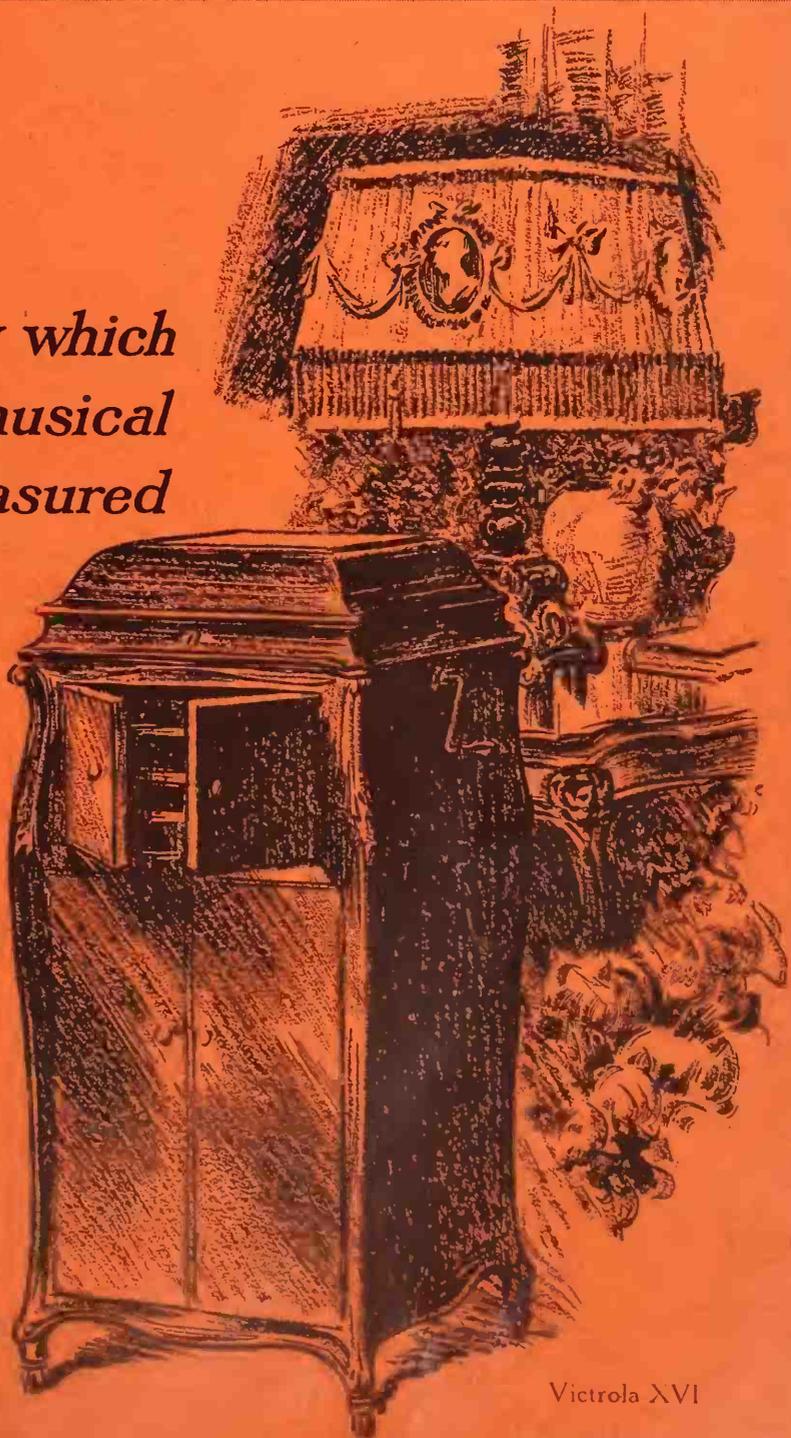


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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

*The instrument by which
the value of all musical
instruments is measured*



This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Victrola XVI

The Highest Class Talking Machine in the World



AN equal chance and Sonora outsells any other make of phonographs! Ask any dealer who handles Sonora and other makes. *Sonora dealers make money.*

Sonora is the fast selling phonograph because it is matchless in value.

The Sonora captivates the most critical, gives perfect satisfaction, stays sold, and makes every Sonora owner an ardent Sonora "booster."

Your customers want their money's worth these days and they get it in full measure when they buy the Sonora.

Write today regarding an agency.

SONORA PHONOGRAPH COMPANY, Inc.

George E. Brightson, *President*

NEW YORK : 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

The Talking Machine World

Vol. 17. No. 5

New York, May 15, 1921

Price Twenty-five Cents

THE REPAIRMAN DRUMS UP TRADE

Talking Machine Dealer Finds That the Repairman Points the Way to New Channels for Developing or at Least Reviving Interest in the New Records and Even in Machines

One of the larger dealers in talking machines in the Middle West, who maintains his own repair department, found recently that the public had not only shut down on buying new goods, but likewise appeared disinclined to have repair work done, with the result that his repairman was spending most of his time resting himself or tinkering on odd jobs on which there was no income. It was the repairman himself, who, realizing that such a state of affairs could not go on indefinitely, suggested as a means of keeping his job safe that he be permitted to call on the dealer's customers and solicit repair work. As a result of the first couple of days of effort there developed a single repair job, that of installing a new spring, but the repairman had meanwhile dug up several machine prospects and filled orders for close to \$50 worth of records.

It was found that by presenting himself as a repairman he was able to gain entrée into the house in order to inspect the machine. The housewife in every case kept close at hand, probably for safety's sake, and it was an easy matter to swing the conversation around to the questions of new records and of friends who should buy, or contemplated buying, machines. The repairman had wisely carried with him a half dozen of the latest records and in every home played at least two of them over, ostensibly for the purpose of testing the speed of the motor. In most cases the testing records pleased and an order followed. It is, of course, out of the question for every dealer to send a repairman in search of business, nor is it always possible to secure a repairman with a real selling instinct, but where the opportunity presents itself, and the combination exists, there is found a new avenue for getting close to prospects and old customers and reviving interest in new records.

Get out and sell goods. Hustle. Fight. Don't get fastened in one hole.

GETTING THE BUSINESS OF THE HURRYING COMMUTER

How the Establishment of Order-taking Facilities at Railroad Terminals Helped to Develop Record Sales for One Live Retailer at Small Increase of Effort or Expense

A talking machine dealer in one of the larger cities in the East, in casting about for means for increasing record sales, came to the conclusion that there were a great number of daily visitors to the city who could be induced to buy their new records in town, provided facilities were offered for giving them quick service without taking them out of their beaten paths from train to office, or vice-versa.

This particular dealer was located in a fine business section, but did not let that fact deter him from going abroad in search of sales rather than waiting for the business to come to his door. After giving the matter of reaching the transient and the commuter some thought he finally made arrangements with a company conducting a chain of news and candy stands at local railways and interurban terminals to take record orders for his store.

The system is a simple one. A board is provided, on which is tacked the latest monthly bulletin, together with a list of other desirable records. On the board also are fastened two or three of the latest popular records, and at the bottom are pockets containing current record supplements and other literature. A bold sign at the top of the board announces that record orders left at the stand in the morning will be filled and delivered from the stand in the after-

WILLIAM MAXWELL SEES EARLY STABILIZATION AHEAD

Replies to Questionnaire Sent Out to Banks by Vice-president of Thomas A. Edison, Inc., Indicate That Agricultural Improvement Will Bring About Upward Trend of Business Shortly

Early stabilization of the agricultural situation and a rapid upward trend in business generally are indicated by responses received from banks throughout the country to a questionnaire recently sent out by William Maxwell, vice-president of Thomas A. Edison, Inc.

"The replies indicate a larger percentage of the 1920 grain crop still in the farmers' hands than other sources of information had led us to believe was the case," said Mr. Maxwell. "While the planting season will temporarily retard the liquidation of bank loans in the country districts, I believe that there will be a substantial renewal of liquidation, after the farmers get their crops in, and I do not share the opinion of those who feel that a further marked reduction in farm loans in the grain country must wait on the new crop.

"The banks in the corn belt report quite generally a marked increase in the breeding of hogs. In numerous localities an increase in dairy cattle and the feeding of beef cattle is reported. These can be regarded as most encouraging signs, for cattle and hogs are the great stabilizers of agriculture.

"We are pretty well convinced that there will be a material reduction in the 1921 cotton crop," Mr. Maxwell continued. "Without exception Southern bankers report reduced purchases of commercial fertilizer, and this, apart from a reduction in acreage, will automatically result in a reduced crop. I do not anticipate so large a reduction in cotton acreage as some people expect. However, judging by the past, the acreage decrease does not have to be very large

to have an effect on prices. In 1892 an acreage decrease of approximately 16 per cent was followed by a price increase of 15 per cent. In 1895 a 14 per cent acreage decrease was followed by a price increase of 65 per cent. In 1907 a 5 per cent acreage decrease was accompanied by an 8 per cent increase in price. In 1915 a 14 per cent decrease in acreage was followed by a 66 per cent increase in price. Needless to say, there were various abnormal influences in 1920, but the fact remains that the price of cotton has always seemed quite responsive to acreage reduction, and I doubt if international economic conditions will be sufficient to abrogate the rule this year.

"Business in general is weighed down by numerous bad influences. When some of these are removed, or even when a fair promise of removal is apparent, the upward trend may be rather rapid, particularly in view of the shortage of many kinds of merchandise and the immense amount of gold which we have.

"I am sorry to note the attitude in Congress that certain things must be done, whether they are right or not, because the West will 'raise hell' if they are not done. Recently, I spoke before the Chamber of Commerce, at Hutchinson, Kan., which is right in the heart of the militant West, and I must say that I observed very little of this hell-raising tendency. On the contrary, the men in Hutchinson and vicinity seemed to be conservative, broad-minded men and keenly conscious of the fact that Kansas cannot be prosperous unless the rest of the country is also prosperous."

KNOWING YOUR OWN LINES

The kind of selling knowledge for you to always have in "mental stock" on all occasions is knowledge of your own goods, not knowledge of what the other fellows are making or doing. If a customer wants to ask about the product of some other concern let him ask the other concern. Tell him your knowledge is

confined mainly to what you produce and what you have to sell and, above all, avoid finding fault with, or running down, the product of a rival. It is a wise and profitable policy.

SAMAROFF TO MAKE RECORDS

Famous Pianist, Who Has Been Heard With Favor Throughout Country, to Record Exclusively for Victor Talking Machine Co.

Olga Samaroff, the distinguished pianist, in fact one of the foremost women pianists before the American public, recently signed a three-year contract to make records exclusively for the Victor Talking Machine Co. The first records of Mme. Samaroff will be announced at an early date, as this prominent artist recently made extended visits to the Victor laboratories.

Mme. Samaroff just recently finished a series of eight Beethoven recitals in Acolian Hall, New York. Her interpretations of the piano sonatas of the great master came in for the highest praise. The critic of the Sun said: "The undertaking was one of serious character and it was carried forward in a serious spirit. Mme. Samaroff is a pianist of more than common intelligence, a devoted student of her art, and a woman of alert mind. Her playing of the adagio of opus 106 was a truly beautiful performance."

NEW POST FOR H. L. OBERT

H. L. Obert, dealer service manager of the Columbia Graphophone Co.'s Omaha branch, has become associated with the Dorlan & Shields Furniture Co., of Omaha, and will manage the talking machine department of both stores in that city. Mr. Obert has to his credit a number of years' experience in the talking machine field, and is also well known in the music publishing business.

The Return to Normalcy in the Matter of Talking Machine Merchandising :: By Edward Katt

We are told that this is the day of the go-getter. One of the largest newspapers in the country is conducting a campaign based on the idea that salesmen to get results must be "fighting men." On the whole, the same influence of stirring up, stimulating and spurring to action to which Uncle Sam's sons, ages 21 to 35, were subject three and four years ago is now taking hold of the man who wins his bread by hounding down that most elusive game—orders.

What is being proposed as the "New Thought" of salesmanship is in fact based upon the principles which have always been the fundamentals of good salesmanship. Certain it is that back-bone has always been just as much a requisite to getting maximum sales results as it is today. The difference is that until a short time ago the average salesman could get by on his wishbone. This he cannot do to-day.

It might be well, however, to recede for a moment or two, to some quiet spot away from the madding crowd and the raving sky pilots of business, and soberly consider the problem before us. After all, aren't the merchandising methods which have been tried in the acid test of experience the ones which should be employed now with more diligence than before? Aren't we in our feverish and fretful struggle for more business overlooking or sidetracking the stable, tried and true "sure bets" for getting results?

The writer, during a recent investigation into the subject of house-to-house talking machine selling, learned from a large Pennsylvania distributor that this "old-fashioned" method has always been an essential for the best results in that territory.

It should not be out of place then to suggest

to the dealer the time-worn, not worn-out, principle of getting a clear conception of one's task before undertaking it. Who are the prospects that can be looked to for future business? The answer can be obtained only after it is determined in which homes, schools, clubs and community centers talking machines are and are not. The result of such an investigation would undoubtedly reveal that although the surface had

*Time for the Retailer
to Forget Precedent and
Put Into Force Some
New Practical and Efficient
Selling Ideas*

been more than scratched there remains a considerable depth of fruitful soil in which to dig.

Persistence has more than once outdistanced zeal, as exemplified by the dealer who, using his local phone directory patiently, called up every home listed to determine who were without talking machines and what kind others had. Tact and diplomacy were needed. Each party called was greeted courteously and asked, "Is your talking machine in good condition?" The answer of course revealed whether or not a talk-

ing machine was in the home and paved the way for obtaining additional information.

Further ingenuity was employed by the dealer, who used a corps of boys in boy scout uniforms to canvass the town, house-to-house, with forms, one being filled out for every family as follows:

Ward or Section:	Date
Name:	
Address:	
Where employed:	Position:
No. children:	Age:
What musical instrument:	
What talking machine:	
What newspaper read:	
Reporter's name:	

The women who would have objected to giving the desired information were ready to encourage the young men and assist their organization to which part of the canvass proceeds was to be contributed.

The endeavor of each of the above dealers was to construct a trestle-board of prospects in his territory on which to base the plans for the future selling campaign. Without this basis of procedure the go-getter, fighting and dare-devil salesmen would undoubtedly have spent considerable time and expensive energy fanning thin air. Isn't it reasonable, now isn't it, to suggest to the talking machine dealer to spend some time investigating no man's land before sending the boys over the top?

The installation of a new Victrola department by the Boyson Jewelry & Optical Co., of Belle Plaine, Ia., was recently celebrated by a formal concert in which the Victrola and local artists participated.

The Talking Machine's Helpmate



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

The Beauty of a Nyacco Set in a Machine

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

They also help to sell *more* records.

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

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

When purchasing albums be sure they are NYACCO albums.

Look for the Trade-Mark.



Accept No Substitute.

Jobbers and Distributors Throughout
the United States and Canada

Write for quotations. Samples submitted upon request.

New York Album & Card Co., Inc.

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

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

Victor Supremacy

Victor supremacy is the natural
reward of merit.

And it is responsible for the
success of every Victor retailer.

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

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

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

Victor Wholesalers

- Albany, N. Y.....Gately-Haire Co., Inc.
- Atlanta, Ga.Elyea Talking Machine Co.
Phillips & Crew Piano Co.
- Baltimore, Md.Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Birmingham, Ala...Talking Machine Co.
- Boston, Mass.Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
- Brooklyn, N. Y....American Talking Mach. Co.
G. T. Williams Co., Inc.
- Buffalo, N. Y.....Curtis N. Andrews
Buffalo Talking Machine Co.,
Inc.
- Burlington, Vt....American Phonograph Co.
- Butte, Mont.Orton Bros.
- Chicago, Ill.Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.Ohio Talking Machine Co.
The Rudolph Wurlitzer Co.
- Cleveland, O.The Cleveland Talking Ma-
chine Co.
The Eclipse Musical Co.
- Columbus, O.The Perry B. Whitsit Co.
- Dallas, Tex.Sanger Bros.
- Denver, Colo.The Knight-Campbell Music
Co.
- Des Moines, Ia....Mickel Bros. Co.
- Detroit, Mich.Grinnell Bros.
- Elmira, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
- Honolulu, T. H....Bergstrom Music Co., Ltd.
- Houston, Tex.The Talking Machine Co. of
Texas.
- Indianapolis, Ind...Stewart Talking Machine Co.
- Jacksonville, Fla...Florida Talking Machine Co.
- Kansas City, Mo...J. W. Jenkins Sons Music
Co.
The Schmelzer Co.
- Los Angeles, Cal...Sherman, Clay & Co.
- Memphis, Tenn. ...O. K. Houck Piano Co.

- Milwaukee, Wis. ...Badger Talking Machine Co.
- Minneapolis, Minn..Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Newark, N. J.....Collings & Co.
- New Haven, Conn.,The Horton-Gallo-Creamer
Co.
- New Orleans, La...Philip Werlein, Ltd.
- New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Ma-
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Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
- Omaha, Nebr.Ross P. Curtice Co.
Mickel Bros. Co.
- Peoria, Ill.Putnam-Page Co., Inc.
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C. J. Heppé & Son.
The George D. Ornstein Co.
Penn. Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa. ...W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co.
- Portland, Me.Cressey & Allen, Inc.
- Portland, Ore.Sherman, Clay & Co.
- Richmond, Va.The Corley Co., Inc.
- Rochester, N. Y....E. J. Chapman.
- Salt Lake City, U...The John Elliott Clark Co.
- San Francisco, Cal.Sherman, Clay & Co.
- Seattle, Wash.Sherman, Clay & Co.
- Spokane, Wash.Sherman, Clay & Co.
- St. Louis, Mo.Koerber-Brenner Music Co.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y....W. D. Andrews Co.
- Toledo, O.The Toledo Talking Machine
Co.
- Washington, D. C..Cohen & Hughes.
E. F. Droop & Sons Co.
Rogers & Fischer.



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola 90, \$125
Mahogany, oak or walnut



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

Victor Talking Machine Co.

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



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

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

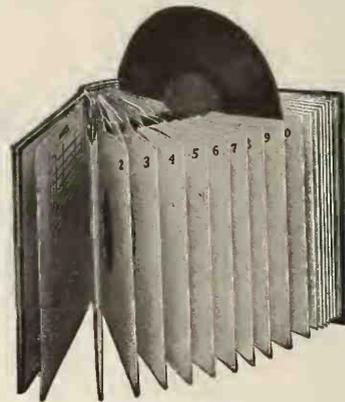
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

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



THE PERFECT PLAN

LYRAPHONE CO. IN NEW QUARTERS

Announces Removal of Its Plant to New Factory Building in Newark, N. J.

The Lyraphone Co. of America, manufacturer of Lyric records, whose plant has been located at 117 Mechanic street, Newark, N. J., announces the removal to its new factory at 704 South Eleventh street, Newark, N. J.

The new home is almost a block square and was the former home of the American Piston Ring Co. It has been undergoing alterations during the past few months and entire new equipment has been installed. The new home now allows the Lyraphone Co. to confine every process of the manufacture of its product to one building, with the exception of recording, which is done in its New York studios. The factory is splendidly located in regard to shipping facilities and the company expects to be able to give its distributors and dealers excellent service from the new quarters. There has been a decided increase in production.

COLUMBIA'S NEW MUSIC STORE

A music store at 430 Locust street, Columbia, Pa., under the proprietorship of Mr. Wirth, formerly the manager of the Home Music Co., of that city, was opened a week ago. Mr. Wirth has secured the sole agency for the Columbia Grafonolas and records, which fact should be enough to assure him the continued good-will and patronage of his long list of friends and the making of many more.

TETRAZZINI AUTOGRAPHS VICTROLAS

Visits Sherman, Clay & Co. Store in Sacramento and Delights Staff With Her Graciousness

SACRAMENTO, CAL., May 2.—During the recent visit of Luisa Tetrazzini, the famous operatic



Famous Artist in Sherman, Clay Store soprano and Victor artist, when she sang at the State Armory here, she called at the local ware-rooms of Sherman, Clay & Co. and became acquainted with the capable Victor sales force

connected with this establishment. Before she left she autographed several Victrolas and records and complimented Mr. Van Horn and the balance of the staff on the artistically arranged warerooms in which the Victrola and Victor records are displayed and sold to the public.

TALKING MACHINE MEN OPTIMISTIC

Evansville April Trade Dull Thus Far, but Signs Point to Banner May Business

EVANSVILLE, IND., April 25.—While the month of April, thus far, has brought little improvement in the talking machine business, dealers here are taking a most optimistic view of the situation and are firm in the expectation that a few weeks hence a decided change for the better will set in. All are agreed that May will see a trade stimulus in the talking machine lines such as has not prevailed for six months past. There is confidence galore among the dealers in this territory, for already some signs of improvement in certain lines are to be noted and collections are better. From the rural communities come the most encouraging reports where farmers are planning to plant bumper crops again this year despite the fact that prices of farm products are a little disappointing to them.

The Apollo-Phone Player Co. has been incorporated under the laws of the State of New York with a capital stock of \$50,000, for the purpose of making phonograph-player devices. Those interested in the new organization are: A. Meltzer and M. Lazarus.

Peerless Superiority Demonstrated



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

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

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

Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Atlanta Office, 74 Forsyth St.

Boston Office, 20 Sudbury St.

Chicago Office, 59 E. Van Buren St.



Showing Victrola No. 80 with Peerless equipment. Sets also furnished for all other flat shelf machines.

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



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola 80, \$100
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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

Victor Supremacy

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

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NEW YORK, MAY 15, 1921

THE TURNING OF THE BUSINESS TIDE

LEADING financial and business authorities seem to be of the opinion that the trade tide is turning; that the nation has reached the bottom in the way of depression and that business is now bound to move onward, not to a flood, but along lines of steady betterment, which within the next six months will manifest itself in a greatly improved condition in retail and wholesale fields.

The talking machine industry has come through the readjustment period with a much better showing than a great many other industries. There has been a great deal of house-cleaning financially. A great many fly-by-night concerns have gone out of business, so that the industry to-day is proceeding along healthier, constructive lines, all leading to newer and better conditions. Talking machines and records have won a recognized position in the music and trade worlds. They are not luxuries, but necessities, for they bring culture, refinement and happiness into the home, as well as a knowledge of the very best in music.

There is still a tremendous market for the talking machine. We have only scratched the surface, so to speak, and the industry is entering newer and broader phases all the time. The business is there, but like the ore in the mine it must be dug out by hard and persistent work. The dealer who develops the most original plans of enthusing that element of the population not now well disposed toward the talking machine is bound to be rewarded for his labors.

It is a stock market axiom that the time to buy stocks is when the market is so low that everybody is discouraged. And this might be applied to business conditions generally, to the end that when business is dull the dealer should expend his best efforts to develop his business by aggressive salesmanship and newspaper publicity and by inspiring confidence. With this policy being carried out by an army of dealers throughout the United States there can be no question that a greater measure of success will be achieved.

THE IMPORTANCE OF THE TAX QUESTION

ALTHOUGH the members of the talking machine trade, particularly the retailers, have not apparently taken any great amount of active interest in the fight being waged by the Music Industries Chamber of Commerce and other interests to have some sort of Sales Tax provided for in the new Revenue Bill to take the place of existing excise and excess profits taxes, the fact remains that the

talking machine dealers, through their jobbers, have contributed much valuable material for the Chamber to base arguments upon.

One of the chief arguments against the excise tax has been that on instalment sales, as a rule, the first payment received by the dealer does not equal the tax, and therefore the Government would be the only one to realize any immediate return on the sale. Of several hundred dealers who have supplied information supporting this contention, four-fifths have been talking machine retailers.

The big fight on the Revenue Bill is still to come and talking machine men, having aided indirectly in the campaign, might do well to give direct support to the efforts being made by the Chamber of Commerce to win the desired relief for the industry. It must be remembered that, although the excise tax of five per cent is a burden, there have been suggestions made that this tax be doubled, which would mean the wiping out of a large portion of the industry. The cause is not that of special interests, but rather of the trade as a whole.

AGGRESSIVE SALESMANSHIP IS NEEDED

AGGRESSIVE salesmanship is the need of the hour. Too many dealers think otherwise, apparently. They are disposed to find fault with conditions and assume an attitude of "waiting until business gets better." Hence there is little evidence of leadership in ideas or that initiative which is so necessary to win the battle for trade. If business conditions are as poor as some of the complaining dealers *think* they are, they are certainly going to get worse rather than better unless they inaugurate some new aggressive program. First and foremost, they must get rid of their pessimistic mood and realize the necessity of actually *selling* the products which they handle.

These are times when direct, intelligent action is necessary. The dealer who expects to make money to-day must go outside of his store to sell. He must know his territory; he must analyze and district it carefully; he must work on the basis that there is business to be had and imbue his salesforce with the same optimistic attitude. He must understand that we are facing a condition of underconsumption rather than overproduction, and he must work out a policy whereby this underconsumption is brought up to a normal consumption. This cannot be accomplished by "knocking one's head against a stone wall," but rather by using the gray matter within one's head to evolve a plan of campaign that will make the people in the territory which he controls buyers of talking machines and records. It can be done and is being done to-day by many dealers throughout the country.

Reports from widely separated sections prove unquestionably that the dealers who are *going after* business persistently are *getting it*. Some unusual means have been adopted to this end, but the fact remains that these people realize that machines can be sold—*ergo* they are sold. Boiled right down, the burden of responsibility for doing business to-day centers on the dealer. He it is to whom the trade looks for results, and if he fails to realize that he must get out and hustle, why, he must undoubtedly suffer.

It is no longer a problem of the dealer getting stock from the manufacturer or jobber—the goods are available. The question is of getting the stock into the hands of the consumer, and getting it not by waiting for the consumer to come into the store but by going out into the highways and byways and making the people realize that the talking machine is the best and most necessary purchase in the world these days, for it brings joy, contentment and happiness into the home.

THE GROWING APPRECIATION OF MUSIC

THE recent celebration of "Music Week" emphasized the fact that there exists a greater appreciation of the importance of music in the community and in the home than ever before in the history of the Nation. Evidence accumulates every day that musical instruments of all kinds are playing a great mission as a civilizing and spiritual force, and they are acting as an antidote to any over-tendency toward cold-blooded commercialism.

The talking machine dealer can feel proud that the products which he handles are playing their part in a most impressive way in the school, in the home and in other public places in bringing about a greater appreciation of music and its cultural value. The dealer who is not doing his part in promoting this improved attitude toward music is neglecting a very vital element in the success of his business.

The increased interest in music brought about through the effective labors of the Bureau for the Advancement of Music must bring about a substantial increase in the demand for talking machines and records and the dealers should appreciate the opportunity that presents itself to do their part in their literature and in their recitals and any other means in bringing their products to the attention of their clientele in a manner that will increase sales and make their establishments the centers for those musically inclined.

This may be termed a form of new salesmanship based upon the idea of selling to the great masses of the people the belief in music in the home. We should all face the future with the understanding that all our talk, all our advertising, all our demonstration, should be based on the idea of selling talking machines and records, not so much as furniture or merchandise, not as something easy to buy, but as "means to music," and especially to music in the home. This necessitates, of course, emphasizing as never before the truly musical side of the talking machine. There are so many illustrations in this connection that it is needless to descant on them, but they all require intensive cultivation. The dealer who gets this viewpoint correctly placed in his mind will be working along lines that will give him a leadership in a musical way in his community. And not only that, he will be contributing in a very practical way to the advancement of music in the nation.

A PROBLEM FOR THE INDIVIDUAL

THE question of selling talking machines and records even of well-known standard makes is largely at this time a problem for the individual dealer to settle for himself, for no matter how well known the machine or records may be, or how well they are advertised, the retailer's share of the resultant business is due to the amount of intelligent effort he puts into attracting trade to his store.

In every locality there is a certain amount of talking machine business to be had. This business, much of it, has been developed by national advertising, and it is up to the retailer to divert a full share to himself and not depend upon the law of averages to give him his rightful percentage.

There has been much said and written regarding the advantages of tying up with a nationally advertised product of wide reputation

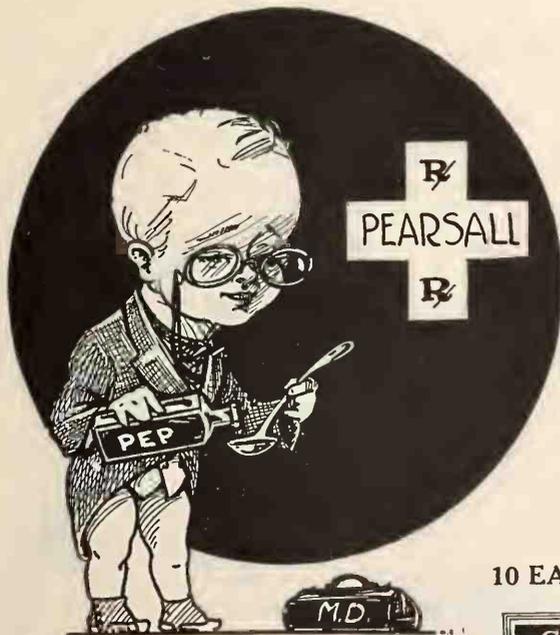
and featuring that product strongly, but in following this course the retailer must give some thought to the personal element, and so plan his campaign that his store will stand out by itself as well as in association with the products handled. In attaining this end the retailer must see to it that he has original publicity—publicity of the sort that will mark his store not simply as one of the places where a certain line of machines and records may be obtained, but as the headquarters for the line. The success of his store depends not upon getting just a proportion of the business, but upon getting the bulk of it in his district.

There are so many different forms of individual advertising available for the dealer's use, supplementing the material offered by the manufacturer, that the average retailer is not called upon to go to any great expense in the matter of effort or money to put over a local campaign that is original and forceful. There is a wide chasm between the retailer who simply acts as local representative for a well-known line of machines and records and lets the manufacturer do his selling, and the retailer who, because he is a good business man, handles a nationally known line and puts his own personality into the work. It is simply a question of being one of many in the eyes of the public, or a dominating factor in the local trade.

TALKING MACHINE MEN AT THE CONVENTION

BY the time this issue of The Talking Machine World reaches its readers the annual convention of the National Association of Music Merchants in Chicago will have come to an end, but not before, it is hoped, some successful effort has been made either to organize the talking machine dealers as a division of the Music Merchants' Association or into a separate body of their own.

The official program provides for a special session devoted to talking machine interests with prominent members of the industry to discuss the best methods of selling machines and records at retail. Whatever may be the result of the meeting, so far as a separate organization of talking machine dealers is concerned, the point is emphasized strongly that the selling of talking machines is an important factor in the music industry—a factor of direct interest to all those who class themselves as music merchants and live up to the title. The recognition of this fact is an important forward step.



Wholesale Exclusively

SOME Dealers say they are in a Slump. Are you? Pearsall Service will help you.

Ask any Pearsall Dealer—he will tell you.

"Desire to Serve PLUS Ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Magnavox

A new source of income for phonograph dealers

PHONOGRAPH dealers are greatly increasing their incomes by selling the Magnavox Telemegafone. Every phonograph owner is a prospect, and the profit realized on each sale makes it worth while.

Every club, school and church should be equipped with a Magnavox, as it is essential wherever entertainments are given. For practically no cost a Magnavox converts a phonograph into a band or an orchestra.

The Magnavox Telemegafone is an electrical device that increases the volume of sound produced by a phonograph to any desired degree. It is durable and thoroughly practical.

Persons interested in the listed pursuits are immediate prospects for Magnavox dealers.

