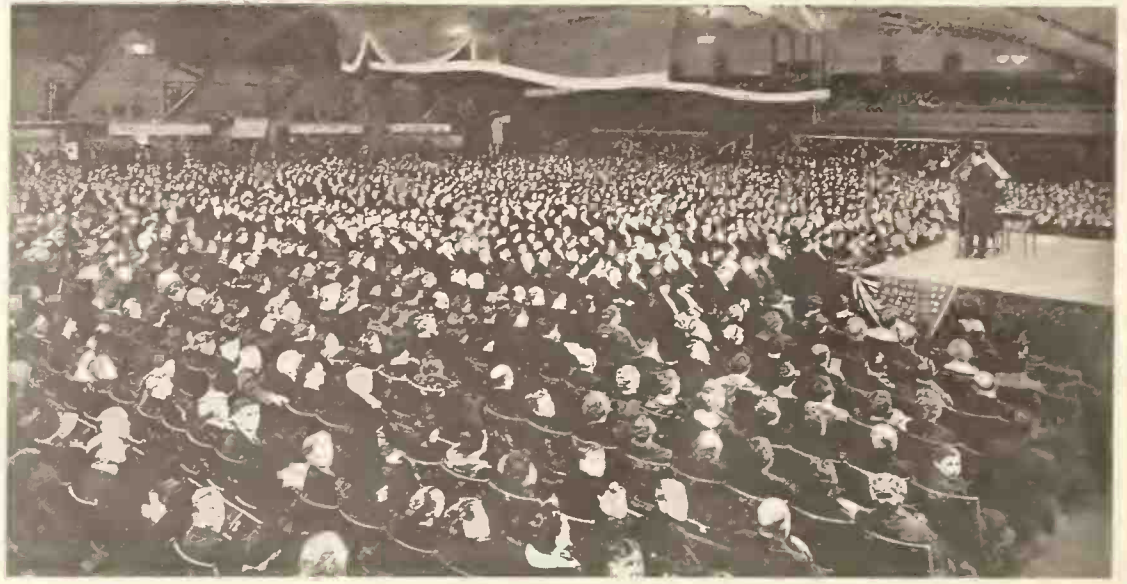
W. J. Bryan Making Gennett Records

God, to Thee," sung by the Westminster Quartet, and the fourth, a recital of the Twenty-third Psalm, with a rendition of "Lead, Kindly Light" on the other side.

The accompanying photograph shows Mr. Bryan making one of his records at the recording studios of the Starr Piano Co. at Richmond, Ind., the record being made to the accompaniment of sacred music played by a quartet.

5000 SERIES RETAILS AT \$1.75

In an advertising announcement in this month's issue of The World the General Phonograph Corp. lists a price of one dollar and fifty cents for its double-faced twelve-inch Odeon and Fonotopia records in its 5000 series. This is an error, as the list price for these records is \$1.75 instead of \$1.50.



6,000 educational leaders at the Albany, N. Y., armory were amazed to discover that the **NEW EDISON PHONOGRAPH** could not be distinguished from the living artist when heard in direct comparison. And, important to you, the opportunity to represent this miracle phonograph is still available to a few far-sighted merchants who can qualify.

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson Street DALLAS, TEXAS

LIVE DALLAS DEALERS DO BUSINESS

Aggressive Tactics Bring Prosperity in Texas City—A. H. Curry, of Thomas A. Edison, Inc., Addresses Real Estate Board

DALLAS, TEX., August 6—The talking machine and record business in this territory has held up in a remarkable manner throughout the Summer and the expectations of most of the dealers here handling the leading lines of talking machines and records are that the Fall will witness one of the busiest seasons in some time. Business has not come to the "watchful waiters" in any great measure, but to those retailers who have the gumption to go out and "dig" in spite of heat or any other real or imaginary obstacles. The live members of the trade here have let nothing stand in the way of developing business. Every means of increasing sales has been consistently utilized. Window displays, advertising and other forms of publicity, canvassing, etc., have all been instrumental in building up substantial sales volumes for those merchants who have made use of them. Fall campaigns are now being planned and these will be put in effect as soon as the vacation season closes.

A. H. Curry, vice-president and in charge of the phonograph division of Thomas A. Edison, Inc., and president of the Texas-Oklahoma Phonograph Co., Edison jobber of this city, recently made an address before the Dallas Real

Estate Board at a luncheon held in the Oriental Hotel. During the course of his talk Mr. Curry stated that he considered real estate in Dallas and El Paso to be the best investment of any town or city in the country, and Mr. Curry has traveled from coast to coast and from border line to border line!

THESE THINGS SOMETIMES HAPPEN

Constant playing of "Yes, We Have No Bananas" on a talking machine was responsible for George Gonzales, proprietor of a novelty store at 129 Nassau street, being brought into Tombs Court, New York, the other day on a summons obtained by Edward A. Wealti, a lawyer with offices across the street. Magistrate Oberwager had the two men shake hands and said he would decide later whether to issue a complaint against Gonzales.

DEATH OF CANADIAN EDISON JOBBER

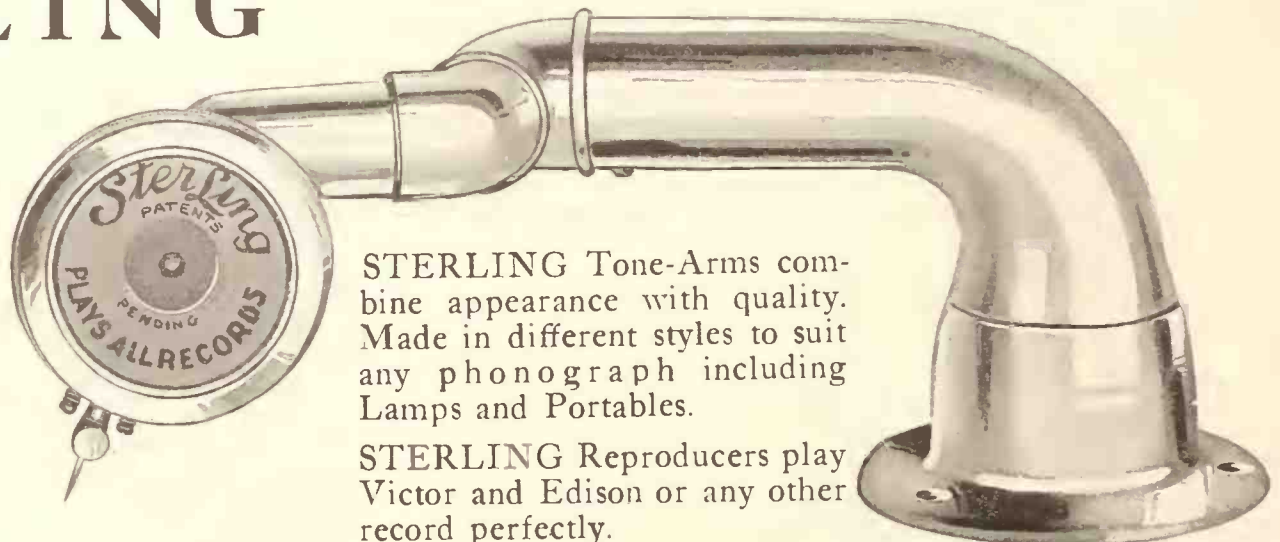
ST. JOHN, N. B., CANADA, August 6.—The death of the Hon. Senator William Henry Thorne in his seventy-ninth year at the Montreal General Hospital recently is deeply regretted by the phonograph trade here. The Hon. W. H. Thorne was head of the firm of W. H. Thorne & Co., Ltd., Edison jobbers, and for many years he was actively connected with the distribution of the Edison here.

STERLING

TONE ARM AND REPRODUCER

STERLING Edison and Victor attachments are universally used by music lovers because of their superior quality and perfect reproduction of any make record. It pays therefore to be a **STERLING Dealer**.

If your Jobber cannot supply you with **STERLING** write direct to factory.



STERLING Tone-Arms combine appearance with quality. Made in different styles to suit any phonograph including Lamps and Portables.

STERLING Reproducers play Victor and Edison or any other record perfectly.

STERLING DEVICES MANUFACTURING CO.,

412 Orleans Street, Chicago, Ill.



THE ORSENIGO PERIOD PHONOGRAPH



HEVER
CHARLES II
PERIOD



A very popular model on account of its well balanced proportions.

Finished in antique oak color.

Electrically Operated

THE ORSENIGO COMPANY, Inc.

Showroom: 383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

MAKES OUTSIDE SELLING PROFITABLE

Live Edison Dealer Carries Phonograph Demonstrations Into the Homes of His Prospects by Means of Automobile Truck

Among the recent visitors to the Edison laboratories in Orange, N. J., was Sylvester Cavanaro, Edison dealer, of Riverhead, L. I. He is a firm believer in outside canvassing and



Sylvester Cavanaro and His Truck

stated that his business during the Summer period has been excellent. In fact, he is now going to add another truck for canvassing purposes. In the illustration Mr. Cavanaro is seen standing beside one of the trucks which he has found so profitable in facilitating outside selling. Instruments loaded on this vehicle to be carried to homes of prospects for demonstration purposes have been found to increase the possibilities of making sales.

APPOINTED OKEH JOBBER IN DALLAS

Texas Radio Sales & Engineering Co., of Dallas, Appointed Okeh Jobber

DALLAS, TEX., August 6.—The Texas Radio Sales & Engineering Co., of this city, has just been appointed a jobber for Okeh records, manufactured by the General Phonograph Corp., of New York. W. C. Fuhri, general sales manager of the latter company, was a recent visitor to Dallas and closed this deal while here.

In addition to handling the Okeh line as a jobber the Texas Radio Sales & Engineering Co. is making plans to carry other products in the talking machine field and is also a distributor for the Radio Corp. of America, manufacturer of Radiolas. The company is well known in this territory and is planning an aggressive campaign to interest the dealers in this section in the sales possibilities of the Okeh records.

CLEVER STUNT BOOSTS RECORD SALES

Placards Over Records in Window Display Prove Excellent Sales Stimulators

A most effective show window device for selling phonograph records has been utilized during the past week by the New Edison Shop, Fifth avenue, New York, and a marked increase of sales has been noted. The scheme was to hang descriptive placards bearing the words "Big Hit," "Classical," "Dance to This," "Sacred," etc., on the various records on individual stands in the show window. By way of experiment, several different records were labeled "Big Hit" during the week, with most satisfactory results, one record in particular, which was overstocked at the early part of the week, having been re-ordered from the factory five successive times. In addition, a local news placard service has just been subscribed to by the Edison Shop, with the result that a steady stream of customers of the "silent salesman" has been more than doubled.

CABINET HARDWARE ACTIVITY

H. A. Guden Co. Closing Healthy Business—Hardware for Portables in Active Demand

The H. A. Guden Co., Inc., New York, manufacturer of cabinet hardware, has been receiving substantial orders during the past few weeks, indicating that talking machine manufacturers are preparing for an active Fall trade. This company has specialized in the manufacture of cabinet hardware for a number of years and an interesting feature of this business this Summer has been the receipt of good-sized orders from manufacturers of portables. Judging from the present outlook this company will enjoy an active demand for needle cups, stay arms and, in fact, its general line of cabinet hardware this coming season. The executives of the concern are now making plans to give the trade maximum service and co-operation.

PROFITS

Profits to the Manufacturer

Saving in Cost

Profits to Dealer

Selling Satisfaction

Profits to Consumer

No Repair Bills

Send for Sample and Prices

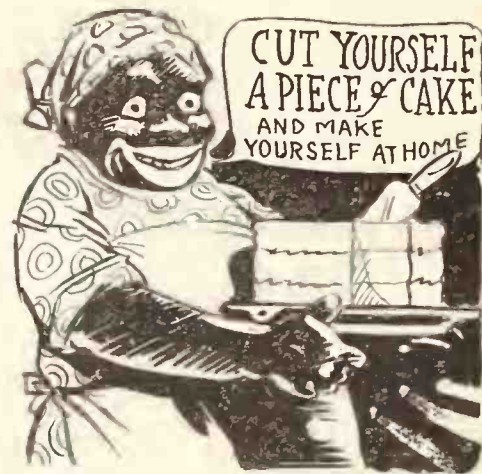


TRIANGLE No. 1 TONE-ARM

Every part made in our own factory

Special Tone-Arms and Reproducers made to order—quantity only

Triangle Phono Parts Co.
722 Atlantic Avenue, Brooklyn, N. Y.



BOSTON'S NATIONAL MUSIC EXHIBITION

H. L. Katz, President of National Exhibition Association, Tells of Plans Under Way for Big Show Opening November 26

Boston is to have a National Music Exhibition during the week beginning November 26. H. L. Katz, president of the National Exhibition Association, reports that the early reservation of the exhibit section, and contracts already signed and delivered, presage the success of the affair. This exposition, he states, is commended by leading professional trade and civic interests and endorsements of the enterprise have been received from such prominent personages as M. Pierre Monteux, conductor of the Boston Symphony Orchestra, and the Mayor of Boston. Boston is strategically situated for exposition purposes, drawing upon the entire New England section, and it is expected that it will stir up great public interest. The exhibition will be held in the building of the Massachusetts Charitable Mechanics Association, which is excellently situated, for crowds going to and from the concert hall, picture gallery and other floors offering general attractions, pass through the aisles of the exposition halls devoted to the exhibits.

During the course of the week an elaborate schedule of public entertainments in the concert hall under the direction of the management is planned for both afternoons and evenings. A notable feature of the various exhibits will be a contrast between the instruments of other days and those of the present time, showing what a remarkable advancement has been made. In the picture gallery inspiration of music, as depicted by noted artists, ancient and modern, will be shown. It is predicted by Mr. Katz that the affair will be a great success in every way.

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Write for catalog on

New Portable

AND

New Console

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.

MANUFACTURERS

RAHWAY

NEW JERSEY

WEEKLY VOCALION RECORD RELEASES NEW EDISON WINDOW DISPLAY FEATURES SINGLE RECORD

Beginning on Friday, September 28, the New Vocalion Records Will Be Issued to Dealers Each Week, to Be Placed on Sale at Once

The Aeolian Co. has announced that plans have been completed for the weekly release of all new Vocalion records, the first of the weekly releases to be effective as of Friday, September 28, 1923. It is felt by the company that the weekly release plan will prove of decided advantage to the dealer in permitting him to offer something new to his customers each week and thereby keep their interest sustained. For some time past the company has been issuing special releases of Vocalion records during the interim between monthly supplements and dealers were enthusiastic over that practice.

In announcing the new plan, it is stated that dealers will be privileged to place the new records on sale each week on the day they are received from the wholesale headquarters, rather than be compelled to wait for a fixed release date.

A definite advertising policy is now being developed in connection with the new release plan which will soon be made known both to Vocalion record distributors and dealers.

PLAN BIG CANVASSING DRIVE

F. Bowman & Son, Allentown (Pa.) Dealers, Purchase New Cars to Aid in Drive—Tone-tests Prove Big Business Asset

ALLENTOWN, PA., August 8.—Evidently F. Bowman & Son, Edison dealers, of this city, intend to get business by going after it. According to Earl Bowman, member of the firm, they have just purchased several new cars with which to conduct a really intensive campaign of canvassing throughout this section and are already making plans for their Fall tone-test, with which they expect to close practically all of the sales still pending at that time.

Mr. Bowman states that they have had at least one tone-test each year since the Edison laboratories originated them about eight years ago and that they still prove themselves to be by far the biggest sales asset.

JAMES WATTERS AGAIN WITH PATHE

James Watters, connected for many years with the Pathé Frères Phonograph Co. as secretary, has returned to the fold and rejoined the ranks of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., on Monday last, in charge of the radio division of the company. During Mr. Watters' absence from the Pathé organization he was connected with one of the prominent radio concerns and is well qualified to assume his new duties.

G. E. HORTON'S PRESENT ACTIVITIES

G. E. Horton, of the Horton-Gallo-Creamer Co., New Haven, Conn., having spent some time calling upon the trade, is now taking care of the inside details of this Victor distributing house. Mr. Horton is a son of the late Henry Horton and is giving his particular attention to dealer service. E. C. Gallo, in charge of the organization, reports that dealers in his territory are enjoying excellent business conditions and looks forward to big business this Fall.