Some Uses for the Magnavox

- Concerts and Entertainments
- Lectures and Public Speaking
- Playgrounds
- On Recreation Piers
- To take the place of Band or Orchestra
- For Dances
- For Church Entertainments
- For Social Gatherings
- Hotel Paging
- For Shopkeepers to attract attention to their stores
- To demonstrate Records
- For Beaches
- For Skating Rinks
- For Fairs and Exhibitions
- For Train and Open Air Announcements
- Y. M. C. A., Y. W. C. A. and Lodge Entertainments
- For Schools
- Advertising

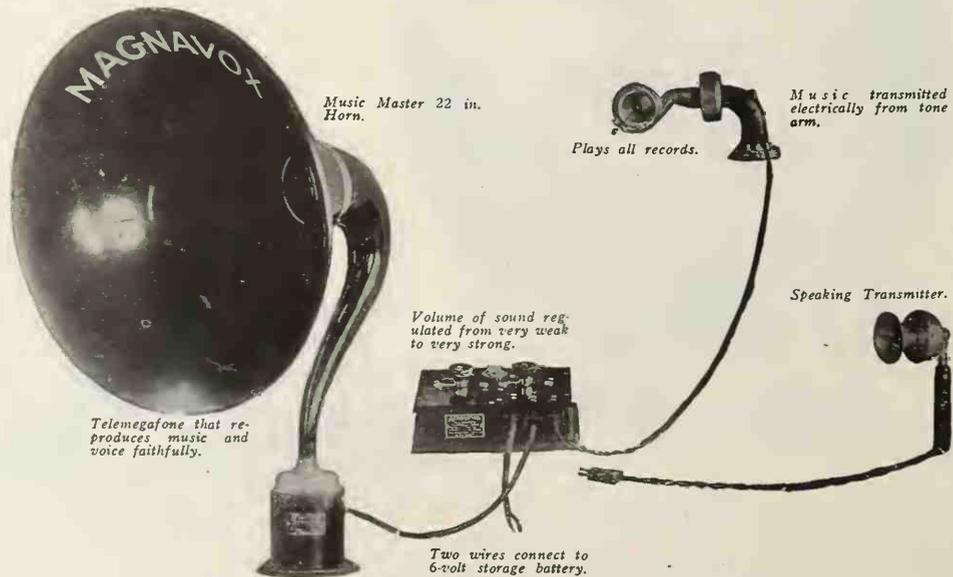
Send for Bulletin and full details.

J. O. MORRIS CO., Inc.

Eastern Distributors

1270 Broadway

New York



Telemegafone that reproduces music and voice faithfully.

Music Master 22 in. Horn.

Plays all records.

Music transmitted electrically from tone arm.

Volume of sound regulated from very weak to very strong.

Speaking Transmitter.

Two wires connect to 6-volt storage battery.

A Half Dozen Selling Hints That Will Help Make Money for the Dealer :: By Smith C. M'Gregor

HANDLING ADVANCE ORDERS

It sometimes happens that the customer orders a record in advance, and then does not come in to get it when he is supposed to. The dealer, of course, cannot keep such records apart from the regular stock indefinitely, and to sell it means the possibility of offending the customer who ordered it if he calls after it is sold.

Why not try using a card notification system? That is, get the customer's name and address when the record is ordered, and when it arrives send him the card. A printed card, with spaces for the record number or name, and the statement that it would be held separate for a certain number of days would warn the one who ordered it to come and get it, and would save the dealer the necessity of holding it indefinitely. The customer will welcome such a system, as it eliminates guesswork as to when the record will arrive. It also keeps the customer interested in his phonograph and records.

MUSICAL KNOWLEDGE HELPS SALES

Every dealer must have at least a few customers who buy the best records available, music of the opera and high-class orchestra and instrumental selections. Steady buyers these people are, and their trade represents a considerable amount during the year. Did you ever consider that special sales methods give the best results with them?

For example, these buyers like to get their records from a salesman who knows something about music, and who does not regard the better music as "highbrow stuff." It isn't necessary to be able to whistle opera overtures, for the lovers of the best music are often unable to play a note, but they do appreciate a sincere effort on the part of the salesman to help them select the best. The more you know about the music you are selling the better qualified you are to please the discriminating, "cranks," if you will.

REGARDING TOO MUCH VARIETY

Variety in the talking machine shop is a good thing for the customer, as it enables him to choose the instrument and records that appeal to him most. But this ceases to be an advantage when the variety changes from week to week, or as fast as some manufacturer cuts his prices. Just now there are a great many small dealers who are handling five or six makes of talking machines, each one claiming to be the equal of any machine on the market.

The customer is beginning to regard these claims in the same light as those of clothing manufacturers who say they have cut their prices 50 per cent and more. He figures that to buy such machines is a mere speculation, and as for the records, well, they may not be any better than the machines. The average user of the "talker" has learned many things during the last six months, and not the least of them is the fact that quality goods are always the best in the long run.

THE FIRST FIVE MINUTES

First impressions in the music shop are the ones that give the customer a line on your ability and success. The customer instinctively feels whether the shop is to his liking or not, and if it is not then the chances for sales are hurt just that much. Overenthusiastic welcome may also have a disagreeable effect on the customer, as it may create the belief the dealer is preparing to unload some undesirable records on him, if possible.

It is fair to suppose that the first few days

in the shop you made every effort to be courteous to the customers as they came in. Why not make the same effort every day? The dealer young in enthusiasm has largely solved the first five minutes' problem, for his enthusiasm overcomes the reserve of the customer and gains his interest. Enthusiasm and courtesy are two sales factors in reach of every salesman, and they grip the customer.

FEATURING THE "SPECIAL HIT"

The "special hit" is often given extensive newspaper advertising. But is the same appeal kept in mind when arranging the display and demonstration booth for the record in the shop? The prospective buyer commences to lose his interest in the record if the salesman has to paw around among other records to find a copy of it when he calls at the shop. If it is worthy of a special advertising campaign, then it is worth attention in the shop. The "special" often means a revival of interest in the family talking machine, and for that reason it is worth the extra trouble taken to make its surroundings in keeping with the advertising.

THE ART OF EXPLAINING

There are two kinds of explanations, those that leave us knowing more than we did before and those that leave us wondering what it is all about. The other day, prompted by a desire to find out about a foreign-language course, I entered a talking machine shop and asked about the records I was interested in.

The dealer, who has some fifteen thousand records in stock, shook his head and explained

in one sentence that there had never been a call for the course I wanted, but he would find out at once and write to me. That was the kind of explanation that leaves you knowing more than you did before. And he sent the desired information three days later, too.

The same day, at another shop, I inquired if I could be supplied with a motor similar to the one used in the instrument this house was featuring. "Well," languidly said the clerk, "I dunno. Maybe the company only makes enough for its own use. Drop in some time and I'll look in the catalog." Get the difference?

TO HANDLE TALKING MACHINES

The Julian Prade Auto Supply Co. Considers That Talking Machines Will Be a Valuable Adjunct to Its Present Automotive Line

ATLANTA, GA., May 3.—The Julian Prade Auto Supply Co., 184 Peachtree street, this city, has added a talking machine department to its business. The front of the store has been fitted up with demonstration booths and a very attractive display of Brunswick phonographs is being carried, as well as an up-to-date line of records. In giving his reasons for adding a phonograph line to his business Mr. Prade stated that his close-in retail location, together with the fact that car owners are usually owners of phonographs and other pleasure-giving possessions, were combinedly responsible for installing his new department.

The antidote for a slump in business is increased sales aggressiveness.

This will be a VICTROLA SUMMER!

"Dance Any Time"

YOUR VICTROLA IS ALWAYS READY!

with a

KNICKERBOCKER READY-TO-PLAY CARRYING CASE

For Victrola IV Case
\$20.00 List

For Victrola VI Case
\$22.00 List



Trade prices upon application to your nearest Victor wholesaler, or

KNICKERBOCKER TALKING MACHINE CO.

INCORPORATED

METROPOLITAN VICTOR WHOLESALERS

ABRAM DAVEGA, Vice Pres.

138-140 West 124th Street

New York City

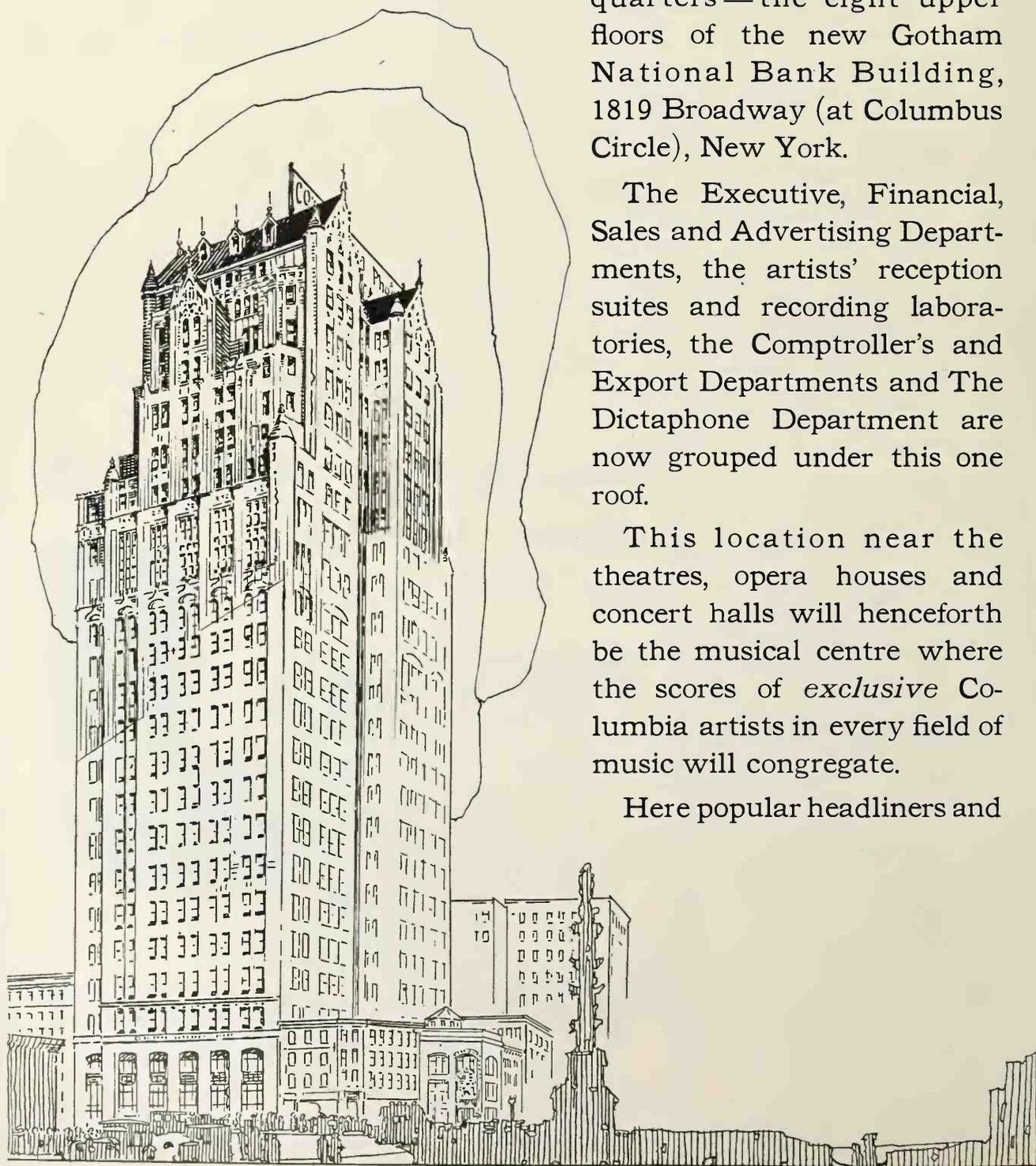
Columbia Company's

The Columbia Graphophone Company now occupies its new quarters—the eight upper floors of the new Gotham National Bank Building, 1819 Broadway (at Columbus Circle), New York.

The Executive, Financial, Sales and Advertising Departments, the artists' reception suites and recording laboratories, the Comptroller's and Export Departments and The Dictaphone Department are now grouped under this one roof.

This location near the theatres, opera houses and concert halls will henceforth be the musical centre where the scores of *exclusive* Columbia artists in every field of music will congregate.

Here popular headliners and



Graphophone New Home

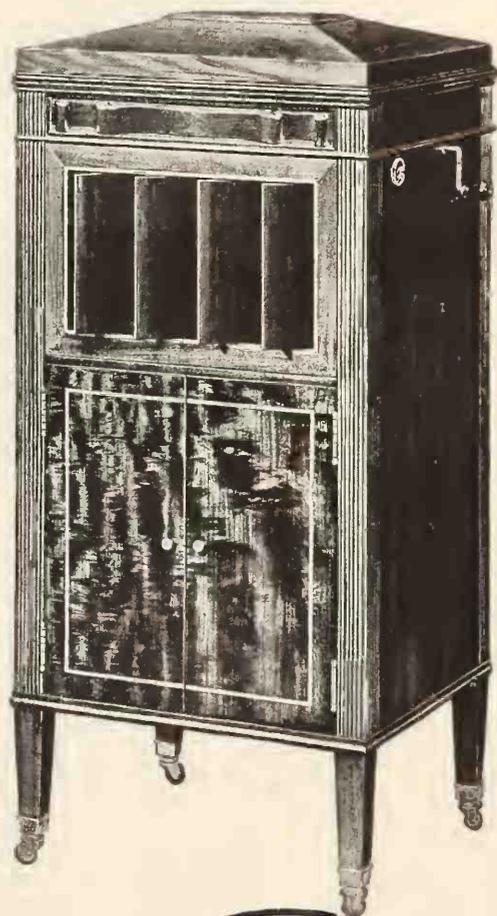
Grand Opera stars, famous concert singers and symphony orchestras, great instrumentalists, dance organizations and bands will make *exclusive* Columbia Records to be played on the Columbia Grafonola.

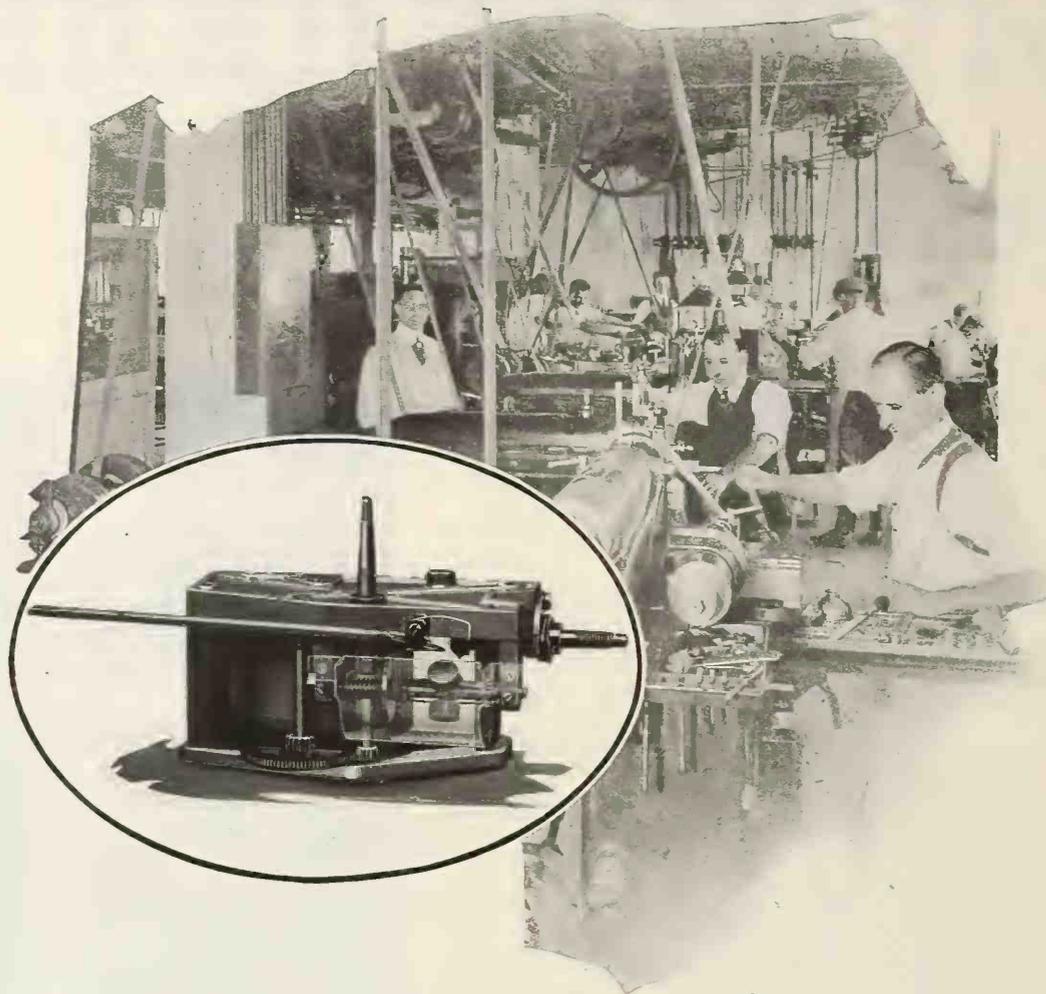
The Grafonola is the only music-reproducing instrument equipped with a *Non Set Automatic Stop*. Noiselessly, at exactly the right moment, this *exclusive* Columbia device switches off the motor. And this is but one of many *exclusive* improvements that make the Columbia Grafonola the only *modern* phonograph.

We shall be glad to welcome all our friends in our new business home.

COLUMBIA GRAPHOPHONE COMPANY
New York

Canadian Factory: Toronto





The Cheney Motor Is the Heart of the Instrument

Only by following these motors through our factory can you realize the care and precision with which they are made. The real test comes, however, in their use. Day after day, year after year, Cheney Motors deliver perfect service.

The **CHENEY**

In these times when the buying public is more critical than ever, we look toward the future with supreme confidence. This confidence is inspired by knowing that our devotion to the highest manufacturing standards, coupled with the exclusive and basic principles of Cheney construction found in no other phonograph, will always insure to Cheney dealers the finest in reproducing instruments.

THE CHENEY TALKING MACHINE CO.
New York Chicago



*The Cheney costs no more than other phonographs
Sells for \$125 to \$385.*

New Record Business Awaits the Dealer Who Will Adopt Up-to-date Methods :: By R. E. Clifton

There has been considerable discussion in the talking machine trade the past few months relative to a shrinkage in record sales. Quite a number of dealers in different parts of the country have advised the wholesalers and manufacturers that their record sales during February and March showed a decided decrease and what troubled them most was the fact that they could not account for this decrease in sales. They admitted that the monthly supplements issued by the manufacturers were better than ever, but that the public apparently had stopped buying and their stocks could not be moved.

Here and there some of the dealers advised their jobbers that their record sales showed a substantial increase, but these reports were balanced and in many cases outweighed by the statements of other merchants who presented figures to the contrary. Being keenly interested in the record-selling situation the writer decided to investigate carefully and find out if the public had ceased buying records and when the trade might look forward for a healthy record business.

During the course of this investigation a visit was made to the establishment of one of the leading wholesalers in the Middle West. The head of this company is recognized as one of the best-posted wholesale talking machine men in the trade and is particularly well versed in record merchandising. In fact, he has devoted many years to record selling from every angle and his organization is a competent and practical one.

When asked for his opinion regarding record sales this jobber stated unhesitatingly that there was plenty of business for the dealer who went after it, and to confirm his opinion he cited his own experience the day previous when he visited one of his dealers and was informed that record sales were in a decided slump. The jobber doubted the strength of this pessimistic report and asked the dealer to give him ten records out of stock so that he could personally canvass an apartment house and find out if any records could be sold.

With the ten records under his arm this jobber went to the residential district of the city and selected at random a typical apartment house for his experiment. He rang the bell of each apartment and as a result of one hour's work

sold \$7.50 worth of records. He also secured the names of two prospects for machines and was given a cordial reception by practically every one he visited.

Returning to the dealer's store, he pointed out to him just how he could go after record sales and that he could not expect to secure business during 1921 without making an effort to get it. The era when record purchasers flocked to the stores without any efforts on the part of the

details. This dealer was soon convinced of the fact that record business was plentiful if he would go after it and he stated that his entire crew would be "on the job" the following week.

Just as he left the office another dealer from out of town telephoned to the sales manager of this wholesale organization, stating that he had sent one of his men out in the suburbs the day previous on an intensive record campaign and that the first hour's work had produced nine dollars in sales. All of which goes to prove that there is record business everywhere for the dealer who will use 1921 methods, which call for energy, aggressiveness and hard work.

Wholesaler Proves to Dealer's Satisfaction That Record Sales Can Be Made if He Uses Right Methods

dealers passed out of existence in the Spring of 1920, and different conditions are in vogue to-day. The dealer must educate and instruct his sales organization how to sell two records instead of one, and how to get maximum results from prospect lists. New channels of distribution must be devised, in accordance with local conditions, and energetic consistent work of the old-fashioned canvassing type is almost indispensable during these days of cautious buying.

While discussing this situation with the writer, one of the dealers served by this jobber's organization dropped in for a visit and, answering the inquiry as to the status of his record sales, stated that March business had been very disappointing. Upon further questioning the dealer admitted that his organization had been busy the past few weeks incidental to the removal of his establishment to larger quarters and that the members of his sales staff had not attempted to go out and get business. They had simply waited for the sales to develop and had used most of their time taking care of the removal

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eight Months Ending February, 1921, Total \$4,738,913

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

The dutiable imports of talking machines and parts during February, 1921, amounted in value to \$57,147, as compared with \$50,558 worth which were imported during the same month of 1920. The eight months' total ending February, 1921, showed importations valued at \$532,067, as compared with \$510,242 worth of talking machines and parts imported during the same period of 1920.

Talking machines to the number of 3,851, valued at \$194,600, were exported in February, 1921, as compared with 6,422 talking machines, valued at \$259,945, sent abroad in the same period of 1920. The eight months' total showed that we exported 57,318 talking machines, valued at \$2,564,366, as against 51,329 talking machines, valued at \$2,242,271, in 1920, and 33,897 talking machines, valued at \$964,251, in 1919.

The total exports of records and supplies for February, 1921, were valued at \$255,058, as compared with \$305,076 in February, 1920. For the eight months ending February, 1921, records and accessories were exported, valued at \$2,174,547; in 1920, \$2,583,421, and in 1919, \$1,837,753.



Concentration

The "Jack-of-all-Trades" is a relic of other days. Whether in professional or business circles the organization or individual that specializes in a particular field invariably attains success.

Therefore, the Victor dealer who eliminates scattered energy and devotes his entire efforts to the selling of Victor merchandise will find his business increases in proportion to the efforts he expends.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK



An always beautiful selection clothed in the fresh beauty of perfect musicianship is "Canto Amoroso," played as a violin solo by Kerekjarto, this season's sensation. Columbia 79457.

Columbia Graphophone Co.
NEW YORK

ADVERTISING AS AN INVESTMENT

What Advertising Expenditure Really Buys—Merit Recognized by Public Opinion Is Riches

The George Batten Co., Inc. distinguished advertising specialist of New York, has been carrying some publicity in the daily papers which is of a distinctly educational and interesting character. The other day a rather timely point was set forth in one of these ads, when under the caption of "Your Son's Inheritance" the following appeared:

"The man who leaves his son a factory producing unknown goods leaves him merely a chance to fight for business.

"The man who leaves his son a factory producing goods that have a place in the public opinion of the nation leaves that son an inheritance which only his own folly can destroy.

"This shows what it is that advertising expenditure really buys. Unknown merit is merely unknown merit. Merit recognized by public opinion is riches."

This is a point which some business men do not always consider and it is well worth storing for study and digestion.

ORMES ADDS TO SALES STAFF

Well-known Victor Organization Adds Chester Luhman to Sales Force—Equipped to Serve Dealers in the Important Territory Covered

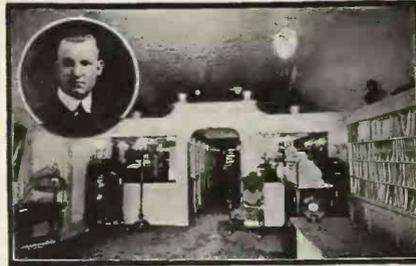
Ormes, Inc., Victor distributors, New York City, have announced the appointment of Chester Luhman to their sales staff. Mr. Luhman is well known and experienced in the talking machine line and was for two and one-half years connected with the sales force of the Columbia Co. He is well equipped and prepared to render the best of service to his clientele.

Mr. Luhman recently spent two weeks at the Victor Red Seal School in Camden, where he added the extensive knowledge gained in that remarkable course to his previous experience in the talking machine field.

AN ATTRACTIVE STORE HELPS SALES

How the Brunswick Shop in St. Paul Has Built Up a Large Volume of Business Under the Management of Roy E. Swanstrom

ST. PAUL, MINN., May 3.—The picture herewith shows the interior of the Brunswick Shop in this city, which is owned by R. N. Cardozo & Bro. As may be seen, it is very admirably arranged and an excellent business is being built up in Brunswick machines and records. The portrait



R. N. Cardozo & Bro.'s Attractive Store in the circle is that of Roy E. Swanstrom, manager of the Brunswick Shop, who has had considerable experience in the talking machine field and has scored a big success as manager of this establishment. Both he and his wife are professional musicians and are firm believers in the higher development of the talking machine and records. He is thoroughly convinced that a beautiful shop with plenty of display room for both records and machines is the way to work up a successful business.

TO PAY 100 CENTS ON DOLLAR

Judge Mack has dismissed the petition in bankruptcy, filed on December 4, 1920, against Supertone Talking Machine Co., Inc., at 18 West Twentieth street, New York City. The creditors have accepted certificates of indebtedness for 100 cents on the dollar, bearing interest at 6 per cent per annum and maturing in three years.

JOIN JEWETT CO.'S SALES STAFF

Three Well-known Talking Machine Men Join Forces of Detroit Concern

DETROIT, MICH., May 5.—A. A. Fair, sales manager of the Jewett Phonograph Co. of this city, manufacturer of the Jewett phonograph, announced this week that E. F. Sharp, who had been associated with the Detroit branch of the Columbia Graphophone Co. for a number of years, had joined the Jewett sales staff and would work in close co-operation with the trade. Mr. Sharp is well known in this territory, having attained signal success because of his constructive and practical knowledge of the industry.

A. N. Doty, who has been assistant manager of the Detroit branch of the Columbia Graphophone Co., has also joined the sales staff of the Jewett Phonograph Co. and will travel in the State of Ohio as field representative. Mr. Doty is a well-informed talking machine man and thoroughly competent to assist Jewett dealers in solving their problems.

Geo. D. Phillips, who had been connected with the Chicago office of the Aeolian Co. for quite some time, is another acquisition to the steadily growing sales staff of the Jewett Phonograph Co. Mr. Phillips, who is popular among the dealers, is a practical talking machine man who is most enthusiastic regarding the future of the Jewett line.

THE "EVER BUYING" CLASS

People With Social Position to Sustain Always Prolific Source of Trade

There is a class of people who have not stopped buying, because they can't, points out The Puritan. These are the heads of families who have a recognized social standing and a high standard of living, and who must buy in order to sustain their positions.

Many of them are heads of businesses; others are heads of various social organizations. The demands made upon them are continuous. They are the active, aggressive, representative American citizens who buy the best at all times and who respond quicker to the offer of quality than the argument of price.

It is to this class that dealers should devote their best efforts in selling phonographs. There are very many families who do not own a phonograph. If you knew them how much 100 per cent selling force would you put into your effort to get them to buy?

Remember what Napoleon said of the word "impossible."

NEW INCORPORATION

The L. H. Keller & Co., of Manhattan, has recently been incorporated under the laws of the State of New York with a capital of \$100,000 for the purpose of doing a phonograph and jewelry business by G. R. Keller, R. Markowitz and A. L. Sherwin.

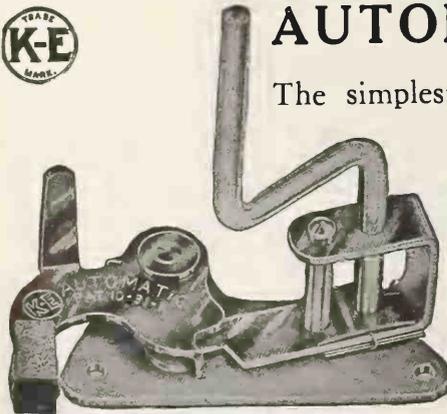


AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation
484-490 Broome St., New York



Foremost Exponent of New-Day Type of Phonograph

Successful phonograph merchants know that today the phonograph is more than a musical instrument. It is used for beautifying the house. It must harmonize with other furniture, and as a consequence phonograph design is daily becoming more artistic. This development can be expected primarily from master craftsmen of the cabinet-maker's art—men who for long years are steeped in the fashioning and designing of woodwork. It is a natural step that the Widdicomb Furniture Company, fine furniture designers since 1865, should be the leaders of this new-day type of phonograph. The artistic and beautiful cabinet designs of Widdicomb phonographs are from the hands of expert woodworkers and portray faithfully the various period styles which they interpret.

Widdicomb console models are made with divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. The price range covers an extraordinarily large field, from \$95.00 to \$325.00. Write for the latest Widdicomb catalog and the full facts of the Widdicomb dealer's franchise.

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Experts Now Give the Real Facts of Widdicomb Tone Supremacy

PHONOGRAPH merchants all over the country are daily inquiring the real reasons for Widdicomb tone supremacy. Every day now letters are coming to us telling of the remarkable tonal qualities in the Widdicomb phonograph and how this has materially increased sales.

Scientists Tell the Facts

Some years ago Widdicomb scientists in their development of the phonograph determined to establish tone supremacy for the Widdicomb. In their scientific experiments they found out that in order to do this it would be necessary to eliminate vibration and metallic harshness in the playing of all records.

They worked for many months in order to develop their ideal. Thousands of dollars were expended before they accomplished what they sought. And to-day they have perfected their invention. They have made possible the playing of all records without the slightest *metallic harshness* or *vibration*.

This great feat was accomplished by the invention of the Widdicomb Amplifying Tone Chamber. It is the final result of construction based upon scientific laws.

With this new tone chamber it is possible to play all makes of records on the Widdicomb without the least bit of "blasting." In addition Widdicomb scientists have accomplished two additional results. First, the Widdicomb Amplifying Tone Chamber does full justice to the lower as well as to the higher musical notes, and second, when playing an orchestral record, the deeper, richer tones are given equal prominence.

Gives Tone Supremacy

The new Widdicomb Amplifying Tone Chamber gives supremacy of tone to the Widdicomb. It is made of a patented composition and the sound waves as they pass through it are extended and expanded in the same manner as sound emanates from the human voice.

Every day now new evidence comes to us from Widdicomb dealers of the Widdicomb supremacy of tone. It increases sales and piles up profit. It makes phonograph selling easy. Let us send you the full details of the Widdicomb line and the 1921 franchise.

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Widdicomb
Queen Anne
Console Phonograph



THE WIDDICOMB FURNITURE COMPANY, Grand Rapids

SPECIAL LABEL FOR RECORDS BY EXCLUSIVE ARTISTS

Columbia Graphophone Co. to Place Distinctive Label on All Records by Artists Who Record Exclusively for the Grafonola—Will Give the Dealer a Most Effective Selling Help

One of the most important steps ever taken in the publicity policy of the Columbia Graphophone Co. was the adoption recently of distinctive record labels bearing the words "Columbia Exclusive Artists," to be placed on all records made by the many artists who make records for Columbia exclusively. This important phrase has been so cleverly worked into the existing design of the labels that it does not detract from either their artistic or identifying value.

During recent years the Columbia Graphophone Co. has added an imposing list of artists to its exclusive library, and these artists have been advertised through the medium of one of the most extensive national advertising campaigns ever prepared by any advertiser. Among the famous opera stars who make records for the Columbia Graphophone Co. exclusively are the following: Mary Garden, Jeanne Gordon, Charles Hackett, Hipolito Lazaro, Florence Macbeth, Jose Mardones, Rosa Ponselle, Margaret Romaine, Leon Rothier, Riccardo Stracciari and Cyrena Van Gordon.

The exclusive Columbia popular artists who are prominent in the vaudeville and musical comedy fields include Nora Bayes, Harry C. Browne, Frank Crumit, Guido Deiro, Marion Harris, Al Jolson, Van and Schenck and Bert Williams.

The dance orchestras and organizations which make records for Columbia exclusively are a particularly strong group, including the Paul Biese Trio, the Happy Six, Art Hickman's Orchestra, of San Francisco; Ted Lewis' Jazz Band and Sweatman's Jazz Band.