CHANGES NAME TO HUNT PIANO CO.

PORTLAND, ME., August 8.—The Miller & Hunt Co., prominent talking machine and music dealer, of this city, has changed the corporate name of the firm to the Hunt Piano Co. The officers of the company remain as follows: Ralph W. E. Hunt, president, and Burton R. Miller, treasurer. The concern handles the Victor line of talking machines and records and a complete line of the leading makes of pianos and small musical instruments.

Thomas A. Edison, Inc., Releases First Display Under New Policy of Featuring Individual Records—Striking Colors and Artistic Arrangement Produce Effective Exhibit

Thomas A. Edison, Inc., has now adopted the policy of featuring individual Edison records in window displays prepared for the use of Edison dealers. This policy has been adopted on the grounds that a general record display has a primary interest only for people who already

sumer public is, without doubt, most interested.

The first display in line with this new policy is released for September. It is built around "Duna, the Song of the Sea." The central piece is done in striking colors and is highly pictorial of the character of the selection. The two side



Artistic New Edison Display Featuring Individual Records

own phonographs, and that a phonograph display should logically feature the performance rather than the phonograph itself, whereas the window display featuring a single record interests both owners and prospective owners in that it features the result in which the entire con-

pieces feature the idea "Come in Now" and pictorially tie up with the center piece. This display is one of the most effective of many fine exhibits produced by Thomas A. Edison, Inc., and it should prove a real stimulator of record sales.

VICTOR WHOLESALE DISTRIBUTORS



The Dependability of
Blackman Service
must be tested
to be appreciated

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

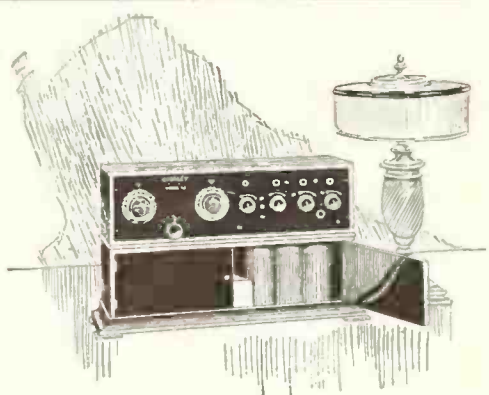
ONE SUGGESTS THE OTHER

HEALTHY TONE TO TRADE IN TOLEDO

Industrial Situation Active—Dealers Report Big Retail Gains as Compared With Last Year—News Happenings of the Month

TOLEDO, O., August 8.—Merchants are enjoying a volume of trade well above that of a year ago. While there is a temporary seasonable lull the recession is but slight. Dealers are confidently looking to the Autumn to provide a healthy stimulus to trade. And this is not expecting too much, for local industries are operating on a basis considerably in excess of normal. There are practically no idle workers. Each is slowly building a reserve which is reflected in savings bank deposits.

At the Toledo Talking Machine Co. sales for the past month again show an increase. Merchants are being urged by Chas. H. Womel-dorff, general manager, to place orders for machines now and not wait until the Fall demand is upon them. Further, the Victor weekly record release which will start in September is



Big Profits in Radio

Radio offers you the biggest opportunity in years to make tremendous profits. Over \$100,000,000 worth of radio equipment was sold last year. The coming Fall and Winter will see that figure greatly increased.

Are you prepared to cash in on this great volume of business?

Crosley Radio products will enable you to do this. The Crosley line of instruments and parts is one of the best-known lines in America. Consistent advertising and exceptional performance have placed Crosley instruments in a class by themselves.

Ranging in price from the Model VI, a two-tube set at \$28, to the beautiful Console Model XXV, at \$150, Crosley instruments truly substantiate our slogan, "Better—Cost Less."

For Sale by Good Jobbers Everywhere
Write for Complete Catalog

Crosley Manufacturing Co.
826 Alfred Street Cincinnati, O.

THE CROSLEY MODEL X-J With Battery Cabinet

The Crosley Model X, price \$55, a 4-tube radio frequency receiver, consisting of one stage of tuned radio frequency, detector and two stages of audio frequency amplification, has established itself as the most popular and successful receiver ever marketed. Now comes a companion, the Crosley Model X-J, price \$65, embodying all the good points of the Model X, together with greater refinement of detail.

The battery cabinet, price \$15, makes the set absolutely self-containing and greatly adds to its beauty.

BOSTON — 1923

National Music Exposition

Mechanics Building, Boston, Mass. :: November 26 to December 1, Inclusive

Preferred Exhibit
Spaces for Those Who **ACT NOW!**

For full information write to THE NATIONAL EXHIBITION ASSOCIATION, Inc.
18 Boylston Street, Boston

sure to have a highly stimulating effect upon record sales. The trade is optimistic over the sales value of the Red Seal double disc records which will soon be in the stores. A local Victor dealer service inaugurated by this house consists of special hangers, announcements, etc.

Harry L. Wasserman has purchased the Victor stock of the Talking Machine Shop and has opened an exclusive Victor store at 434 North St. Clair street under the title United Music Co. Mr. Wasserman was formerly located in Detroit.

The Lion Store Music Rooms are enjoying a Summer sales increase. Lawson Bell, assistant manager, reports Cheney, Victor and Brunswick machines share in the growth. The store outing day was one of the features of the Summer. A. J. Pete, manager of the department, was chairman. Mr. Pete is now vacationing at Wampers Lake, Mich.

The Cable Company is featuring the special Benson Orchestra release, "In a Tent," through an elaborate window. A tent upon the beach, with corresponding fittings and setting, is attracting much favorable attention and aiding sales, Manager W. A. Grubbs states.

At the Goosman Piano Co. Columbia and Vocalion record sales are growing each month.

Fred N. Goosman, president, has been named chairman of a committee of retail merchants to promote the annual outing of the retail merchants' board.

The Talking Machine Shop has taken on the Columbia line of machines and records, Fred Frame states, and an aggressive sales campaign will soon be started.

The J. W. Greene Co. is experiencing a very excellent Summer machine and record business. Cheney, Brunswick and Victor machines are dealt in here. A fitting tribute to the late President Harding is paid in a window set apart to his memory. His likeness, surrounded with good music, is the center of the display.

At Grinnell Bros. plans are being formulated for a Fall campaign to start soon after the turn of the month. The sales plan of concentrating upon one number at a time instead of scattering efforts is effective in closing sales.

At the LaSalle & Koch Co. Music Shop Manager F. O. Edwards reports gratifying sales the past month, with portables still in favor.

PRESIDENT'S VOICE STILL LIVES

Although the Nation will mourn the loss of the late President Warren G. Harding, it is gratifying to know that something of the benevolent spirit of the man and his voice still lives through the medium of talking machine records, made by the President for the Victor Talking Machine Co. during the drive last year of the American Red Cross, which is still receiving royalties from the sale of these records.

MOTORS

Ready for Delivery

Double Springs; plays two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St.
N. Y.

Telephone Ashland 7395

GOURLIE CO. MAKES PHONE PAY

Live Miami, Fla., Concern Boosts Sales of Records by Demonstrations Over Phone

MIAMI, FLA., August 8.—The Gourlie Music Co., of this city, has taken advantage of the telephone in selling the new talking machine records each month. Advertising in the local newspapers calls attention to the new releases and suggests that readers telephone and ask to have any of the new records played over the phone.

They have the phone in a booth and the record called for is played, the open phone being put face to the horn and near enough for the record to be heard over the phone. As many records are played as the customer asks for and those that are selected are delivered by the company. This stunt has speeded up record business in a most satisfactory manner.

Hohner Expansion Is Necessary

Considerable changes have been made in the arrangement of the New York headquarters of M. Hohner, manufacturer of the well-known Hohner harmonica and accordion. These changes have been made possible through the addition of another floor, thus making two floors available for the carrying on of the greatly increased business of the company. A new showroom is being constructed; two new private offices and a new stockroom.

FOR SALE

A VICTOR talking machine and jewelry business in a Pennsylvania town on the main line of the Pennsylvania Railroad. An excellent opportunity. Details on application. Address "Box 1318," care Talking Machine World, 383 Madison Ave., New York.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

THOS. W. HINDLEY'S NEW POST

Becomes Western Distributor of Emerson "Music Master" Phonograph, With Headquarters in Chicago—Has Had Wide Experience

CHICAGO, ILL., August 7.—Thomas W. Hindley, well known in the talking machine trade throughout the country, has been appointed Western distributor of the Emerson "Music Master" phonograph, manufactured by the Washnuth-Goodrich Co., Peru, Ind. Mr. Hindley has opened offices at 22 Quincy street, where he has a complete line of Emerson phonographs on display. Mr. Hindley was formerly associated with the Columbia Graphophone Co., Landay Bros., Edison Shop and the Hallet & Davis Piano Co., all of New York City. Going West he managed the phonograph department of Kohler & Chase, San Francisco; the Hauschildt Music Co., Oakland, and Orton Bros., Butte, Mont. For the past eight and one-half years he was manager of the Aeolian Co. branches in Providence, Boston and Chicago.

INTEREST IN COMING GOLF MATCHES

Contestants for the Eldridge R. Johnson and J. Newcomb Blackman Trophy Cups Will Display Their Skill Early in September

An event of considerable interest among the Victor jobbers is the series of coming golf matches to determine who will be the final possessor of the Eldridge R. Johnson gold trophy cup. This match will be played by Lew Collings, of Collings & Co., Newark, N. J.; C. A. Grinnell, of Grinnell Bros., Detroit, Mich., and French Nestor, of the French Nestor Co., Jacksonville, Fla. The match for the final possession of the J. Newcomb Blackman trophy cup will be played between Louis Buehn, of the Louis Buehn Co., Philadelphia, Pa.; C. G. Campbell, of the Knight-Campbell Music Co., Denver, Col., and Fred P. Oliver, of the Blackman Talking Machine Co., New York, N. Y. The matches will be played the first week in September on a neutral course to be selected by a special committee in charge of the matches and will be thirty-six-holes medal play with suitable handicaps, eighteen holes to be played in the morning and eighteen holes in the afternoon. The above mentioned jobbers have each won the cup for one year and these matches will determine the permanent owners.

In order to give each contestant an equal chance and under as nearly the same conditions as possible the course on which the match is to be played will not be announced until ten days before the event. Owing to the great value of the cups, as well as the very high honor in

ITALIAN Popular Music



MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

More Business for the Victor Trade!
PAUL WHITEMAN and HIS ORCHESTRA

Returned from Europe on the S. S. "Leviathan"

On Monday, August 13th



Lauri Wylie in the London Times, under date of March 25th, says the following of Whiteman's sensational London engagement: "There are only two men the thought of whom might reconcile me to forswear my native land and transform myself into an American citizen. They are Abraham Lincoln and Paul Whiteman. The dead man stands for American freedom, thought and principle. The living one represents modern American tyranny in its most efficient and devastating development. America has taken us in thrall not merely by the magic of the dollar, but by her efficiency in jazz. And Paul Whiteman is the King, the Emperor, the Great Panjandrum, the embodiment of Jazz."

Immediately upon his return, fresh from the greatest success of his career
PAUL WHITEMAN AND HIS ORCHESTRA
will devote several weeks to the making of
NEW VICTOR RECORDS

in which will be embodied the greatest musical thrills ever recorded

Watch for Paul Whiteman's New Records

Management
UNITED ORCHESTRAS

160 W. 45th Street

Incorporated

New York City

winning them, considerable rivalry is anticipated and a large gallery of friends will be on hand to follow the matches. Joseph C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., is chairman of the special golf arrangement committee in charge of the details.

BRUNO BUYS BLOUT WHOLESALE STOCK

C. Bruno & Son Take Over Wholesale Stock and Accounts of Emanuel Blout—Latter to Continue to Operate Retail Stores

Emanuel Blout, who for a number of years has been a wholesaler of Victor talking machines and records, with headquarters at 2793 Broadway, New York, as well as maintaining a retail department at that address, and retail stores in the Fordham section of New York City, in Poughkeepsie, N. Y., and Bayonne, N. J., announces, under date of August 8, the sale of his wholesale stock and trade accounts receivable to C. Bruno & Son, Inc., Victor wholesalers, at 351 Fourth avenue, New York, which represents the latest of several wholesale changes that have taken place in the metropolitan district during the past few months.

JOHN CROMELIN ENTERS NEW FIELD

Well-known Talking Machine Executive Joins Insurance Company—Has Host of Friends in Trade Both Here and in Europe

John Cromelin, formerly vice-president and general manager of the Columbia Graphophone Co., New York, and more recently general sales manager of the General Phonograph Corp., has forsaken the talking machine industry to enter the insurance field. Mr. Cromelin is now identified with the Connecticut Mutual Life Insurance Co., with offices in the Pershing Square Building, Forty-second street, New York, and his many friends in the trade will be glad to learn that he is making rapid headway in his new work.

Mr. Cromelin is one of the veterans of the talking machine trade, having been associated with the industry for more than twenty years and having held important executive positions both here and abroad. His many years as an executive have given Mr. Cromelin an invaluable experience which will undoubtedly be an important factor in his success in the insurance field.



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play. We still have a limited quantity of our Model 33 at the same price, \$12.50. Phonograph and Accessories, Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

HUSTLERS SCORE IN CANTON TRADE

Dealers Adopt Aggressive Methods and Successfully Compete With Cheap Automobile Dealers—Retailers Preparing for Expected Fall Boom—Activities of the Month

CANTON, O., August 7.—Hustlers are doing the business these days despite competition of the cheap automobile, which is having considerable adverse effect on the talking machine business. A survey of the larger stores this week disclosed that all dealers are prepared to take care of increased business expected during the early weeks of the Fall season, when quite a revival in the industry is predicted. Record sales have taken on new life and this month's list appears to be one of the most acceptable released in the whole year. Industrially the city continues to boom and workers are being paid high wages.

Philip Dorm, representing the Eclipse Music Co., Cleveland, visited with local talking machine dealers the past week, calling on the

George C. Wille Co., William R. Zollinger & Co., and others.

W. E. Pyle, manager of the talking machine department at William R. Zollinger & Co., expects to leave on his vacation on August 20.

With the pottery industry operating at top speed, and other industries working full time, the Carrollton, O., store of the Alford & Fryar Piano Co., Starr and Cheney dealer, of Canton, is enjoying a big business, according to Al Waltamath, who is in charge of the new branch.

Miss Margaret Gallagher, in charge of the record department of William R. Zollinger & Co., has resigned her position.

Talking machine sales showed a gain of 15 per cent at the store of the Garver Bros. Co., Strasburg, the month of July. Total sales to date this year at the Garver store have been \$432,182.93, an increase over the corresponding period a year ago of \$99,743.20.

Two well-known talking machine stores will figure prominently in the dedication of Cleveland avenue, when the celebration is held on Halloween. The George C. Wille Co. and the

Rhines Edison Shop, both located on this thoroughfare, are lending co-operation to the committee in charge of the promotion.

Eight Canton talking machine dealers have pledged their co-operation in helping make Trade Extension Week next month a success. An extensive publicity drive in which special edition newspapers will be distributed throughout the countryside for a distance of 50 miles is planned. C. M. Alford, local Cheney and Starr dealer, is chairman of the committee on stunts.

DEALERS ORDERING STRINGS

Standard Musical String Co. Making Rapid Progress in Talking Machine Trade—Attractive Display Cases Available for Dealers' Use

The Standard Musical String Co., Brooklyn, N. Y., manufacturer of Truesolo strings, has been spending considerable time and effort in the introduction of this product to the talking machine trade. The results of this campaign to date have been very successful and talking machine dealers throughout the country have placed substantial orders for Truesolo strings, with the idea of featuring them during the year.

In order to co-operate with the dealers in the introduction of these strings the company has prepared several attractive display cases that can be used to splendid advantage in the dealers' windows and on counters. Talking machine dealers in general are evincing keen interest in the sales possibilities of Truesolo strings among their patrons and for the coming Fall and holiday season the Standard Musical String Co. has prepared an intensive sales campaign.

VISITORS TO COLUMBIA OFFICE

There was a Pacific Coast delegation recently at the executive offices of the Columbia Graphophone Co., 1819 Broadway, New York, and among the visitors were P. S. Kantner, manager of the Columbia Co.'s San Francisco branch; W. F. Stidham, manager of the Los Angeles branch, and W. H. Lawton, representing the company at Seattle. The visitors conferred with Geo. W. Hopkins, general sales manager of the company, regarding plans for the Fall season and, without exception, they were enthusiastic in predicting that the remainder of 1923 would be one of the most active seasons in Columbia history. S. S. Larmon, manager of the Cleveland branch, was also a visitor.

Comparative Tests Invited

Silent Motors have proved their supremacy to the satisfaction of a great number of the largest manufacturers of Machines in America and foreign countries.

Produced in Three Types

Model S. S. guaranteed to play in excess of two records, especially constructed for Portables or table machines.

Model K. K. guaranteed to play in excess of three records.

Model H. H. guaranteed to play in excess of five records.

Samples and information supplied upon request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861

FOR SALE IN SOUTHERN CALIFORNIA

Only Victrola agency in the best and fastest growing town of 11,000 people in the State. Established 16 years. Just installed new modern fixtures, will sell at invoice \$9,500. Reason for selling, have a book and stationery business and cannot look after both stores. Address L. B. Weber, Weber Music Co., 112 East Center St., Anaheim, Cal.

SPLENDID FACILITIES

We have surplus equipment and factory facilities for manufacturing twenty-five phonograph cabinets per day. Can make deliveries for Fall and holiday trade. We solicit inquiries. Lyradion Manufacturing Co., Mishawaka, Ind.

POSITION WANTED—Young man who has had eight years of experience in the phonograph business and all its branches, including selling of all makes, also pianos, and repair all makes of machines. Permanent position desired. Address "Box 1315," care Talking Machine World, 383 Madison Ave., New York, N. Y.

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.

WANTED—A man of experience, ability and energy, combined with a thorough knowledge of the entire retail phonograph and record business, accustomed to general supervision of sales, advertising and promotion with plenty of pep and original ideas, can secure an exceptionally fine opportunity in one of the most progressive and rapidly growing cities in the Southwest and become associated with an institution thoroughly established and rapidly advancing in prestige and increasing its volume of business by leaps and bounds. Only first-class man need apply, thoroughly qualified and a real worker. Address "Box 1311," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Manager for talking machine store in Philadelphia. Salary and share of profits. Business established six years and has large foreign trade. Must be in a position to invest from \$1,500 to \$2,000 which will be fully secured. Address with full particulars, "Box 1312," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

REPRESENTATIVE WANTED who is acquainted and can secure audience with Eastern Edison distributors. State qualifications in replies, which will be strictly confidential. Address "Box 1313," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPECIALTY SALESMEN—We have territories open for live men wishing a good side line. A distinctive article for the talking machine and piano trade. Used in every home. A sure and profitable winner. Get territory while you can. The Glo-Rite Co., Inc., "Box 237," Camden, New Jersey.

LARGE RECORD and accessory house is open for live-wire salesmen to cover Ohio State. Splendid opening for hustlers only. Write, stating age, experience, territory previously covered, references, etc. "Box 1317," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

SALESMEN WANTED—Well known wood-working concern has commission proposition for salesmen traveling established territory. Calling on talking machine and piano trade. Kindly state territory, length of time traveled, lines handled and give references. Address "Box 1298," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Salesman wishes to represent a reliable musical instrument manufacturer in Western Pennsylvania, West Virginia and Ohio, as a side line. Have large following in this territory built up by seven years' experience. Address "M. E.," P. O. Box 1353, Pittsburgh, Pa.

WANTED

Any amount of Victor, Columbia, Brunswick or any other well-known make of talking machines or records, motors or tone arms. This is a spot cash proposition and must be acted upon immediately. Address Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....	No. 6543 \$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014 .58
1 1/4"x.022x17' marine ends.....	No. 3014 .55
1 1/4"x.022x17' bent arbor.....	No. 5362 .57
1 1/4"x.022x13' bent arbor.....	No. 5423 .50
1 1/4"x.022x9' bent arbor.....	No. 5427 .42
1 1/4"x.022x9', bent each end.....	No. 6546 .42
1"x.020x13' 6" marine ends.....	No. 2141 .32
1"x.020x15' marine ends.....	No. 3335 .35
1"x.020x15' bent arbor.....	No. 5394 .38
1"x.020x15', bent at each end.....	No. 6546 .43
7/8"x.020x9' marine ends.....	No. 988 .29
COLUMBIA	
1"x.023x10' Universal.....	No. 2951 .33
1"x.023x11' Universal.....	No. 2951 .35
1"x.030x11' hook ends.....	No. 1219 .45
1"x11' for motor No. 1.....	No. 1219 .35
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	No. 33 .33
1 3/16"x.026x19', also Pathé.....	No. 75 .75
1 3/16"x.026x17'.....	No. 4 .59
MEISELBACH	
7/8"x10' motors, Nos. 9 & 10.....	No. 9 & 10 .29
1"x9' motors, Nos. 11 & 12.....	No. 11 & 12 .29
1"x16' motors, Nos. 16, 17 & 19.....	No. 16, 17 & 19 .49
2"x.022x16', rectangular hole, 1Sk10.....	No. 120 .120
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....	No. 144 .42
1"x.027x13', rectangular hole.....	No. 145 .48
1"x.027x16', rectangular hole.....	No. 146 .58
BRUNSWICK	
1"x.025x12', rect'gular hole, regular.....	No. 201 .45
1"x.025x18', rect'gular hole, regular.....	No. 401 .60
KRASBERG	
1"x12' motor 2A, pear-shape and rect. holes.....	No. 45 .45
1"x16' Motor 3 & 4, on outer end.....	No. 55 .55
EDISON DISC	
1 1/2"x.028x25' regular size disc motors.....	No. 125 1.25
1"x.032x11', Standard.....	No. 55 .55
1 3/16", Home.....	No. 70 .70
1 5/16"x15' type A 150, old style disc.....	No. 128 1.28
1" Amberola 30-50-75.....	No. 56 .56
1 1/16", B 80.....	No. 115 1.15
SUNDRIES	
1"x.025x16' rectangular hole.....	No. 50 .50
1"x.025x16', pear-shaped hole.....	No. 50 .50
7/8"x.023x10', marine ends, Hein. Col., etc.....	No. 29 .29
3/4"x.025x10', marine ends, Hein. Col., etc.....	No. 27 .27
7/8"x.020x9', marine ends.....	No. 21 .21
1/2"x.020x9', marine ends.....	No. 18 .18
Victor Gov. springs, No. 1729.....	No. 1729 per 100 .95
Victor Gov. sprg. screws, No. 3304.....	No. 3304 per 100 .92
Victor Gov. balls, n/style, No. 3302.....	No. 3302 each .07
Victor Gov. spring screw washer.....	No. 72 .72
Columbia Gov. springs, No. 3510.....	No. 3510 per 100 .95
Colum. Gov. sprg. screws, No. 439.....	No. 439 per 100 .92
Columbia Gov. sprg. screw washers.....	No. 72 .72
Columbia Gov. ball, lead, flat and spring.....	No. 08 .08
Columbia Gov. ball, new style & spring.....	No. 08 .08
Turntable felts, all wool, green, 10", round.....	No. 15 .15
Turntable felts, all wool, green, 12", round.....	No. 18 .18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

FOR SALE

500 high grade mahogany talking machine cabinets. Can be had either in the white or finished completely with high grade motors and tone arms. A remarkable bargain if taken at once. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Three Unico demonstrating rooms, size 6 by 9 each, ivory finish, sound proof. Also four Unico record racks, each with capacity of one thousand records. For price and details apply to "Box 477," Charlottesville, Va.

CABINETS FOR SALE

Closing out big lot phonograph cabinets. Prices \$16.50 to \$25.00. Also complete phonographs ready to play. Great bargains. E. H. Stafford Mfg. Co., 367 West Adams St., Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED

Wood or metal Cygnet horn and crane with attachment for Edison Triumph phonograph fitted with Model O reproducer. Please communicate with E. D. Stone, 74 Main St., Southbridge, Mass., giving price.

\$450

Will buy a beautifully constructed two-stall Phonograph Booth built of Quartered Sawed Oak throughout. Outside Leaded Glass and inside AA Plate-Glass—Sound-proof. The inside finish of top is a double thickness Veneered Oak. Booth is built in sections and can be easily taken apart and shipped. Booth is now up and can be inspected at the Clinic Building, Green Bay, Wisconsin. Buchholz-Schilling Realty Corp., Green Bay, Wisconsin.

FOR SALE

1 Complete Magnavox.
1 8-Volt Willard Storage Battery. (All in excellent condition.)
6 Martian Window Record Protectors.
3 Multiplex Record Display Racks. (Each Holding 6 Records.)
7 Monthly Hanger Racks. (Showing Records for 12 Months.)
1 Small Special Rack. (Showing 12 Special Releases.)
Closing out our Phonograph Department, all above may be purchased at a very reasonable price. Henry B. Pyer Co., Inc., 2918-2920 Third Ave., New York, N. Y.

FOR SALE

One million foreign records, Columbia 1922 catalogue, all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.

FOR SALE

Eight Unico Talking Machine Booths; eight record racks; two counters; one showcase, and all small equipment used in high-class musical store. Very choice; perfect condition. Price reasonable. Address "Box 1316," care The Talking Machine World, 383 Madison Avenue, New York, N. Y.

WANTED FOR CASH

Records, phonograph cabinets or complete phonographs in any quantity. If you desire to do business must give lowest quotations, descriptions, or, if possible, samples, etc. Harvey Manufacturing Corp., 145 West 41st St., New York, N. Y.

FOR SALE

Established, going phono parts business. Patent rights, dies, stock on hand, etc. A splendid opportunity worth investigating. Sold to settle estate. Address "Box 1314," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

The only exclusive music store in an Ohio town of 12,000 population. Will sacrifice for \$8,500. Don't answer unless you have the cash or good security. Address "P. L. M.," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

IMPORTED HOMOKORD RECORDS

In German, Russian, Polish, Irish and Hungarian. Ask for catalog and prices. Favorite Mfg. Co., 105 East 12th St., New York, N. Y.

PATHE SAPPHIRE BALL RECORDS WANTED

30108; 70042; 70021; 70005 (or 30098). One each. If you can supply them write to "Box 1310," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Trade Leaders Vacationing—Anticipate a Brisk Fall Business—H. Germain, Treasurer of Plaza Music Co., New York, a Visitor—Portables Meet With Popular Favor—Wireless Conditions in an Unsettled State—Gramophone Co., Ltd., Announces New Instrument—D. J. Blaikley Made President of Gramophone Association—Other News of Interest

LONDON, ENGLAND, August 2.—Throughout the gramophone trade and its associated industries these days leading men are taking a well-earned rest, leaving their executive and junior staffs to discuss among themselves holiday plans ahead or fulfilled. This is not to imply that they have nothing else to do because, although not by any means brisk, there is a certain amount of business to look after.

By all anticipations a good Fall season is assured. Plans are well forward in design and production of new models and, judging by the great activity prevalent even at this time among supply houses, an early sales start should be made this year. I am inclined to the belief that foreign gramophone goods will not enjoy such freedom of sale in our market as last year.

Herman Germain Visits London

Among distinguished visitors to London recently was Herman Germain, treasurer of the Plaza Music Co., New York, which handles Banner records, albums of nursery rhyme discs, etc. Though not quite so elusive as the Scarlet Pimpernel, Mr. Germain was "here, there and everywhere" around the trade during his short time here and I was fortunate in passing a pleasant hour with him, gleaning much of American business hustle in contrast to our perhaps less strenuous activity. One object of Mr. Germain's visit was to appoint a suitable firm to represent the Plaza products in the British market. To this end I understand negotiations are still proceeding.

Portable Gramophones Having Their Day

There is an all-the-year-round demand for good portable gramophones, but it cannot be said their sales are unaffected by weather conditions. Given such a real fine spell of sunshine as we have been experiencing open-air enjoyment, naturally, takes precedence of indoor amusements. Hence, at this time, do we find that of all gramophone sales it is the day of the portable. It would not be a difficult matter to itemize no less than fifty varieties, ranging in price from 30s to £10. Wherever one may go evidence accumulates in the shape of special window displays, demonstrating that dealers are alive to the big sales value of portable ma-

chines. This branch of our trade is, therefore, a good, paying proposition, capable still of greater development than has been accomplished.

British Wireless Conditions Unsettled

Wireless trade at present shows little sign of revival in the British market. Following the extraordinary boom last Autumn and Winter a period of stagnation was experienced and the slump in sales seems to inspire a general belief that it is to prove more of a seasonal trade than at first thought. The opening of new transmitting stations and the promise of more still leaves a fair amount of territory unprovided for. The progressively increased service may, however, reasonably be expected to exert a good influence upon sales of receiving sets.

The "Gramola" Causes a Stir

The talk of the trade these last few days centers around the news that the Gramophone Co., Ltd., plans to issue, within the near future, an instrument of table grand design to retail, oak £5, mahogany £6. It will not bear the imprint of "His Master's Voice" trade-mark, but be marketed under the above name as manufactured by the Gramophone Co., Ltd. This action indicates the adoption of a really competitive policy which has seriously concerned the many other manufacturers and assemblers of similarly designed instruments round about these prices!

Important Gramophone Law Action

Much interest has been manifested in gramophone and musical circles in an action by Fredric Austin, musical composer and author of the musical setting of Gay's opera "Polly," now running at the Savoy Theatre, against the Columbia Co. for an injunction and damages for alleged infringement of his copyright through the sale of gramophone records, entitled "Selections From Polly." Defendants denied the allegations. Mr. Luxmore, K. C., who appeared for plaintiff, said that the first gramophone record of the work was naturally of great value to his client, who gave the first right of production not to the defendant company, but to the Gramophone Co., Ltd., makers of "His Master's Voice" records. The defendant, he continued, had infringed the plaintiff's copyright by making a manuscript, orchestral score and band parts, reproducing a great deal of the plaintiff's music and had put upon the market double-sided records a week before the Gramophone Co.'s authorized records. Evidence was given pro and con by a number of leading musicians and composers. Justice Astbury, in handing down his decision on July 24, made a very interesting resumé of the history of the musical

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a speciality

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England

Cable Address "Lyrecodisc. London"

setting of "Polly" and, in closing, stated that he was of opinion "that the defendants had infringed Mr. Austin's copyright in his music by making, or authorizing to be made, an orchestral score and band parts wherein substantial parts of Mr. Austin's music were reproduced, and by making therefrom gramophone records, by means of which substantial parts of the plaintiff's music had been mechanically performed.

"There would be judgment for the plaintiff for the injunction claimed and an inquiry as to damages. Defendants must pay the costs of the action."

On the application of Sir Duncan Kerly, K. C., for the defendants, his lordship granted a stay of inquiry and of delivery up of the records, on notice of appeal being given within twenty-one days.

Annual Meeting of Gramophone Association

At the annual general meeting of the A. G. M. I. M. and W. D., held at the Federation offices recently, D. J. Blaikley (Boosey & Co.) was unanimously elected president, with H. J. Cullum, M. B. E. (Perophone & Lockwoods), vice-president. The retiring president, Louis Sterling, emphasized the great value of the Association during the five years of its activity. The committee for the ensuing year comprises: Gramophone Trade Section: J. E. Hough, A. J. Mason, Geo. Murdoch, E. C. Paskell, H. Moorby Smith, Louis Sterling; Musical Instrument Trade Section: M. F. Cooksey, Geoffrey Hawkes, A. G. Houghton, Frank Samuel, George Wallis.

Demonstration of an Improved Gramophone

The "Bestone" is well and favorably known throughout the English markets, but to christen a series of new models a special press demonstration was given in London on July 18. This brought a full attendance of representatives of the trade and public press, professional musicians and members of the nobility. Albert Sammons, the famous violinist, gave a number of selections to a delighted audience and after each piece the same record was played on one

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 EUROPEAN HEADQUARTERS—(Continued from page 158)

of the new Bestones. The contrast was sufficiently effective as a test of good reproduction, confirming that the all-metal unit design of the Bestone models is based upon really scientific acoustical lines.