In the concert field the Columbia Co. will be able to put exclusive labels on the records made by such well-known artists as Lucy Gates, Louis Graveure, Hulda Lashanska, Barbara Maurel, George Meader, Alice Nielsen, Oscar Seagle and Carmela Ponselle.

Some of the symphony orchestras which are making records for Columbia exclusively are the Chicago, Cincinnati, French and Prince's Symphony Orchestras, the Philharmonic Orchestra of New York and the Gino Marinuzzi Symphony Orchestra.

The instrumentalists—violinists, pianists and players of other instruments—who are numbered among Columbia exclusive artists include Josef Hofmann, Pablo Casals, Eugen Ysaye, Percy Grainger, Sascha Jacobsen, Toscha Seidel, Eddy Brown, Raoul Vidas and the brilliant new Hungarian violinist who made such a sensational debut this season, Duci di Kerekjarto.

Columbia exclusive artists also include such bands as the French Army, Italian Grenadiers' and Prince's, and such unique artists and special organizations as the Fiske University Quartet, Yvette Guilbert, Marconi Brothers and the Paulist Choristers.

In announcing this important publicity policy the advertising department of the Columbia Graphophone Co. stated: "This innovation will serve to advertise Columbia records in a new and compelling way. It will advertise them right in the homes of phonograph owners and record buyers. It will graphically emphasize the fact that Columbia records provide selections by artists whose music can be obtained nowhere else. It means twice as much as would the adoption of different-colored labels for exclusive Columbia artists' records because it is specific. It explains itself at a glance in the one compelling word, 'exclusive.'"

"There is tremendous strength in the newly adopted Columbia exclusive label. Columbia magazine and newspaper advertising carries this exclusive message. It is displayed on the walls and in the hearing rooms of all Columbia stores. Columbia salesmen emphasize it wherever they go. All this, however, may be seen, heard and

forgotten when the records finally reach the machine on which they are to be played. But the exclusive record label is unescapable. It is there, confronting the record's owner every time the record is played.

"Thus every record by an exclusive Columbia artist heard and admired anywhere will automatically send the person desiring to purchase it straight to a Columbia shop. It tells him explicitly and without waste of words that that is the only place he can get it. This new Columbia exclusive artist label is also evidence to the ultimate owner of each exclusive record that he is getting music made by one of the best musicians in the world."

BETTER BUSINESS IN SIGHT

H. T. Leeming, General Manager of Emerson Phonograph Corp., Tells of Evidences of Returning Prosperity Throughout the Trade

H. T. Leeming, general manager of the Emerson Phonograph Corp., was in an optimistic mood when seen by a representative of The Talking Machine World recently.

He expressed the opinion that the acute depression which business generally had suffered the last few months had seen its peak and that conditions, as reflected in the Emerson organization throughout the country, were growing better. February sales, he stated, had exceeded those of January, and March business had correspondingly bettered February.

To quote Mr. Leeming: "We are going ahead simply because we refused to permit ourselves to be discouraged by the sharp reversal that occurred, almost overnight, from a sellers' to a buyers' market. Like other manufacturers, we had our troubles, due to over-production and the consumers' decision to await the advent of lower prices. However, we took our loss, have gone after business vigorously, and the combination has put us back on our feet. To-day I can see even more than a rift in the clouds, confidently looking for a steady improvement."

STATEMENT **Okeh** Records have proven themselves!

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

SUGGESTION - Try KENNEDY-GREEN service in connection with

Okeh Records
DEAN NEEDLES, etc.

ANOTHER SUGGESTION - Write

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

Cleveland, Ohio

AND SEE WHAT HAPPENS

Okeh Needles

"THE NEEDLE OF QUALITY"

sell themselves from the Okeh Display Case

sales value —
this persistent silent salesman has been tested by hundreds of stores and proven profitable.

appearance —
is handsome, dignified, colorful and is a real attention getter; which means more sales for you.

quality —
will be found the same as in all other Okeh products. Okeh needles play all makes of records better.

your opportunity —
start this salesman working for you now by sending coupon for demonstration case.

Each Okeh Display Case contains 100 cartons - 100 needles in carton 10,000 needles to the case



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

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street New York City

Please give further information

NAME _____
ADDRESS _____
STATE _____



OPEN NEW COLUMBIA BRANCH

Official Opening of Omaha Branch a Decided Success—Dealers Attend Convention—Theatre Party Given by Leading Local Newspaper

OMAHA, NEB., May 7.—The official opening of the local branch of the Columbia Graphophone Co. was held April 18 and 19 and was marked by an interesting two days' program. The local establishment of the Columbia Graphophone Co. has one of the best-equipped wholesale talking machine warerooms in this part of the country, and one of the features of the Omaha branch is the Model Shop, which is attracting the attention of the dealers generally.

The program on Monday called for a meeting of the sales staff of the Columbia branch and among the invited guests were Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York; W. L. Sprague, manager of the Columbia branch at Minneapolis; E. A. McMurtry, manager of the Kansas City, Mo., branch; C. A. Delzell, manager of the Columbia Stores Co., Denver, Col., and D. H. Delzell, manager of the Columbia Stores Co., Salt Lake City, Utah. R. L. Wilder, manager of the Omaha branch, presided at this meeting and many practical topics were discussed, aiming principally toward the rendition of maximum cooperation to Columbia dealers in this territory.

In the evening the members of the sales staff were the guests of the Omaha Ad-Sell League at the Fontenelle Hotel and over 400 were present at this dinner. The evening was termed "Columbia Night" and during the course of the banquet the Musi-Call, the new device recently introduced by the Columbia Graphophone Co., was used to advantage in playing Columbia records on a battery of Grafonolas placed on the stage. The Musi-Call "exploded" every ten or fifteen minutes and with each explosion another record started to play. Siam Soo also figured in a demonstration that was enthusiastically received, and Mr. Hopkins gave the diners one of his usual effective addresses.

On Tuesday, April 19, all of the Columbia dealers in Omaha territory were the guests of the Columbia branch at a luncheon at the Fontenelle Hotel, where the new Mazarimba Band played for the guests. After luncheon the entire party returned to the branch home, where a round-table discussion was started which comprised the visiting managers, salesmen and dealers. Miss Windhorst, of the Columbia educational Department in New York, was one of the speakers, and Mr. Hopkins also gave the dealers some interesting and valuable merchandising data for use in the development of future business.

In the evening the entire party, including the salesmen and dealers, attended a dinner at the Omaha A. C. and later were the guests of the Omaha Daily News, the leading newspaper in this city, at a theatre party.

Mr. Hopkins left Omaha for Chicago, where he was scheduled to attend a dealers' meeting in that city. Prior to arriving in Omaha he had addressed the salesmen of the Chicago branch and the dealers' meeting completed the program in that city.

EDISON PHONOGRAPH FOR "CARONIA"

One of the recent installations of a Chippendale model of the New Edison, of which the Edison organization feels particularly proud, is the one made in the Cunard Steamship "Caronia," just before it left New York for its Mediterranean cruise. The Edison Co. has received some very interesting comments and endorsements of both the New Edison and Edison Re-creations from important officials of this well-known ocean liner.

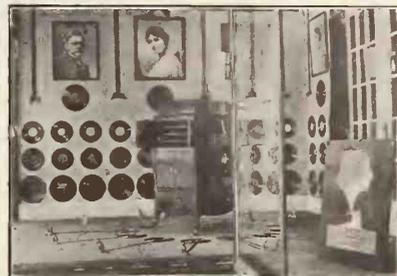
NEWLY INCORPORATED

The Independent Phonograph Mfg. Corp., of New York, has just been incorporated with a capital stock of \$75,000 for the purpose of making talking machines. Those interested are: J. H. and M. Mofus and R. Haberman.

VICTOR RECORDS WELL FEATURED

DeForest & Son Featuring Victor Records and Artists in Series of Window Displays

The store of W. V. DeForest & Son in Warren, O., has recently been featuring Victor records and the artists who make them in an excellent series of window displays, of which the accompanying illustration gives some fair idea.



An Artistic Victor Record Display

In the center of the window is a large Victor machine, around which is arranged a circle of Red Seal records. From each record a ribbon extends outward like the spoke of a wheel and at the end of each ribbon is a miniature Victor dog. On the lower half of the walls of the window are fastened Red Seal records, while the upper half is divided into panels in which are found large portraits of Zimbalist, Gluck and other recording stars. Under each portrait is found the favorite record of that particular artist.

"VICTROLA" GIRL GETS MARRIED

A "Victrola" girl was one of the principals in a pretty wedding recently in Utica, N. Y. when Miss Kathleen A. Ryan, daughter of Mr. and Mrs. John W. Ryan, became the bride of Edgar Wheeler, of New Hartford, in the rectory of St. John's Church. The bride was a popular member of the Victrola force of Kempf Bros.' music store of that city.

IT'S A LOSS TO US BOTH

If You Don't Sell

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

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

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents



BEAUTY TONE
UTILITY

Modernola

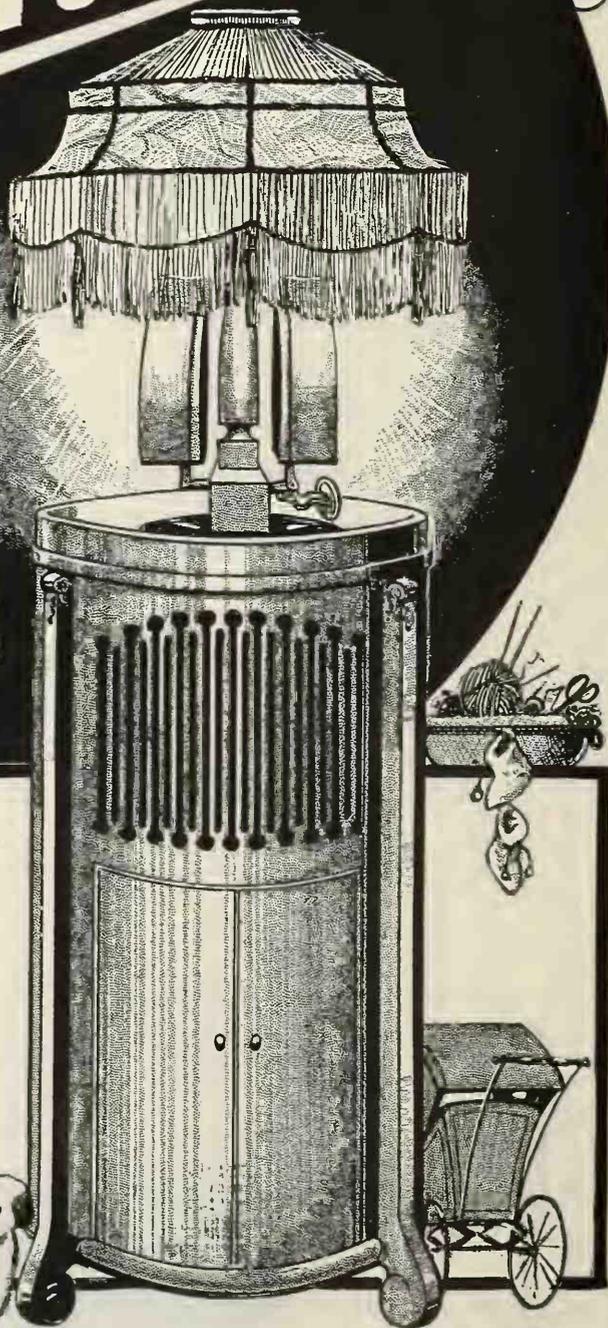
UTILITY

Good to look at. Good to listen to. Good for use.

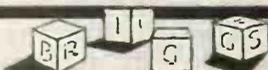
The lamp adds to Modernola a unique and telling feature of service that caps its beauty with utility. In the warm glow of Modernola's light, father, mother, and the children gather cosily for the rest and inspiration that good music always brings.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
EASTERN PHONOGRAPH CORPORATION
100 West 21st Street, New York



Briggs



SEALED RECORDS —AND REASON WHY

A Plan of Selling "Sealed Records" Which Has Proved, According to the Writer, to Be One of the Most Productive Moves Ever Made

By J. ED. BLACK, Springfield, Mo.

There are so many reasons why this plan is good that it would be easier to tell you why it is not good, and we cannot recall an instance where we have been called to explain to anyone or to receive any excuses from anyone as to why the plan is not good. So, taken as a whole, we feel in offering "sealed records" to the public we are giving them something they are paying for and that they cannot get except in this manner.

The system consists of a complete stock of demonstrating records which are kept intact. Each of the records bears the label. This not only keeps these records segregated to themselves, but when viewed from the customer's eye there is no manner in which this record can get mixed with the records he may purchase, from the fact that the label plainly states that it is a demonstrating record and is not for sale under any circumstances.

As to the satisfaction the customer derives from receiving a record from a stock that is not played, you may take the matter home to yourself and ask how you would feel if you should go into a store and, instead of them handing you a record which had been played, possibly, a hundred times, you would be given one that was absolutely fresh and new and to prove this to you, you see that the record is sealed. This assurance is heightened by the additional explanation of the sales person as to the manner in which "sealed records" are prepared for delivery.

All records when received from the factory, or distributor, are carefully examined, and any record showing damage of any kind is discarded. The perfect records are covered with a seal.

You may understand, in changing into the "sealed records" and putting this over successfully, it necessarily takes some advertising. We are continually pounding on the public about purchasing "sealed records." The plan of telling all customers about "sealed records" when they receive them brings it to their attention in such a manner that they will never forget it and they are sure to tell their friends and visitors who come to their home and see the record bearing this seal and, necessarily, they will ask questions and then, of course, are given the full story.

Our letters which go out each month with the monthly lists are continually referring to the "sealed records." When this was first started we ran half-page columns in both newspapers here, morning and evening, telling the "sealed record" story, and in addition to this we enclosed a small folder which advised the customer of the difference between "sealed records" and unsealed records.

With each record is placed a small stuffer, telling of the "sealed records" and the fact that we do not exchange records. Here is the story covered by the stuffer:

"NO RECORDS ARE EXCHANGED"

"This record is guaranteed absolutely new. It is perfect; was tested at the factory. In justice to our customers, we sell only new and unplayed records. For this reason this record cannot be returned for exchange or credit. A J. Ed. Black Music Company sealed record is brand new, always. The seal is a guarantee of newness and perfection. Records played in the store are never sold sealed; they are Demonstrating Records only and are so marked. To be sure of perfect records, get Black's sealed records—and for best results play them each time with a new needle.

"Tell your friends about buying real-honest-to-goodness new records only from J. Ed. Black Music Co., 307 S. Jefferson, next to Telephone Building, Springfield, Mo.

"Call 2688, and ask to hear any record in the Columbia catalogue."

You may rest assured we are perfectly satisfied with the change when we tell you no money could get us to go back to the old system of selling used records and we will say in addition

to this, the dealer who is the first one to put this over in his town is laying a foundation for record business that he will never regret and he will find that his experience will be like ours—having record customers in our store that were not record customers under the old system of selling records.

People to-day want service and they are going where this service is best. When they are assured they are getting their money's worth—getting new records instead of used ones—that is the place they are going to patronize.

OCCUPIES NEW QUARTERS

Iroquois Sales Corp. Increases Floor Space—Granby and Okeh Lines Well Displayed

BUFFALO, N. Y., May 6.—The Iroquois Sales Corp. of this city, Granby and Okeh jobbers, moved on May 1 into the new King & Eisele Building, where it is occupying greatly increased space on the fourth floor.

The company received a large shipment of Granby phonographs, which are displayed to advantage in its new quarters, and among recent visitors to the Iroquois offices were E. L. Ginsburg and Carl A. Buechner, of the Granby Phonograph Corp. The company expects to make an intensive drive for Granby business and, of course, Okeh records will be featured in the same aggressive manner that has characterized the activities of this jobber for the past six months.

L. M. Cole, sales manager of the company, is taking an enforced vacation, as he is fighting an ancient enemy in one of the local hospitals. However, he will be "back on the job" very shortly with the same good humor and unflinching cheer that has made him so popular in the local trade.

PATHE SHOP DAMAGED BY FIRE

Flames of Unknown Origin Cause \$5,000 Loss in Indianapolis Store

INDIANAPOLIS, IND., May 1.—The Pathé Shop basement at 18 East Ohio street, this city, was damaged recently by a fire of unknown origin causing a loss of approximately \$5,000. The flames were kept away from the salesroom on the first floor after a hard fight on the part of the firemen. Phonographs and records were damaged by smoke and water, but the principal loss was sustained below, where much injury was done talking machines and supplies.

WALLACE HEADS SPHINX MOTORS

Edwin F. Wallace Elected President of Company at Recent Annual Meeting—Readjustment of Company's Price Schedules Announced

The Sphinx Gramophone Motors, Inc., whose executive offices are located at 512 Fifth avenue, New York, recently held its annual stockholders' meeting and the following officers were elected for the ensuing year: Edwin F. Wallace, president; Edward S. Toothe, vice-president, and Alfred Nathan, secretary and treasurer.

Under the new plans of the company, recently inaugurated, Mr. Wallace will assume charge of the company's sales. Mr. Toothe, vice-president has been a director of the company since its foundation, while Mr. Nathan, the re-elected secretary and treasurer, is widely known in Eastern manufacturing circles and is head of the Nathan Mfg. Co.

According to an announcement of the company, it has readjusted its price schedules on its motors in harmony with the gradual lessening production cost and deliveries are made uninterruptedly.

Mr. Wallace, the new president and sales manager, is a graduate of Princeton University and has a wide experience as a sales executive. He believes that success during the coming months, in the talking machine field, will be gained by manufacturers who turn out the highest-grade products. In speaking of the present situation he said: "Recent weeks have shown a decided improvement toward a resumption of demands and from the present outlook this should increase during the coming months and reach normal by early Fall."

NEW BRUNSWICK NUMERICAL LIST

The Brunswick-Balke-Collender Co. the latter part of last month issued a new edition of the numerical list of Brunswick records, together with a list of May records printed on gummed stock. The new numerical catalog includes all Brunswick records issued up to and including April, 1921. The releases for all future months will be issued on gummed stock similar to that for the month of May. This plan makes it possible for Brunswick dealers to paste the current releases each month in the numerical catalog, thereby keeping the entire numerical list up to date and complete.

J. W. Buehler, of Osage, Ia., has added two new booths to meet the demands of his growing Victor business.

RELIABILITY

EVERHART & BROWN

Back of Every Successful Record Dealer Is His

Reliable, Energetic Distributor

*Ours Is the Service
That Never Stops*

Large Southern Distributors for

Okeh Records

1705 East Broad St. Richmond, Va.

BAGSHAW NEEDLES

The Standard
by which all steel
talking machine
needles are judged.
And logically so, be-
cause W. H. BAGSHAW
& Co., are the oldest
and largest manufac-
turers of Talking
Machine Needles in
the world. Fifty years
of Needle Making.
Established 1870.

W.H.BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 1003

Prepare for the Big Vacation Demand for Steel Talking Machine Needles

Dance Tone Needles in loud, extra loud and half tone are especially appropriate for the summer season. Put up in Screw Top Metal Containers of 500 and 200 needles. Write now for samples and prices.



JUNE, July and August are exceptionally attractive sales-opportunity months for wide-awake dealers. Increased sales of talking machines and records mean increased needle sales. When you stock up with Brilliantone Needles you guarantee your profits as well as your customers' absolute satisfaction.

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,
NEW YORK

AT 34th STREET

SUITE 1003

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



Howard Marsh, of *Greenwich Village Follies* fame, new Columbia tenor, is a singer whose songs of love ring true. "Just We Two" and "Rose of Athlone" are his first Columbia selections. Push his records from the start. A-3357.

Columbia Graphophone Co.
NEW YORK

RETURNS FROM WESTERN TRIP

B. R. Forster Reports Satisfactory Brilliantone Progress—New Display Carton Well Received

Byron R. Forster, president of the Brilliantone Steel Needle Co., recently returned from a trip to Chicago and throughout the Middle West. Mr. Forster reported an entirely suc-



B. R. Forster

cessful trip and that dealers throughout this territory were doing well with the Brilliantone needles.

L. J. Unger, of the Brilliantone traveling staff, is back from Canada, after thoroughly covering the Dominion. The healthy condition of the talking machine trade throughout Canada is reflected in the large volume of orders which Mr. Unger brought back with him.

The new large display carton holding 5,000 Brilliantone needles is proving very popular with the dealer. This carton contains six dif-

ferent-colored boxes of needles, each color representing a different tone. At Brilliantone headquarters it was stated that this new carton has been found in many instances to increase the dealer's needle business 50 per cent.

PRINTING SERVICE FOR DEALERS

Harbour-Longmire Co. Offer Unique Service to Their Pathé Retailers

OKLAHOMA CITY, OKLA., May 2.—The Harbour-Longmire Phonograph Co., Pathé distributors, located in this city, have an exceptionally well organized and equipped dealers' service. The extent to which this service goes is found in a recent letter which they sent their dealers, calling attention to the fact that all statements, bills, credit memorandums, letterheads and circular letters received from them were printed on their own presses and offering this printing service to the dealer. It is reported that increasing numbers of dealers have taken advantage of this printing service, which promises to be an important adjunct to Harbour-Longmire service.

\$35,000 FOR MACY ATTORNEYS

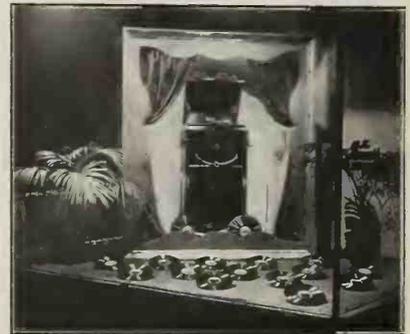
Fees aggregating \$35,000 were allowed by Federal Judge Julian W. Mack on April 26 to the law firm of Wise & Seligsberg and associate counsel, who represented R. H. Macy & Co. in their recent suit against the Victor Talking Machine Co. and a number of jobbers for violation of the Sherman Act. The Macy attorneys had originally asked for \$75,000.

G. H. Jennings, of Panora, dropped in the other day, says Mickel Bros. Co., of Des Moines, Ia., who adds: "Mr. Jennings is a Victor dealer and incidentally an undertaker. We asked him how business was and he replied: Rotten! Nobody dying 't all.' That should make the Victor business good, because you can't sell a Victrola to a dead one."

MAKE ATTRACTIVE WINDOW DISPLAY

Barnard Music Co., Exclusive Brunswick Dealer, of Jackson, Mich., Arranges Clever Window Which Wins No Small Meed of Praise

JACKSON, MICH., May 3.—The value of the show window is very properly estimated by the Barnard Music Co., exclusive Brunswick dealer of this city. A recent display, in which the Brunswick phonograph and records were featured, is pictured herewith. It attracted considerable



Barnard Music Co.'s Clever Display attention by reason of its arrangement, and shows how a window may be utilized in an advertising way to good purpose. The frame of this central display was in gold, the curtains in blue, and the lighting effects secured by lights in the back of the frame.

DISPLAY THE FERN-O-GRAND LINE

The Kroll & Horowitz Furniture Co., 258 Canal street, New York, New York distributor for the Baby Grand and other models of talking machines manufactured by the Fern-o-Grand Co., of Cincinnati, O., had a display at the furniture exhibition held late in April, at 469 Seventh avenue, New York.

PERSONAL—(But not confidential)

(By courtesy of Henry L. Doherty & Co.)

Due to many rumors we wish to state that the price of the **VICSONIA** reproducer will **NOT** be reduced. A price reduction is impossible without impairing some of the recognized qualities of the "VICSONIA", therefore no changes are contemplated.

The "VICSONIA" has always enjoyed the reputation of being the **ONLY** successful reproducer for the playing of **EDISON DISC** Records on Victor and Columbia machines and we intend to keep it as such. We are sure that the **TRADE** will co-operate with us to this end.

VICSONIA MFG. CO., Inc.

313 East 134th Street

New York City, N. Y.

"A new Gennett!"



The ULTIMATE

in record perfection is attained
in Gennett Records.

TO realize the new heights of record development hear the May Gennett Records, just out. They bring new delights from all phonographs. Hearing is believing. Any Starr dealer is glad to give you a hearing.

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

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

ARTICLE IN COLLIER'S PAYS TRIBUTE TO PHONOGRAPH

Robt. H. Schauffler in "Canned Music—the Phonograph 'Fan'" Emphasizes the Big Part Played by Talking Machines and Records in the Development of Music Appreciation

The talking machine, having reached the status where it is treated with respect by writers for newspapers, has now been graduated to a new position, where it has been made the basis of a lengthy magazine story, illustrated, and paid for and published by Collier's Weekly in the issue of April 23.

The newest article, entitled "Canned Music—the Phonograph 'Fan,'" is written by Robert Haven Schauffler, who only recently contributed a similar article on the player-piano.

The fact that such a national periodical as Collier's thought the talking machine good material for a human-interest story such as this is and devoted a conspicuous place in the issue for its presentment is in itself comment enough on the intense and sustained interest taken in this universal instrument by Americans—and citizens of the world besides.

Crediting the talking machine with spreading culture broadcast more speedily and far more than did printing in the days of the latter's invention, Mr. Schauffler goes on to say:

"The art of music, as we moderns understand it, is only a couple of centuries old. And until yesterday, owing to the cost and difficulty of obtaining music, mankind was as scantily supplied with this great primal necessity of his nature as his palate was supplied in the days when his whole diet was raw fruit and nuts, or as his back was supplied in the bark-overcoat days, or his bed when he lived in a tree. Up to a generation ago music was like that healing pool of Bethesda in the Holy Land. People at a distance had to make long and expensive journeys to get the benefit of its waters. Only the aristocrats could afford this.

"Then the phonograph came along and formed the Bethesda Bottling Co., Unlimited. And now the Eskimos and the Hottentots and the inhabitants of the poorhouse in the forbidden city of Lhasa may bathe their minds and spirits at will in the healing waters of music.

Making and Breaking Records

"The phonograph, by opening up culture to everyone, has made music democratic. The balance of musical power has now passed from the professional to the amateur, from the performer to the listener, and from the concert stage to John Jones' parlor, which is now the musical center of the world.

"Why? Because the phonograph has made good music as inexpensive for him as poor music, and more necessary. He is rapidly losing his taste for the latter because the phonograph has made its endless repetition temptingly easy for

him. And poor music is just the kind which cannot bear much repetition without making the hearer feel like a new employe in a candy store at the end of the second day's work, when he wishes he might never taste another piece of candy again. Instinctively he turns to a class of music which he will not tire of so quickly. It is this ease of surfeit which has so immensely speeded up the average man's former slow rate of growth in musical culture.

"I have always been a phonograph fan since the red-letter day when, as a small boy in Cleveland, O., I discovered a little arcade where you could drop a nickel in the slot, stuff two rubber tubes in your ears, watch the wheels start going around under a glass dome, and, amid an unmusical hubbub that sounded like the career of an elephant running amuck in a tinware shop, you could detect Pumpernickel's Military Band (of five pieces) vainly trying to play the galop from 'William Tell.'"

Apropos the small beginnings of the now gigantic talking machine business, Mr. Schauffler repeats a tale culled from a man who heads one of the largest record-making companies in America. This man, who has been in the talking machine game from the start, worked for the New Jersey Phonograph Co. at a time when the musical end of the business was little thought of as a money-making proposition. The machine in the business office was its logical place, according to the thought of that time. Getting an advance of his full week's pay, which amounted to the huge sum of \$15, the man concocted some sort of music-making apparatus and made two thousand records as a starter. A "mud-gutter" band's rendition of "Boulanger's Patrol" was the first musical offering thereof. A discarded kitchen cabinet, in need of much cleaning and bought at a second-hand store, became the improvised cabinet for the records. As the first record was being tried out a man who was a little worse for liquor stopped in the small "laboratory" and began to drive a bargain for the machine and records. An agreement was made for renting the machine and some records for \$40 a year, \$10 down, with an additional 75 cents a month for a battery and an equal amount for ear tubes.

"He took the stuff across the street," recites Mr. Schauffler, "put on ten ear tubes and charged 25 cents to listen to it. He made money so fast that I was able to convince my firm of the practicability of developing the phonograph for entertainment purposes as well as business ends."

There are three classes of phonograph users,

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

according to Mr. Schauffler: (1) Those who want something—anything to make a noise for the children and young people. (2) Those who want a good-looking piece of furniture. (3) Those who really care for music. The genuine talking machine fan, thinks the author, belongs in the third class. Many of the latter, however, says Mr. Schauffler, lack discrimination. "They come into the music store and say to the clerk: 'Pick me out a dozen records, you know what I want.'" This way of buying, he says, would appeal to the true connoisseur about as much as leaving the selection of his wife to a committee of elderly ladies.

Touching the way some collectors catalog their records Mr. Schauffler observes that the more sophisticated of them grade the same in various interesting and original ways not to be found in the commercial catalogs. Two ways of doing this, the first according to the depth of the musical thought and regardless of how that thought is reproduced, and the second according to the degree of mechanical success the record achieves, follow:

"Grade A—Music of the Moment (e. g., 'Mammy')."

"Grade B—Light Classics (e. g., 'Beautiful Blue Danube' waltz)."

"Grade C—Medium Classics (e. g., 'Largo' from Dvorak's 'New World Symphony')."

"Grade D—Heavy Classic (e. g., Bach concerto for two violins)."

"Another method is to grade the discs in several classes, according to nothing but the degree of mechanical success with which the original voice or instrument has been recorded and reproduced. The collector may subdivide into eight classes if his energy and discrimination hold out: (1) Abominable. (2) Bad. (3) Poor. (4) Indifferent. (5) Good, but blemishes. (6) Good. (7) Excellent. (8) Perfect."

J. B. Powell, who for several years has represented the Edison phonograph in the South, has just opened an exclusive Edison Shop at Lakeland, Fla., known as Lakeland Phonograph Co.

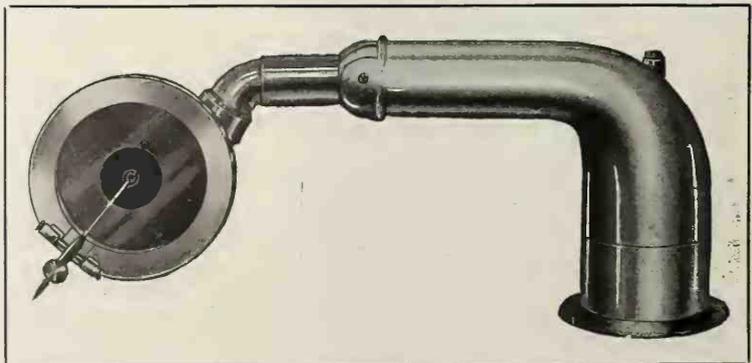
WHAT ARE YOUR NEEDS—WE CAN SATISFY THEM

Big Value
in
Both Tone and Price

Suitable for Medium Priced
Machine

8 1-2 inches, centre to centre
Large size Sound Box

Send for quantity prices



Have you heard our special Octagon Sound Box No. 5?

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City



IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

WHITTLE CO. IN ITS NEW QUARTERS

D. L. Whittle, of Dallas, Tex., Enters Remodeled Premises—Firm Enjoys Wide Repute

DALLAS, TEX., April 9.—Formal opening of the new quarters of the D. L. Whittle Music Co., at 1213 Elm street, this city, took place recently. Over \$30,000 has been spent in remodeling and decorating the building for the purposes of the company, which has taken a long-term lease on the same. Occupying two stories of the premises, a floor space of more than 25,000 square feet is available. The Whittle Co. ranks among the eight most complete stores in the United States, though in point of size a few are larger.

Besides doing an extensive retail and wholesale business the company enjoys a large mail order and catalog trade that reaches into all parts of the United States and into Mexico and Canada. The company is distributor for Vocalion phonographs and records.

OPENS POPULAR MUSIC DEPARTMENT

Sandeen Music House, Rockford, Ill., Makes a Welcome Addition to Its Line

ROCKFORD, ILL., May 2.—The Sandeen Music House, of this city, recently opened a popular sheet music department that has made a decided hit with the local music buyers. The late hits are featured on a self-service rack placed near the entrance, which has put additional punch into the store's slogan of "instant service." The Sandeen Music House, which has been established less than a year, is rapidly coming to the front as the musical center of Rockford through the aggressive management of Mr. Sandeen, who is a prominent musician himself and tenor soloist in the largest church in the city.