It might be as well to explain some of the novel features of the Bestone all-metal unit which is embodied in all new models. The metal motor board, motor, tone arm and interior horn or amplifying chamber comprise a complete unit separate from the case and easily detachable if necessary. Being made of polished aluminum the unit is both light and strong and rustless. It is a fine piece of engineering skill, highly efficient in sound delivery and sonority. Hearty good wishes for success to the British Gramophone & Wireless Co., Ltd., who, by the way, have recently taken over the sales of the Bestone products from the C. H. Roberts Mfg. Co., Ltd., who will continue the manufacturing side.

A New Record for the British Market

An important item of news that will create much interest in trade circles, especially this side of "the pond," concerns the marketing of another gramophone record proposition. Pending final settlement of negotiations and policy actual details are not at present available. However, The World is in a position exclusively to announce the coming of the "Parlophone" record in ten and twelve-inch sizes, with an entirely new repertoire appropriate to English taste. It will be handled by a strong company with a generous financial backing, early registration of which, in London, may be expected. The promoters and those directly concerned with the success of this venture, I am assured (and, in part, can confirm), are men of experience, possessing a wide and intricate knowledge of the gramophone business and its requirements, applicable to conditions prevailing in the English field. The "Parlophone" record prices, I understand, will coincide with what are known as standard. Arrangements for recording are well advanced; a big initial list is planned for early issue and thereafter regular monthly additions will be made.

Miscellaneous News Items

Allotment of space at the great 1924 British Empire Exhibition is almost complete. Plans are now under way for the building which will house the musical instrument exhibits. Arrangements are in the hands of the Federation.

Compared with the returns for the month of May the official figures relating to exports during June show a decrease of over £8,000,000, or about \$40,000,000.

The secretary of the Gramophone Dealers' Association, Robert R. Brown, has tendered his resignation. During his period of office, about sixteen months, Mr. Brown was instrumental in increasing the membership by over 220. G. H. Russell takes over the vacant position for the time being.

The British Industries Fair will be held at the

White City at the end of April and the beginning of May next year.

"His Master's Voice" Co. announces that recent price reductions have had the effect of still further increasing the demand for its instruments. Good!

J. E. Hough, Ltd., continue to make regular monthly issues of "Winner" records bearing right up-to-date hits. As a result a very steady demand is experienced at this time, when in many directions gramophone trade remains exceedingly slack.

RUPP SUCCEEDS A. GOLDBERG

PASSAIC, N. J., August 4.—Rupp's Music Store will succeed the music firm of Abraham Goldberg, located at 353 Passaic street. The new store will carry musical instruments and accessories of all kinds.

RUBOTTOM LEAVING W. B. MYERS

MT. VERNON, ILL., August 6.—Ray Rubottom, who for eighteen months has been manager of the music department of the W. B. Myers store, has just resigned to accept the position of manager of the O'Connell Music Store in Washington, Ind. He will have full charge of the store, which is the largest of its kind in Washington.

TREMBLEY MUSIC HOUSE SOLD

PETALUMA, CAL., August 6.—The Trembley Music House, 37 Main street, has just been purchased by Valencia & Percy, of San Francisco, who are already in possession. The new firm will be exclusive Victor representatives, with M. W. Valencia personally in charge of the store. A number of improvements in decoration are in progress at this establishment.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

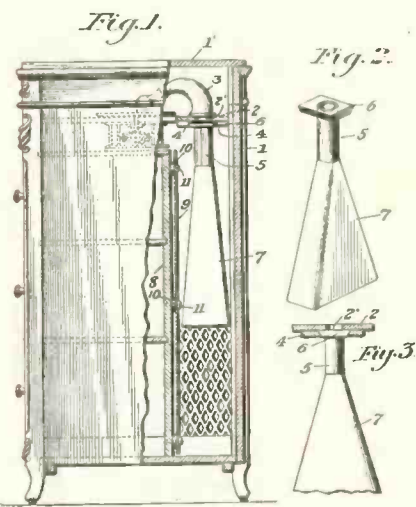
WATCH **THE MUSIC TRADE REVIEW** IN 1923
383 MADISON AVE. NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 8.—Phonograph. Carl J. Hofmann, New York, assignor of one-half to Edwin M. Hecksher, Belle Harbor, N. Y. Patent No. 1,455,913.

The invention relates to certain new and useful improvements in phonographs and more particularly in the mode of attaching and supporting the horn or amplifier within the cabinet, so that the sole contact between the horn and the other elements of the phonograph is by means of a relatively loose connection between the upper end of the horn and the under side of the tone arm support or other fixed part of the frame, preferably in the form of a slip joint which admits of the horn being readily applied and removed or substituted by a horn of different character, the particular advantages of such an arrangement being the substantial elimination of all noises or sounds incidental to the operation of the machine, except the sounds specifically designed to be reproduced, which latter are delivered and amplified by the horn with the fullness and integrity of tone and quality which have not been capable of realization with machines of the standard type, in which the horns are usually rigidly attached to the casing or cabinet at various points and which, therefore, transmit all of the sounds and noises produced by the operation of the motor and other



movable parts of the mechanism, to the serious impairment of the reproduction of the phonograph record.

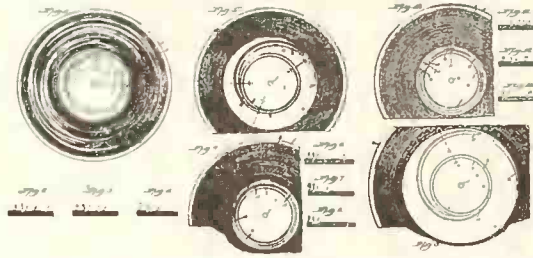
Figure 1 is a side elevation, partly in section, of a cabinet phonograph having the improvements aforesaid associated therewith. Fig. 2 is a perspective view of the horn and one element of the slip joint for connecting or suspending the same within the cabinet. Fig. 3 is a fragmentary rear elevation showing the joint between the horn and its support.

Phonograph Record. Walter C. Hadley, New York. Patent No. 1,456,434.

The object of the present invention is to provide a phonograph record which may be used on any of the well-known phonograph machines provided with an automatic stop, so constructed that it may be possible to accurately set the stop mechanism to be operated at a definite point and, having been once set, it may be permanently locked and operate with any record embodying this invention, no matter what the width of the reproducing surface may be.

Figure 1 shows a plan view of a disc record embodying the present invention. Fig. 2 is a section on the line 2—2 in Fig. 1. Fig. 3 is a section on the line 3—3 in Fig. 1. Fig. 4 is a section on the line 4—4 of Fig. 1. Fig. 5 is a top plan view of a slightly modified form, a portion of the record being broken away. Fig. 6 is a section on the line 6—6 in Fig. 5. Fig. 7 is a section on the line 7—7 in Fig. 5. Fig. 8 is a section on the line 8—8 in Fig. 5. Fig. 9 is a top plan view of a portion of a disc record illustrating another modification. Fig. 10 is a top plan view of a disc record illustrating another modification. Fig. 11 is a section on the line 11—11 in Fig. 10. Fig. 12 is a section on the line 12—12 in Fig. 10. Fig. 13 is a top plan view of a portion of a disc record illustrating another modification. Fig. 14 is a section on the line 14—14 in Fig. 13.

other modification. Fig. 11 is a section on the line 11—11 in Fig. 10. Fig. 12 is a section on the line 12—12 in Fig. 10. Fig. 13 is a top plan view of a portion of a disc record illustrating another modification. Fig. 14 is a section on the line 14—14 in Fig. 13.



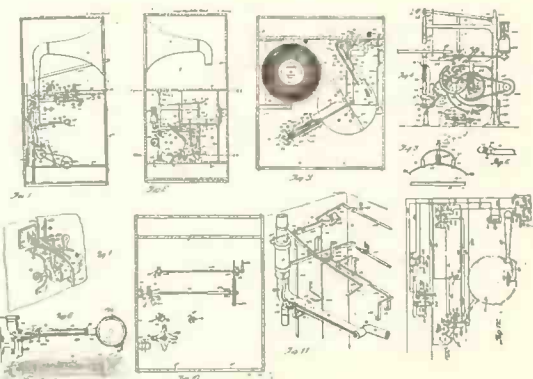
view of a portion of a disc record illustrating another modification. Fig. 14 is a section on the line 14—14 in Fig. 13.

Automatic Record-transferring Mechanism for Phonographs. George A. Behlen, Greenville, S. C., assignor of one-half to C. C. Rush, same place. Patent No. 1,456,614.

This invention relates to an automatic record-transferring mechanism for phonographs and it has for its object to provide a simple and reliable mechanism whereby a plurality of records may be placed in a magazine and the machine set in motion, the machine, without further attention, playing the records in succession and, if desired, over and over again indefinitely.

The invention contemplates the provision of mechanism whereby the machine may be coin controlled or manually controlled from a distant point. Furthermore, means are provided whereby the playing of any record may be interrupted and such record returned to the magazine and another substituted whenever desired.

Figure 1 is a vertical sectional view from front to rear of the machine; Fig. 2 is a vertical sectional view, but looking toward the opposite side of the casing from that illustrated in Fig. 1; Fig. 3 is a horizontal sectional view upon line 3—3 of Fig. 2, with certain of the parts omitted and showing the turntable swung to playing position; Fig. 4 is a detail view of the table carrying frame and the operating mechanism therefor looking from the opposite side of said frame from that illustrated in Fig. 2; Fig. 5 is a detail of the record-gripping device; Fig. 6 is a detail of a yieldable finger hereafter



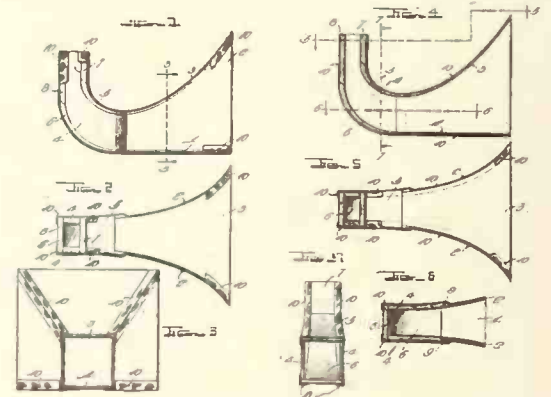
described; Fig. 7 is a perspective view of the transfer motor and associated parts; Fig. 8 is a side view of the tone arm and sound box; Fig. 9 is a sectional view through the magazine; Fig. 10 is a horizontal section on line 10—10 of Fig. 2; Fig. 11 is a perspective view of a part of the tone arm and adjacent parts; Fig. 12 is a diagrammatic view, illustrating the electrical connections to the various parts.

Amplifier for Sound Reproducing Machines. Paul Raddis, Miami, Okla. Patent No. 1,456,678.

This invention relates to an improved amplifier or horn for sound reproducing machines and it has for its principal aim to provide an amplifier of this class which is such in construction as to act as a resonator for decidedly affecting the quality of the tones reproduced to an extent to deaden or mute undesirable scraping and scratching noises and reinforcing the vibrations to produce clear and harmonious tones.

The aim is to construct a horn or amplifier of suitable design and shape from specified pieces of wood treated in a way to permit them to retain their natural or inherent tone resonating and amplifying qualities and obviating the necessity of bending and treating the wood by methods now utilized which seem to be detrimental to the production of mellow and clear tones.

Figure 1 is a side elevational view of an amplifier constructed in accordance with this invention. Fig. 2 is a top plan view thereof. Fig. 3 is a section taken on the line 3—3 of Fig. 1. Fig. 4 is a central longitudinal sectional view

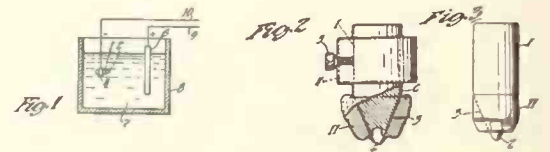


through the amplifier. Fig. 5 is a section taken substantially on the plane of the line 5—5 of Fig. 4. Figs. 6 and 7 are sections taken on the lines 6—6 and 7—7 respectively of Fig. 4.

Stylus Mounting. Thomas A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,456,687.

This invention relates to stylus mountings and more especially to mountings for phonographic styli formed of a jewel, such as diamond or sapphire, and in which the stylus is partially enclosed in a metal holder and projects from a reduced end portion thereof. The principal object of the invention is to provide an improved mounting of this character whereby the stylus will be firmly and rigidly held in its holder so as to effectually prevent the same from being loosened in use.

Figure 1 is a diagrammatic view partly in elevation and partly in section, of an electroplating cell illustrating the preferred method of applying a reinforcing collar to a stylus mounting in accordance with the invention. Fig. 2 is an enlarged view, in elevation, partly in



section, of a stylus mounting in a suitable support therefor, after the reinforcing collar has been electro-plated on the reduced end portion of the holder of the mounting. Fig. 3 is an enlarged view in side elevation of a finished reinforced stylus mounting embodying the invention.

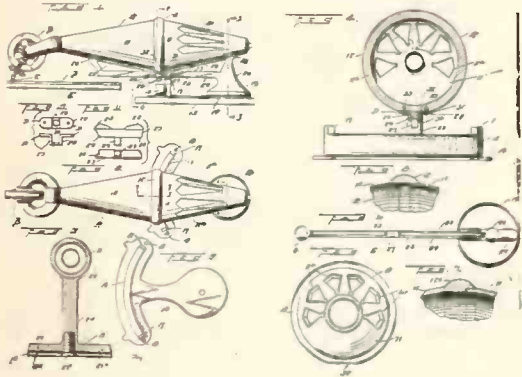
Phonograph Amplifier Mounting. Vincenzo Minelli, Pittston, Pa. Patent No. 1,456,903.

This invention relates to a mounting or supporting means for phonograph amplifiers. A prime object is to provide means which may be efficiently disposed on and secured to a support separate from as well as on a phonograph cabinet, when desired, for mounting a phonograph amplifier, particularly of the general type covered by Letters Patent No. 1,395,053 issued on October 25, 1921, in order that such an amplifier may be used as an attachment for and in place of the usual amplifier means of phonographs to enable the advantages of such an improved amplifier to be attained in existing phonographs as well as one which is initially equipped with such an amplifier.

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

Another object is to provide in an article of this kind a base to swivel a supporting pedestal or frame, and with co-operating means on the base and securing means for sections of the amplifier to limit the swinging movement of the amplifier.

Figure 1 is a side elevation illustrating improvements in connection with a phonograph turntable and with the mounting secured to a support separate from the phonograph cabinet. Fig. 2 is a plan view of the amplifier and mounting, the turntable and support of Fig. 1 being omitted. Fig. 3 is a cross-sectional view on the line 3—3 of Fig. 1. Fig. 4 is a cross-sectional view on the line 4—4 of Fig. 1. Fig. 5 is a top plan view of the amplifier support. Fig. 6 is a cross-sectional view on line



6—6 of Fig. 2. Fig. 7 is a cross-sectional view on line 7—7 of Fig. 2. Fig. 8 is a view similar to Fig. 7 but taken through a modified form. Fig. 9 is a plan view of the base section. Fig. 10 illustrates the amplifier attaching bracket in plane and inside elevation. Fig. 11 fragmentarily illustrates the supporting arm at the stop lug in side elevation and inverted plan.

Phonograph Tone Rectifier and Amplifier. Charles A. Tremain, Bellingham, Wash. Patent No. 1,457,678.

This invention relates to improvements in tone rectifiers and amplifiers for phonographs, and the object is to produce a simple and inexpensive device which when placed between a phonograph turntable and the record thereon will improve the reproduced tone both as to quality and volume.

This object is attained with the device illustrated in the accompanying sheet of drawings, in which Figure 1 is a plan view of the device,

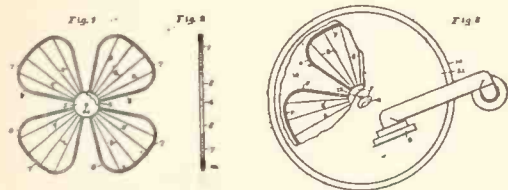


Fig. 2 is a side elevation of Fig. 1, and Fig. 3 is a plan view of a phonograph turntable and reproducer with the device in operative position thereon.

Similar characters refer to similar parts throughout. Certain parts are broken away to show other parts hidden thereby.

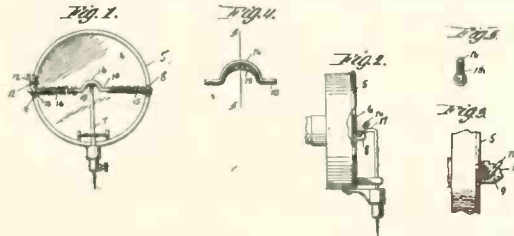
Broadly, the device comprises a thin, flat, sonorous body adapted to intervene between the turntable of a phonograph and the record thereon.

Tone Regulator. Charles O. Tucker, Hutchinson, Kan. Patent No. 1,457,327.

The primary object of the invention is the construction of a tone regulating or modifying

attachment for phonographs, wherein pressure may be exerted on the needle to a more or less degree so that the varying resistances produced will correspondingly change the vibrations to effect the modified tones desired.

Figure 1 is a face view of the sound box, provided with the attachment. Fig. 2 is a side view of the sound box, provided with the attachment, parts being shown in section. Fig. 3 is a detail view, showing the adjusting means

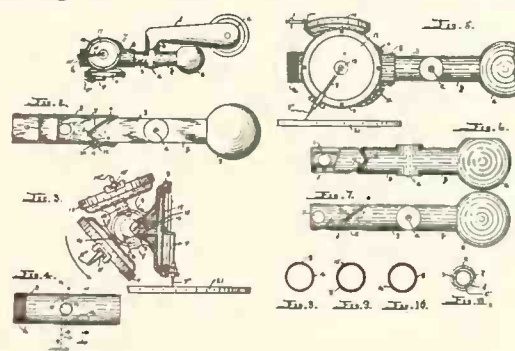


for the rod. Fig. 4 is a detail view of the bent portion of the rod and the pressure contacting surface therein. Fig. 5 is a section view, taken on the line 5—5 of Fig. 4.

Phonograph. Ralph W. Morrison, Omaha, Neb. Patent No. 1,457,313.

This invention relates more particularly to the sound conducting tube and the sound reproducer of a phonograph, and has for its object, broadly, to provide such a construction that at least three diaphragms may be used and that sounds may be reproduced from any of the disc records now in use. The invention includes a sound reproducer adapted to be rotated for adjustments longitudinally of the sound conducting tube to dispose its apertures in register with the apertures of said tube, and to provide a required weight or pressure for the several styli in their playing positions, and also to dispose each stylus, when in its playing position, at the same distance from the axis of movement of the tone arm.

By use of the herein described invention, the sound reproducer may be rotated for moving it longitudinally of the sound conducting tube to dispose the stylus of any desired diaphragm in a playing position, and simultaneously therewith supplying the required pressure for the stylus in the groove of the disc record, no adjustments being required for operation after the sound reproducer has been disposed in its playing position. In the accompanying drawings Figure 1 is a plan view of the device. Fig. 2 is a view in side elevation of the sound conducting tube, the sleeve for the three-part sound reproducer being in section. Fig. 3 is an end view showing the arrangement of the parts of the sound reproducer, parts being in section. Fig. 4 is a side view of the sound conducting tube showing the sound reproducer mounted thereon. Fig. 5 is a side view of the sound conducting tube and sound reproducer. Fig. 6 is a plan view, partly in section, of the sound conducting tube. Fig. 7 is a side view of the sound conducting tube. Fig. 8 is a sectional view on line



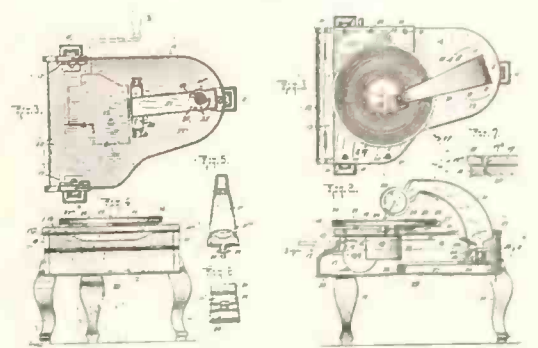
8—8 of Fig. 4. Fig. 9 is a sectional view on line 9—9 of Fig. 4. Fig. 10 is a sectional view on line 10—10 of Fig. 4. Fig. 11 is a detail relating to Figs. 6 and 7, being a transverse section through the sound conducting tube taken in the endless groove thereof.

Phonograph. Herman Rothkirch, New York. Patent No. 1,458,596.

This invention has for its object to provide a phonograph which is of maximum efficiency in the reproduction of the records being played and in which all objectionable as well as foreign

noises are eliminated from said reproduction.

Figure 1 is a plan view of the improved phonograph. Fig. 2 is a sectional elevation thereof. Fig. 3 is a horizontal section on the line 3—3 of Fig. 2. Fig. 4 is a front elevation.



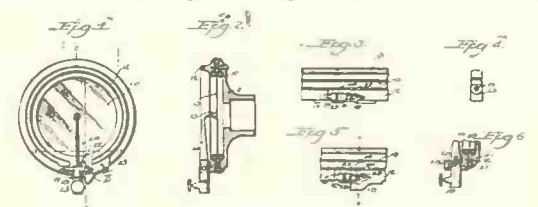
Figs. 5 and 6 are detail views of the tone arm. Fig. 7 is a view of a detail of the invention.

Mounting for Stylus Levers. George W. Slight, Brooklyn, N. Y. Patent No. 1,459,695.

This invention relates to mountings for stylus levers in sound boxes. The general object is the provision of a simple and efficient mounting for stylus levers in sound boxes, provided with a self-compensating means for taking care of the wear in the bearings.

These objects are accomplished by providing a stylus lever, having a trunnion extending at right angles thereto, forming bearings in the casing, one of which is a groove extending at an angle to the axis of the trunnion, and mounting on the casing a spring which tends to draw the trunnion along the groove to compensate for wear.

Figure 1 is a side elevation of a sound box, showing the mounting. Fig. 2 is a section along the line 2—2, Fig. 1. Fig. 3 is a section along

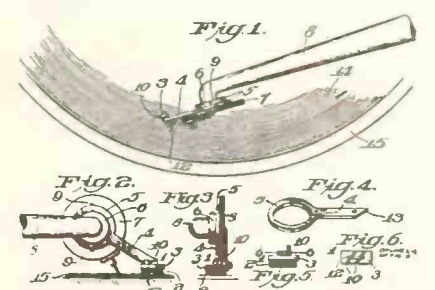


the line 3—3, Fig. 1. Fig. 4 is a section along the line 4—4, Fig. 1. Fig. 5 is a bottom plan view of a modification of the self-compensating mounting. Fig. 6 is a section along the line 6—6, Fig. 5.

Phonograph Record Cleaner and Clarifier. John O'Donnell, Jr., Philadelphia, Pa. Patent No. 1,459,549.

This invention consists of a novel construction of a phonograph record cleaner and clarifier, wherein is employed a brush or cleaning means for removing particles of dust from the sound grooves of a phonograph record positioned upon the latter in advance of the stylus thereof, said brush being so arranged as to clean the sound grooves of any particles of dust, while also clarifying the reproduction of the sound without retarding or impeding the vibrations of stylus, stylus holder or sound box diaphragm.

Figure 1 represents a plan view of a phonograph record cleaner and clarifier embodying the invention, showing the relative position the parts assume with respect to a record when the latter is being played. Fig. 2 represents a rear



elevation of Fig. 1. Fig. 3 represents a front elevation of Fig. 2. Fig. 4 represents a perspective view of the brush-supporting arm, seen in Figs. 1 to 3, in detached position. Fig. 5 represents a side elevation of a brush detached from its holder. Fig. 6 represents a section on line 6—6, Fig. 5.

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Advance RECORD BULLETINS for September, 1923

VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
- 19095 That Old Gang of Mine... Billy Murray-Ed Smalle 10
 - Hi Lee Hi Lo... Billy Murray-Ed Smalle 10
 - 19104 The Girl of the Olden West... Henry Burr 10
 - Ten Thousand Years from Now... Henry Burr 10
- DANCE RECORDS**
- 19096 Cigarette Tango... International Novelty Orch. 10
 - The Cup of Sorrow—Tango, International Novelty Orch. 10
 - 19101 I'm Drifting Back to Dreamland—Waltz, The Benson Orch. of Chicago 10
 - Just for To-Night—Waltz, The Benson Orch. of Chicago 10
 - 19102 Nobody Knows But My Pillow and Me—Fox-trot, The Benson Orch. of Chicago 10
 - I Never Miss the Sunshine—Fox-trot, The Benson Orch. of Chicago 10
 - 19103 The Cat's Whiskers—Fox-trot, The Benson Orch. of Chicago 10
 - In a Tent—Fox-trot, The Benson Orch. of Chicago 10
 - 19105 Long Lost Mama—Fox-trot... Tennessee Ten 10
 - Papa Better Watch Your Step—Fox-trot, The Collegians 10
 - 19106 Where the Ganges Flows—Medley Fox-trot, The Great White Way Orch. 10
 - Dreams of India—Fox-trot, The Benson Orch. of Chicago 10
 - 19108 Blue Hoosier Blues—Fox-trot, The Great White Way Orch. 10
 - Annabelle—Fox-trot... Brooke Johns and His Orch. 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 45353 Sweet Spirit, Hear My Prayer... Merle Alcock 10
 - Suo-Gan—Lullaby... Merle Alcock 10
 - 19080 Light Cavalry Overture—Part I (Von Suppé), Victor Symphony Orch. 10
 - Light Cavalry Overture—Part II (Von Suppé), Victor Symphony Orch. 10
 - 19097 (1) Ding, Dong, Bell; (2) Evening Song (Primo)... Hazel Gertrude Kinsella 10
 - (1) Ding, Dong, Bell; (2) Evening Song (Secondo), Hazel Gertrude Kinsella 10
 - 19098 (1) Marching On; (2) Playing Tag; (3) Village Dance (Primo), Hazel Gertrude Kinsella 10
 - (1) Marching On; (2) Playing Tag; (3) Village Dance (Secondo)... Hazel Gertrude Kinsella 10
 - 19099 (1) Lullaby; (2) A Jolly Time (Primo), Hazel Gertrude Kinsella 10
 - (1) Lullaby; (2) A Jolly Time (Secondo), Hazel Gertrude Kinsella 10
 - 19100 (1) At Twilight; (2) Ghosts; (3) The Merry Shepherd (Primo)... Hazel Gertrude Kinsella 10
 - (1) At Twilight; (2) Ghosts; (3) The Merry Shepherd (Secondo)... Hazel Gertrude Kinsella 10
 - 19041 Salut à Pesth... Victor Arden-Phil Ohman 10
 - Dance of the Demon... Victor Arden-Phil Ohman 10
 - 19094 Gulf Coast Blues—Sugar Blues—Medley Fox-trot, Tennessee Ten 10
 - Down-Hearted Blues—Medley Fox-trot, Tennessee Ten 10

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- 80923 Arabian Melody (Mélodie Arabe) (Glazounow) —Violoncello Solo... Pablo Casals 10
 - 81006 Valse Sentimentale (Schubert-Franke)—Violin Solo... Toscha Seidel 10
 - 80562 Heaven at the End of the Road (Osgood)—Tenor Solo... Charles Hackett 10
 - 80997 Roses of Picardy (Wood)—Tenor Solo, Tandy Mackenzie 10
 - A6227 Come, Come, Ye Saints (From "The Songs of Zion") (Clayton)—Soprano Solo, Lucy Gates and Male Quartet 12
 - O Ye Mountains High (From "The Songs of Zion") (Penrose)—Soprano Solo, Lucy Gates and Male Quartet 12
 - A3924 Yes! We Have No Bananas (Silver-Cohn)—Fox-trot... The Lanin Orchestra 10
 - Pickles (Rosoff)—Fox-trot, The Original Memphis Five 10
 - A3935 That Red-head Gal (Van-Schenck-Lodge)—Fox-trot... The Columbians 10
 - Carolina Mammy (James)—Fox-trot, The Columbians 10
 - A3917 I Cried for You (Freed-Arnheim-Lyman)—Fox-trot... The Columbians 10
 - Love Is Just a Flower (Schonberg-Lyman)—Fox-trot... The Columbians 10
 - A3931 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly") (Cohan)—Fox-trot... The Columbians 10
 - Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly") (Cohan)—Waltz, The Columbians 10
 - A3927 Stella (Jolson-Davis-Akst)—Fox-trot, The Happy Six 10
 - Ritzi Mitzi (Conrad-Bibo)—Fox-trot, The Happy Six 10
 - A3929 Two-Time Dan (Turk-Robinson)—Fox-trot, Frank Westphal and His Orchestra 10
 - Off Again On Again Blues (Daly)—Fox-trot, Frank Westphal and His Orchestra 10

- A3926 Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot... Ray Miller and His Orchestra 10
 - March of the Mannikins (Onivas)—Fox-trot, Ray Miller and His Orchestra 10
 - A3923 House of David Blues (Schoebel-Meyers-Mills)—Fox-trot... Chicago Blues Dance Orchestra 10
 - Blue Grass Blues (Schoebel-Meyers-Mills)—Fox-trot... Chicago Blues Dance Orchestra 10
 - A3928 Some Day You'll Cry Over Someone (Charles)—Fox-trot... Yerkes' S. S. Flotilla Orchestra 10
 - I Can't Forget You (Akst)—Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
 - A3930 Dusting the Keys (Claypoole)—Piano Solo—Fox-trot... Frank Westphal 10
 - Pianola (Westphal)—Piano Solo—Fox-trot, Frank Westphal 10
 - A3933 Waitin' for the Evenin' Mail (Baskette), Al Jolson, Comedian 10
 - When You Walked Out Someone Else Walked Right In (Berlin)—Tenor Solo... Frank Crumit 10
 - A3934 Eddie (Steady) (Cantor) (From "Ziegfeld Follies")... Eddie Cantor, Comedian 10
 - Oh! Gee, Oh! Gosh, Oh! Golly, I'm in Love (Breuer) (From "Ziegfeld follies"), Eddie Cantor, Comedian 10
 - A3932 Oh! How She Lied to Me (White-Donaldson)—Tenor Solo... Frank Crumit 10
 - That's My Baby (Clare-Friend-Murphy)—Tenor Solo... Frank Crumit 10
 - A3925 Blue Hoosier Blues (Friend-Meskill-Baer)—Duet... Furman-Nash 10
 - I'll Hop, Skip and Jump (Into My Mammy's Arms) (Pease-Nelson-Bibo)—Duet, Furman-Nash 10
 - A3938 Swingin' Down the Lane (Jones)—Male Quartet... Shannon Four 10
 - Underneath the Mellow Moon (Hall)—Male Quartet... Shannon Four 10
 - A3937 Who's Sorry Now? (Snyder)—Tenor Solo, Lewis James 10
 - Sweet Pal (Miller)—Tenor Solo... Lewis James 10
 - A3918 Sweet Mama, Tree Top Tall (Lasses White), Lasses White, Comedian 10
 - Parson Jenks (Bernard-Briers), Al Bernard, Comedian 10
 - A3936 Bleeding Hearted Blues (Austin) (Fletcher Henderson at Piano), Bessie Smith, Comedienne 10
 - Midnight Blues (Thompson-Williams) (Fletcher Henderson at Piano), Bessie Smith, Comedienne 10
 - A3939 Yodling Blues (Williams) (Fletcher Henderson at Piano)... Bessie Smith, Comedienne 10
 - Lady-Luck Blues (Williams) (Fletcher Henderson at Piano)... Bessie Smith, Comedienne 10
 - A3919 I Done Done What You Told Me to Do—Male Quartet... Fisk University Jubilee Singers 10
 - Were You There?—Male Quartet, Fisk University Jubilee Singers 10
 - A7579 The Governor's Own March (Adams), Columbia Band 12
 - Right Guide March (Reeves)... Columbia Band 12
- MID-MONTH LIST**
- DANCE MUSIC**
- A3924 Yes! We Have No Bananas (Silver-Cohn)—Fox-trot... The Lanin Orchestra 10
 - Pickles (Rosoff)—Fox-trot, The Original Memphis Five 10
 - A3927 Stella (Jolson-Davis-Akst)—Fox-trot, The Happy Six 10
 - Ritzi Mitzi (Conrad and Bibo)—Fox-trot, The Happy Six 10
 - A3929 Two Time Dan (Turk and Robinson)—Fox-trot, Frank Westphal and His Orchestra 10
 - Off Again On Again Blues (Daly)—Fox-trot, Frank Westphal and His Orchestra 10
 - A3923 House of David Blues (Schoebel, Meyers and Mills)—Fox-trot... Chicago Blues Dance Orch. 10
 - Blue Grass Blues (Schoebel, Meyers and Mills), Fox-trot... Chicago Blues Dance Orchestra 10
 - A3925 Blue Hoosier Blues (Friend, Meskill and Baer), Duet... Furman and Nash 10
 - I'll Hop, Skip and Jump (Into My Mammy's Arms) (Pease, Nelson and Bibo)—Duet, Furman and Nash 10