The store is located in the theatre district and is handsomely finished in an ivory-white and robin's egg blue scheme that is decidedly attractive. The Vocalion and Columbia lines are featured as well as Q R S player rolls.

USES CASH REGISTER RECEIPT

The Revere Phonograph Co., Revere, Mass., Columbia dealer, is creating school sales in a novel manner. For every purchase of \$10 in the Revere Phonograph Co.'s store a coupon is given. The children of the parents purchasing goods at the Revere Phonograph Co. turn these coupons in to the principal of their school and after the school has collected 100 of these coupons they are entitled to a D-2 Grafonola.

EDISON CONVENTION PLANS

Famous Caravan Conventions to Be Held in Four Cities During Month of June—Many New Features Will Add to Interest

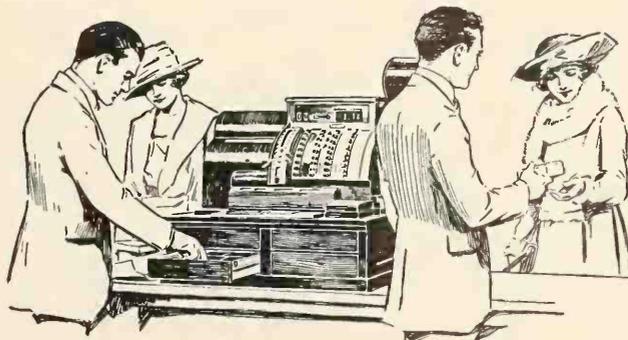
ORANGE, N. J., May 6.—Plans are already shaped in fairly concrete form for the 1921 Edison Caravan Convention. The cities, theatres and hotels in which this famous event will be held this year are: New York, the Knickerbocker Theatre and banquet at Commodore Hotel, June 9-10; New Orleans, Tulane Theatre and Grunewald Hotel, June 14-15; Chicago Blackstone Theatre and Drake Hotel, June 20-21; Vancouver, B. C., the Avenue Theatre and Vancouver Hotel, June 27-28.

Among the features which will probably be found on the program are a four-act comedy by William Maxwell, entitled "School for Salesmen," acted by prominent stage people; an address by Chas. H. Farnsworth, who will be officially announced during the conventions as head of the Edison school research department;

an address by a celebrated figure of the American stage, who will speak on the similarity between salesmen in the phonograph field and actors and of how the methods of the latter can be applied to the efforts of the former; a new version of the Edison tone-test given by a member of the Metropolitan Opera Company; a talk by a famous Edison recording artist on "What it Means to an Artist to Have His Voice Recorded on the New Edison"; a lecture in rhyme by a famous singing comedian of the vaudeville stage on various retail sales problems; discussion on advertising by a prominent authority in this field and a series of open forum discussions by retail merchants.

In each case the convention chairman will be a retail merchant. H. Leslie Marvil, Waycross, Ga., will lead the convention in New Orleans and James P. Lacey, of Peoria, will again lead the convention in Chicago. The other chairmen have not as yet been announced.

A new Victor music store has recently been opened at Dillsboro, Ind., by W. S. Calhoun.



Clerk D is making change from his cash drawer. The amount of the sale is shown at the top of the register. The other clerk is handing change and parcel to the customer. He made change from his own cash drawer.

A separate cash drawer for each clerk

This makes clerks more efficient because:

- ① Each clerk is responsible for the business he handles.
- ② In case of error it shows who made the mistake.
- ③ It gives each clerk credit for the work he does.

An up-to-date National Cash Register with separate cash drawers measures the ability of each clerk.

Up-to-date National Cash Registers are made with any number of cash drawers, from one to nine.

We make cash registers for every line of business. Priced \$75 and up.

NATIONAL
CASH REGISTER CO.
DAYTON, OHIO.

A Message of Much Meaning to Every Dealer Who Wants More Phonograph Sales Right Now

In spite of the wails of the pessimist, the crape hanger and the croaker, we once again prove that 1921 is a fighter's year and *business is exactly what you make it.*

We recently co-operated with twenty-two live Granby dealers in conducting a special advertising and selling campaign in the Metropolitan District.

We not only put Granby on the map, but the sales of these quality instruments responded like a thoroughbred that had been held under wraps.

After this campaign showed what Granby co-operation does, many new dealers seized the opportunity of securing the Granby franchise with all that it means in prestige and profits.

Right now get the full benefit of this message.

Send for details of the Granby proposition and find out how to cash in on Granby sales, as the New York dealers recently did.

GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

.. *Factory · Newport News.* ..

New and Interesting Ideas for Increasing Sales in Talking Machine Stores

By W. Bliss Stoddard

Schlueters, of Oakland, Cal., has made it possible for people to get very close to objects shown in his windows, and this increases the number of prospects that come to his store every day. Each window, the large one in front and the smaller one at the side, is framed so that it slides out in grooves. The platform of the window is easily taken down. That leaves a white-tiled window base only three inches above sidewalk level. In this is kept a talking machine—sometimes several of them. In the Spring the portable variety is especially featured, one of the compact little machines being set on the packing box in which it is shipped. A card announces: "Just the thing for your outing—easy to carry, occupies very little space—doubles the joy of an evening in camp or on the water." The machine is rigged up with a motor attachment and on the wall, above the reach of the inquisitive small boy, is a button, with a card: "Press the button—start the machine playing." It is the natural thing for anyone who stops to look to push the button in order to hear the music. By so doing the person also turns on an electric light in the back of the store, which is the signal for a salesman to appear and explain the machine, and, what is more important, if possible, to get the name and address of the party who is interested, in order to follow it up with literature on the subject of talking machines, or, if one is already possessed, new records for the Summer vacation. Another manner in which this enterprising store advertises is to have large signs on both sides of its auto trucks. These bear pictures of different types of talking machines, and from time to time the names of new records that are meeting with popular favor, and as the cars move from one part of the city to the other they immediately identify the store with talking machines.

A New Kind of Envelope

H. L. Dodge, Long Beach, Cal., who handles talking machines and has to meet much competition from house-to-house salesmen, has evolved an idea that has netted him considerable profit. Mr. Dodge realizes that the first store in any city to greet new families will make the strongest impression, so he goes after this new trade strongly. He has the city divided into four districts, with a correspondent in each, whose business it is to inform him of the arrival and departure of new families. By ascertaining where former residents have gone he avoids waste of postage by sending literature to the old address and also learns whether it is advantageous to keep them on his mailing list. If they have removed to the country or to any of the nearby towns they are still profitable mail-order prospects, and if they have moved out of the territory he covers he simply strikes the name off his list. The greater part of his attention, however, is given to the new arrivals. To each of these is sent a form letter of greeting, but so worded as to convey the impression of a personal welcome. This letter is enclosed in an envelope, and upon the face, instead of the return address, is a photo of himself. At one side of the picture is "Return to" and below it "Let's get acquainted." This arouses curiosity and induces them to open the envelope, while the unique manner of address causes them to feel acquainted with the man before they ever enter his store.

Hawaiian Concert Draws Trade

The talking machine department of Bry's, Memphis, Tenn., scored a big hit recently with its Hawaiian concert. Taking advantage of the presence in the city of a troupe of native musicians at a local vaudeville house it was arranged to give a special concert in the Bry auditorium. Bills adorned with pictures of the troupe, and giving the program, were scattered

broadcast, and at the foot of each program was announced: "All of these selections and many other beautiful native Hawaiian vocal and instrumental selections are obtainable in our large stock of records." Three concerts were given in one day—10.00 to 11.30, 3.00 to 4.30 and 7.30 to 9.00. Between each selection by the troupe there was played a Hawaiian record, in several instances the same song or instrumental num-

garlanded with several yellow leis and a card in front of it announced the date of the concerts and the hours at which they were given. Another item that boomed sales during the entire week was the offer of one of the little Victor dogs free with the purchase of each Victor record. This offer was combined very effectively in the other window by showing a semicircle of benches on which were placed a hundred or more of the Victor dogs intently watching a group of dolls in the center, dressed in Hawaiian costume, who were dancing to the music of three native instruments. A card at one side suggested: "Even the Victor dogs are interested in Hawaiian music," and at the other: "One of these dogs given with each Victor record purchased this week." Another way in which the records were featured was by placing a case of them with the names and prices just where the eye of the person who was using the telephone would fall upon them. As some time usually elapses ere a person can get the number he is calling ample time was given to read over the new records and to learn their cost.

Several Schemes That Have Been Used by Talking Machine Dealers Throughout the Country With Success

ber being repeated, in order that the audience might see how closely the instrument approximated the human voice. Window displays called attention to the concert and to the records. Wax models of a Hawaiian youth and maiden, seated beneath the shade of a coconut tree, were shown. In the background was a canvas drop of sky and water and flying birds, and the floor was covered with fine sand, while a card overhead announced: "On the beach at Waikiki." At one side was a talking machine

NOW THE HEYWOOD-WAKEFIELD CO.

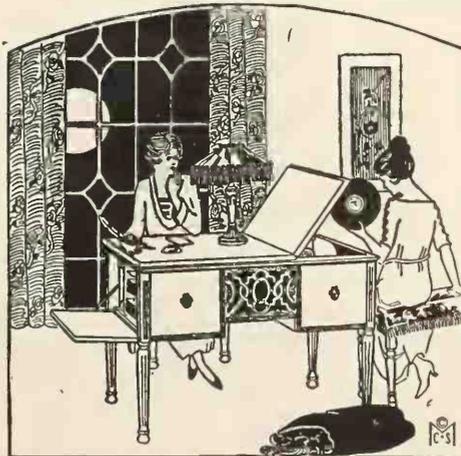
The merger of the Heywood Bros. & Wakefield Co., of New Jersey, and the Lloyd Mfg. Co., of Michigan, incorporated under the Massachusetts laws as the Heywood-Wakefield Co., has been formally announced, with a capitalization of \$13,000,000. The directors are: Charles H. Lang, president; Calvin H. Hill and Levi H. Greenwood, vice-presidents; Seth Heywood, Henry Morrill, Frank G. Webster, Charles A. Store, Henry Hornblower, Marshall B. Lloyd.



PERIOD MODELS

Louis XVI Model—also Queen Anne Period

A High Grade Phonograph and Library Table Combined



To Retail at \$150.00

Write for Dealers' Discounts

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

Complete Your Line with These High Class Library Table Models

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

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

Now Ready for Delivery

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

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

Introducing

THE
CONTROLA

“MAKES YOUR TALKING MACHINE ENTIRELY AUTOMATIC”

The FIRST and ONLY device which entirely eliminates Starting and Stopping levers.

**STARTS
LIFTS the NEEDLE
and
STOPS
WITHOUT ATTENTION**

“IT NEVER FAILS”

Placing the needle starts the motor.
Requires no further attention.

At the conclusion of the music the needle is lifted off the record and the motor stops immediately.

It is Permanent, NON-SET and inconspicuous.

Attached to any machine at low cost.

Manufacturers and Dealers : The Controla has an absolute business-getting feature you cannot afford to neglect.

Descriptive Literature on Request

Phonograph Control Corporation

120 MARKET STREET

NEWARK, N. J.

PAUL BIESE IN NEW YORK

Well-known Orchestra Leader Arrives in New York to Join Columbia Organization—Active in Musical Circles for Many Years

Paul Biese, one of the country's leading exponents of modern dance music, arrived in New York May 1 to become a conductor in the Columbia recording laboratories. Mr. Biese is one of the greatest saxophonists of the present day, having been the leader of the Paul Biese College Inn Orchestra in Chicago and the founder of the Paul Biese Trio. This trio makes Columbia records exclusively and its rendition of the popular dance hits has gained for this trio an enviable reputation.

Mr. Biese's musical experience dates back to the days he was four years old and he has



Paul Biese

been identified with musical affairs since childhood. He has seen service in the United States Army as a bandmaster, spending eight months in the Philippines, and in the recent World War was a divisional bandmaster with the commission of a first lieutenant, seeing duty overseas.

Prior to the World War Mr. Biese spent eight or nine years in Chicago, conducting the orchestra at the Palace Theatre for two years and playing at the Tip Top Inn, College Inn, Rainbow Gardens, Marigold Gardens, Planters Hotel and other well-known theatres and hotels.

After returning from France he became conductor of the Pantheon Theatre Orchestra, one of the finest moving picture houses in Chicago, and, incidentally, Mr. Biese started playing the saxophone about that time. He soon became famous as one of the leading saxophonists in the country, and one day decided to make records. He selected five of his best men and after making several test records signed a contract with the Columbia Graphophone Co. exclusively. The company instituted an aggressive national campaign, featuring Paul Biese records, and this campaign was a tremendous success.

He left the Pantheon Theatre and played at the Green Mill Gardens for a while, attracting a capacity house. Mr. Biese then went to the College Inn of the Sherman Hotel and stayed there until he joined the Columbia organization. The Paul Biese College Inn Orchestra has been the most extensively advertised orchestra playing in Chicago. Every theatre program in the city carried a full-page advertisement over the signature of the Sherman Hotel, featuring Paul Biese and his orchestra, and Chicago music lovers keenly regret his departure for New York.

SAILS FOR JAMAICA

W. J. Bagshaw, secretary of the W. H. Bagshaw Co., needle manufacturer of Lowell, Mass., sailed during the latter part of April for Jamaica, where he will probably spend a month or more. W. J. Bagshaw and his brother, C. H. Bagshaw, are the executives of the W. H. Bagshaw Co., to whom credit is due for the great success attained by that organization.

S. H. Knight will shortly open a new store in Winsted, Conn., for the sale of talking machines and furniture.

TALKER MEN IN THE TAX FIGHT

Talking Machine Men, Inc., Sends Strong Resolution in Favor of Sales Tax to a Number of Congressmen and Senators at Washington

The Talking Machine Men, Inc., the organization of talking machine dealers of New York, New Jersey and Connecticut, passed the following resolution at the last meeting of the organization, copies of the resolution being sent to all Congressmen and Senators representing those three States in an effort to influence them in favor of a sales tax:

"Whereas, the Talking Machine Men, Inc., of New York, New Jersey and Connecticut sincerely believe that the present business depression is largely caused by the fact that we have an unjust and oppressive tax burden placed upon business by Congress; and

"Whereas, we believe the only possible way that business can resume its normal stride is by the abolition and elimination of these destructive taxes; and

"Whereas, we are informed that there is about to be offered to Congress a measure providing for a 1 per cent levy upon retail sales, which will do away with intricate bookkeeping now necessary under the present tax law, which will provide sufficient revenue to maintain our Government properly and place no burden upon any one;

"Therefore, be it resolved that we, the members of the Talking Machine Men, Inc., of New York, New Jersey and Connecticut, respectfully urge upon Congress that they come to the aid of business immediately by the passage of a sales tax and the elimination of the present system of taxation."

TO HEAR PRINCESS WATAHWASO

Miss Cloud Arranges for Appearance of Noted Victor Artist in Putnam-Page Territory

PEORIA, ILL., May 6.—The Putnam-Page Co., of this city, through Miss M. A. Cloud, manager of its dealers' service department, is booking Princess Watahwaso in cities on the border of Illinois and Iowa and in central Illinois. It is an interesting fact that the first appearances of the Princess before Victor audiences were in central Illinois under the booking direction of Miss Cloud for the Putnam-Page Co. Since then the Indian artist has scored many triumphs through the East and her return to the scenes of her first Victor appearance will be of much interest.

ADDS TALKING MACHINES TO STOCK

S. Zaconick's Store Gets Agency for L'Artiste Instrument—Many Models Carried

An up-to-date phonograph department has been added to the jewelry store of S. Zaconick, a well-known merchant of Johnstown, Pa., who has secured the exclusive agency in that city and territory for the L'Artiste phonograph. Two very attractive models have been placed in the show windows of this store, while a complete stock of period and upright models of this instrument have been obtained. The new phonograph salesrooms have been artistically decorated and arranged for patrons.

MAKES SPLENDID IDAHO TRIP

R. F. Perry, Talking Machine Salesman at Salt Lake for Brunswick, Gets Results

SALT LAKE CITY, UTAH, April 25.—R. F. Perry, of the talking machine sales division of the Brunswick-Balke-Collender Co., of this city, has just returned from a trip through Idaho with splendid results. Increasing demand for Brunswick machines and records is reported.

Among the new accounts being opened in the Salt Lake territory is the Chipman Mercantile Co., of American Fork, Utah, which now handles the Brunswick exclusively. The new Brunswick alphabetic catalogs have been distributed to the dealers, which has resulted in a great increase in record business. Many orders are being taken in this district for the Stratford and business is booming generally for all Brunswick products.

BROWN & PAGE SELL OUT

Well-known Charlotte Phonograph Dealers Turn Over Business to Howard L. Hopkins

Brown & Page, Edison dealers and office supply agents of Charlotte, N. C., have sold out all their stock, fixtures and good will to Howard L. Hopkins and associates of that city. The business is located at 231 South Tyron street, that city. The new owners of the store will not change the name of the enterprise. Hampton S. Brown, member of the old firm, will remain as a director and stockholder. In the near future the capital stock will be increased.

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

Increased Record Business Is Here

You Will Get It With

**Okeh
Records**

The Record of Quality

KIEFER-STEWART CO.

Distributors of Okeh Records

Capitol Ave. and Georgia St.

Indianapolis, Ind.

our mark

LOUIS A. SCHWARZ, Inc.

**MANUFACTURERS REPRESENTATIVES
NOW OFFER NATIONAL SERVICE**

CHICAGO
59 E. VAN BUEREN ST.

ATLANTA
74-76 N. FORSYTH ST.

NEW YORK
1265 BROADWAY

A PARTIAL LIST OF THE MANUFACTURERS WE REPRESENT

our stock bottles but some we were obliged to buy to take care of our immediate needs. Our bottles had failed to give an allotment at the printed time and accordingly we were placed in a position where it was necessary to make a substitution.

Our printer advises us that we still have a supply of literature for your use in a few days.

Regarding our advertising in the Talking Machine World we would say that this matter is in the hands of an advertising agent who is preparing the copy for the March issue. We were unable to get the copy ready for the earlier issue.

ALTO MANUFACTURING CO.,
By,
Mr. L. A. Schwarz,
1265 Broadway, N. Y. C.
Dear Mr. Schwartz,

for their Des Moines and Cuban Convention you are booked for a talk. Undoubtedly you are also getting this propaganda and may be you have noticed Mr. J. J. Rockwell, Advertising Counselor of my organization, is likewise booked for a talk.

May I please, should you decide to stop off in Chicago on your way west, extend to you an invitation to call on me. I assure you if you do not return in this request, I really believe we could have an hour here together which would be of value to both of us.

ALL'S

The Art of Developing the Thing Called "Punch" in "Talker" Salesmanship :: By Lee Prior

What is there about this idea of a punch that makes it a quality that seems to mark the difference between selling methods that almost succeed but fail and selling methods that really succeed?

We have all seen salesmen who could have put their sales across if they had not been entirely lacking in force—in the ability to put a punch into their selling talk. Naturally, punch makes a listener sit up and take notice. But noise is not a punch. Gesticulation is not a punch. Standing in front of a customer and waving the arms as one talks does not strengthen the presentation of the argument. We are also familiar with the salesman who seems to have the idea that the louder he talks the more impressive he becomes. Noise may represent a kind of force, but it is not the kind that will influence the customer. Any kind of force is a detriment when not controlled.

There are all kinds of folks among talking machine customers. In selling some customers it may be found wise to repress some of the appearance of physical force. Now and then we encounter a man who really seems offended at surplus vitality in somebody else. There are others who take more kindly to the type of salesman who, though on his tiptoes, gives evidence of it only in intensity and in forceful presentation of his talk. Of course, a salesman cannot deliver a mental or physical punch without being able to put something in the way of force behind it. But oftentimes a salesman can overdo the physical effect. One cannot handle this salesmanship punch idea on the same basis as the prizefighter handles his punching program. It will not help the salesman to bound

into the customer's presence like an athlete, with one's thought all for physical exuberance and none for mental grasp of the situation and its finer opportunities.

The value of the sales punch lies not in the fact that it is a punch, but in the fact that what you have to offer is the better for being delivered with a punch. The trained orator knows that he

Good Selling Arguments Frequently Fail Because They Lack the Necessary Compelling Force or "Punch"

cannot hold his audience up to a high pitch all the time. He knows how to handle the punch. There must be points when the listeners can rest, when a story or a quiet period of talk forms a relief from the demand for keen attention. Taking the orator's example of punch we can by thought put punch into our sales talk.

However, with all the good intentions in the world, if a man lacks energy he cannot develop any punch. The foundation of punch is vital energy—the physical force that enables us to put our best efforts into our selling work and

to keep up the force through the whole work. We often hear a salesman who lacks punch tell his story without feeling any interest in what he has to say. This sort of salesman may now and then land a sale by the sprint method, but successful selling is not a sprint; it is a long-distance race and takes a good physique as well as ambition to succeed. And in order to make a real success he must put energy into every selling effort rather than into an occasional one, when he feels like it. The development of successful salesmanship is not dependent upon a spurt or two.

On the other hand we see a lot of fellows with a good line of selling arguments. They give the customer abundant good reasons for buying. The reasons are logical enough. The goods are all right, but somehow they are not presented in a compelling fashion. They do not make the customer feel that he just had to buy, so they are turned down. Punch is a wonderful thing when administered properly. Study the line of the trained orator. See if the technique can't be applied to ourselves to develop real punch.

BUYS DYKEMAN GRAFONOLA SHOP

Joseph Donlan, proprietor of the Ridgewood Talking Machine Co., of Ridgewood, N. J., has purchased the Dykeman Grafonola Shop, 550 West 207th street, New York, from Joseph Seigel, the former owner. The establishment is now undergoing alterations and in the future will be known as The Dykeman Music Shop, and will handle Victor talking machines and records exclusively. A number of demonstration booths will be installed.

The Latest Jewett Model

In its delightfully simple yet elegant design, this charming console model is a particularly handsome specimen of what expert craftsmanship has achieved in the creation of exquisitely beautiful phonographs.

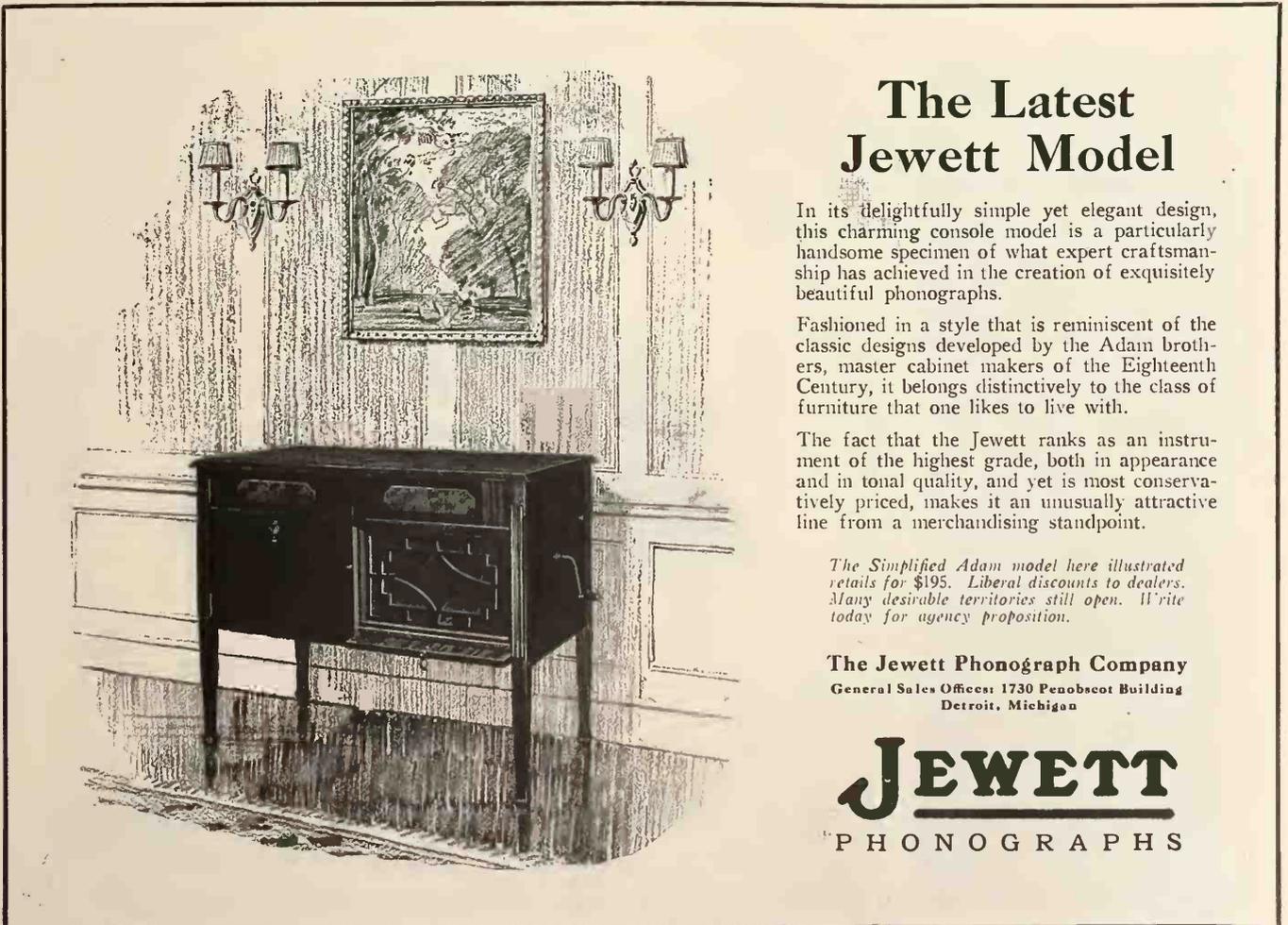
Fashioned in a style that is reminiscent of the classic designs developed by the Adam brothers, master cabinet makers of the Eighteenth Century, it belongs distinctively to the class of furniture that one likes to live with.

The fact that the Jewett ranks as an instrument of the highest grade, both in appearance and in tonal quality, and yet is most conservatively priced, makes it an unusually attractive line from a merchandising standpoint.

The Simplified Adam model here illustrated retails for \$195. Liberal discounts to dealers. Many desirable territories still open. Write today for agency proposition.

The Jewett Phonograph Company
General Sales Offices: 1730 Penobscot Building
Detroit, Michigan

JEWETT
PHONOGRAPHS



GRAFONOLAS FOR SCHOOL WORK

Columbia Graphophone Co. Makes Excellent Exhibit at Recent Convention of Music Supervisors—Columbia Artists Also Appear

At the annual meeting of the Music Supervisors' National Conference, held at St. Joseph, Mo., recently, there was an exhibition of Grafonolas and records for school work in music by the educational department of the Columbia Graphophone Co. The special recordings of this company for educational purposes have awakened great interest among school superintendents and music supervisors and the Columbia product is finding its way into thousands of schools.

Six representatives of the department were in attendance, including W. A. Willson, manager. All of them were kept busy all day long playing educational records and discussing methods with the numerous supervisors who came to the exhibit room to learn about the work and material of the Columbia Graphophone Co.

Among the interested visitors at the conference were E. A. McMurtry, manager of the Kansas City, Mo., branch of the Columbia Graphophone Co., and R. L. Wilder, manager of the Omaha branch. Both of these gentlemen expressed great surprise at the character of the work demonstrated at this conference and were aroused to the importance of building up interest and work in school sales on the part of dealers.

Thomas Devine, one of the salesmen of the Omaha branch, also attended the convention and secured many ideas of interest and importance to communicate to dealers. It is suggested that more talking machine salesmen should attend such conventions in order to get first-hand information regarding the great work that is being done to-day in advancing the cause of music in the public schools. The school children of to-day are the future customers of the musical product of to-morrow.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO. **D. R. DOCTOROW**
IRONCLAD MOTORS *Vanderbilt Ave. Bldg.*
51 East 42nd St., New York
Tel. Vanderbilt 5462

One of the features of great interest at the meeting was the appearance of Margaret Romaine, of the Metropolitan Opera Co., in concert. Her quality and range of voice and charming personality captivated the large audience of music supervisors and citizens of St. Joseph which crowded the Coliseum. On her program were several songs which she sang specially for the school children assembled, and with them, in her gracious manner, she won the hearts of all. Margaret Romaine makes records exclusively for the Columbia Graphophone Co. and the teachers present were much interested in these recordings.

On the last night of the conference was the joint appearance of Florence Macbeth, of the Chicago Opera Co., and Oscar Seagle, American baritone, also exclusive Columbia artists. Their work was a fitting climax to the feast of music of the week and to the remarkable achievements of this important educational convention and association.

PATHE RECORD PRICES REDUCED

Announcement has been made from the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, that, effective April 25, 1921, the list price of Pathé records, series 22000; Actuelle records, series 022000, and both Pathé and

Actuelle ten-inch foreign records, was made 85 cents, subject to the regular discount. The May releases contained thirteen of the 85-cent numbers—two standard, one instrumental, four popular vocal and six dance numbers.

OPENING OF NEW BRUNSWICK SHOP

DUBUQUE, IA., May 2.—The formal opening of the new Brunswick Music Shop, at 648 Main street, this city, occurred recently and attracted a great number of people, who were enthusiastic about the artistic equipment of this establishment. To the right extending the full length of the building are twelve demonstrating booths, while in the rear is a large piano demonstrating room, to the left are the music counters, offices and other display rooms. A handsome mahogany stairway leads to the second floor, which is also devoted to a complete display of Brunswick phonographs, as well as pianos, player-pianos and sheet music. This establishment is under the management of J. B. Grant, a man of great executive ability, who has surrounded himself with an able staff of assistants. A feature of the store is the handsome display window which affords opportunities for the dresser.

W. S. Calhoun has opened an exclusive Victor store at Dillsboro, Ind.

**The General
Phonograph Mfg. Co.
Model "E" Table Phonograph
The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY**



New Model "E"
Plays-All Makes of Records Superior Tone Quality
Write for our Proposition
**The General Phonograph Mfg. Co.
ELYRIA, OHIO**

Smooth
Soft and
Brilliant of Tone

Saves as it plays

RED BIRD CONCERT TIPS

The Needle of Infinite Charm



IN the Red Bird Concert Tip there has been obtained the phonograph needle *par excellence* containing the three essential factors of the perfect needle—

- perfection in reproduction, bringing out with absolute fidelity to tone and expression all the virility and naturalness of the original instrument or voice.
- positive elimination of scratching and surface noises, passing over the delicate surface of the record with the smooth softness of new velvet, bringing out clearly the fine overtones so essential to purity of tone.
- absolutely non-injurious to the record, being by virtue of its special composition incapable of destroying the playing qualities in the slightest particular.

Red Bird Concert Tips possess these three qualities to their highest attainable degree because in principle, process and material every Red Bird Concert Tip produced is scientifically correct.

RED BIRD CONCERT TIPS

“The Needle of Infinite Charm”

as they have been called, is the perfect needle—the needle your customers have been seeking both from the standpoint of reproductive qualities and economy. Several playings are obtainable from each needle. Used in conjunction with our special patented re-pointer, however, which we recommend from the standpoint of economy to phonograph owners, approximately 100 playings are obtainable from each Concert Tip.

And, too, by using the Red Bird Concert Tip on their records your customers will not only obtain more real enjoyment from their phonographs than ever before, but the life of their records will be prolonged many years.

To Jobbers and Dealers

WE are making a special introductory proposition to jobbers and dealers. We urge you to write today for price list and full information on these superior needles. A liberal supply of samples for demonstrating purposes will be sent with every order.

The CONCERT TIP CORPORATION 29 WEST 34th ST., NEW YORK



IMPORTANT POST FOR OSCAR W. RAY

Appointed General Manager of Wholesale Vocalion Record Department of Aeolian Co.