BRUNSWICK RECORDS

- 50035 Walkure—Magic Fire Spell (Wagner)—Piano-forte Solo... Josef Hofmann 10
- Pastorale and Capriccio (Scarlati)—Pianoforte Solo... Josef Hofmann 10
- 15054 Still Wie Die Nacht (Calm as the Night) (Böhm)—Soprano With Orch.—In German, Florence Easton 10
- Treue Liebe (True Love) (Kücken)—Soprano With Orch.—In German... Florence Easton 10
- 5191 Lead, Kindly Light (Newman-Dykes)—Mixed Voices With Orch... Collegiate Choir 10
- God Be With You Till We Meet Again (Tomer), —Mixed Voices With Orch... Collegiate Choir 10
- 5190 Charity (Dickinson-MacDermid)—Baritone With Orch... John Barclay 10
- Bells of the Sea (Lamb-Solman)—Baritone With Orch... John Barclay 10
- 5189 By the Waters of Minnetonka (Cavanass-Lieurance)—Contralto With Orch... Elizabeth Lennox 10
- The White Dawn Is Stealing (Eherhart-Cadman)—Contralto With Orch... Elizabeth Lennox 10
- 20011 Midsummer Night's Dream (Mendelssohn)—Overture—Concert Orch... Capitol Grand Orch.—Erno Rapee, Conductor (Capitol Theatre, New York) 10
- Midsummer Night's Dream (Mendelssohn)—Wedding March—Concert Orch... Capitol Grand Orch.—Erno Rapee, Conductor (Capitol Theatre, New York) 10
- 2458 Someone Else Walked Right In (Irving Berlin)—Comedienne With Orch... Marion Harris 10
- Dirty Hands! Dirty Face! (Monaco-Jolson-Leslie)—Comedienne With Orch... Marion Harris 10
- 2459 Papa Better Watch Your Step (Wells-Cooper)—Comedienne With Orch... Margaret Young 10
- Somebody's Wrong (Marshall-Egan-Whiting)—Comedienne With Orch... Margaret Young 10
- 2460 Wonderful One (Whiteman-Grofe-Terriss)—Tenor With Orch... Allan McQuhae 10
- Mellow Moon (Hall)—Soprano and Contralto With Orch... Irene Audrey-Emily Earle 10
- 2454 Love Tales (Ryan-Rose)—Fox-trot—For Dancing... Gene Rodemich's Orch. 10
- Bebe (Silver-Coslow)—Fox-trot—For Dancing, Gene Rodemich's Orch. 10
- 2455 When June Comes Along With a Song (From

- "The Rise of Rosie O'Reilly") (George M. Cohan)—Fox-trot—For Dancing, Gene Rodemich's Orch. 10
 - Wolverine Blues (Spikes-Spikes-Morton)—Shimmy Fox-trot—For Dancing, Gene Rodemich's Orch. 10
 - 2456 Someone Else Walked Right In (Irving Berlin)—Fox-trot—For Dancing... Isham Jones' Orch. 10
 - Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot—For Dancing... Isham Jones' Orch. 10
 - 2457 Alma de Bohemio (Firpo)—Tango—For Dancing, Joseph C. Smith and His Orch. 10
 - Seduction (Noceti)—Tango—For Dancing, Joseph C. Smith and His Orch. 10
 - 2453 I Cried for You (Freed-Arnheim-Lyman)—Fox-trot—For Dancing... Bennie Krueger's Orch. 10
 - Tell Me a Story (M. Schonberger-J. Schonberger)—For Dancing... Bennie Krueger's Orch. 10
 - 2441 Annabelle (Brown-Henderson)—Fox-trot—For Dancing—Orch. Arr. by Walter Haenschel, Carl Fenton's Orch. 10
 - Carolina Mammy (Billy James)—Fox-trot—For Dancing... Carl Fenton's Orch. 10
- RECORDS FOR THE COLORED CATALOG**
- 2461 My Sweetie Went Away (Turk-Handman)—Fox-trot—For Dancing... The Cotton Pickers 10
 - Duck's Quack (Maguire)—Fox-trot—For Dancing, The Cotton Pickers 10
 - 2462 My Pillow and Me (Brymn-Smith-Clarence Williams)—Piano by Clarence Johnson, Lizzie Miles, Comedienne 10
 - Black Man (Be on Yo' Way) (Spencer Williams)—Piano by Spencer Williams, Lizzie Miles, Comedienne 10
 - 2463 Down-Hearted Blues (Hunter-Austin)—Piano by Clarence Johnson... Edna Hicks, Comedienne 10
 - Gulf Coast Blues (Clarence Williams)—Piano by Clarence Johnson... Edna Hicks, Comedienne 10
 - 2464 Bleeding-Hearted Blues (Austin)—Piano by Porter Grainger... Lena Wilson, Comedienne 10
 - Chirpin' the Blues (Hunter-Austin)—Piano by Porter Grainger... Lena Wilson, Comedienne 10
 - 2465 Voo-Doo (Hegamin-Hammes)—Piano by Arthur Gibbs... Ham Tree Harrington, Comedienne 10
 - I'm Gone, Dat's All (Smith-Burris)—Piano by Arthur Gibbs... Ham Tree Harrington, Comedienne 10

AEOLIAN CO.

- (VOCALION RECORDS)**
- OPERATIC-STANDARD**
- 70004 Una Voce Poco fa (A Little Voice I Hear) (From "Il Barbiere di Siviglia") (Rossini)—Soprano, in Italian; Aeolian Orch. Accomp... Evelyn Scotney 12
 - Theme and Variations (H. Proch)—Soprano, in Italian; Aeolian Orch. Accomp... Evelyn Scotney 12
- OPERATIC**
- 52050 Adamastor, re dell' onde profonde (Adamastor, King of the Ocean) (From "L'Africana") (Meyerbeer)—Baritone, in Italian; Aeolian Orch. Accomp... Giacomo Rimini 12
- STANDARD**
- 30175 Torna a Surriento (Come Back to Sorrento) Neapolitan song (de Curtis)—Tenor, in Italian; Aeolian Orch. Accomp... Giulio Crimi 10
 - 60009 Robin Adair (Scotch Air) (Keppel)—Soprano, Aeolian Orch. Accomp... May Peterson 10
 - Flow Gently, Sweet Afton (Burns-Spilman)—Soprano, Aeolian Orch. Accomp... May Peterson 10
 - 24046 The Sunshine of Your Smile (Cooke-Ray)—Tenor, Orch. Accomp... Colin O'More 10
 - Wonderful World of Romance (Simpson-Wood)—Tenor, Orch. Accomp... Colin O'More 10
 - 14615 Excerpts from "Pinafore"—Part 1 (Intro.: "We Sail the Ocean Blue," "I'm Called Little Buttercup," "I Am the Monarch of the Sea," "A Maiden Fair to See," "Captain of the Pinafore") (Gilbert-Sullivan)—Orch. Accomp... Aeolian Mixed Quartet 10
 - Excerpts from "Pinafore"—Part 2 (Intro.: "Let's Give Three Cheers for the Sailor's Bride," "Fair Moon," "When I Was a Lad," "Baby Farming," "Farewell, My Own," "For He Is an Englishman") (Gilbert-Sullivan)—Orch. Accomp... Aeolian Mixed Quartet 10
- INSTRUMENTAL**
- 14617 Schon Rosmarin (Fair Rosmarin) (Kreisler)—Violin Solo, Piano Accomp... Marie Dawson Morrell 10
 - Rondino (On a Theme by Beethoven) (Kreisler)—Violin Solo, Piano Accomp... Marie Dawson Morrell 10
 - 14616 Capitol March (Rapee-Akst), Lt. F. W. Sutherland and His 7th Reg. Band 10
 - On, Wisconsin! (Purdy)—March, Lt. F. W. Sutherland and His 7th Reg. Band 10
 - 14603 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly") (George M. Cohan)—Fox-trot, The Bar Harbor Society Orchestra 10
 - Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly") (George M. Cohan)—Waltz, The Bar Harbor Society Orchestra 10



A "Wow" of a Tune

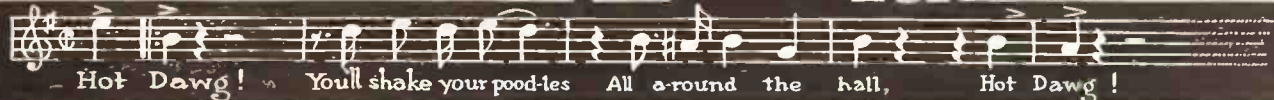
HOT DAWG

A Doggone Catchy Fox Trot With Plenty of Mustard

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Hot Dawg! You'll shake your pood-les All a-round the hall, Hot Dawg!

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 162)

- 14604 Love Is Just a Flower (Lyman-Schonberger-Billings)—Fox-trot... Selvin's Orchestra
14613 In a Tent (Magine-Koehler-Lyons)—Fox-trot... Albert E. Short and His Tivoli Syncopators
14620 Tell Me a Story (M. and J. Schonberger)—Fox-trot... The Ambassadors
14621 Dreamy Melody (Koehler-Magine-Naset)—Waltz... Selvin's Orchestra
14622 Love Tales (Rose-Ryan)—Fox-trot... Ben Bernie and His Orchestra
14623 Stingo Stungo (From "Geo. White's Scandals of 1923") (Brown-Hanley)—Comedy Song, Accomp. by The Ambassadors
14614 Lou'siana (Donaldson-Kahn)—Orch. Accomp... Aileen Stanley
14630 If I Knew You Then As I Know You Now (Brown-Joyce-Hanley)—Ballad, Accomp. by Selvin's Orch... Irving Kaufman
14619 You Don't Know the Half of It (From "Greenwich Village Follies")—Comedy Dialogue, Savoy-Brennan
14576 Cohen Visits Tutankhamen's Tomb—Comedy, Monroe Silver
14562 Senza 'a Varca (Without a Boat) (Bovio-Falvo)—Neapolitan Folk Song—Tenor, in Italian; con Orchestra Napoletana... Raffaele Balsamo
24045 Carmé (Canto Sorrentino) (G. B. de Curtis)—Sopranos, in Italian; Aeolian Orch. Accomp., Nellie and Sara Kouns
30172 V'moltchanyi notchi tainoi (In the Silence of Night) (Fet-Rachmaninoff)—Tenor, in Russian; Aeolian Orch. Accomp., Vladimir Rosing
14606 Sweeter as the Years Go By (Morris)—Male Quartet, Orch. Accomp... Criterion Quartet
14609 Danube Waves—Donau Wellen—Sulle Onde Del Danubio—Na Falsch Dunaju (Ivanovici)—Waltz... Vocalion International Band
14608 Moment Musical (Schubert), Adler's String Quartet
14612 Siamese Patrol (Lincke)—Accordion Solo, A. Palet Gallarini
14611 Aeolian Symphony Dance (Strauss)—Egyptian Trot, Arr. by Adrian Schubert, Yerkes' Metropolitan Dance Players
14607 Grusse an die Heimat (Kromer)—Baritone, in German; Orch. Accomp... Erich Bye
14610 Yente Koift a Kapory (Gus Goldstein)—Com-

- edy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
Bearbeit Mendel (Gus Goldstein)—Comedy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
14618 Yentes Silberne Chasone (Gus Goldstein)—Comedy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
Mendel Veirt a Policeman (Gus Goldstein)—Comedy Song, in Jewish; Orch. Accomp., Gus Goldstein-Clara Gold and Co.
14631 Your Time Now (I'll Be Mine After a While) (Spencer Williams)—Piano Accomp. by Fletcher Henderson... Lena Wilson
14632 Sad and Lonely Blues (Grainger-Wilson)—Piano Accomp. by Porter Grainger... Viola McCoy
14633 Bleeding Hearted Blues (Lovie-Austin)—Piano Accomp. by Porter Grainger... Viola McCoy
14634 Kind Lovin' Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson... Ethel Waters
14635 Down South Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson... Ethel Waters
14636 Gulf Coast Blues (Clarence Williams)—Fox-trot, Fletcher Henderson and His Orchestra
Down-hearted Blues (Alberta Hunter)—Fox-trot, Fletcher Henderson and His Orchestra

- 82296 The Ringers... Arthur Middleton
51193 My Sweetie Went Away (He Didn't Say Where, When or Why)... Anna Chandler
80753 Wedding March—Midsummer Night's Dream... American Symphony Orch.
51194 My Sweetie Went Away—Fox-trot, Charlie Kerr's Orch.
Ophelia—Fox-trot... Charlie Kerr's Orch.

VOCALION RACE BULLETIN

- 14631 Your Time Now (I'll Be Mine After a While) (Spencer Williams)—Piano Accomp. by Fletcher Henderson... Lena Wilson
14632 Sad and Lonely Blues (Grainger-Wilson)—Piano Accomp. by Porter Grainger... Viola McCoy
14633 Bleeding Hearted Blues (Lovie-Austin)—Piano Accomp. by Porter Grainger... Viola McCoy
14634 Kind Lovin' Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson... Ethel Waters
14635 Down South Blues (Waters-Henderson)—Piano Accomp. by Fletcher Henderson... Ethel Waters
14636 Gulf Coast Blues (Clarence Williams)—Fox-trot, Fletcher Henderson and His Orchestra
Down-hearted Blues (Alberta Hunter)—Fox-trot, Fletcher Henderson and His Orchestra

EDISON BLUE AMBEROL RECORDS

- 4757 Barney Google... Billy Jones-Ernest Hare
4758 Silver Threads Among the Gold—Transcription—Piano Solo... Franz Falkenburg
4759 Breeze of Spring—Polka Brillante, American Symphony Orch.
4760 In the Second Cavalry... Thomas Chalmers
4761 Sound Now the Trumpet Fearlessly—I Puritani, Harvey Hindermeyer-Vernon Archibald
4762 Mother in Ireland... Walter Scanlan
4763 Down Among the Sleepy Hills of Tennessee—Fox-trot... Kaplan's Melodists
4764 No One Loves You Any Better Than Your M-A-Double-M-Y—Fox-trot, Charlie Kerr's Orch.