The Aeolian Co. announces the appointment of Oscar W. Ray as general manager of the wholesale Vocalion record department. Mr. Ray was formerly general sales manager of the Melodee Music Co. and also for the past five years



Oscar W. Ray

has been prominently connected with the phonograph and record industry, serving both as manager of sales and as a distributor. Mr. Ray is a graduate engineer of Norwich University and has had five years' experience in factory construction, factory equipment and sales engineering.

The Aeolian Co. has very extensive plans for the Vocalion record. These plans will be announced in the very near future, but in the meantime Mr. Ray has adopted the slogan of "Every hour on the hour" to cover the service that he is planning to give all Vocalion Red record dealers.

MUSIC SHOP CHANGES ITS NAME

Binghamton Store Brings "Department" Into Its Title

The Music Department Store is the new name of the Venetian Music Shop, for some time one of the well-known musical instrument centers of Binghamton, N. Y. The adoption of the new name was due to a change of policy in the management of the store, according to an announcement of the general manager, C. G. Smythe. The Department Store will conduct its business on a wider scope than ever before and handle the fullest possible line of the better-grade pianos, player-pianos, Victrolas and musical instruments of all kinds.

ARTIST PRAISES PATHE DEALERS

Marion Cox, noted Pathé contralto singer, paid a high compliment to the Pathé dealers in a recent interview. She had completed a cross-Continental tour in which she met Pathé dealers in all sections of the country. Miss Cox stated: "They are a splendid body of men. I tried to visit as many as I could and was pleased with the cordial greeting I received in each case."

HARDING'S INTEREST IN MUSIC

President Urges Strong Government Support of Music and the Arts Generally

WASHINGTON, D. C., May 4.—President Harding's interest in music and the arts generally is indicated in a recent letter to Arthur M. Abell, of this city, in reply to one urging support for a movement to develop Washington as a center of all branches of art. In the letter, which was made public recently by Mr. Abell, the President expressed his interest in "the effort to develop interest in and taste for good music, and, indeed, throughout the nation, perhaps in part because I have been a very little of an amateur myself."

"I know it has been said," the letter continued, "that arts have not always been as much favored under republican as under monarchical governments, but I think a fair survey will justify a very frank difference of opinion on that point. Surely, the encouragement of the arts in Greece and in France under the institutions of democ-

racy can hardly be cited in support of such a thesis. Likewise, the history of our own and the other American republics, I think, justifies the opinion that artistic taste and interest may quite as well flourish under the popular as under the monarchistic establishment."

NEW TALKING MACHINE DEPARTMENT

MINERAL CITY, O., April 25.—T. A. Markley, who conducts a general store here, has taken on the agency for the Peerless talking machine and records. He has had specially constructed record booths installed and the music department presents a most pleasing appearance. All the latest Peerless records will be featured monthly.

Fred Spring, owner of the general store at Gnadenhutzen, O., near here, announces he will carry the Edison line of talking machines and records. His store is recognized as one of the largest country stores in Tuscarawas county.

It's what you put into a bottle that makes it valuable. Same way with advertising space.

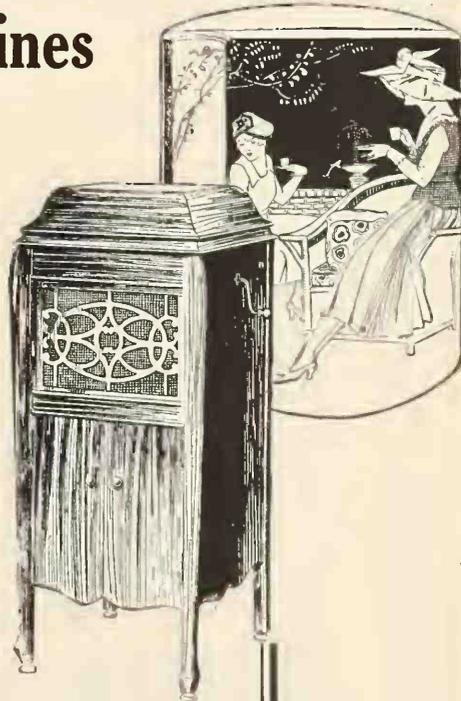
HARPONOLA

Talking Machines



*The New Models
are making a
big hit*

Send for Literature



The new Harponolas, including many rich console designs, have met the instant approval of the trade.

The dealer knows when he finds a line that is high grade. He knows a line that is a quick mover. He knows the profit-producing lines.

If YOU don't know the Harponola line, send for literature and the Harponola dealer proposition.

Good territory and splendid co-operation.

THE HARPONOLA COMPANY
101 MERCELINA PARK CELINA, OHIO

Edmund Brandts, President

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

Your Opportunity to Buy at the Right Price

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

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

THE BRANDTS FURN. CO.
CELINA, OHIO

Edison Message No. 94

An increase in the Excise
Tax on phonographs would
make it necessary to advance
Edison Phonograph prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

The Art of Proper Lighting for the Show Window and the Store Interior :: :: By J. E. Bullard

The skilled photographer is very particular about his lighting effects. Before he makes a portrait or takes the photograph of an object in his studio he arranges his light sources so that they exactly suit him and places screens to control the shadows in such a manner as to give the very best results.

He must do this because the photographic plate accentuates the difference between light and shade. A shadow that does not appear especially dark to the eye may show up as a black mass in the finished photograph. Accordingly, it is necessary to control these shadows with the greatest care and the greatest accuracy, and reflecting screens are used for this purpose.

Polished Surface Like Photographic Plate

Any highly polished surface such as that found on a piano or many talking machines accentuates the difference between light and shade in very much the same manner that the photographic plate does. This means that such an instrument under the direct light of a single lighting unit may not show up at its best. It most certainly will not if that lighting unit is a bare electric bulb equipped with a mirrored reflector. The shadows cast may not only make the surface look far from pleasing, but the shadows of the filament itself will make the surface look blotched. There will be dark and light spots all over it.

If the instrument is lighted only from one side and a number of light sources supply the light the result is not always going to be the very best unless the shadows are controlled by means of screens. In other words, if the dealer is going to make his talking machines or his pianos look their very best he must pay practically as much attention to the control of lights and shadows as does the photographer.

Possibly they look good enough to the dealer under any light; but this does not necessarily mean that they are going to look as well to the prospective customer. And it is the little things that result in a sale.

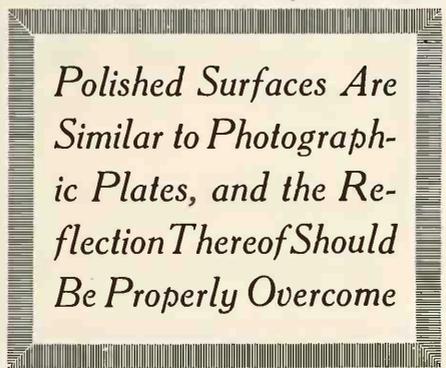
The Proper Use of Screens

Though the screens are used primarily for the purpose of controlling the lights and shadows, they may also be made to serve as an attractive setting for the machines and in that way as well help sell. The screens should be built somewhat higher than the height of the machines

and of different widths. Some will need to be quite a little wider than the machines and some, to be used at the sides, may be narrower. None of them, however, needs to be large or heavy.

A light wooden frame covered with beaver board and painted the desired color will serve the purpose if the fire laws of the community permit of their use. They may be made as ornate or as plain as wished. If the company has a symbol that it uses in all its advertising it will look well on these screens. The trade-mark of the talking machine company may also be reproduced near the top of screen if desired.

It is easy to see that such screens can be



made to make the display of machines itself more attractive than they would be without the use of such screens. So their use in controlling lights and shadows need not be the only purpose for which they are used.

In cases where the light sources are some distance away from the machines displayed and the tops of the machines are, therefore, not sufficiently lighted a canopy screen arranged at the right angle will overcome this difficulty. This screen used in connection with the floor screens will form a setting that can hardly fail to direct attention to that particular machine, and if the screens are all arranged so as to give the best control of the light that machine is going to appear at its very best.

In the window lighted by a row of lights at the front of the ceiling it may be necessary, in order to get the very best lighting results, to equip the shades with diffusing screens in order

to overcome the shadows that otherwise would be cast by the filaments. Though these shadows are not noticed to any great extent when small objects are being illuminated the effect may be disagreeable when the highly polished surface of a high-priced talking machine is being illuminated. Screens also will be needed if the very best results are to be secured because otherwise there is likely to be too much difference between the front and the sides and the shadows cast by projecting decorative portions of the case may be too dense.

The diffusing screen will cut down the amount of light secured from the bulbs to a certain degree, but, because of the more satisfactory illumination and the better control of the light used that the screens make possible, it will probably not be necessary to use any more current than would be the case if no diffusing screens were used.

Light in the Demonstrating Rooms

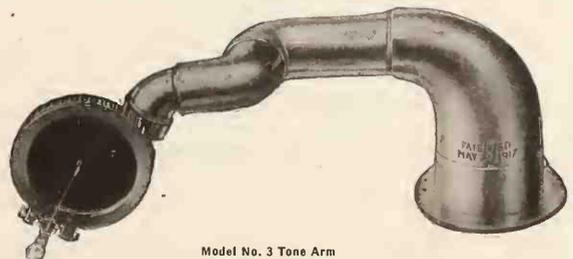
In many a demonstration room the machines used do not appear quite as attractive as they do on the floor of the display room. This very often is due to the fact that these rooms, being small, are lighted by means of one center unit. The light is not so well diffused as it is in the display room and as a result the machine does not appear so rich and perfect in appearance as the same machine would under better lighting conditions and the design itself may not seem so pleasing.

Here the skillful use of screens will overcome the defect, if it is desired to make the machine as pleasing to the eye as the records sound to the buyer's ear. It is merely a case of controlling the lights and the shadows more than the actual amount of light that is used.

A visit to any photographic studio and a study of the manner in which the photographer uses his screens will be full of suggestions as to how they can be used to advantage in the sales-room. If there is any doubt as to whether or not the best results are being secured, take a few photographs of the machine under the light in which they are displayed and the photographs will show up lights and shade that may escape the eye of one who is always in the store, but at the same time are bound to have some effect upon the prospective purchasers who enter the store.

As the result of closer scientific study of sound boxes, the MUTUAL UNIQUE sound box was constructed.

If you are desirous of being relieved of troubles formerly experienced with sound boxes, GET THE MUTUAL UNIQUE REPRODUCER. It is ABSOLUTELY GUARANTEED free from blast and sound box troubles, due to the patented device of springs which now holds the needle arm on a steel inserted machine cut knife edge.



Model No. 3 Tone Arm

The Mutual No. 3 Tone Arm and the Mutual Unique Sound Box is the finest combination on the market, and it is used on all high-class machines.



PATENT PENDING

No. 6 Mutual Unique

The Mutual

— TONE ARMS & SOUND BOXES —

MUTUAL PHONO PARTS MFG. CORP., Herman Segal, Pres.
149-151 LAFAYETTE STREET NEW YORK CITY

Write for catalogue and prices

A sample will convince you of its merits

Sell the instrument that makes the most profits for you

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

The Highest Class Talking Machine in the World
 is that Phonograph

because it gives the dealer a greater margin of profit than any other reliable or standard phonograph.

Sonora is the phonograph that *sells* and that's why it is the first choice of dealers everywhere.

The public demands *value* for its money and Sonora, famous for having won highest score for tone at the Panama Pacific Exposition, is

the phonograph which satisfies perfectly the requirements of the most critical music lovers.

Dealers who handle the Sonora regard it as the mainstay of their phonograph business.

Dealers who have handled other phonographs and who stock the Sonora are invariably amazed at the ease with which it sells, and stays *sold*.



Illustrating the Nocturne, \$160

Sonora has an international reputation for supreme quality. Customers are favorably disposed toward it even before they hear it. It is the phonograph *you need now*.

SONORA was the first phonograph to play ALL disc records perfectly without extra attachments.

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

Gibson-Snow Co.,

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

W. B. Glynn Distributing Co.,

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

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,

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

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andresen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M S & E,

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

Sonora Phonograph Co. of Pittsburgh,

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

The Magnavox Co.,

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

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Phonograph Co., Inc.,

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

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

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

Southwestern Drug Co.,

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

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

Minneapolis Drug Co.,

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

Robinson-Pettet Co., Inc.,

Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,

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

Strevell-Paterson Hardware Co.,

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

C. J. Van Houten & Zoon,

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

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,

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

Sonora Co. of Phila., Inc.,

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

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

PROF. FARNSWORTH'S NEW WORK

Noted Authority on Music Education Takes Charge of Edison School Research Department and Will Accompany the Caravan

Professor Charles H. Farnsworth, who is one of the foremost authorities on music education in America, is to accompany the Edison dealers' 1921 caravan convention on its transcontinental tour in June. Recently Professor Farnsworth agreed to undertake the direction of the Edison school research department, and will address those who attend the caravan convention on the subject of the vital part that music should play in the life of children, both in the school and at home. To quote Grove's Dictionary of Music and Musicians:

"Popular education in music has been his main



Prof. Chas. H. Farnsworth

object, and he has specialized in the systematic treatment of public school music and in musical appreciation."

For years Professor Farnsworth has been associate supervisor of music at Teachers' College, Columbia University, and he has been responsible for the training of a great many of the supervisors of music in American public schools. It is a matter of pedagogical history that Teachers' College was one of the first schools to give a four-year course for music supervisors, and Professor Farnsworth has been largely instrumental in developing that course.

Professor Farnsworth made an intensive study of school music in Europe and he has done similar work in various parts of America. He has been especially influential in the standardization of methods. Professor Farnsworth has been president of the Music Teachers' National Association for a number of years and he is chairman of the Educational Council of the National Conference of Music Supervisors. Among

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO.

Montvale, N. J.

the books which Professor Farnsworth has written and compiled are: "Education Through Music," "How to Study Music" and "Grammar School Songs."

Doubtless Professor Farnsworth will sow seed of lasting benefit in the minds of the audiences which attend the Edison caravan convention in June.

"HOOTCH RECORD" THE LATEST

Volstead Act Evader Hides Liquor in Phonograph and Receives Fine in Court

The "spirituous" phonograph has at last appeared in Manchester, N. H., to the great wonder of local prohibition agents there who thought they had about checked upon all novel and unusual "hootch" containers possible of human conception. Walter E. Young, of that city, was the person charged by the police with concocting the scheme of utilizing the virtuous, law-abiding instrument for camouflaging a violation of the eighteenth amendment. Officers stated in police court that Young concealed in a phonograph a gallon can and four pint bottles of perfectly good liquor. A raid was made on the man's home by policemen who discovered the contraband whiskey hidden in the instrument. A "record" of the case was made in court, but the authorities of Manchester are hoping that it won't prove a very popular sale. Young was fined \$25 and costs.

INTERESTED IN OLYMPIC RECORDS

The Olympic Disc Record Corp., New York City, is now allotting dealer and jobbing territory for Olympic records. E. H. Holmes, sales manager of the company, reports that there has been a great demand for agencies to market these records and territory is being allotted in the order of receipt of applications. Mr. Holmes further states that there is some valuable territory still open and advises both jobbers and dealers to inquire if same is available in their respective communities.

These records were exhibited at the national music convention in Chicago in conjunction with the phonographs produced by the Remington Phonograph Corp.

NEW EMERSON POPULAR ARTIST

Miss Lillian Brown Will Make Emerson Records Exclusively—Well-known in Vaudeville Field—Large Record Sales Expected

The Emerson Phonograph Co. announced recently that Lillian Brown, of the vaudeville team of Brown & DeMont, had signed a contract to make Emerson records exclusively. Miss Brown's first record, which will include the popu-



Miss Lillian Brown

lar hit, "Ever Loving Blues," will be ready very shortly and will probably be released as a special.

The vaudeville team of Brown & DeMont has been a headliner on the Keith Circuit for some time past and Miss Brown is well known in vaudeville circles, being one of the few colored members of the N. V. A., the official organization of the vaudeville artists. She has a deep contralto voice, particularly adapted to the singing of "Blues" and similar selections, and the Emerson Phonograph Co. has been congratulated by its dealers upon adding to its staff an artist whose records should meet with a ready sale everywhere.

Find a way to do it—the best way, if possible, but some way, anyway.

INSIST ON HAVING THE BEST

No store carrying Talking Machines and accessories is complete without them

"SUPERB STYLUS" SEMI-PERMANENT

Each Needle Plays 100 to 200 Selections

Without Scratch or Hiss

*Send for samples and let the needle speak for itself
If your jobber does not carry them send direct to us*

LOUD - - MEDIUM - - SOFT

Retail Price 25c. for card of 4

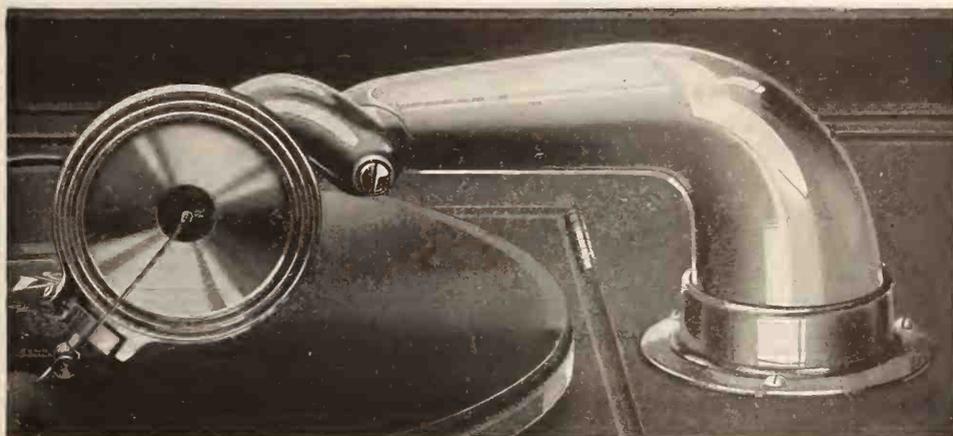
MELLOWTONE NEEDLE CO., Inc.
ANSONIA, CONN.

Sole Manufacturers

Jewel

TONE ARM & REPRODUCER

We Have Changed the Name and Improved the Products



All patented products formerly manufactured and sold by this Company under the trade name of "BLOOD" are owned and exclusively manufactured by the JEWEL PHONOPARTS COMPANY, and hereafter will be known under the trade name of "JEWEL".

Phonograph manufacturers have long realized that the average so-called tone modifier is a joke, as it merely muffles or chokes the sound at entrance to tone chamber. Tonal vibrations are retained within limits of arm, causing excessive vibrations, with their resultant distortion of sound waves, harsh and indistinct tones.

THE JEWEL MUTE ELIMINATES all the objectionable features of the "choker" device, makes possible perfect sound reproduction, which can be modified to a softness and clearness really remarkable, and retains the high tonal quality of the JEWEL reproducer.

WHAT THE "JEWEL" ACCOMPLISHES:

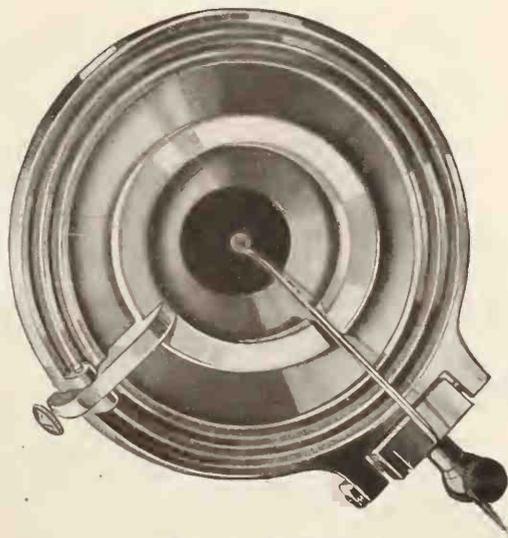
Perfect regulation of volume while the record is being played, without in any way changing character of tone or clear articulation.

Enables you to build throat of tone chamber flush with motor board and makes possible air-tight tone chamber construction.

Eliminates "choker" device and reduces manufacturing costs.

Gives you a phonograph of unexcelled tonal quality.

NO OTHER REPRODUCER HAS IT



SHOWING JEWEL MUTE

Our Engineering Department will be pleased at any time to assist manufacturers to balance up the throat and tone chamber with the tone arm and reproducer of their phonographs so as to get maximum results.

JEWEL PHONOPARTS CO.

154 W. WHITING ST.

CHICAGO, ILL.

(NOTE CHANGE OF ADDRESS)

THE MODERN MUSIC ENTERTAINER

Portable Phonograph Taking the Place of the German Band, Street Fiddler and Singer as a Means of Getting Money From Household

The old-fashioned German band, the wandering violinist, the vocal soloist, who for years have been entertaining the residents of the apartment houses in the uptown part of New York, are being replaced these days by the portable phonograph. It is not uncommon now to hear the strains of an operatic aria ascending from the back yard. The peripatetic music venders are now using these portable phonographs to good purpose. Quite a repertoire of music is carried in the record form and the tastes of the community are served whether it be classic or jazz music, while vocal and violin solos are also on the program. This portable phonograph is certainly an improvement on the old German band and where the machine is a good one and the records selected worth while it certainly has an element of advertising value for the talking machine dealer which cannot be overlooked.

MUSICAL PROGRAM AT ELLIS ISLAND

Columbia Co. Furnishes Immigrants With Excellent Program—Well-known Artists Appear

On Saturday afternoon, May 7, the immigrants at Ellis Island were favored with an all-Columbia musical program furnished by the International record department of the Columbia Graphophone Co. R. F. Bolton, sales manager of this department, was present, together with the members of his staff, and was congratulated upon the splendid character of the program.

All the artists appearing on the program, with one exception, were exclusive Columbia artists, and the selections included the most popular American national anthems, which were placed on the program with the idea of inculcating in the hearts of the immigrants the true spirit of American ideals as expressed in these national anthems. The program also included Russian, Jewish, Greek, Sicilian, Italian and Ukrainian folk songs, and the artists singing these folk songs were introduced by the interpreters.

The concert was a signal success, and among the Columbia artists appearing were the following: Raoul Romito, Fernando Guarneri, David Medoff, Joseph Feldman, Manhattan Quartet and George Georgion. Weiss's Band, making

REYNALDO'S
VICTOR RECORDS
MOBILE DISTRIBUTOR
ALABAMA

Serving
 Victor Dealers
 in
 Mississippi
 Alabama
 Florida

Columbia records exclusively, played all of the national anthems and Romano Romani, one of the Columbia musical directors, played the piano.

VISITORS AT SONORA OFFICES

Among the recent visitors at the Sonora executive offices at New York were Mr. and Mrs. Adee, of Robinson & Adee, Sonora dealers at Saratoga Springs, N. Y. E. S. White, of the Sonora Co., of Philadelphia, Sonora jobber, was another caller at the executive offices, bringing optimistic reports of business in his territory.

Frank Steers, president of the Magnavox Co., Oakland, Cal., Sonora jobber, who arrived here a few weeks ago, has been calling upon his many friends in the trade and with his keen knowledge of general business conditions is giving practical suggestions to the Sonora sales division regarding plans for the rest of the year.

BUFFALO TRADE HAS GOOD TIME

Supper, Card Party and Dance at Weyland's Restaurant Largely Attended—Interesting Speeches by E. L. Bill and P. W. Willis, Jr.

BUFFALO, N. Y., May 2.—The Talking Machine Dealers' Association of Buffalo held a supper, card party and dance at Weyland's restaurant on Wednesday evening, April 13. Practically the entire Association convened for this affair, about a hundred being present. Two private dining rooms had been engaged for the purpose.

After an elaborate repast W. J. Bruehl, of Neal, Clark & Neal, who presided, introduced E. Lyman Bill, of The Talking Machine World, who gave a short address on the value of stimulating sales by increasing the outside sales force and by putting forward forceful campaigns to make the people visit the dealer's shop.

Park W. Willis, Jr., representative of the Victor Talking Machine Co., who was the next speaker, made a splendid address, showing how sales could be increased if the dealer would put added effort behind his work. He cited several examples and imbued his listeners with the same enthusiasm which he himself displayed.

After the banquet card tables were set up for those who wished to play, while the others danced to an orchestra which was playing continuously in an adjacent room.

Prizes were offered both for the best dancers and the best card players. Mrs. W. J. Bruehl won first prize at cards and Miss L. Koskie, of the Koskie Music House, of Hornell, N. Y., won second prize, among the ladies. Among the gentlemen, Carl A. Kaepfel, of Kaepfel Bros., won first prize, while T. A. Goold, of Goold Bros., won second. For dancing, Mrs. T. A. Goold won first prize awarded the women, while Edward Rosenhahn, of Clark Music Co., won first prize among the men. The affair broke up in the early hours of the morning, with everyone congratulating Mr. Bruehl on his splendid management of the program.

Among those present were: Mr. and Mrs. C. E. Siegesmund, president of the Talking Machine Dealers' Association, of Buffalo; Mr. and Mrs. C. N. Andrews; Mr. and Mrs. V. W. Moody and Mr. and Mrs. O. L. Neal.

Salesmanship is strong medicine. You have to go out and wrestle with a cold and hostile world. You are confronted with indifference, often contempt. That is the time to go in and win.



EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
 Personal Appearance of
Eight Popular Victor Favorites on One Program
 A live attraction for live dealers and jobbers

Bookings now for season 1921-1922
 Sample program and particulars upon request
P. W. SIMON, Manager
 1658 Broadway New York City



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

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of *Magnola* and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

EDISON DEALERS IN CONVENTION

Retailers in Eastern New York District Hold Sales Conference in Albany, N. Y.

The Edison phonograph dealers of eastern New York, western Massachusetts and Vermont met in convention on April 13 at the Hotel Ten Eyck, Albany, N. Y., about seventy-five dealers attending the sessions under the direction of H. R. Skelton, local supervisor, and the American Phonograph Co., local Edison jobber.

William Maxwell, vice-president of Thos. A. Edison, Inc., and J. B. Gregg, advertising manager of the company, were among the speakers, as were P. R. Hawley and Nathan D. Griffin, of the American Phonograph Co. A special luncheon was served between the morning and afternoon sessions and in the evening there was an elaborate banquet at the Ten Eyck.

SALES SHOW HEALTHY GAIN

ANSONIA, CONN., May 5.—The Mellowtone Needle Co., of this city, manufacturer of Superb semi-permanent stylus, reports that its first year of business is proving entirely satisfactory. Its semi-permanent needle has already established for itself a place among the recognized talking machine accessories in the field and the needle now enjoys distribution in all sections of the country.

ANNOUNCE NEW VICTOR DEALERS

The Koerber-Brenner Co., of St. Louis, Mo., recently opened three exclusive Victor accounts in Illinois: The Hindman Drug Co., of Benton, which held its formal opening April 15 and 16; the West Frankfort House Furnishing Co., Frankfort, which held its formal opening late in the month, and the J. N. Johnson Co., Mt. Vernon, with Miss Grace Maxey in charge.

The Puri-tone Phonograph Co., New York, has been incorporated with capital stock of \$5,000 by R. and E. Sergio and R. Thyssen.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street, NEWARK, N. J.

RETURN PRIVILEGE ON OKEH AND EMERSON RECORDS

Announcement Regarding New Return Privilege Made at Recent Meeting of United Phonograph Dealers—Lambert Friedl Talks on Summer Business—To Draft Uniform Contract

The regular semi-monthly meeting of the United Phonograph Dealers was held April 22 at the Hotel McAlpin, New York, and was marked by important announcements to the effect that two well-known jobbers had completed arrangements whereby the dealers handling their records would be entitled to return 10 per cent of their month's purchases. These announcements were received with enthusiasm and applause, as they marked the consummation of two weeks' hard work instituted by the executive board of this new dealers' association.

Lambert Friedl, manager of the New York distributing division of the General Phonograph Corp., Okeh jobber in metropolitan territory, and H. G. Neu, president of the Emerson record Sales Co., Emerson jobber in New York, were present at this meeting and announced personally the 10 per cent return privilege for the dealers handling Okeh and Emerson records. These announcements, which were made in behalf of these jobber organizations, represent something distinct and new in the merchandising of talking machine records and presage one of the most important developments in the industry in recent years.

The executive board of the United Phonograph Dealers was congratulated upon the success of its efforts in behalf of the local dealers, and Messrs. Friedl and Neu were given a rising vote of thanks for the granting by their organizations of the 10 per cent return privilege. This privilege goes into effect immediately and, according to present plans, the dealers will be permitted to return 10 per cent of their month's purchases and these returns will be applied to their purchases for the coming month.

Owing to the illness of President Tylkoff, Jos. Mayer, of the executive board, presided at the meeting and introduced Mr. Friedl, who gave an interesting and practical talk under

the heading of "How to Improve Business During the Summer Months." Mr. Neu also made a timely address along similar lines.

Irving Levine, attorney for the Association, presented a resolution that he had prepared, stating why the United Phonograph Dealers' Association is in favor of the 10 per cent record return privilege. In this resolution Mr. Levine pointed out that the Gramophone Co. of Canada had adopted this method of merchandising with signal success. Accompanying the copy of the resolution were copies of letters intended to be mailed to the secretaries of all of the talking machine dealers' associations in the country and to the manufacturers of records. The associations will be asked to endorse the 10 per cent return plan and the manufacturers will be asked to adopt it at the earliest possible date. The resolution and the accompanying letters were given careful attention and were then referred to the executive board for revision and adoption.

Mr. Levine stated that the Association had a number of important and practical plans in mind, particularly the preparation of a uniform contract which would eliminate any possibility of technical annoyances and protect the dealer in every possible way. An investigation is now being made for the purpose of establishing a central bureau for the exchange of records and the executive board will give details of this plan at an early meeting.

Mr. Mayer stated that Browndorff and Goell, certified public accountants, acting for the Association, had conferred with the State Banking Department and at the next meeting of the Association will tell the dealers just how they can finance themselves in handling talking machine paper.

Every young man should some time in his life have experience in salesmanship.

W A R N I N G

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES

are the standard, trade-marked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new jobbing proposition

Progressive Phonographic Supply Co.

145 West 45th Street
New York City

Nestle In Your Daddy's Arms



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

A LULLABY FOX-TROT

Published by LEO FEIST Inc.
FEIST Bldg N.Y.C.

THE VALUE OF WAREROOM EQUIPMENT

By ARTHUR L. VAN VEEN, President, Van Veen Co., Inc.

In many foreign countries the movement of merchandise is represented by "store keeping"—which is literally all that it amounts to. The dealer decides to keep a shop, buys his merchandise, sets up a store, sticks up a sign of the variety of goods "on sale" and then waits for customers.

It is well known that foreigners pay little or no attention to shop equipment. What is a necessity to any up-to-date American store appears to them a foolish extravagance. Literally, they are the flagrant examples of the old adage, "Penny wise and pound foolish." Thus the foreigners' sales per capita are only a fraction of the average American's.

American Retailer Sells

The distinctive feature of American merchandising is that the retailer "sells" and does not "offer for sale." Witness the present type of high-grade specialty shops or modern department stores located in the most expensive districts in town, with equipment and service of a most elaborate nature, yet enormously profitable, simply because it pays to remove every obstacle from the path of the customer and to add every attribute to the merchandise itself.

There is probably a direct comparison in your locality. Take, for instance, the old-fashioned, downstairs barber shop situated on a side street, unventilated and unsanitary, unclean wooden floors and poor appurtenances—uninviting to say the least.

On the main street, by contrast, you find the barber shop in the new hotel, white tiled and glistening under many lights, white-coated barbers using sterilized instruments. And there are all sorts of special services, the bootblack, the manicure and the wash-room, and one may even buy a collar if needed.

Why do you go to the hotel when you want a barber's services? Simply because you respond to the attraction of the surroundings. They make the business of getting shaved more desirable. Therefore, because American fashion, the hotel is far-sighted enough to surround its patrons with every up-to-date sanitation and comfort and show this service at its very best it does a rushing business and makes a larger profit, in spite of the extra cost of operation.

Proper Background Influences Sales

We have digressed far from the music business. Our object has been to illustrate how

successfully a background to merchandise can be developed to actually influence the sale itself. As an illustration, we selected one of the most remote and limited of possibilities—one of the most difficult fields in which to build an "attraction" or "atmosphere"—to more forcibly bring home to you the simply wonderful possibilities for your business.

Your business is directly associated with music—the major of the two greatest arts, and, like its companion art, painting, it requires a suitable frame to set off its full beauty.

You are offering for sale merchandise which is primarily intended to carry pleasure and entertainment into the people's homes. Therefore, the business of buying instruments or records should be made a happy one.

Surround Merchandise With Beauty

And by making it a happy business we mean surrounding the merchandise itself with quiet beauty and attractive dignity, befitting its association with the art of music. It's just another way of prompting the customer's imagination to add to the instrument or record. Every one knows that even grand opera given without scenery suitable to stage it or costumes for the singers would lose its "atmosphere" and in consequence its attraction to the public.

Every human being likes some kind of music. Likewise each person appreciates beauty of surroundings. Combine these two in your shop and you will link the two greatest human appeals.

Aims of High-class Equipment

These, then, are the aims that should dominate in musical merchandising equipment, which embraces hearing rooms, record racks, counters and the general scheme of interior decoration. To surround your business with unobtrusive atmosphere of music stimulates your customer's imagination and receptiveness. It acts as a background accentuating the beauties of the instruments on display and concentrates the customer's listening faculties on the music of the record. You are thus able to encompass your patrons with such pleasant surroundings, with such convenience and speed, that they will leave your store having found a new experience in the buying of their music. In working for these ends select equipment that has been designed and constructed to furnish your store scientifically, so that your capacity for making sales will be enlarged to the utmost.

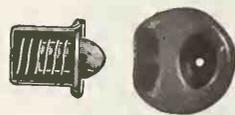
There is to be had equipment for these purposes that will afford maximum economy of floor area and maximum of convenience to your sales people, thus lowering your cost of operation and enabling you to render better service.

The writer of this article who has devoted years of labor and study to the designing and production of proper display and selling equipment for the musical merchandise trade regards it as a duty of the dealer to himself to place the demands of his store in the hands of those whose qualification for executing the work successfully will eliminate the element of chance.



No. 1265 Cup

Needle Cups
Lid Supports
Tone Rods
Lid Hinges
Automatic Stops



Door Catches
Door Knobs
Crank Extensions
Needle Rests
Sliding Casters

—etc.—

WEBER-KNAPP CO.

JAMESTOWN, N. Y.

TELLS OF BUSINESS BETTERMENT

Reports Successful Representation of Remington Phonograph Corp. in Eastern Territory

Ernest C. Leonard, who covers the Eastern territory for the Remington Phonograph Corp., has just returned from a most successful tour of his territory. He states that business conditions have shown a considerable improvement and future prospects are very good.

He is of the new progressive type of sales-



Ernest C. Leonard

man, due to his sincerity and the straightforward presentation of his product; he inspires confidence in his dealers and renders a real service to them by bringing them in close accord with the manufacturer.

Mr. Leonard has established a large number of dealers for the Remington Phonograph Corp. and reports that the Olympic records have found a ready sale, owing to the demand for quality records by the dealer and public.

MAKING STEADY PROGRESS

Racine Phonograph Co. Well Pleased with Success of Blandin Phonograph—Preparing for Active Trade—Export Demand Grows

RACINE, Wis., May 5.—The Racine Phonograph Co. of this city, manufacturer of the "Blandin" phonograph, reports very gratifying progress in the development of the distribution of this line. The company has been successful in securing a healthy percentage of new accounts and a large export business is now pending, which will necessitate increased production.

The company expects its factory to be running at full capacity within two weeks and representatives of the company, now traveling through various territories, are sending in repeat orders from the dealers with pleasing regularity. The quality of the Blandin phonograph has been the paramount factor in its success, and the officials of the company are confident that the year will produce a healthy, active business, based upon the satisfying qualities of its products.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City

VALUE OF EDISON MOOD CHART

Public Interest Widely Manifested in Latest Medium for Featuring Edison Line

The results which have been obtained from the now famous mood charts, introduced by Thos. A. Edison, Inc., are thoroughly interesting. The number of replies that have been received as a result of the national advertising devoted to this theme by the Edison Co., as well as through the medium of Edison dealers, is exceedingly large, and the data which are available through them are extremely valuable.

Wm. A. Maxwell, vice-president of Thos. A. Edison, Inc., recently stated to The World that the mood chart idea has resulted in more direct correspondence between the Edison Company and its active and prospective clients than any other idea of a similar character. The replies, he stated, have not been confined to any one class of people, but, on the contrary, have ranged from the very poorest to the wealthy and highly intellectual.

One fire chief, for instance, was so impressed with the mood chart that he is now using it as a basis for determining the fitness of men to serve in the fire department. Entirely diverse from this is the fact that practically every university in the country is making use of the Edison mood chart in its psychology courses, as well as in many other departments of its institution.

Mr. Maxwell feels that the Edison mood chart is performing an invaluable service to the Edison industry, because it is causing the public to take a more serious view of the New Edison and to cease to look upon these instruments as a toy or as a luxury, which can be dispensed with when spending money is not in great abundance.

INCREASED ITS CAPITAL

The Grafonola Co., of Louisville, Ky., has lately increased its capital from \$25,000 to \$50,000 and changed its name to the Louisville Music Co.



ODEON

RECORDS

Have Rapidly Created Big Demand

STOCK OUR EXCELLENT HITS

LATEST VOCAL RECORDS	
<p>od20029 BRIGHT EYES (Smith-Molzen-Jerome) Tenor with Orchestra Sam Ash</p> <p>od20030 GIVE ME A MILLION Beautiful Girls (But Give Me Them One At a Time) (Harry Pease—Ed. G. Nelson & Mitchell Parish) Tenor with Orchestra Billy Jones</p> <p>od20031 BABY DREAMS (From the Musical Play, "Jimmie") (Harbach—Hammerstein 2nd—Stothart) Tenor with Orchestra Charles Hart</p> <p>od20032 MY MAMMY (Joe Young—Sam Lewis & Walter Donaldson) Contralto with Rega Orchestra Vaughn De Leath</p> <p>od20033 THE LITTLE BOOK (From the Musical Play "The Half Moon") (W. Leo Baron—V. Jacobi) Soprano-Tenor Duet with Orchestra Elizabeth Spencer-Charles Hart</p> <p>od20034 DEEP IN YOUR EYES (From the Musical Play "The Half Moon") (W. Leo Baron—V. Jacobi) Baritone with Orchestra Elliott Shaw</p>	<p>od20029 SWEET MAMMA (Papa's Getting Mad) (Roselittle-Frost) Fox-trot Green Brothers' Novelty Band</p> <p>od20030 PEKIN (Norman Wilbur) Fox-trot Lanin's Roseland Orchestra</p> <p>od20031 ANSWER (Intro. Chorus of "Happy Hottentot") (Norman J. Vause-H. Von Tilzer) Fox-trot Lanin's Roseland Orchestra</p> <p>od20032 ORANGE BLOSSOMS (A. Piantadosi-Glogau-S. Green) Fox-trot Harry Raderman's Jazz Orchestra</p> <p>od20033 THERE COMES A SOME OAY (Introducing Chorus of "That's Me") (From the Musical Play, "The Roso Girl") Medley Fox-trot Harry Raderman's Jazz Orchestra</p> <p>od20034 I LOST MY HEART TO YOU (The Day I Looked Into Your Eyes) (E. Davis-J. L. Mor-kur) Fox-trot Harry Raderman's Jazz Orchestra</p>
LATEST DANCE RECORDS	
<p>od20028 LOOK FOR THE SILVER LINING (From Musical Play "Sally") (Jerome Kern) Fox-trot Lanin's Roseland Orchestra</p> <p>od20029 HEY PAW! (Guy Shrigley) Fox-trot Jos. Samuels' Jazz Band</p>	<p>od20028 NESTLE IN YOUR OAOOY'S ARMS (L. Herscher-J. Burke) Fox-trot Harry Raderman's Jazz Orchestra</p> <p>od20029 OEENAH (Henry Scharf) Fox-trot Lanin's Roseland Orchestra</p>

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK

OKeh Records

The Record of Quality

OKeh Records represent the finest recordings on the market today.

A large monthly release of most popular hits is an achieved feature on OKeh Records

OKeh Records excel because of their round full tones.

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

Your customers will enjoy OKeh Records because the rhythm and time remain accurate throughout.

SERVICE IS SUCCESS

Only by giving service is success attained.

Service creates satisfaction.

Satisfaction sponsors a reliable, steady trade.

You can't give effectual service unless you receive the same.

We guarantee satisfaction.

Consolidated Talking Machine Co.

OKeh Record Distributors

227 W. Washington St.

Chicago, Ill.

There's "black magic" in "Voodoo Scenes (Priestess Dance)" and South Sea romance in "Tropical Dance No. 4," played by the Haytian Orchestra. For "plus" sales push this latest Columbia Novelty Record. E-7072.

Columbia Graphophone Co.
NEW YORK



ARTIST HELPS RECORD SALES

Bert Williams Assists Columbia Dealers in Stimulating Business—Autographs His Records

DETROIT, MICH., May 5.—Bert Williams, popular musical comedy star and exclusive Columbia artist, appeared in this city recently at the Shubert Detroit Opera House in connection with "Broadway Brevities." During his two weeks' stay the house was packed and the show was enthusiastically praised by the public and the newspapers.

Bert Williams co-operated with the local Columbia dealers in every possible way and one of



How Bert Williams Was Featured

the features of his appearance here was the autographing of his own records. Mr. Williams visited the different stores and wherever possible assisted in stimulating the sale of his autographed records.

Crowley-Milnor & Co., local Columbia dealers, by having special window displays, including an attractive poster and a huge Columbia record four feet in diameter, featuring "Bright Eyes," secured valuable publicity and increased the sale of Bert Williams records materially.

EXHIBITORS AT ANNUAL STYLE SHOW

At the first annual Style Show and Merchants' Exhibit held in the Jefferson Armory in Louisville, Ky., last month musical instruments were well in evidence. The Baldwin Co. showed a line of pianos, as well as Edison phonographs; the L'Harmonie Co. displayed a large line of Victrolas, including the period models; the Louisville Talking Machine Co. and the Columbia Co. showed the Columbia and Vocalion lines. An added feature was a Victrola shown by the L'Harmonie Co. equipped with a Magnavox, which could be heard in any part of the building. The Style Show lasted a week and attracted thousands of people.

DISTRIBUTION IS INCREASING

ANSONIA, CONN., May 6.—J. H. Bartholomew, secretary of the Duo-Tone Co., Inc., of this city, sole manufacturer of the De Luxe semi-permanent needle, reports that he finds the needle business throughout the country keeping up in a satisfactory manner and that the Duo-Tone Co. is increasing its distribution.

MUSIC EDUCATION IN MANSFIELD, O.

Interesting and Unique Methods Adopted to Teach Music Appreciation in Schools of That City With the Aid of the Talking Machine

MANSFIELD, O., May 5.—The public schools of this city are attracting much attention among educators all over the country because of the unusual pioneer work being done in public school music and the unique methods employed by the supervisor of music in securing musical instruments which the Board of Education could not supply

R. O. Chubb, supervisor of music in the public schools, has the distinction of being the first man in this section of the country to study the advanced method of music appreciation and of installing it in the schools under his direction. Through the medium of the Victrola Mr. Chubb is teaching music appreciation, including harmony and history of music to the lower grades, while the upper grammar grades and junior high school classes are having courses in opera appreciation two mornings a week. With thirty-seven Victrolas in the seven Mansfield schools, and a separate library of records in each room, guided by an appreciation text prepared by Mrs. Frances E. Clark, the regular teacher in each room gives the pupils music training which it is impossible for the music supervisor to give in his hurried visits.

Mr. Chubb believes that jazz will be short-lived if music appreciation courses are installed

in rural as well as city schools. When he came to Mansfield two years ago the high school orchestra played practically nothing but jazz music; now they seldom do.

"If school children have the right beginning in public school music and learn to know good music, its history and the biographies of the composers, they will never want jazz music. It is only because the past generation has not been properly trained that it even knows what jazz is," said Mr. Chubb.

"Ever since I first heard a Victrola, and learned something of the method of making records, I have known that its use in the public school was destined to mark an epoch in public school music," he added.

Under Mr. Chubb's direction the high school music study club of 600 boys and girls has bought and paid for between \$5,000 and \$6,000 worth of Victrolas, to say nothing of the hundreds of records used in the schools.

Much credit for the success of the work here is due to local music teachers, who have co-operated with the supervisor, and to Charles Zitzer, local representative of the Victor Talking Machine Co., who practically financed the project by advancing machines to the different buildings until the club was able to pay for them.

The property at 124 Richmond avenue, Port Richmond, N. Y. has lately been purchased by F. F. Hermann, of Stapleton, N. Y., who will establish there a modern Victor music shop, which will be splendidly equipped.

Your Problem Is Ours

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

Answer: TONAR RECORD BRUSHES
(Trade Mark)



Have we solved the above problem correctly?

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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.
Southern Representatives: I. W. Becker & Co., 226½ Peachtree St., Atlanta, Ga.

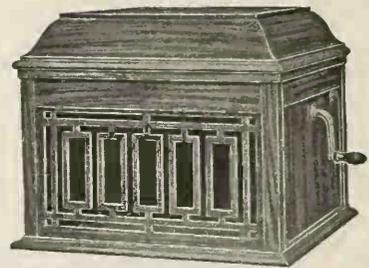
Manufacturers of
Arietta Phonographs

ROUNTREE CORPORATION, Richmond, Va.

Distributors of
Emerson Records

Order Now at These Reduced Prices! ARIETTA PHONOGRAPHS

MODEL	FORMER LIST PRICE	PRESENT LIST PRICE
No. 1	\$70.00	\$60.00
No. 2	\$115.00	\$100.00
No. 3	\$150.00	\$130.00
No. 4	\$175.00	\$150.00



Arietta—Model I

These reductions definitely answer the buying public's demand for lower prices and bring the ARIETTA down to the lowest scale of any strictly high-grade machine.

indicated in List Prices, allowing the dealer the same liberal percentage of profit as formerly.

Now, more than ever before, you need the ARIETTA. The lowered prices mean more sales, MORE PROFITS. Write today for our exclusive agency proposition.

Reductions in wholesale prices are in proportion to the reductions



Arietta
Model IV



Arietta
Model III



Arietta
Model II

EMERSON RECORDS FOR JUNE—NOW READY!

Reductions on all EMERSON RECORDS now in effect:

All 10-inch Records Now 85c.

(List prices subject to usual trade discount).

All 12-inch Records Now \$1.25

Releases for June now ready for delivery. We carry large stocks and make immediate shipment. Wire your order—or write for list.

All Phonograph Accessories Reduced!

ROUNTREE CORPORATION

Manufacturers of
ARIETTA PHONOGRAPHS

Distributors of
EMERSON RECORDS

Richmond, Virginia



THE THEORY AND PRACTICE OF CORRECT LUBRICATION OF THE TALKING MACHINE MOTOR

By E. F. HARTZELL,

Mechanical and Lubrication Engineer, Member A.S.M.E. and S.A.M.E.

"The life of a talking machine depends upon the lubrication of the motor." It has been said in truth that the heart of the talking machine is the motor. Let us go a step farther and say that a motor is only as good as its lubricant, for, without the proper lubrication, the motor is useless.

A canvass of the different dealers and jobbers and some manufacturers of talking machines will show that the matter of correct lubrication has been given very little attention, when a little study and thought on the matter will bring out the point that upon this one thing, more than any other, the very life of the machine depends. A manufacturer or dealer is prone to dwell upon the tonal qualities of his product, overlooking the fact that a smooth, silent-running motor is absolutely essential to that very thing.

In the early days of the talking machine the motors were, in a great many cases, packed with graphite in powder form, this method of lubrication soon giving way to the application of a grease blended with the graphite. The most important thing in connection with motor lubrication is the consistency of the lubricant.

This is a point that is frequently misunderstood by dealers. The consistencies of lubricants on the market vary from the lightest of lubricating oil to the heaviest of greases, and not all of these lubricants will do effective work. Notwithstanding the importance of using the right lubricant, there have been instances of dealers using a heavy, sticky graphite compound, prepared for the chains on motor trucks!

Oil applied to the springs of a motor is, in

most cases, unsatisfactory, as in the built-up type of motor the oil runs out of the spring barrel, leaving the spiral spring dry.

When a too heavy grade of grease is applied to the motor it acts as a retardant, using a great deal of the power of the spring to overcome the resistance, causing the motor to lag and causing the "jumping" and "knocking" when the coils of the spiral spring separate as the motor runs down. Not all graphites should be used for lubrication purposes, the flake or crystalline form being the best.

A poor grade of graphite, mixed with an impure or cheap grade of grease or oil, will cause the lubricant to grow hard and pack or cake upon the spring, giving the motor a jerky movement, the lumps acting as a lever which, when the motor is wound, breaks the spring. A lubricant must be mobile enough to thoroughly cover the spring leaf, while allowing the spring to wind and unwind freely, reducing to a minimum the resistance on the spring. A "stringy" lubricant of a vaseline or sticky nature will not give satisfaction in service in a motor and should be discouraged as much as possible for this purpose. Further, a grease must be absolutely free from any foreign substance that will cause it to grow hard or rancid in the spring barrel. It follows that the highest grade of pure mineral grease, scientifically blended with the purest flake graphite, will approach as far as practical the ideal system of lubrication for the talking machine motor, which is essential to give the longest and best service to the owner of the machine. There is no such thing as a good, cheap, graphite lubricant.



BLANDIN

HEARING one violinist today and another tomorrow, it is difficult to judge the more talented of the two. But hearing them play the same selection, one immediately following the other, you can easily determine which is the greater artist. So it is with Blandin reproduction. You must compare—and when you do, no other Phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



EDISON DEALERS IN CONVENTION

Retailers in Texas-Oklahoma Territory Hold Meeting in Oklahoma City

OKLAHOMA CITY, OKLA., May 2.—A convention of Edison phonograph dealers in the Texas-Oklahoma territory was held at the Huckins Hotel here, on Monday and Tuesday, April 18 and 19, with between fifty and sixty dealers in attendance. A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Edison jobber, presided at the meeting, and addresses were made by W. F. Taylor, advertising manager of the company, and J. M. Callahan, of Thos. A. Edison, Inc., Orange, N. J. The big social feature of the convention was the banquet on Monday evening, which was a fitting close to a most enjoyable and profitable reunion.

PROGRESSIVE HALIFAX STORE

Taylor Music Co.'s Exclusive Talking Machine Store Attractively Arranged

HALIFAX, N. S., May 3.—One of the most attractive music emporiums in this city is the exclusive talking machine establishment of the Taylor Music Co., located at 434 Barrington street, this city. Victrolas and Victor records



Partial View, Interior Taylor Co.'s Store are specialties of this house, and the double store front is always artistically decorated with literature and displays that never fail to attract those interested in music. The view of the interior of this establishment, shown herewith, gives an idea of the attractive way in which this store is arranged.

CONTAINS PRACTICAL DATA

Current Issue of Pathé House Organ Has Many Helpful Ideas—Timely Sales Hints

The April issue of Pathé News, the Pathé house organ, is true to form in the volume of helpful hints placed before the Pathé dealer. Suggestions to the dealer on how to get the most out of the many ideas contained in this paper were given. Many dealers call sales conferences following the receipt of each issue of Pathé News, and these conferences are found to be very helpful from a sales standpoint.

Capitalization of the appearance of popular Pathé artists in the dealer's home city is the subject of several items and a schedule of the bookings of Pathé artists is printed.

The appearance of a popular Pathé artist in a New England city recently resulted in one of the largest piano houses in that city taking on the Pathé representation. In addition to the usual monthly advertising suggestions, eight cuts for the illustrating of the dealers' local advertising were shown. A particularly timely sales idea was given for the outdoor season by suggesting that the Pathé Outing or Army and Navy model be featured extensively.

Hoover knows the power of the business press. That's why he recently called a conference of business press editors.

PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

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





Charles Hackett, the greatest tenor singing today, sings straight from the heart, "Love Sends a Little Gift of Roses." Hitch your symphony record sales to this exclusive Columbia star. Columbia 79518.

**Columbia Graphophone Co.
NEW YORK**

COMMENTS ON THE FEATURING OF SYMPHONY RECORDS

M. Lincoln Schuster, in Discussing a Recent Article in Printers' Ink Relative to the Marketing of Red Seal Records, Expresses Regret That the Classics Are Not Presented More Strongly—An Interesting Informative Reply From Ernest John, of the Victor Co.

Reference was made in last month's World to an interesting article by Roland Cole, in Printers' Ink, in which he described the methods used by the Victor Talking Machine Co. for teaching its dealers how to increase the sale of Red Seal records. This article caught the eye of M. Lincoln Schuster, of New York, who wrote the same publication under date of April 13 as follows:

"Roland Cole's article in the March 31 issue of Printers' Ink on musical records was unusually interesting. It suggested several lines of thought.

"A little informal interviewing among many of my friends and acquaintances, including those who are deeply interested in so-called classical music, indicates that most of them associate the Victrola and other talking machines with (1) dance or jazz records; (2) soloists of the type of Caruso, Galli-Curci and Kreisler. This is all good enough so far as it goes, but a third class should be added, (3) orchestral or symphonic music.

"For a long time I did not realize that it was possible to render orchestral music adequately on the talking machine. Quite by accident I made the discovery, and for the last two years have been building up a rather complete library of symphony records. They are rendered in an astonishingly effective manner. Many students and critics hold that the highest form of absolute music is the symphony or the string quartet. Both of these types are rendered particularly well on the talking machines, and yet the average music lover does not know this. I have confirmed this impression by frequent talks with talking machine salesmen. I can play at home on my Victor the complete C Minor symphony of Beethoven, the 'Rienzi' overture by Wagner, 'The Invitation to the Waltz,' 'The Unfinished Symphony' and single movements from various other symphonies and symphonic suites, from Gluck to Tschaiakowsky. The Fifth symphony of Beethoven consists of four double-face records. The exact total of playing time of these is thirty minutes, only one minute less than the playing of the Philharmonic or New York Symphony Orchestra at Carnegie Hall. Despite the obvious mechanical limitations, the rendition is astoundingly realistic.

"It seems to me the advertising managers and salesmen should give more attention to these phases of the subject. Here is a field worthy of the most intense cultivation. Witness the audiences attending in New York City, the

Philharmonic, National and New York Symphony Orchestras and the visiting ones from Philadelphia, Boston, Milan and other cities.* Cities like Cleveland, Chicago, Philadelphia, Boston, Minneapolis, Cincinnati, Los Angeles and San Francisco maintain and support symphony orchestras. Many others can be mentioned.

"Why not sell the symphony idea? It should not be relegated to second fiddle in the orchestration of the talking machine company's educational, selling and advertising plans. On the contrary, it is clearly entitled to the concert-master's chair."

In reply to this letter the editor of Printers' Ink pointed out that: "The article did not deal with the character of the musical selections themselves, as to whether one form of selection, such as a vocal or instrumental solo, was a higher or lower form of music than a string quartet or orchestral rendition of a symphony.

"In regard to the point raised by Mr. Schuster, however, Ernest John, manager of the advertising department of the Victor Co., has this to say:

"As to our advertising, yes, we have, by newspaper and magazine space, by posters, and by our supplement, given about as much space to the symphonies as to any other branch of music. Reference to our symphony records is made in almost every advertisement we use touching on the music the Victrola makes available, but the symphony has never of itself contributed a headline advertisement.

"You will be interested in knowing that until we brought out the first records by the Boston Symphony Orchestra some four or five years ago, then under the direction of the famous Dr. Muck, no complete orchestra has been recorded by any talking machine (to the best of our knowledge). It was a decided step forward and has much to do with the discoveries your correspondent has made in the history of music.

"We are pretty sure the symphony section

of "How to get the most out of your Victrola" embodies the keynote of our presentation of records of this type to the salesmanship class."

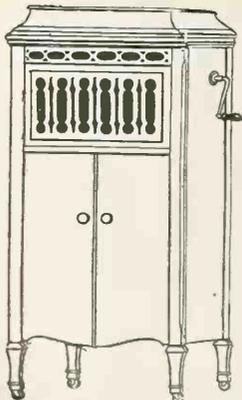
"We do not believe the Victor Co. has been missing any bets in its advertising by not having put greater stress upon string quartets and symphonies. The percentage of the public capable of appreciating such music is very small in comparison with those who buy musical instruments for the sake of enjoying the lighter forms.

"Despite the many impressive audiences at Carnegie Hall the Victor people know that it will pay them better to get the ear of 95 per cent of the public rather than 5 per cent. Herein is a good point for most other advertisers: Follow the line of least resistance! Once in a while it will be good policy to cultivate the minority, but most of the advertising should be directed at the most responsive and easiest sold market. Set your traps where the mice run."

* * * * *

The World is in entire sympathy with the closing sentences of Mr. Schuster's letter. There is a distinct opportunity for sales promotion in the symphony and quartet fields—in fact, in high-class records generally—but the point has not been emphasized, as it should be, that the Victor Co. has realized the importance of this situation by conducting a school for salesmanship in which salesmen are instructed regarding the history and importance of these records and their makers so as to fit them to handle them intelligently.

We cannot subscribe to the idea that the majority of the American people will be supporters forever of the so-called jazz or popular type of music. The time will come—thanks to the talking machine, which is proving a most liberal and educational factor in the musical field—when a larger number of people in the United States will buy records of the noted symphony, quartet and other musical organizations, which interpret the works of the great masters in the field of composition.



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

QUALITY

Oké

ANNOUNCES

The World-Famous Irish Tenor

John McCormack

In Two Famous Irish Songs

70001 { DEAR LITTLE SHAMROCK,
10¾ in. { John McCormack, Orchestra } Accompaniment
\$1.00

70002 { A NATION ONCE AGAIN,
10¾ in. { John McCormack, Orchestra } Accompaniment
\$1.00

These Records Are John McCormack Himself
No More Need Be Said

Production of these records is completed. Orders placed now will receive immediate shipment.

These recordings were made in London for the International Talking Machine Company. We have secured at great expense a license to offer them to the American public.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*
25 West 45th Street
NEW YORK

Oké Records



Does your Phonograph Department Dominate—or *Drag*?

A DALION franchise may *double* your present profits in your phonograph and record business. Our selling plans are progressive. They get you somewhere—in short order. Superbly made instruments and interesting sales methods are the combination that *wins*.

Beautiful Cabinets

Customers are instantly attracted by the artistry of Dalion design and super finish. To see the stunning exteriors secured in these fine instruments is to realize their solid worth. Auto-file for convenient record filing; universal tone-arm plays all records; wonderfully smooth motor mechanism. Write for particulars.



We have just checked up on several *hundred* Dalion agents appointed this year. The Dalion line has without exception increased sales, notwithstanding the depression from which we are emerging! In lots of instances taking on the Dalion line has *doubled*—and *tripled*—previous totals in this department.

Get a well-rounded assortment of really beautiful instruments. With a price range that includes all classes around you. Built by a factory that

is coming strong! Backed by an organization that gives you practical, localized selling help.

You can put Dalion instruments in your store and build a phonograph trade which will not swallow your identity. You will find them easier—not harder—to sell.

Once more, let us remind you that no phonograph on the market today offers more practical advantages or more perfect cabinet-work and finish.

Milwaukee Talking Machine Mfg. Co.
Milwaukee, Wisconsin, U. S. A.



BUSINESS-GETTING IDEAS IN NEW YORK'S EAST SIDE

Joseph H. Mayers, Owner of the International Phonograph Co., Demonstrates His Hustling Ability by a Number of Aggressive and Progressive Plans for Developing Business

"Keep the customers you've got." This is the telling slogan that the International Phonograph Co., of 103 Essex street, New York, is converting into hard practice these days when the slow-moving themes are predominating, for the while, in the talking machine business world.

Joseph H. Mayers, owner of this big retail establishment who conducts another one as well at 208 Essex street, is a firm believer in modern, effective ways of bringing business inside his door and such mediums for accelerating trade as circularizing, canvassing, following up, periodical concerts, etc., are taken as a matter of course by him. It is in the newer and self-developed ideas for helping business along that Mr. Mayers excels. Two illustrations of the latter, which were lately effective and which originated in this proprietor's merchandising mind, are to the point:

The International Phonograph Co. for fifteen years has enjoyed a clientele almost exclusively among the Jewish and Italian constituency of the east side of New York. These thrifty, music-loving people are inveterate talking machine fans and show consummate taste both in their selection of machines and in the buying of records. Whether the latter be of the operatic variety or otherwise, taste and a definite knowledge of what they want are the outstanding characteristics of these classes of buyers. Faithful observers of their holidays, they make these festive times the occasions for musical expression if any excuse whatever exists for doing so.

Some few years ago Mr. Mayers began the practice of sending each one of his store patrons and friends, a fortnight before every Jewish or Italian holiday, an intimate letter of greeting, expressing his personal sense of appreciation for their good will and wishing them the compliments of the season. These letters are always typed and sent as first-class mail—like any other private, friendly communication. Though the ultimate business results of these letters were not entirely foreseen by Mr. Mayers and though their origination was not entirely due to business-getting instincts, their reaction on trade at the International Phonograph Co.'s store was amazing. Year by year they have been increasingly effective in bringing much extra business to this house at the holiday periods and the felicitous contacts they have achieved between store owner and patron have been very real.

Another and more recent case:

Casting about for an entirely new idea as to the best and quickest way to get his friends acquainted with his present new establishment at 103 Essex street, whither he moved from 101, on the same street, on October 2 last, Mr. Mayers devised the following scheme:

Through large newspaper advertisements in the Jewish and Italian press he made known his new whereabouts and issued a cordial invita-

tion to all to visit his place of business. He did not stop there, however, like a less thoughtful and less resourceful store owner might do. No, sir! His advertisements contained a most generous offer to award prizes consisting of talking machines, records and cash for the best letter expressions relative to the virtues of his new store coming from those who might visit it.

The prizes put out by Mr. Mayers were: First prize, Victrola; second prize, Grafonola; third prize, \$50 worth of records (to be selected by the winner); fourth prize, \$25 in cash; twenty-five prizes of \$5 and 250 prizes of \$2.

The contest, which closed less than a month

BELIEVERS IN ADVERTISING

How the Imfeld Music Store Brings the Victrola to the Attention of the Public

HAMILTON, O., May 6.—This isn't a real Victrola, but there's one on the inside and someone to keep it playing, too. The Imfeld Music Store, Victor dealer of this city, is a firm believer in advertising. This plan of featuring the new



How Imfeld Featured the Victrola monthly records has met with great success. Concerts are given each noon at the factories and along the main streets of the city, and many new customers have been brought to this exclusive Victor store through music played on "The Big Victrola."

LYRIC MUSIC SHOP TO OPEN

The Lyric Music Shop is shortly to open in the new Kavovitz Building on South Main street, Portchester, N. Y., under the direction of Fred H. Ponty. The structure is now nearing completion. Mr. Ponty, who has been a dealer in Victor talking machines and records for many years, will continue these popular lines as well as his art stocks in his new establishment.

ago, brought to his new store by actual count over 11,000 letters, which, of necessity, of course, meant that number of visitors to his place of business. As a matter of fact more than twice this number made their pilgrimage to the shop during the opening weeks when the contest was running, the bulk of those doing so neglecting to send in their epistolary opinion of the store and thus take part in the race.

Mr. Mayers called this a "Literary Contest," and so it was advertised in the newspapers. The winners were notified of their success by mail and neatly engraved certificates were enclosed in the letters telling of their rewards when they came to the store. The contest proved of unprecedented value as a business and friend getter and Mr. Mayers' friends and clientele haven't yet stopped talking about the big hit this unique advertising venture made with them.

HEMPEL SINGS FOR WIRELESS

Edison Artist Makes Interesting Experiment While in San Francisco

Frieda Hempel, the noted Edison artist, recently gave her first concert via wireless while in San Francisco, and the tones of her voice were picked up from stations as far away as Honolulu, 2,100 miles; Point Loma, 1,500 miles to the south, and even in Alaska. Mme. Hempel selected for the test two well-known melodies, "The Blue Danube" and "Home, Sweet Home."