OKEH RECORDS

- 4864 Honeymoon Home (Carlo-Sanders) (From the musical comedy "Elsie")—Fox-trot, Markels Orchestra
Two Lips Are Roses (Bryan-Carlo-Sanders) (From the musical comedy "Elsie")—Tango, Rega Dance Orchestra
4865 Just for To-Night (Oscar Geiger) (Jules R. Herbueaux, Director)—Waltz, Guyon's Paradise Orchestra
Abandonado (Guillermo Posadas) (Jules R. Herbueaux, Director)—Mexican Waltz, Guyon's Paradise Orchestra
4868 Papa Blues (Leslie-Wendling-Kortlander)—Fox-trot... Pete Wendling
Bloey Blues (Harry Jentes)—Piano Solo, Harry Jentes
4870 South Sea Eyes (Harry Akst) (Hawaiian guitar effect by Virginia Burt)—Tenor with Orch., Billy Jones
Honolulu Honeymoon (DeWitt-Bowers) (Hawaiian guitar effect by Virginia Burt)—Contralto with Orch., Virginia Burt
4862 Henpecked Blues (Jules Buffano) (Jules R. Herbueaux, Director)—Fox-trot, Guyon's Paradise Orchestra
Louisville Lou (Milton Ager) (Jules R. Herbueaux, Director)—Fox-trot, Guyon's Paradise Orchestra
4867 Lonesome Journey Blues (Thomas Morris)—Fox-trot... Thomas Morris Past Jazz Masters
When the Jazz Band Starts to Play (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters
4866 Yes! We Have No Bananas (Silver-Cohn) (Singing Chorus by Billy Jones)—Fox-trot, Blue Diamond Dance Orchestra
I've Got the Ain't Got Nothin', Never Had Nothin' Blues (Sizemore-Shrigley) (Jules R. Herbueaux, Director)—Fox-trot, Guyon's Paradise Orchestra
4871 Bullets and Bayonets (J. P. Sousa) (Capt. Patrick Conway, Conductor)—March, Conway's Band
Invincible America (H. J. Woods) (Capt. Patrick Conway, Conductor)—March, Conway's Band
4872 Kohala March—Standard Hawaiian Instrumental... Ferera and Franchini
Pua Mohala—Standard Hawaiian Instrumental, Ferera and Franchini
4873 Papillions (Ole Olson) (Butterflies)—Piano Solo... Elinor Remick Warren
Country Dance No. 1 (Ludwig-Van Beethoven)—Piano Solo... Elinor Remick Warren
4874 Molly Bawn (Samuel Lover)—Tenor with Orch., Gerald Griffin
A Puff o' Me Pipe and a Song (Kershaw-Scanlan) (From the musical comedy "Maytime in Erin")—Tenor with Orch... Gerald Griffin
4869 Beside a Babbling Brook (Walter Donaldson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
Blue Hoosier Blues (Friend-Meskill-Baer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra
4858 Little Rover (Don't Forget to Come Back Home) (Walter Donaldson) (From the musical comedy "Make It Snappy")—Fox-trot, Fintel's Arcadia Orchestra of Detroit
(Continued on page 164)

EDISON DISC RECORDS

- ALREADY RELEASED SPECIALS
80751 Figlia dei Re—L'Africana... Mario Laurenti
Sulla Laguna (On the Lagoon)... Mario Laurenti
82294 Laisse-moi (Let Me Gaze) Preceded by "Il se fait tard" ("Tis Growing Late), From Faust, Alice Verlet-Giovanni Zenatello
Romanza del Fiore—Carmen... Giovanni Zenatello
51184 Red Moon... Walter Scanlan
Wonderful One—Waltz Song Adapted From a Theme (Marshall Neilan), Elizabeth Spencer and Chorus
32295 The Valley of Laughter... Anna Case
Amoureuse—Waltz Song... Anna Case
51192 March of the Mannikins—Characteristic Fox-trot—Piano Solo... Ray Perkins
Parade of the Wooden Soldiers—Characteristic Fox-trot—Piano Solo... Ray Perkins
51198 A Kiss in the Dark (From "Orange Blossoms")—Waltz—Piano Solo... E. L. Stevens
Crying for You—Waltz—Piano Solo, Ernest L. Stevens
FLASHES
51182 I Never Miss the Sunshine (I'm So Used to the Rain)—Fox-trot... Atlantic Dance Orch.
I Can't Forget You—Fox-trot... Kaplan's Melodists
51189 Louisville Lou—Fox-trot... Paul Victorin's Orch.
The Duck's Quack (A Barnyard Jazzboree)—Fox-trot... Kaplan's Melodists
51190 I Dream of a Castle in Spain—Tango Fox-trot, Atlantic Dance Orch.
Annabelle—Fox-trot... Kaplan's Melodists
50926 Eddie (Steady)—Fox-trot... Green Bros. Novelty Band
Down on the Farm (They All Ask for You)—Fox-trot... Green Bros. Novelty Band
50941 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly")—Fox-trot, Broadway Dance Orch.
We Two (From "Dew Drop Inn")—Fox-trot, Kaplan's Melodists
51181 Night After Night—Fox-trot... Kaplan's Melodists
Bebe—Fox-trot... Atlantic Dance Orch.
GENERAL LIST
59507 Die Greene Yente... Morris Goldstein-Lizza Tuchman
Mein Weibs Shegun... Morris Goldstein
Der Telegraf... Sam Silberbusch and Sadie Wachtel
Der Ez-Hadas (The Apple of Eve)... Sam Silberbusch
51188 Th' Breath of an Irish Smile... Walter Scanlan
In the Land Where the Green Shamrock Grows, Walter Scanlan
51191 Carolina Mammy—Fox-trot... Paul Victorin's Orch.
Toot, Toot, Tootsie (Goo'bye)—Fox-trot, Broadway Dance Orch.
80752 Final Trio—Faust, Consuelo Escobar de Castro, Albert Lindquest and Virgilio Lazzari
Dio possente—Faust... Thomas Chalmers
51180 Maggie! (Yes, Ma'am) Come Right Up-stairs, Billy Jones and Ernest Hare
Yes, Sir! That's Lazy Bones... Anna Chandler

THREE	RECORD	RECORD	BREAKERS
ALA MOANA	3000 YEARS AGO	STRUTTIN' BLUES	
That Sensational Hawaiian Tune You Hear Everywhere	The comedy song that is causing so much talk	A Real Blues Song	
IRVING	BERLIN, Inc.	1607 Broadway	New York City

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 163)

- Morning Will Come (Intro. by Al Jolson in "Bombo") (Jolson-De Sylva-Conrad)—Fox-trot...Finzel's Arcadia Orchestra of Detroit 10
- 4859 Who's Sorry Now? (Ted Snyder)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- Honolulu Nights (Andy Sheridan) (Hawaiian steel guitar effect by Virginia Burt)—Waltz, Rega Dance Orchestra 10
- 4860 Little Rover (Don't Forget to Come Back Home) (Kahn-Donaldson)—Tenor Solo with Piano Accomp. by Justin Ring...Billy Jones 10
- That's Why I Cried Over You (Sym Winkel)—Tenor with Orch...Lewis James 10
- 4861 Barney Google (Rose-De Beck-Conrad) (With Singing Chorus)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- Nothing But (Busse-Ward-Grofe)—Fox-trot, Finzel's Arcadia Orchestra of Detroit 10
- 4863 Oh! Harold (Lee S. Roberts)—Collegiate Walk or Fox-trot...Markels Orchestra 10
- Keep It Under Your Hat (Cantor-Tobias-Breau)—Fox-trot...Markels Orchestra 10
- 4857 Down Among the Sleepy Hills of Tennessee (Geo. W. Meyer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- March of the Mannikins (D. Onivas)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- 8071 Chirpin' the Blues (Hunter-Austin)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- Triffin' Blues (Daddy, Don't You Trifle on Me) (Grainger-Ricketts)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- 8073 Barefoot Blues (Clarence Williams)—Contralto with Orch., Eva Taylor and Clarence Williams' Blue Five 10
- Do It a Long Time, Papa (W. Benton Overstreet)—Contralto with Orch., Eva Taylor and Clarence Williams' Blue Five 10
- 8074 Lonesome Daddy Blues (Bogan-Callens)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- Don't Mean You No Good Blues (Bogan-Callens)—Contralto Solo, Piano Accomp...Lucile Bogan 10
- 8075 The Bull Blues (E Flat No. 1 Blues) (Thomas Morris)—Fox-trot, Thomas Morris Past Jazz Masters 10
- Just Blues, That's All (Thomas Morris)—Fox-trot...Thomas Morris Past Jazz Masters 10
- 8076 Bleeding Hearted Blues (Hunter-Austin)—Contralto Solo, Piano Accomp...Alice Carter 10
- I Just Want a Daddy (Thomas Dorsey)—Contralto Solo, Piano Accomp...Alice Carter 10
- 8077 Deceitful Blues (Perry Bradford)—Contralto Solo, Piano Accomp...Kitty Brown 10
- I Don't Let No One Man Worry Me (Perry Bradford)—Contralto Solo, Piano Accomp...Kitty Brown 10
- 8078 Nobody in Town Can Bake Sweet Jelly Roll Like Mine (Williams-Williams)—Contralto Solo with Piano Accomp. by Clarence Williams...Sara Martin 10
- If You Don't Like It, Leave (Clarence Todd)—Contralto Solo with Piano Accomp. by Clarence Williams...Sara Martin 10
- 8080 Satisfied Blues (A Barrel-House Blues) (Lemuel Fowler)—Contralto Solo, Piano Accomp...Helen Baxter 10
- Daddy Ease It to Me (Lemuel Fowler)—Contralto Solo, Piano Accomp...Helen Baxter 10

ODEON RECORDS

- 3056 Pelican (El Pelicano) (Chapson) (Recorded in Europe) Orch.—Parisian Novelty Fox-trot, Marek Weber and His Orchestra 12
- Salome (R. Stolz) (Recorded in Europe) Orch.—Viennese Novelty Fox-trot, Marek Weber and His Orchestra 12
- 3058 Rendezvous (I Part) (E. Waldteufel) (Recorded in Europe)—Orch., M. Michailow and His Orchestra 12
- Rendezvous (II Part) (E. Waldteufel) (Recorded in Europe)—Orch., M. Michailow and His Orchestra 12
- 5018 Orpheus in Hades—Overture, Part I (Orpheus in der Unterwelt) (Jaques Offenbach) (German) (Recorded in Europe)—Symphony Orch., Eduard Moerike and the Orchestra of the German Opera House, Berlin 12
- Orpheus in Hades—Overture, Part II (Orpheus in der Unterwelt) (Jaques Offenbach) (German) (Recorded in Europe)—Symphony Orch., Eduard Moerike and the Orchestra of the German Opera House, Berlin 12
- 5019 Flying Dutchman—Senta's Ballade, Part I (Der fliegende Hollander—Senta Ballade, 1. Teil) (Richard Wagner) (Recorded in Europe)—Soprano with Chorus Accomp. Sung in German...Emmy Heckmann-Bettendorf 12
- Flying Dutchman—Senta's Ballade, Part II (Der fliegende Hollander—Senta Ballade, 2. Teil)

- (Richard Wagner) (Recorded in Europe)—Soprano with Chorus Accomp. Sung in German...Emmy Heckmann-Bettendorf 12
- 53305 Elisir D'Amore—Una furtiva lagrima (A Furtive Tear) (Donizetti)—Tenor with Orch., Sung in Italian...Giacomo Lauri-Volpi 12
- 63004 Manon—Il sogno (The Dream) (Massenet)—Tenor with Orch., Sung in Italian, Giacomo Lauri-Volpi 10
- 3053 Come Into My Arms (Komm' in meine Arme, schone Frau) (Ven a Mis Brazos) (R. Benatzky) (Recorded in Europe)—Orch., Dajos Bela and His Orchestra 12
- Just Once (Irgend einmal) (Una Vez Solamente) (H. Krome) (Recorded in Europe)—Orch...Dajos Bela and His Orchestra 12

GENNETT LATERAL RECORDS

- (A GREEN LABEL GENNETT)
- 10076 The Old Refrain (Mattullath-Kreisler)—Tenor, Kashmiri Song (Woodforde-Fiden)—Tenor, Henry Moeller 10
- 10077 Orientale (Cui)...Henry Moeller 10
- A Song of India (Chanson Indoue) (Rimsky-Korsakow)—Scipione Guidi, Violin, Piano Accomp...Thos. Griselle 10
- 5178 The Song of Triumph—Baritone, Homer Rodeheaver Into the Woods My Master Went—Baritone, Homer Rodeheaver 10
- 5165 Valse La La (Glantz-DeBueris)—Saxophone Solo...Nathan Glantz 10
- Gladioli (Valse) (De Bueris-Glantz)—Saxophone Solo...Nathan Glantz 10
- 5169 Irish Boy—One Step...Planagan Bros. 10
- The Rights of Man (Irish Hornpipe)—Intro: "Hennessy's Hornpipe"...Planagan Bros. 10
- 5170 Barcarolle (Offenbach), Art Landry and His Call of the North Orch. 10
- Melody in F (Rubinstein), Art Landry and His Call of the North Orch. 10
- 5176 Honolulu Rag (Ferera)—Hawaiian Guitars, Ferera and Franchini 10
- Hawaiian Blues (Motzan-Jerome), Frank Ferera's Hawaiian Quartette 10
- 5174 Jazzin' Babies Blues (Jones)...Richard M. Jones 10
- 12th Street Rag (Bowman)—Piano Solo, Richard M. Jones 10
- POPULAR SONG HITS
- 5162 Chirpin' the Blues (Hunter)...Porter Grainger 10
- Just Thinkin' (A Blues) (Grainger-Ricketts)—Viola McCoy, Piano Accomp...Porter Grainger 10
- 5163 I Cried for You (Now It's Your Turn to Cry Over Me) (Freed-Arnheim-Lyman)—Baritone, Elliott Shaw 10
- If I Knew You Then as I Know You Now (Brown-Joyce-Hanley)—Baritone...Elliott Shaw 10
- 5172 Maybe Someday (Spikes Bros.)...Richard Jones 10
- All Night Blues (Jones)—Callie Vassar, Piano Accomp...Richard Jones 10
- 5175 Long Lost Mama (Woods) (Cannot be broadcasted)...Porter Grainger 10
- Wish I Had You (And I'm Gonna Get You Blues) (Grainger-Ricketts) (Can be broadcasted)—Viola McCoy, Piano Accomp., Porter, Grainger 10
- 5177 That Thing Called Love (Bradford)—Contralto—Piano Accomp., Perry Bradford...Julia Jones 10
- Liza Johnson Got Better Bread Than Sally Lee (Bailey)—Contralto—Piano Accomp., Perry Bradford...Julia Jones 10
- LATEST DANCE MELODIES
- 5164 Sittin' on the Inside Looking at the Outside (Waitin' for the Evenin' Mail) (Baskette), Fox-trot...Ladd's Black Aces 10
- I Ain't Never Had Nobody Crazy Over Me (Durante-Stein-Roth)—Fox-trot...Ladd's Black Aces 10
- 5167 I Cried for You (Now It's Your Turn to Cry Over Me) (Freed-Arnheim-Lyman), Howard Lanin's Arcadia Orch. 10
- My Sweetie Went Away (She Didn't Say When, Where, Why) (Turk-Handman)—Fox-trot, Howard Lanin's Arcadia Orch. 10
- 5168 Barney Google (Rose-Conrad)—Fox-trot—Joe Thomas' Saxotette (cannot be broadcasted), Eddie Elkins' Orch. 10
- When You Walked Out Some One Else Walked Right In (Berlin)—Fox-trot...Eddie Elkins' Orch. 10
- 5171 You Tell Her—I Stutter (Rose-Friend), Art Landry and His Call of the North Orch. 10
- Rip Saw Blues (Landry-Hager-DeKay-Megson), Art Landry and His Call of the North Orch. 10
- 5179 Roses of Picardy (Weatherly-Wood) (cannot be broadcasted)—Fox-trot, Biltmore Hotel Orch., Hazay Natzy, Director 10
- Just One Night (Nur Eine Nacht) (Geiger) (cannot be broadcasted)—Waltz, Biltmore Hotel Orch., Hazay Natzy, Director 10
- 5180 Annabelle (Brown-Henderson)—Fox-trot—Joe Thomas' Saxotette (cannot be broadcasted), Biltmore Hotel Orch., Hazay Natzy, Director 10
- Electric Girl (Wheeler-Smith-Holmes)—Fox-trot, Biltmore Hotel Orch., Hazay Natzy, Director 10
- 5183 When June Comes Along With A Song (From Musical Comedy "The Rise of Rosie O'Reilly")

- (Cohan)—Fox-trot—(cannot be broadcasted), Bailey's Lucky Seven 10
- First, Last and Always (Akst-Davis)—Fox-trot, Bailey's Lucky Seven 10
- 5184 Choo Choo Blues (Barr-Creager), Art Landry's Syncopatin' Six 10
- Snake Rag (Oliver)...King Oliver's Creole Jazz Band 10
- FOREIGN SELECTIONS
- S5161 A Las Tres De La Manana (Vals) (Robledo), Orquesta "Villa Hermosa" 10
- Reflejos De Luna (Vals) (David), Orquesta "Villa Hermosa" 10
- S5166 Un Tequila Con Limon (La Chula Tanguista) (Jaun Rica)—Fox-trot...Gonzalez y su orquesta 10
- El Capote De Paseo (Pasodoble flamenco) (G. Monreal)...Banda Mexicana de Gonzalez 10

PATHE PHONOGRAPH & RADIO CORP.

- HAWAIIAN
- 020964 Ciribiribin—(Waltz)—Hawaiian Guitars with Whistling...Louise-Ferera Hawaiian Troupe 10
- O Mari—(Waltz), Louise-Ferera Waikiki Orchestra 10
- STANDARD VOCALS
- 021011 The Kingdom Within Your Eyes...Frank Sterling 10
- On The Road To Mandalay...Turner Roe 10
- INSTRUMENTAL
- 021013 March of the Dwarfs—Piano Duet, F. Longo-D. Onivas 10
- La Lisonjera (The Flatterer)—Piano Duet, F. Longo-D. Onivas 10
- SACRED
- 021012 Rock of Ages...Cathedral Male Quartet 10
- Abide With Me (Organ Acc.)...Earle F. Wilde 10
- INSTRUMENTAL
- 021014 Bird Raptures (Whistling)...Margaret McKee 10
- Valse Lala (Saxophone Solo)...Paul Gordon 10
- BANDS
- 021015 Liberty Lads (March)...American Republic Band 10
- On, Wisconsin (March)...American Republic Band 10
- CHILDREN'S RECORDS
- 021016 Bedtime Tales, No. 1, Gilbert Girard-Russell Hunting 10
- Bedtime Tales, No. 2, Gilbert Girard-Russell Hunting 10
- 021017 Bedtime Tales, No. 3, Gilbert Girard-Russell Hunting 10
- Bedtime Tales, No. 4, Gilbert Girard-Russell Hunting 10
- POPULAR VOCAL
- 021036 The Life Of A Rose (from "Geo. White's Scandals")...Arthur Wilson 10
- Just A Girl That Men Forget...Charles Cinway 10
- 021037 That Old Gang of Mine...Apollo Male Trio 10
- Love (My Heart Is Calling You)...John Ralph 10
- 021038 When You Walked Out Someone Else Walked Right In...Robert Judson 10
- Say It With A Ukelele, Arthur Wilson-Frank Sterling 10
- DANCE
- 021028 If I Knew You Then As I Know You Now—Fox-trot...Les Stevens Clover Gardens Orch. 10
- Dreams of India—Fox-trot...Casino Dance Orch. 10
- 021029 The Gold Digger (from "Geo. White's Scandals")—Fox-trot, Joe Gibson and his Moulin Rouge Orch. 10
- Now That I Need You You're Gone—Fox-trot, Hotel Biltmore Orch. 10
- 021030 Wild Papa—Fox-trot, Don Parker's Western Melody Boys 10
- Struttin' Jim—Fox-trot...Original Memphis Five 10
- 021031 Cut Yourself A Piece of Cake—Fox-trot, Casino Dance Orch. 10
- Hi Lee Hi Lo—Fox-trot...Casino Dance Orch. 10
- 021032 Midnight Rose—Fox-trot...Casino Dance Orch. 10
- 'Way Out In Kentucky—Fox-trot, Don Parker's Western Melody Boys 10
- 021033 Love (My Heart Is Calling You)—Fox-trot, Don Parker's Western Melody Boys 10
- Lou'siana—Fox-trot...Casino Dance Orch. 10
- 021034 Rose of the Morning (From "Passing Show")—Fox-trot...Jos. Samuels' Orch. 10
- If Love Were All—Waltz...Casino Dance Orch. 10
- 021035 Last Night on the Back Porch (I Loved Her Best of All)—Fox-trot...Les Stevens C. G. Orch. 10
- My Lady and Me—Fox-trot...Jos. Samuels' Orch. 10

EMERSON RECORDS

- LATEST DANCE HITS
- 10651 Hi Lee, Hi Lo—Novelty Fox-trot, Pennsylvania Syncopaters 10
- Annabelle—Fox-trot...Pennsylvania Syncopaters 10
- 10652 That Old Gang of Mine—Fox-trot, Emerson Dance Orch. 10
- Bonnie—Fox-trot...Emerson Dance Orch. 10
- 10653 When June Comes Along With a Song (From "The Rise of Rosie O'Reilly")—Fox-trot, Emerson Dance Orch. 10
- Born and Bred in Brooklyn (From "The Rise of Rosie O'Reilly")—Waltz, Emerson Dance Orch. 10

- 10654 Midnight Rose—Fox-trot....Emerson Dance Orch. Chicadee—Novelty Fox-trot....Emerson Dance Orch.
- LATEST SONG HITS**
- 10649 Cut Yourself a Piece of Cake—Tenor Solo, Accomp. by Lada's Orch.....Irving Kaufman
Hi Lee, Hi Lo—Tenor and Baritone Duet, Accomp. by Lada's Orch.....Irving and Jack Kaufman
- 10650 Stella—Tenor Solo, Orch. Accomp.....Benny Davis
My Sweetie Went Away—Tenor Solo, Orch. Accomp.....Benny Davis
- STANDARD AND NOVELTY SELECTIONS**
- 10655 The Bells of St. Mary's—Tenor Solo, Orch. Accomp.....Walter Scanlan
When I Looked in Your Wonderful Eyes—Tenor Solo, Orch. Accomp.....Walter Scanlan
- 10656 The Argentines, the Portuguese and the Greeks—Comedy Song, Orch. Accomp.....Eddie Cantor
You Don't Need the Wine to Have a Wonderful Time—Comic Character Song, Orch. Accomp., Eddie Cantor

REGAL RECORDS

DANCE RECORDS

- 9511 Bebe—Fox-trotHollywood Dance Orchestra
Annabelle—Fox-trot, Castle-by-the-Sea Dance Orchestra
- 9512 Cut Yourself a Piece of Cake (Vocal Chorus, Arthur Hall)—Fox-trotSix Black Diamonds
Hi Lee Hi Lo (Vocal Chorus, Arthur Hall)—Fox-trotSix Black Diamonds
- 9513 The Life of a Rose ("Scandals of 1923")—Fox-trotJos. Franklin's Orchestra
First, Last and Always—Fox-trot, Jos. Franklin's Orchestra
- 9514 My Sweetie Went Away (Vocal Chorus, Bob Thomas)—Fox-trotMissouri Jazz Band
Bugle Call Rag—Fox-trot.....Missouri Jazz Band
- 9515 Some Day You'll Cry Over Someone—Fox-trot, Hollywood Dance Orchestra
Marcheta—Tango-Fox-trot..Glantz and His Orchestra
- 9516 Nijigo Novgo (From "Helen of Troy, N. Y.")—Fox-trotRegal Dance Orchestra
The Gold Diggers (From "Scandals of 1923") (Vocal Chorus, Arthur Hall)—Fox-trot, Regal Dance Orchestra
- 9517 Every Step Brings Me Closer to My Lovin' Honey Lamb—Fox-trot....Roy Collins Orchestra
Ritzi Mitzi—Fox-trotRoseland Dance Orchestra
- 9518 Dreamy Melody—Waltz..Clark's Marimba Orchestra
Broken-Hearted Melody—Waltz, Clark's Marimba Orchestra

POPULAR VOCAL RECORDS

- 9519 I'll Hop, Skip and Jump Into My Mammy's Arms—Tenor Solo—Orch. Accomp., Vernon Dalhart
Oh! How She Lied—Comedy Solo—Orch. Accomp.....Billy West
- 9520 Just a Girl That Men Forget—Tenor Solo—Orch. Accomp.....Vernon Dalhart
Midnight Rose—Tenor Solo—Orch. Accomp., Hugh Donovan
- 9521 When You Walked Out, Someone Else Walked Right In—Comedienne—Orch. Accomp., Mammy Jinny
My Lady and Me—Tenor Solo—Orch., Accom., Vernon Dalhart
- HAWAIIAN RECORD**
- 9522 Come Back to Erin—Hawaiian Guitars and Xylophone.....Ferreira's Hawaiian Serenaders
Wearing of the Green—Hawaiian Guitars and Xylophone.....Ferreira's Hawaiian Serenaders

BANNER RECORDS

DANCE RECORDS

- 1225 Cut Yourself a Piece of Cake—Fox-trot—Vocal Chorus, Arthur HallMissouri Jazz Band
Hi-Lee-Hi-Lo—Fox-trot—Vocal Chorus, Arthur HallMissouri Jazz Band
- 1226 First, Last and Always—Fox-trot, Hollywood Dance Orch.
Annabelle—Fox-trotHollywood Dance Orch.
- 1227 My Sweetie Went Away—Fox-trot—Vocal Chorus, Bob ThomasSix Black Diamonds
Nijigo Novgo (From "Helen of Troy, N. Y.")—Fox-trotRoy Collins' Orch.
- 1228 Bebe—Fox-trotPavilion Royal Dance Orch.
Marcheta—Tango Fox-trotRoy Collins' Orch.
- 1229 Every Step Brings Me Closer to My Lovin' Honey Lamb—Fox-trotBanner Dance Orch.
Bugle Call Rag—Fox-trot.....Banner Dance Orch.
- 1230 The Gold Diggers (From "Scandals of 1923")—Fox-trot—Vocal Chorus, Arthur Hall, Missouri Jazz Band
Ritzi Mitzi—Fox-trotSam Lanin's Orch.
- 1231 Someday You'll Cry Over Someone—Fox-trot, Hollywood Dance Orch.
Life of a Rose ("Scandals of 1923")—Fox-trot, Jos. Franklin's Orch.
1232 Dream Melody—WaltzXylo Novelty Orch.
Broken-Hearted Melody—Waltz, Clark's Marimba Orch.

POPULAR VOCAL RECORDS

- 1233 When You Walked Out Someone Else Walked

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

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- 1235 Midnight Rose—Tenor Solo—Orch. Accomp., Billy Burton
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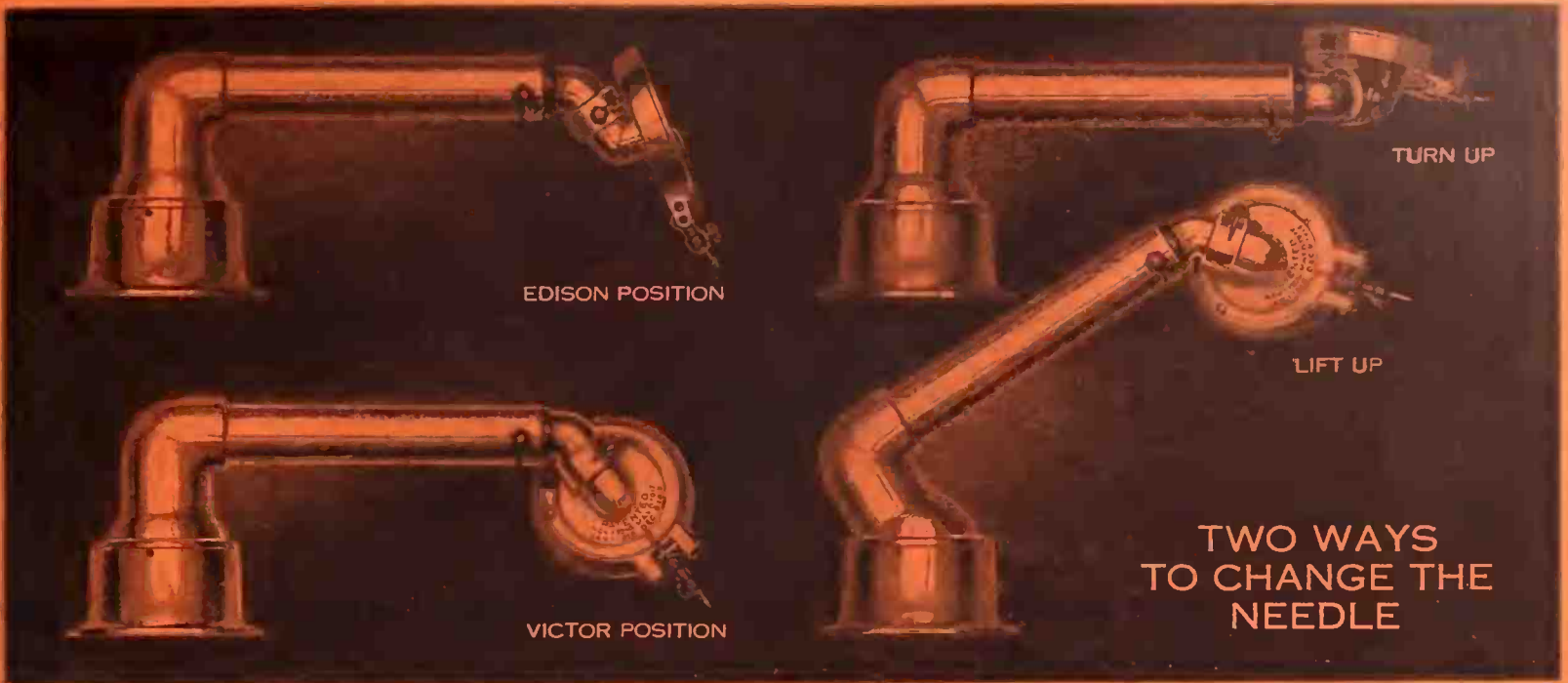
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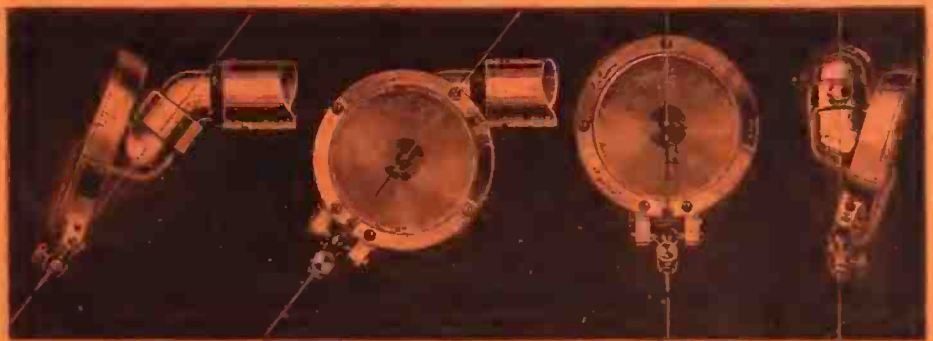
To the Dealer or Salesman:

The Scotford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scotford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scotford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scotford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailor-made appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



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 true performance.



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 Denver—Denver Dry Goods Co.

GEORGIA
 Atlanta—Phonographs, Inc.

ILLINOIS
 Chicago—The Phonograph Co.
 Wm. H. Lyons (Amberola only).

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 Des Moines—Harger & Blish.

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 Iver Johnson Sporting Goods Co.
 (Amberola only).

MICHIGAN
 Detroit—Phonograph Co. of Detroit.

MINNESOTA
 Minneapolis—Laurence H. Lucker.

MISSOURI
 Kansas City—The Phonograph Co.
 of Kansas City.
 St. Louis—Silverstone Music Co.

MONTANA
 Helena—Montana Phonograph Co.

NEBRASKA
 Omaha—Shultz Bros.

NEW JERSEY
 Orange—The Phonograph Corp. of
 Manhattan.

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 Syracuse—Frank E. Bolway & Son,
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OHIO
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 Cleveland—The Phonograph Co.

OREGON
 Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
 Philadelphia—Girard Phonograph
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 Pittsburgh—Buchn Phonograph Co.
 Williamsport—W. A. Myers.

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 Providence—J. A. Foster Co.
 (Amberola only).

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 Dallas—Texas-Oklahoma Phono-
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UTAH
 Ogden—Proudfit Sporting Goods Co.

VIRGINIA
 Richmond—The C. B. Haynes Co.,
 Inc.

WISCONSIN
 Milwaukee—The Phonograph Co. of
 Milwaukee.

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 St. John—W. H. Thorne & Co., Ltd.
 Toronto—R. S. Williams & Sons
 Co., Ltd.
 Vancouver—Kent Piano Co., Ltd.
 Winnipeg—R. S. Williams & Sons
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