The radio concert was arranged by the San Francisco Call and was given in the radio room of the California Theatre, the DeForest radio phone being tuned to 1,260 meters wave length. Lieutenant Ellery Wheeler Stone had full charge of the scientific end of the concert. He assured the prima donna she had a perfect "wireless voice."

Mme. Hempel's tour with the Chicago Opera Company to the Pacific Coast has been a series of triumphs in her famous rôles. She closed her engagement with the company late last month in Denver, and soon after her return to New York will sail for Europe to spend her vacation in the Alps.

GRAFONOLA HELPS SHRINE WEEK

E. A. Taylor & Co.'s Shop Features Instrument in Unique Window Display

Shrine Week, in Helena, Mont., was observed uniquely by E. A. Taylor & Co.'s Grafonola Shop there, which gave a real Oriental atmosphere to its show window. "Siam Soo," an Oriental dancing girl, who dances to the music of the Grafonola was the big attraction. The Shrine colors were also given place in the window.

FOOD FOR THOUGHT

There is food for thought in the list (and success) of the concerns who keep on advertising. The World reaches a lot of your prospects oftener than your salesmen do.

The Needle of The Century

A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

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

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



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to

THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA

Emerson

PHONOGRAPHS

(Properly Priced)

The dealer who has finally cleared his floor of "unknowns" will find the Emerson Phonograph line decidedly interesting.

There are nine handsomely designed models, each an example of excellent craftsmanship, all evidencing VALUE!

Several special features impress the prospective purchaser. Chief and exclusive among them is the Emerson Music Master Horn with which every model is equipped, even the lowest priced.

Science Says "Round"

The world's greatest authorities on acoustics declare that SOUND travels in spiral waves, similar to the ripples formed when a stone is thrown into a pool of water.

It is in recognition of this scientifically proven principle that the famous Music Master Horn, *round and trumpet shaped*, is built into the Emerson Phonograph, taking the place of the conventional type of sound chamber in other makes of machines.

This Horn is not veneered, but SOLID SPRUCE, most resonant and sound amplifying of all woods.

The resultant production is startlingly clear and mellow, appealing instantly to the trained musical ear. It is this advantage which the EMERSON has over all other machines, that has so steadily increased demand.

Write for catalog illustrating and describing the nine different attractively priced Emerson models. It will be worth your while!



RECORDS

Oh happy day, oh joyous hour,
Oh time of bliss and cheer,
Again the door swings merrily,
They come from far and near.

They throng into his store in crowds,
Each booth is quickly filled,
The air with melody resounds—
NEW EMERSONS ARE HERE!

Each selection replete with that character, atmosphere, snap and attention to detail that makes every purchaser an Emerson fan.

Popular Songs

- 10366 { IF THAT'S WHAT YOU WANT HERE IT IS. "Blues." Character Song,
Lilyln Brown and Her Jazz-Bo Syncopators
EVER LOVIN' BLUES. "Blues." Character Song,
Lilyln Brown and Her Jazz-Bo Syncopators
- 10367 { MY MAMMY'S TEARS. Ballad.....Noble Sissle and His Sizzling Syncopators
ROYAL GARDEN BLUES. "Blues." Novelty Song.....Noble Sissle
- 10377 { DOWN YONDER. Character Song.....Al Bernard and Ernest Hore
I AIN'T AFRAID OF NUTHIN' DAT'S ALIVE. Character Song....Al Bernard
- 10375 { SHE KNOWS IT. Character Song.....Arthur Fields
OH BOY. Comedy Song.....Arthur Fields
- 10374 { PEGGY O'NEIL. Tenor Solo.....Hugh Donovan
ROSE OF ATHLONE. Tenor Solo.....Hugh Donovan
- 10376 { IRELAND—OUR LAND! Tenor Solo.....Hugh Donovan
THAT TUMBLE DOWN SHACK IN ATHLONE. Tenor Solo....Hugh Donovan

Latest Dance Hits

- 10368 { REBECCA. Fox-trot.....Lavin's Roselond Orchestra
CHURCH STREET SOBBIN' BLUES. Fox-trot.....Plantation Dance Orchestra
- 10369 { SWEETHEART. Fox-trot.....Joseph Somuels' Music Masters
MADELINE. Fox-trot.....Joseph Somuels' Music Masters
- 10370 { PUCKER UP AND WHISTLE. Fox-trot.....Merry Melody Men
CLOCK OF LOVE. Fox-trot.....Lavin's Roselond Orchestra
- 10371 { MAYBE. Fox-trot.....Selvin's Novelty Orchestra
SWEET LOVE. Fox-trot.....Selvin's Novelty Orchestra
- 10372 { WHAT COULD BE SWEETER. Fox-trot.....Erdody's Famous Orchestra
MY DREAM ROSE. Fox-trot.....Erdody's Famous Orchestra
- 10373 { STARS OF NORMANDY. Fox-trot.....Green Brothers' Novelty Band
SAY YOU'LL BE MINE. Waltz.....Green Brothers' Novelty Band

Standard Instrumental

- 10378 { VIENNESE POPULAR SONG (Kreisler). Violin Solo.....Morie Dawson Morrell
SOUVENIR (Drdla). Violin Solo.....Morie Dawson Morrell

Emerson Records in German, Polish, Italian and Hebrew-Jewish are a big asset to the dealer catering to these nationalities.

EMERSON PHONOGRAPH COMPANY, Inc.

New York
206 Fifth Avenue

Chicago
315 So. Wabash Avenue

USES AN EFFECTIVE ROAD SIGN

MEMPHIS, TENN., May 6.—Reinhardt's, 52 South Main street, Columbia dealer, is using a road sign in the country territory as a medium for effective publicity, featuring the Columbia line.



How Reinhardt's Booms the Columbia

This road sign is reproduced herewith and its attractiveness has served to produce tangible results and invaluable advertising for Reinhardt's and the Columbia product.

ISSUE RECORD OF "MON HOMME"

Odeon Record of Famous Popular Song in Hands of Dealers—Well Received by Trade

The American Odeon Corp., New York, manufacturer of Odeon records, has announced to the trade that it is the first company in the industry to issue a record of the famous French selection "Mon Homme," which is one of the musical sensations of Europe and America. Odeon records of this number are now in the hands of the dealers and the company is being congratulated upon its enterprise in issuing at such an early date a record of one of the most popular hits of the year.

The Odeon record of "Mon Homme" is sung by Vaughn de Leath, a well-known contralto, and Odeon dealers are placing orders for this record in large quantities in recognition of the fact that "Mon Homme" is being advertised extensively through every possible medium.

REFLEXO PRODUCTS IN FAVOR

The new Gilt Edge needle, made by the Reflexo Products Co., New York, is proving very popular and has already received excellent distribution throughout the entire country. The fact that this needle has a Bagshaw base is an assurance of its quality and has been an important factor in the dealers' decision to handle this new needle. Julius Roos, of the Reflexo organization, has completed a trip in the interest of the various Reflexo products that has proved profitable from every angle.

The Reflexo Products Co. has recently sent out to its many friends a leather bill fold, the inside flap of which appropriately calls attention to the fact that if Gilt Edge needles are sold the bill fold will be kept filled.

GRANBY PHONOGRAPH IN INDIA

NORFOLK, VA., May 2.—India, or a portion of that large country, is shortly to have the opportunity of hearing music rendered through the medium of the Granby phonograph. The Granby Phonograph Corp., of this city, has just shipped a Queen Anne model Granby phonograph from its factory at Newport News to a Rev. and Mrs. Goedke, missionaries to India. These good people plan to make efficient use of this instrument in their evangelical work in that country.

N. V. A. BUYS BRUNSWICK

Well-known Vaudeville Association Purchases Period Model—Placed in Foyer of Club

Edward Strauss, manager of the New York branch of the Brunswick-Balke-Collender Co., stated this week that the National Vaudeville Artists, 229 West Forty-sixth street, New York, had purchased a Brunswick period phonograph, which had been placed in the main foyer of the clubrooms, for the use of its members. The organization selected a Stratford model, which is one of the most attractive designs in the Brunswick period line.

Mr. Strauss is keenly delighted over this sale, owing to the fact that the National Vaudeville Artists, the N. V. A., as it is popularly known, is the official organization of the vaudeville artists of America. It includes in its membership every vaudeville actor of note, and the fact that the club selected a Brunswick for use in its clubrooms is a striking tribute to the qualities of the instrument which is steadily growing in favor in the New York territory.

A PLAN TO EXPAND RECORD SALES

Doty-Salisbury Co., of Flint, Mich., Appoints a "Board of Four" to Pass on Records

FLINT, MICH., May 4.—A rather original plan to develop interest in record trade was recently devised by the Doty-Salisbury store at 520-22 South Saginaw street, this city, dealer in Columbia Grafonolas and records. In a recent issue of the daily papers this company had an attractive advertisement, which read: "With a view to aiding the many patrons of our record department to a quicker and better selection of the leading Columbia record hits, we have created a 'Board of Four' which will make public what they consider to be the 'hits' in dance, song and classics. The respective positions and vocations of the board duly qualify them as efficient judges and their opinions, we are assured, will be of material benefit to our many patrons." The "Board of Four" consists of Raymond Cook and Bill Mills, orchestra leaders; Miss Grace St. Denis, who is in touch with the latest musical hits, and Miss D. A. Thompson, music critic.

An Investment

THERE is no use gambling with your life's work. Make it a sure investment instead of a speculation. If you center on Victor merchandise as the line of goods which you will handle, you are certain to build up a thriving business, as Victor supremacy spells satisfaction for the dealer.

And as for satisfactory service from your jobber—well, are you on our mailing list receiving business building bulletins?

Buffalo Talking Machine Co.

Buffalo, N. Y.



Two new blues-chasers by Frank Crumit are, "I Used to Love You But It's All Over Now" and "No Wonder I'm Blue." They'll put your customers in good humor—and that's buying humor—every time you play them. A-3388.

Columbia Graphophone Co.
NEW YORK

SOUTHERN VICTOR DEALERS TO MEET IN NEW ORLEANS

Arrangements Have Been Consummated for a Great Gathering on May 18 and 19—Notable Committee Appointed—How Jazz Records Sell—J. A. Hofheinz Gives Reasons for Optimism

NEW ORLEANS, LA., May 6.—While conditions in talking machine circles in New Orleans, to use the old expression, "could be much better," they could be much worse. Some dealers are not inclined to view the present conditions in a pessimistic way. Most of them are showing a fighting spirit in getting business, and quite a number of them will show an increase at the end of the month—so they say.

Preparations are being made for the annual meeting of the Southern Victor Dealers' Association in New Orleans, May 18 and 19, and a big attendance is looked for from the Southern States. A local committee, composed of J. V. Dugan, of the Dugan Piano Co.; Ned Wilson, of the Collins Piano Co., and John A. Hofheinz, manager of Werlein's wholesale Victor department, has been appointed by President B. B. Burton, of the Association. Many good features will be introduced that will be of much interest to all who attend. This committee is also not overlooking the social features that always play such a nice part at these gatherings. The meeting is designed to show that there is much to be derived from unity of effort and purpose, particularly at this time, and it is certain that every dealer who comes to the convention will be well repaid for time and money spent.

The trade is enjoying a visit from E. M. Satterthwaite, the Victor Co.'s representative in this territory. Mr. Satterthwaite is an old experienced Victor man in every sense of the word, and he is receiving a cordial welcome from the six Victor dealerships in the city.

H. Perloff, Columbia dealer in New Orleans, made a sale of Marion Harris' "St. Louis Blues" to a negro; in wrapping the record, Perloff remarked to his wife that there were but two more of the records in stock. The negro, overhear-

ing the remark, was thoughtful for a moment, then, according to the dealer, the following conversation took place:

"Boss, you better gimme all three of dem records."

"All right; it's a good idea to take them now. I suppose you have some friends to whom you want to present them."

"No, suh; but it's dis way, youse only got two mo' left an' I'se had a hawd time gittin' one. I mout break one. I knows I'se gwine to ware out one an' I shore has to have one in dc house permanent."

John A. Hofheinz, recently installed as manager of the Werlein wholesale Victor department, has just returned from a two weeks' trip through the territory, calling on the trade. He finds things far from discouraging, as reported from other sections of the country, and feels that talking machine dealers are very fortunate in having a commodity to offer that supplies the need of every home, such as music does to-day.

HORACE M. HULL IN NEW YORK

Manager of the Aeolian Co., San Francisco, Brings Good Report From the Coast

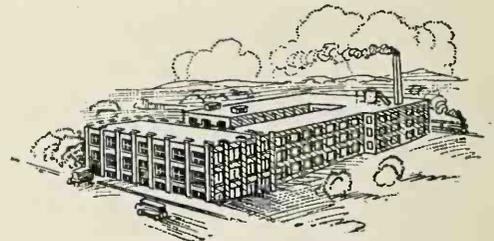
Horace M. Hull, manager of the Aeolian Co. of California, with headquarters in San Francisco, arrived at Aeolian Hall, in New York, recently on a visit. Mr. Hull said that the Southern section was in particularly good shape. Mr. Hull has been on the Coast for a year and during that time has opened a number of excellent accounts for the Vocalion and Vocalion records and the Melodee rolls, all of which are steadily growing in popularity in his section of the country.

COMPLETE FACTORY ADDITION

Seaburg Mfg. Co. Increases Manufacturing Facilities—Issues Attractive Folder

JAMESTOWN, N. Y., May 5.—The Seaburg Manufacturing Co., of this city, manufacturer of Librola phonographs, has recently completed an addition to its factory, giving its manufacturing plant an area of 225 feet by 75 feet. The factory is a three-story building and new machinery of the most up-to-date type has been installed recently in order to give the company efficient manufacturing facilities.

This company has also adopted a distinctive trade-mark, featuring the word "Librola," with a



The Big Seaburg Plant Now Occupied line underneath reading "A library table-phonograph." This trade-mark is being used to advantage in the company's publicity and in the advertising used by its dealers.

There has just come off the press a four-page folder showing all of the Librola models, and the attractiveness of this folder has been commented upon most favorably by the company's dealers. Among the instruments featured are the new Librola period models, including the Louis XVI and Queen Anne, which have attained signal success. The Louis XVI is manufactured in two types, known as numbers 225 and 175, and there is also a period model known as number 125, which has been very well received. Other popular models are numbers 65 and 110, the latter an Adam upright design.

AT YOUR SERVICE!

Werlein's
South's Foremost
Jobber



New Orleans
South's Foremost
City

PHILIP WERLEIN, Ltd., New Orleans, La.

\$15 Tonofone Window Display

FREE

Another big sales winner for Tonofone dealers—Send coupon for special order of Tonofone Needles and get this FREE window display

Each year we spend thousands of dollars to help dealers increase their Tonofone Needle sales and profits.

Pictured at the right is a big new feature. The new Tonofone Window Display is being used by progressive stores on Michigan and Wabash Avenues, Chicago; on Broadway, New York, and on other prominent streets in these and many other large and small cities, where window space is so valuable that only powerful displays can gain a place.

The Tonofone Window Display, which we can now supply to dealers everywhere, is valued at \$15.00. Yet it is sent you free. You simply mail the order blank. We will send you the free display and the Tonofone Needles, so that you can supply the immediate demand which the display has never failed to create.

You take no risk. The display is a proved sales producer, not only of Tonofones, but also of records and machines. For example, the Utley Piano Company, Buffalo, N. Y., sold an average of nearly two cartons of Tonofone Needles each day the display was in place. Besides, sales in their record department were greatly increased.

The Grafonola Shop, Chicago—Central Piano Co., Chicago—Mabley & Carew Co., Cincinnati, and scores of others give similar testimony. Tonofone satisfies music lovers and they are the people who make the phonograph business profitable and permanent.

The Tonofone Flexible Point a proved success!

Over 3,500 dealers know the perfection attained in Tonofone Needles. They sell them and use them in demonstrating, because they give more accurate reproduction of original tone and expression. Due to their soft, flexible point, they get every tone pure and true and actually prolong the life of records. Made in only one tone—all tones (loud, soft and medium) with the same needle. Each needle plays 20 to 50 records—any disc record on any phonograph. There are two sizes of packages—the popular "12 for 25c" package and the "4 for 10c" package. Either size comes 100 packages to the carton.

Just clip the coupon below, sign and mail today. No merchandising move you ever made will pay you a bigger proportionate profit.

R. C. WADE CO., 110 S. Wabash Ave., Chicago, Ill

Send your orders to one of our Wholesale Distributors



TONOFOONE WINDOW DISPLAY shown above includes dummy carton, 1 handsome 18x25 Display Card in oil colors, 2 smaller embossed cards in 5 colors, 1000 genuine TONOFOONE needles, and other valuable advertising helps. Easily and quickly installed. Sent FREE with order amounting to \$40.00.

TONOFOONE Wholesale Distributors

- | | | |
|--|---|---|
| <p>ATLANTA, GA.
Atlanta Hiawatha Phono. Co.
607 Austell Bldg.
BOSTON, MASS.
Kraft, Bates & Spencer,
1265 Boylston St.
Lansing Sales Co.,
Eliot and Warrenton Sts.
The Phono. Supply Co.,
27 Court St.
BUFFALO, N. Y.
Iroquois Sales Corp.,
14 N. Division.
CAPE GIRARDEAU, MO.
The Excelsior Music Co.
CELINA, OHIO.
The Harmonola Co.
CHICAGO, ILL.
Chicago Music Supply Co.,
208 N. Wabash.
Consolidated Talk. Mach. Co.,
227 E. Washington St.
Emerson Phono. Co.,
315 S. Wabash.
Fuller-Morrison Co.,
540 W. Randolph St.
Humiston-Keeling Co.,
312 W. Randolph St.
Lakeside Supply Co.,
416 S. Dearborn St.
Wm. H. Lyons,
17 W. Lake St.
Henry Paulson & Co.,
37 S. Wabash.
Tonk Bros. Co., 323 S. Wabash
CINCINNATI, OHIO
The Aeolian Co., 25 E. 4th St.
Sterling Roll & Record Co.,
137 W. 4th St.
CLEVELAND, OHIO.
Kennedy-Green Co.,
1865 Prospect Ave.
Western Musical Sales Co.,
2579 E. 53th St.
COLUMBUS, OHIO.
Emerson Ohio Co., 36 W. State
DALLAS, TEXAS.
Geo. W. Stoltz Co.,
601 Elm St.
Texas Talking Machine Co.,
907 Commerce St.
DAVENPORT, IOWA.
Arthur P. Griggs Piano Co.,
121 E. 2d St.</p> | <p>DAYTON, OHIO.
The Meteor Phono. Co.,
123 E. 5th St.
DES MOINES, IOWA.
Des Moines Drug Co.
DETROIT, MICH.
Burnham Stoepel & Co.
Lind & Marks Co.,
Cor. Congress and Bates.
FARGO, N. D.
Stone Piano Co.
FT. SMITH, ARK.
John Sehnapp & Sons Co.
INDIANAPOLIS, IND.
Capitol Paper Co.
Lathrop-McFarland Co.,
Mooney-Mueller-Vard Co.
IOWA CITY, IOWA.
The Masterphone Co.
KANSAS CITY, MO.
Acme Phono. Co., Ozark Bldg.
The McPike Drug Co.
The Stenola Co.,
11th & Michigan.
MEMPHIS, TENN.
Ellis-Jones Drug Co.
MILWAUKEE, WIS.
E. R. Godfrey & Sons Co.
Hewlett Piano Mfg. Co.,
The Yahr & Lange Drug Co.
MINNEAPOLIS, MINN.
Stone Piano Co., 828 Nicollet.
MONROE, LA.
Monroe Furniture Co.
MONTGOMERY, ALA.
Jesse French & Sons Piano Co.
MONTPELIER, VT.
Buswell's Book Store.
MT. VERNON, OHIO.
The L. C. Penn Co.
NEW YORK CITY.
Cabinet & Accessories Co.,
145 E. 34th.
Cardinal Phono. Co.,
106 E. 19th.
Eastern Phono. Corp.,
100 W. 21st.
Emerson Record Sales Co.,
216 5th Ave.
OKLAHOMA CITY, OKLA.
Alexander Drug Co.</p> | <p>OMAHA, NEB.
Carpenter Paper Co.,
Faxon & Gallagher Co.,
PHILADELPHIA, PA.
The Dutton Corp.,
1025 Arch St.
M. D. Swisher, 115 S. Teuth.
PITTSBURGH, PA.
Shipley-Massingham Co.,
949 Penn.
Sterling Roll & Record Co.,
436 Fourth Ave.
POPLAR BLUFF, MO.
Blunt City Mfg. Co.
PORTLAND, ORE.
L. D. Heater, 614 E. 28th St.
RICHMOND, VA.
Rountree Corp., 111 W. Broad.
ROANOKE, VA.
Roanoke Cycle Company.
SALT LAKE CITY, UTAH.
Columbia Stores Co.
SAN FRANCISCO, CAL.
Walter S. Gray Co.,
942 Market.
SCRANTON, PA.
Milton G. Schiller Co.,
308 Lackawanna.
SEATTLE, WASH.
Vanadaphone Corp.
Empire Bldg.
ST. LOUIS, MO.
The Aeolian Co.,
1004 Olive St.
The Artophone Co.,
1103 Olive St.
Associated Furniture Mfrs.,
1209 Washington Ave.
Murrain Phono. Co.,
1313 Olive St.
Shipplech Hardware Co.,
Val's Accessory House,
1000 Pine St.
ST. PAUL, MINN.
Farwell, Ozmin, Klirk & Co.
Northwestern Phono. Supply
Co., 27 E. 7th St.
G. Sommers & Company.
WALDEN, N. Y.
Steer & Steer, 59 Main St.
WASHINGTON, D. C.
O. J. DeNoll & Co.,
12th and G Sts. N. W.</p> |
|--|---|---|

ORDER BLANK

R. C. WADE CO., 110 S. Wabash Ave., Chicago
Gentlemen: Please send free all material necessary for the Tonofone Window Display. Also enter our order as follows for Tonofone Needles to supply the immediate demand created by the window display:

Two cartons (100 pkgs. ea.) "4 for 10c" size at \$ 6.00—\$12.00	
Two cartons (100 pkgs. ea.) "12 for 25c" size at 14.00— 28.00	
	\$40.00

Firm Name
Street
City State

The above needles retail for \$70.00, giving you a very unusual profit. Needles are positively guaranteed. Terms: cash with order, less 2%, or 30 days net on approved references or established credit rating.

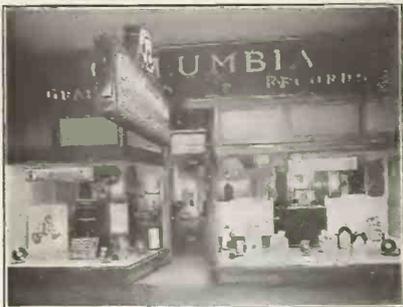
Tonofone

The Phonograph Needle With the Flexible Point

PRONOUNCED TRADE ACTIVITY IN CLEVELAND TERRITORY

Columbia Model Store Rendezvous for Orchestra Leaders—Windsor-Poling Co. Opens—H. L. Coombs Brunswick Manager—New Concern Hold Openings—Miss Garrison Entertained

CLEVELAND, O., May 4.—Model store as a meeting place for the bright lights in the world of music or Cleveland is the use to which the Cleveland headquarters staff of the Columbia Graphophone Co. is putting its establishment here. Periodically the orchestra leaders of the city and vicinity are invited to this model store to hear the new Columbia records, listen to a short talk about the records, their music and



A Model Store of the Columbia Co.

the artists who made them, and then depart smilingly with not less than \$10 worth of orchestrations of these pieces, ready and willing to play them the following evening at theatre, restaurant or dance. This is the plan recently put into effect by George Krauslick, head of the Columbia record department here and himself an orchestra leader of local fame. Already fifty orchestra leaders are taking advantage of this plan, as it means a considerable saving to them in the conduct of their orchestras, to say nothing of additional savings where they have more than one instrument of a kind for which additional orchestrations are provided. The movement not only increases public interest in music, but develops that interest particularly for Columbia records and music, as well as

making these pieces hits before they actually become hits, explains Stanley B. Lee, publicity manager of the Columbia here.

Columbia headquarters here have just completed a successful "Siam Soo" Week, in which the dancing doll that performs on Columbia instruments while the record is playing has been featured at all dealers' establishments in the territory. Initial dolls made such a hit wherever shown that it was decided to bring them out in force when quantity production could be assured. The week's event was under the personal direction of J. L. Du Breuil, general manager for the territory; H. C. Schultz, sales manager, and H. C. Cooley, headquarters manager. The dolls were formally introduced by dealers in conjunction with a Frank Crumit record made especially for this novelty. Marked increase in Columbia record demand and more prospects for Columbia instruments for all dealers were the direct result of this campaign.

Opens a New Victor Establishment

Another new exclusive Victor retail establishment for northern Ohio is announced this week in the organization of the Windsor-Poling Co., which will open May 28 at Howard and Mill streets, Akron. Earle Poling will be the active manager. Mr. Poling has been associated with the Eclipse Musical Co., Victor jobbers in northern Ohio, for several years and has spent practically all his business life in the music industry in this section. The new store will open with eight demonstration rooms and provision has been made for six more to be added later. Interior decorations will be conservative and harmonious. Mr. Poling is well known throughout the talking machine trade in this territory and the successes he has helped to make for others as traveling representative for the Eclipse will be duplicated in his own business, friends and associates predict. His only break in a long period

IN THE HANDY CAN



NYOIL

FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

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

NYOIL is put up in 1-oz., 3/4-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.

of active service in this trade was for two years during the war, when he was with the American Army in France.

A New Brunswick Store

Another new retail store to open here and the first exclusive Brunswick establishment for Cleveland is that of Charles H. Connors, Detroit-Vest Sixty-fifth, in the new Gordon Square Market House section. The new store will have three demonstration rooms for the present. Advertising campaigns in West Side and local newspapers will be a part of the early activities of the new firm, with a view toward interesting the people of those sections of the city. The active manager will be Mrs. Eva Hanchett, who for a long time has been assistant manager, with Dan E. Baumbaugh, of the May Co. talking machine department.

Using Billboard Advertising

What is believed to be the largest billboard campaign ever attempted by a talking machine retailer in this section will be put on presently by the Reichlin-Reidy-Scanlon Co., of Lorain. This firm has taken nine boards, half of the quota assigned to Lorain, in a new campaign. The boards will be painted, showing the Victrola, a dance scene and carrying the firm name in large type.

Some of the sensational record sales gains in this territory during the last few weeks have been accounted for. During that period, when records were scarce, names, addresses and the records desired were compiled by retailers and their assistants. These lists now are being referred to since the records have begun to arrive and are swelling the sales of all who have been prepared in this way.

An Anniversary Offer

The fact that one could buy a Victrola for 51 cents has been quickly seized upon by people who did not own these machines already and a marked increase in machine and record demand at William Taylor Son & Co., which made this unique offer, has followed, according to T. A. Davies, department manager. The offer was made during the fifty-first anniversary week of the company. Of course, the 51 cents was simply the initial payment, 10 per cent of the total cost being required within a month and the balance being payable in eleven months.

E. H. Shartle Holds Opening

E. H. Shartle is the new Edison dealer at Meadville, Pa., a formal opening being held April 30. The event was assisted in by L. M. Bloom, general manager; Harry Tucker, sales manager, and John Eich, wholesale manager, of the Phonograph Co., of this city.

Gives Victrola to Tris Speaker

In matters of publicity, friends of E. A. Friedlander, Bailey Co. talking machine department manager, believe he put over a good one on baseball opening day here. Presents galore

THE PHONOSTOP

In its fifth year.
Best and most popular.
Set in one second. Better than any Non-Set stop yet invented.
Perfect Service and Satisfaction. Made in Gold and Nickel Plate. Universal.



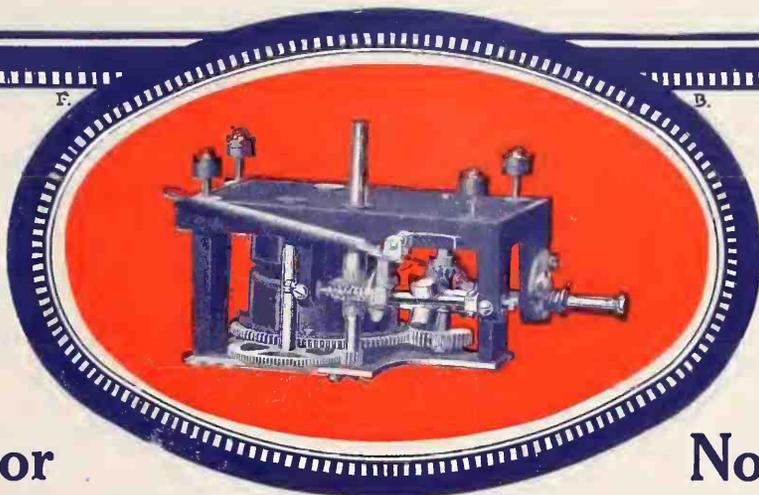
Order early—
we will ship promptly

Give us your trade—we will hold it by MERIT

THE PHONOMOTOR CO.

121 WEST AVENUE
ROCHESTER, N. Y.

QUALITY



Motor

No. 77

Noiseless, powerful, steady and continuous—the “backbone” of all

HEINEMAN QUALITY MOTORS

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York

HEINEMAN

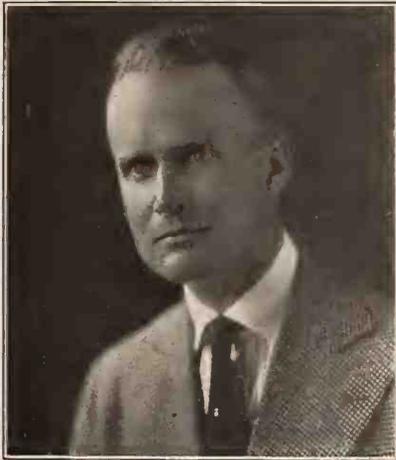


MEISELBACH

were showered upon Tris Speaker, Cleveland ball club manager, and among them was a Victrola from the Bailey Co. Between 10,000 and 20,000 persons, attending the opening game, saw the machine, which shared in the glory of the event.

H. L. Coombs New Brunswick Manager

Increase in both machine and record sales is traced to the national campaign of the Brunswick-Balke-Collender Co. in featuring music as



H. L. Coombs

a proper recognition of Mother's Day. In the Cleveland district H. L. Coombs, new phonograph division sales manager, co-operated with dealers, who took additional advertising in their local papers and boosted their sales accordingly.

The arrival in Cleveland of Mr. Coombs as phonograph division sales manager for the Brunswick here is one of the important changes of the month in the trade. Mr. Coombs is well known in various parts of the country for his work in the talking machine industry, particularly as Boston sales manager of the Emerson Phonograph Co., with six New England States under his management, and as Western sales manager of the General Phonograph Corp. Mr.

Coombs takes the place of P. H. McCulloch, who, as phonograph division sales manager here, has made a record for himself and Brunswick during his stay in the Cleveland district. Mr. McCulloch returns to Chicago headquarters.

Two New Retail Concerns

Informal opening for the S. Kohn & Sons Co., which some time back took over the Eclipse Musical Co.'s retail account, was held in the new location at St. Clair-East 105th. Early in May a formal opening was being planned by Manager Norman H. Cook. This establishment, one of the handsomest in the Middle West, has ten demonstration rooms, is equally as large in its other branches of the talking machine department, and is starting off with a larger number of new prospects than was anticipated for it.

Still another new establishment to make its bow during the period is the Gordon Square Music Shoppe, in the new Market House on the West Side. This is owned and operated by Harold and Norma Rohrdanz, who previously were established on the east side of town. They will feature Granby phonographs and Okeh records. The opening of this establishment marked the end of a ten-day campaign on Okeh records conducted by the Kennedy-Green Co., jobbers, in which a dozen accounts were lined up, according to C. H. Kennedy, head of the firm.

100 Per Cent Association Membership

The Cleveland talking machine trade is expected to have the distinction of being the first local group to report a 100 per cent membership in its local organization. In a campaign conducted this month by President Grant Smith, of the Euclid Music Co., practically every Victor dealer not already a member of the Northern Ohio Talking Machine Dealers' Association agreed to join. Applications of the Colonial Music Shoppe, the Joe Phillips Music Store and the S. Kohn & Sons Co. will be accepted.

Miss Mabel Garrison Entertained

The Cleveland Talking Machine Co. was host to Miss Mabel Garrison, Victor artist and soloist with the Cleveland Symphony Orchestra. She was accompanied by her husband, George Selman, pianist. Miss Garrison met representatives from all the talking machine establishments in Cleveland, eighteen of whom attended the concerts at which Miss Garrison sang. Miss Garrison approved of the meeting of makers and sellers of records on the ground that each gets the viewpoint of the other, making for better record production and better selling of music to the public. Miss Garrison autographed photographs of herself and sent these to Miss Grazzella Pulver, publicity director of the Cleveland Co., who in turn distributed them among those attending the meeting.

Miss Dorothy Jardon Asks Questions

Miss Dorothy Jardon, singer and record maker, conducted her own tour of inspection of talking machine departments and personal interviews with sellers of records, by calling incog. at the May Co. talking machine department and asking questions about records, including those by herself. She had quite a good time with the young women in the department and then singled out Manager Dan E. Baumgaug, to whom she revealed her identity.

Eight Famous Artists Heard Again

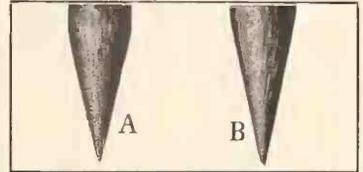
The Eight Famous Victor Artists were in this vicinity again this month, appearing under the direction of the C. J. Schmidt Piano Co., at Tiffin. C. K. Bennett, general manager, the Eclipse Musical Co., and Ed B. Lyons, sales manager of the Eclipse, and now recognized as official manager of the artists, in their appearances in Cleveland, assisted Mr. Schmidt in putting on the event in Tiffin. The house was sold out and a reception to the artists and friends of the firm was given by Mr. Schmidt.

Starts a Furniture Service

Demand for fibre furniture, emanating from the original cabinets that were designed to hold the small models of Victrolas, has resulted in a new service being established for customers of the Euclid Music Co. Orders are taken for any kinds of furniture, samples of which are used to furnish the three stores of the Euclid.

A—New ordinary steel needle.

B—Ordinary steel needle after playing one record. Note flat shoulder which cuts side walls of record grooves and shortens the records' life.



The name Sonora makes them easy to sell. Extensively advertised, they are well known, they are in demand, and their quality is such that you are sure of repeat business.

Each Sale 25c or more



Semi-Permanent

NEEDLE

sales are profitable. Each sale is for a quarter or more. It pays you to build up this trade.

You can sell Sonora Semi-Permanent Needles to owners of all makes of phonographs. Bring these high-class needles to the attention of everyone who enters your store. Place them in the conspicuous position they deserve.

Order your stock now

Loud — Medium — Soft

25c. a package

(40c. in Canada)

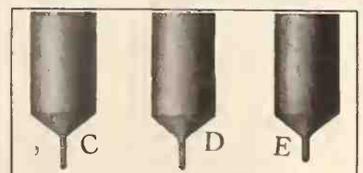
Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

279 Broadway NEW YORK

Canadian Distributors
I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

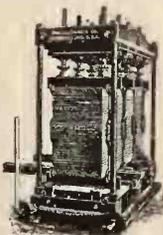


C—New Sonora Needle.

D—Sonora Needle after playing one record. No perceptible wear.

E—Sonora Needle after playing many records. Needle is worn down, but is still in perfect playing condition.

Progressive Piano and Cabinet Factories Need
Francis Glue Room Equipment



Complete Veneer Press With Clamps

Demonstrated Daily in Representative Factories the World Over

This Press is the Pride

of many Piano, Phonograph Cabinet, Furniture, Table, Desk and other woodworking factories.

Ask Why

It has heavy cast iron base—planed true; has screws adjustable lengthwise and crosswise; and other features.

Glue Heaters

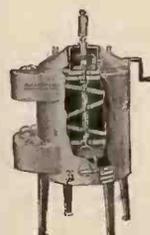
All Copper or all Iron, or Iron and Copper. Many styles and sizes. (Steam, Gas or Electricity.)

Glue Spreaders

For animal glue, vegetable glue and other adhesives.

Hydraulic Veneer Presses

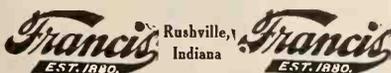
With retainers, etc. 216-Page Catalog on Request



Copper Glue Cooker

Ask About Our New Electric Glue Pots

Main Office and Factory



5 Significant Facts

that put the Pathé dealer on
a plane beyond competition

The Actuelle

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

The Pathé Phonograph

renders the tone supreme and plays every make of record better.

The Pathé Electric Motor

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

Pathé Sapphire Records

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

Actuelle (steel-needle) Records

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

These are invaluable assets belonging only to the Pathé dealer. They are his exclusively to enjoy and profit by on a wide, liberal margin. Perhaps the Pathé franchise for your territory is open. Write us.



Pathé Frères Phonograph Company

10-34 GRAND AVE.

BROOKLYN, N. Y.





RECORDS

Sapphire or Actuelle

STEEL NEEDLE

OFFER THE WIDEST POSSIBLE REPERTOIRE. PLAY ON ANY PHONOGRAPH.
PLEASE EVERY EAR. MAKE MONEY FOR EVERY PATHE DEALER.

Sapphire Record No.	LATEST DANCE HITS	Actuelle Record No.
20540	{ MON HOMME (My Man)—Fox-trot . . . Joseph Samuels' Music Masters LIPS—Fox-trot . . . Joseph Samuels' Music Masters }	020540
20536	{ SNUGGLE—Fox-trot . . . Selvin's Novelty Orchestra SUNSHINE—One-step . . . Selvin's Novelty Orchestra }	020536
20543	{ CHERIE—Fox-trot . . . Waldorf Astoria Dance Orchestra IN A BOAT—Fox-trot . . . Waldorf Astoria Dance Orchestra }	020543
20538	{ MOONLIGHT—Fox-trot . . . Casino Dance Orchestra WOULD YOU?—Fox-trot . . . Casino Dance Orchestra }	020538
20537	{ WITHOUT YOU—Fox-trot . . . Selvin's Novelty Orchestra JUST LIKE A RAINBOW—Fox-trot . . . Selvin's Novelty Orchestra }	020537
20539	{ SWEETHEART—Fox-trot . . . Casino Dance Orchestra I'LL KEEP ON LOVING YOU—Fox-trot . . . Casino Dance Orchestra }	020539
20542	{ PUSSY WILLOW WALTZ—Waltz . . . Jack Glogau, Piano Solo SOMEWHERE IN POPPYLAND—One-step . . . Jack Glogau, Piano Solo }	020542
POPULAR VOCAL HITS		
20533	{ DOWN YONDER . . . Ernest Hare JABBERWOCKY—Dance Rhythm . . . Ernest Hare }	020533
20534	{ I LIKE IT . . . Lester George & Walter Lange HONOLULU EYES . . . Lester George & Walter Lange }	020534
20535	{ MY OLD NEW JERSEY HOME . . . Jack Norworth VAMPING ROSE . . . Jack Norworth }	020535
20530	{ I WAS BORN IN MICHIGAN . . . The Harmonizers REBECCA (Came Back from Mecca) . . . Billy Jones }	020530
20531	{ SHORES OF THE SHANNON . . . James & Shaw SOMEBODY'S MOTHER . . . Orpheus Trio }	020531
20532	{ THINKING OF YOU . . . Grace Greene THE LAST LITTLE MILE IS THE LONGEST . . . Robert Bruce }	020532

Some of the best selling numbers from the generous Pathé foreign record catalogue are now available on Actuelle (steel-needle) Records. Additional Actuelle Foreign Records to be released at intervals.



Pathé Frères Phonograph Company

10-34 GRAND AVE.

BROOKLYN, N. Y.



COLUMBIA MANAGERS CHANGE

L. A. Ackley Takes Charge in San Francisco Branch While W. H. Lawton Goes to Seattle

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced last month that N. J. Wilcox, manager of the San Francisco branch, has resigned from the company's service. Mr. Wilcox's plans for the future have not yet been announced.

L. A. Ackley, manager of the Columbia Co.'s Seattle branch, has been promoted to the management of the San Francisco headquarters, and W. H. Lawton, manager of the Buffalo branch, has been promoted to the management of the Seattle branch. Mr. Ackley and Mr. Lawton are well entitled to this promotion, as they attained signal success in their former posts. Mr. Ackley returns to California territory, where he is well known, as prior to becoming manager of the Seattle branch he was a member of the sales staff of the Los Angeles branch.

Both of these managers have accomplished constructive work in their territories and co-operated with Columbia dealers in every possible way. They are most enthusiastic regarding their new fields of endeavor and will leave nothing undone to assist their dealers in developing Columbia business. Mr. Hopkins is not yet ready to announce the new manager of the Buffalo branch.

TALKING MACHINES AT BIG MARKET

First Evansville Exhibit of the Kind Gives Worthy Place to Musical Instruments

EVANSVILLE, IND., April 25.—Talking machines and allied musical instruments ranked high among the exhibits of the first market held by the Evansville Furniture Manufacturers' Association, April 4-9. The market, which was patterned after the furniture markets at Chicago and Grand Rapids, Mich., achieved all the success expected of it.

Dealers of retail furniture and talking machines in every State in the country to the number of 20,000 received invitations to the affair and those sent into Canada received wide response.

CONCERN MAKES IMPROVEMENTS

New Talking Machine Room for Northern Home Furnishing Co. Has Artistic Effects

The Northern Home Furnishing Co., of Brainerd, Minn., has installed a new phonograph room of high artistic merit and equipment, finished in mahogany and hung with blue silk draperies. Many demonstration booths of the latest sound-proof type are provided in the room, one section of which is given over to exhibiting the inner working of the talking machines and their wonderful silent motors. The celebrated Brunswick instrument is exclusively handled by this house.

FINE NEW MUSIC SHOP FOR BUTTE

Big Montana City Adds A. W. Hunt Piano Co. to Its Enterprises

BUTTE, MONT., April 25.—A new music store, which bids fair to rank high among the best in the great Northwest, was lately opened here by the A. W. Hunt Piano Co., under the management of Leonard Waters, well known in local musical merchandise circles. The shop occupies the premises at 115 West Park street. The entire lower floor of the building, which has undergone extensive repairs to house the Hunt equipment, is given over to sheet music, talking machines and records and six sound-proof Victrola booths. The floor is beautifully and appropriately furnished throughout. On the mezzanine floor of the establishment are the pianos. On its opening day the store was the Mecca for thousands of music lovers who listened to orchestral renditions of the latest hits which the Hunt Co. has so well helped to boost. Work was begun on the store two months ago.

The Sonora Shop, 203 West Broadway, is now being run as a branch store under the management of R. J. Hunt, a brother of the owner of the new store.

HOW A "SINGER" TOOK THE COUNT

Girl With Raucous Voice Silenced by Talking Machine, Which Shows Her How to Sing

The girl who thought she could sing generally began to tear the atmosphere to pieces in the apartment house court after dinner. Operas were her most accustomed points of attack at such periods.

A mere man in the flat above really knew good music and what he heard after the midday meal caused him great pain. In retaliation and for the purpose of example he hit upon the scheme of having Farrar, Sembrich, et al., help him out at such times when the girl insisted on being heard. When the latter essayed to sing "Carmen," he would put one of Farrar's records from this opera on his talking machine. So great was the effect of this means of "retaliation" and so severe were the results of competition on the girl that she left off singing altogether. The neighbors are rejoicing and are now hopeful for her future.

NEW CATALOG IN PREPARATION

Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has now on the press a new up-to-date catalog carrying illustrations of its products and current prices. This will be forwarded to the trade at an early date. The firm makes a specialty of main springs, repair parts and accessories, and is becoming nationally known for the quality of its products and the prompt service it gives the trade.

Stewart

Talking Machine Company

JOBBER
for the
**Victor
Talking
Machine
Company**



Indianapolis

DEALERS REPLENISHING STOCK

Bubble Book Sales Executive Finds Conditions Steadily Improving—Dealers Are Co-operating in Bubble Book Campaigns

G. A. Foster, general manager of the Bubble Book Sales Service, New York City, returned recently from a trip to the Middle West, and in a chat with *The World* stated that the talking machine dealers have liquidated their stocks to a point where they are again in a position to replenish them and, consequently, the sales have shown a decided increase. Mr. Foster attended the Toy Show in Chicago, where Bubble Books created considerable interest, and good-sized orders were obtained as a result of the exhibit at this show.

The company is enthusiastic regarding the splendid co-operation extended by the talking machine dealers, and this close co-operation is reflected in the fact that Bubble Books are constantly increasing in popularity. Mr. Foster and the members of his organization have issued attractive advertising material and practical sales helps for the dealers, which are being used to advantage and which are assisting the dealers materially in developing Bubble Book business.

Mr. Foster states that as a result of this campaign talking machine dealers are beginning to realize that Bubble Books are not a holiday product, but, on the contrary, must be considered an all-year-round product that can be merchandised profitably at all times by the use of efficient and aggressive sales methods.

Eccentricity is considered abnormal. And only normal things can appeal to normal minds.

Victor Dealers,

"You Will Do Better in Toledo"

This is Toledo's motto as well as our slogan.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY

NEW YORK'S SECOND MUSIC WEEK A GREAT SUCCESS

Attention of the Entire Population of the Metropolis Directed to the Value and Benefit of Music in a Most Forceful Manner During Music Week Celebration Recently Held

New York's second Music Week, from April 17 to 23, proved an unqualified success and exceeded in every respect, both in interest and results, a similar celebration held last year. Millions of people participated in the observance of the slogan, "Give More Thought to Music," and every indication was given that the Music Week idea had become a permanent annual feature.

Opinions may differ as to which aspects of the drive did most to focus public attention on music and the fundamental truths about its usefulness to man. Some, no doubt, consider that the special features arranged in honor of the occasion, like the massed choir sing in Central Park, the daily noon-hour concerts for working people arranged in Aeolian Hall by Charles D. Isaacson, and the school children's mass meeting at the Capitol Theatre with prominent artists and an address by the president of the Board of Education were the most helpful. Others may believe that the widespread assistance of the clergy, the organists, the music teachers, the women's clubs, the public and private schools and colleges, the welfare organizations, hotels, industrial plants and motion picture houses, though not usually spectacular, had the most far-reaching influence. To still others the remarkable Music Week publicity in nearly all the city papers and many outside the city may seem to have brought the subject of music most effectively before the people.

The point of most interest to the music trade is, of course, the hearty response from all sides, musical as well as non-musical, educational, civic, religious, artistic. Great numbers of people who held aloof last year rendered valuable assistance this time and this is particularly true of some of the musical profession. The movement had established itself; there was no longer question as to its wisdom, its value, its purpose. All were willing to do what they could to advance its aim. Many leading artists were not only glad to give their names on the advisory committee, but also to help actively in the Music Week events. A substantial proportion of the return posts on which organizations and individuals indicated their participation to the committee contained, in addition to this information, such entirely unsolicited remarks as "Splendid idea," "Consider this a most effective way of increasing the number of music lovers," etc. Certain prominent citizens, too, not directly concerned with music at all except as they saw its growing importance in community life, were willing to lend Music Week their financial aid. It is certain that the movement has now enlisted such general sympathy and co-operation that the next time Music Week is observed there will be no one unwilling to admit its helpfulness and to aid it according to his ability.

The clear understanding of the meaning of Music Week is not confined to New York City. This is borne out by the many congratulatory letters and telegrams received by the committee from mayors of other large cities and governors of some of the States.

Even more tangible evidence of the favor the movement is meeting is the large number of cities that are planning Music Weeks modeled upon that in New York. This, however, will require a story for itself.

It is impossible to measure exactly the attention given Music Week in the papers in and out of New York, as clippings are still coming in every day to C. M. Tremaine, secretary of the committee. It is estimated that the publicity in the New York City papers alone, including Brooklyn and the Bronx, but not the suburban territory, totaled over one hundred columns. This is all in news articles, feature stories and cartoons. The most important part of the publicity, however, was the editorial comment, for this reflected the real impression made. Editorials on Music Week and the importance of its object appeared in nearly every metropol-

itan daily. One of the best of these editorials was that in the Evening Journal, read by great masses of the city's population, which was entitled "This Is Music Week." This was syndicated in the Hearst chain of papers throughout the country. Among its statements of most significance to the trade were the following:

"Join in this national Music Week by interesting yourself in music. Fortunately for the world, marvelous human invention has done for music what Gutenberg with his printing press did for the knowledge written in books. * * * The greatest musicians can be summoned to sing and play before you as though by the power of Aladdin's lamp. * * * Take your family to hear good music and bring the best music into your home—make it part of their daily life."

Other papers in which excellent editorials appeared, usually in large type, double column, were the Herald, Tribune, Evening World, the

Mail, the Evening Post, Brooklyn Eagle, Evening Sun and the Globe, which issued a sixteen-page Music Section in honor of the event.

NEW COLUMBIA RECORD BAG

The Dealer Service department of the Columbia Graphophone Co. has recently announced a new record bag printed by the rotogravure process, which has been favorably received by Columbia dealers. This new gravure bag features artistic photographs of many of the exclusive Columbia artists and the use of rotogravure makes these photographs exceptionally attractive.

SCORE SUCCESSES ON TOUR

The Eight Famous Victor Artists, who gave a concert at the Auditorium, Louisville, Ky., on April 8, scored a tremendous success. The affair was successfully handled by the Krausgill Piano Co. This organization was heard in Centralia, Ill., April 11, and the entire house was sold in two hours; Haussler Bros. managed the concert.

How Many Children Are Working for You?

NO, we don't mean in the store but outside, in your customers' homes.

The dealer that sells Bubble Books has one or more persistent salesmen in every home in his town.

BUBBLE BOOKS "that Sing"

Bubble Books are children's books. They are so fascinating that children won't give the grown-ups any rest until they get them all. The fairy stories, the colored pictures, the verses and the three real phonograph records make them come back for more.

Just let your customers see your Bubble Books displayed. Let the children know you have the series of twelve. They have read the national advertising—they know what they want.

We are ready to furnish selling helps that sell. Try us!

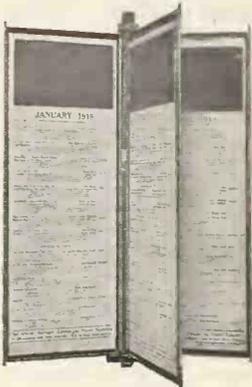
HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City

Universal Self-Service Record Displays



No. 558

THE SILENT SALESMAN

"Every dealer has records in stock that he would like to move. Place a dozen or more of the number on a table or rack in the front of your store where customers can look them over and select one or more to be played.

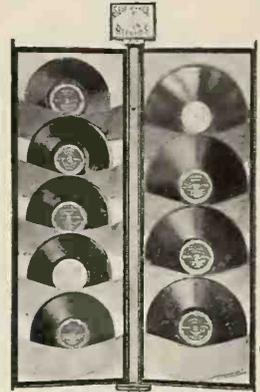
A slow-moving record may have more music value than those records around which popular demand is centered.

Remember that the Victor Company passed on the desirability of the record before it was pressed for sale.

Give your customers a chance to sell records to themselves.

This plan is not experimental. Stores that have tried it record good results."

(The above is a copy of an advertisement of the New York and Chicago Talking Machine Companies appearing in an issue of The Talking Machine World.)



No. 550

Now is the time to increase your sales and cut out your overhead

Make every bit of your store, booth or window space produce more business.

Universal Displays are effective salesmen—they earn their cost in a week, but keep on earning profits for years.

The Value of Display



No. 563

F. W. Woolworth made millions of dollars in his 5 and 10 cent store business. He built the Woolworth Building downtown in New York, the tallest office building in the world, which stands as a monument to his success.

His success was accomplished by displaying the goods he had to sell.

Properly displaying goods is one of the sure methods of making a sale.



No. 561

Universal Displays

Save room and present your records to your customers in a most appealing way.

They move the records which have been pigeonholed and forgotten.

They sell new goods without the aid of a salesman.

They offer a self-service to your trade which your trade likes.

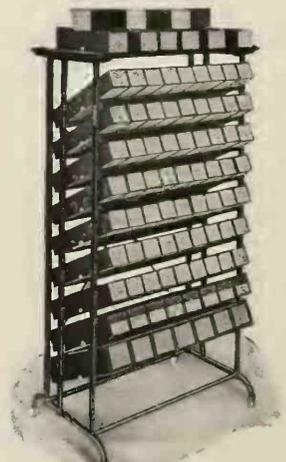


No. 527

Universal Fixture Corp.

135 West 23rd St.

New York



No. 525

OFFERS 10% RETURN PRIVILEGE

Okeh Jobber in New York Formally Announces 10 Per Cent Record Return Privilege—Important and Interesting Trade Message

Under the heading of "Ten Per Cent Return Privilege," Lambert Fried, manager of the New York distributing division of the General Phonograph Corp., sent out a notice to Okeh dealers in metropolitan territory recently advising them that, effective immediately, this jobber would accept a return of 10 per cent of the records purchased by the Okeh dealers during the previous month, subject to certain minor conditions. This important announcement reads:

"In order to co-operate with Okeh dealers and to render further proof of the fairness of the policies of the General Phonograph Corp. we beg to make the following announcement:

"Effective at once, we will accord to Okeh dealers the privilege of returning to us 10 per cent of the number of records bought from the New York Distributing Division during a previous month, the value of which records will apply to the credit of the dealer's account in the month in which the return is made.

"The conditions under which this return privilege may be maintained by the dealers are as follows:

"1. Records may be returned in first-class condition only and in original cartons containing ten or multiples thereof of any record.

"2. The dealer will be asked to pay a charge of five cents per record returned to take care of the expense incurred in handling the transaction.

"3. At the time return is made the dealer will be required to purchase an equal amount of Okeh records to those returned.

"4. In no instance will records be accepted for return unless the transaction be based upon the previous month's purchases and that only.

"We are proud to be the first manufacturers in the United States to make this announcement.

We are convinced that this is a move in the right direction and that it will in its results greatly benefit the trade in general and Okeh dealers in particular.

"It is now, as it has always been, our aim to serve you and co-operate with you to the fullest possible extent, and we hope to merit your appreciation by a much greater volume of Okeh record business with you from now on."

LONG TRIP FOR EDISON PHONOGRAPH

Diamond Disc Machine Carried 700 Miles on Camel Back in Course of 1,400-Mile Trip From Adelaide to Hermannsburg, Australia

Even in the wilds of Australia the Edison Diamond Disc phonograph has its devotees, and the South Australian Phonograph Co., Ltd., of Adelaide, is frequently called upon to send Edi-

chine was shipped from Adelaide in September and did not reach its destination until December 24, although it arrived in perfect condition.

The accompanying photographs show the camel train on its weary journey across the



Unloading Phonographs at Hermannsburg

desert and the arrival at Hermannsburg. It will be seen from the pictures that the aborigines are still quite plentiful. The photographs were sent to The World direct from Adelaide.



Camels Arriving at Hermannsburg

son machines far into the interior of the country. What is believed to be a record journey for an Edison, however, occurred recently when a Diamond Disc phonograph was transported 1,400 miles from Adelaide to Hermannsburg, in the heart of the "Never Never" country, where the temperature with the sun shining is always above 160 degrees and there is little shade.

The machine was carried 690 miles by rail to the terminus at Oodnadatta. From that point the only means of transportation was afforded by camel trains, which make the 700-mile journey to Hermannsburg about twice a year. The ma-

COLUMBIA ARTIST IN CONCERT

Miss Barbara Maurel Attends Opening of Snyder Music Co.'s New Store

WILKES-BARRE, PA., May 9.—Miss Barbara Maurel, well-known soprano and exclusive Columbia artist, appeared in this city recently at the opening of the Snyder Music Co.'s "Wilkes-Barre Temple of Music." The Snyder Concert Hall, which was designed for the free use of teachers, music clubs and others interested in music, was crowded to capacity for Miss Maurel's concert, and, in fact, she was received so enthusiastically that she gave a second concert in order to satisfy the demands of Wilkes-Barre music lovers.

The program Miss Maurel rendered consisted of two parts, "La Habanera" from "Carmen" occupying the first, and the second part being a combination of selections known by all, "From the Land of Sky Blue Water" (Cadman), "By the Waters of Minnetonka" (Lawrence) and "Love's Old Sweet Song" (Molloy).

Made in America

**Money Back
If You Want It**



Metal Display Stand

FREE A beautiful display stand in colors, holding 100 boxes of NUPOINTS, Free with trial outfit. This makes a practical silent salesman for the dealer's counter.



Quality

MR. JOBBER—Here Is the Ideal Dealer Outfit

Dealer's Price

\$7.00

NUPOINTS ARE ATTRACTIVELY PACKED
50 needles to the box
(100 boxes to the Carton)

Free sample envelopes of NUPOINTS furnished dealers to be distributed to their customers.

Window strips, display cards and envelope enclosures—FREE

Retail Value

\$15.00

JOBBERs—Write or Wire for Samples and Attractive Proposition

NUPOINT MFG. CO.

1208 W. 59th ST.

CHICAGO

Factory Representatives: LOUIS M. SCHWARZ, Inc. 1265 Broadway, N. Y.; 525 Forsythe Bldg., Atlanta

Made in America

**This Is Our
Guarantee**



NEW DEVICE IS WELL RECEIVED

Trade Evincing Keen Interest in Masterphone Attachment—I. Smullyan, President of Masterphone Corp., Well Known in Business Circles

The Masterphone Corp., with executive offices in New York and a factory in Jersey City, N. J., has recently placed on the market the "Masterphone," an attachment which can be used on all types of phonographs, and which, the company states, will amplify and improve the tone of the instrument. The first announcement to the trade regarding this new attachment appeared in the April issue of *The World*, and since that time many samples have been forwarded to the dealers. According to the executives of the company, the trade and the public have evinced keen interest in this new device and shipments have been made to all parts of the country.

Referring to the technical features of the Masterphone, an officer of the company said: "The Masterphone is not a sound box, but an attachment for a sound box which depends for its performance upon a vibrative disc of special composition and dimension acting in conjunction with the finest-pointed and softest-toned needle yet to be evolved, which sets up vibrations which in turn are transmitted through the vibrative disc of the Masterphone to the disc of the permanent sound box. This principle of the transmission of sound by relays, as it were, secures the maximum volume of tone equal to that of the loudest-toned steel needle when desired, without losing any of the softer shadings of tone and expression that makes music worth hearing.

"In addition, the Masterphone also prevents injury to the record, and besides its mechanical merits is attractive in appearance, adapting itself readily to counter and window displays."

I. Smullyan, president of the Masterphone Corp., is enthusiastic regarding the cordial reception accorded the Masterphone by the dealers, and in a chat with *The World* stated that

the results to date have fully substantiated his confidence in the Masterphone.

Mr. Smullyan is widely known in commercial circles and a brief account of his career was printed in the *Forbes Magazine*. This article called attention to the fact that Mr. Smullyan was formerly president of the W. J. Crouch Co., Inc., first vice-president and managing director of Rowson, Drew & Clydesdale, Inc. (a house nearly 100 years old), president of the Hardware House of America, Inc., and a director of other important enterprises. He is a Belgian by birth and a graduate of the University of Antwerp. His international activities have given him considerable prominence, and as president of the Masterphone Corp. he is in a position to utilize his executive ability to excellent advantage.

VICTOR ARTISTS IN CONCERT

Give Performance in Person in Toledo Under Direction of Local Music Dealers

TOLEDO, O., May 4.—Fostered by eight enterprising music dealers, the Eight Famous Victor Artists appeared one evening recently at the Coliseum, as follows:

Henry Burr, Billy Murray, Albert Campbell, John Meyer, Frank Croxton, Monroe Silver, Fred Van Eps and Frank Banta. The concert was successful from every angle and was well attended. The following music dealers co-operated in making the concert a success: Cable Piano Co., the William B. Duck Co., J. W. Greene & Co., Grinnell Brothers, the Lasalle and Koch Co., the Lion Store, People's Outfitting Co. and the Talking Machine Shop. Local newspapers carried a combination advertisement of the artists and small advertisements of the eight music dealers who were instrumental in bringing the artists to Toledo.

W. V. Goff and Bert Ranger, formerly with Frank E. Bolway & Son, Inc., have engaged in the phonograph repair business at 153 James street, Syracuse, N. Y.

MODEL SHOP IDEA GROWS

W. L. O'Brien, of Hudson, Mass., Installs Van Veen Equipment in His Store

Leon Tobias, of the sales staff of Van Veen & Co., Inc., manufacturers of equipment for the talking machine wareroom, has lately covered the New England territory. While there he secured a contract for a large and handsome installation in Hudson, Mass., which is a manufacturing town of 8,000 population. Walter L. O'Brien, who ordered this installation, is a Columbia dealer, and it serves as an indication of the strong faith in the immediate future of the talking machine trade that is developing throughout that section. Manager Mann, of the Boston distributing branch of the Columbia Co., it was reported, is fully as enthusiastic over this installation as the owner himself, as it is constructed after the model shop shown at the Columbia Boston headquarters. Mr. Mann expects that within the very near future a large number of other dealers who have seen the model shop will follow the example of Mr. O'Brien.

DEMAND FOR WAX INCREASING

The Wax & Novelty Co., Newark, N. J., is now concentrating its efforts upon the manufacture of wax for talking machine records. Heretofore this company has also been manufacturing wax for business blanks, but, due to the increase in the demand for talking machine record wax, it will devote its entire equipment to the manufacture of record wax. New machinery has been ordered and will be installed as soon as possible, so that the company may be able to take care of its growing business.

The most expensive thing you can do is to guess. The most profitable thing you can do is to know—and to know all the time as you go along. This is commonplace advice, but it is worth while considering.

BELL HOOD *Semi-Permanent Needle*

THE NEEDLE WITH TONE QUALITY



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

Is less Rasping, Consequently less Mechanical and Reproduces Purer Tone

SEMI-PERMANENT POINT—Loud—Medium—Soft

A profitable needle for dealers to sell. Most all dealers are now selling them with splendid success.

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.



The Isham Jones' Orchestra of Chicago

which makes Brunswick records—and Brunswick only—was selected to furnish music for the Banquet and Dance on May 11th, of the National Association of Music Merchants, at

The National Music Trades Convention Drake Hotel, Chicago

Just another tribute to Brunswick Phonographs and Brunswick Records.

The Phonograph of the Musical World

The Brunswick is the *preferred* phonograph among schooled musicians—the most critical judges of good music.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 South Wabash Avenue, Chicago

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

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

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

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



The Oxford

Brunswick

PHONOGRAPHS AND RECORDS



The Stratford

Art Hickman's Orchestra plays nothing but hits. "Siren of a Southern Sea" and "Day Dreams" are its latest delightful fox-trots just recorded in San Francisco. Are your customers going to dance this Summer? We'll say they are! A-3387.

**Columbia Graphophone Co.
NEW YORK**



COURT REFUSES REHEARING

Court of Appeals of District of Columbia Refuses Victor Co.'s Petition in Case of Browning vs. Johnson—President Bensinger, of Brunswick-Balke-Collender Co., Issues Statement

WASHINGTON, D. C., May 6.—The Court of Appeals of the District of Columbia handed down a decision on Saturday, April 30, refusing to grant the petition of the Victor Talking Machine Co. for a rehearing in the patent case of Browning vs. Johnson, involving Johnson patent No. 946442. This court rendered a decision on April 4 in favor of Browning, and the petition for a rehearing was filed on April 21.

The Brunswick-Balke-Collender Co., Chicago, Ill., which owns the controlling interest in the Browning patents, states that it will now prosecute applications for patent on Browning inventions, and B. E. Bensinger, president of the Brunswick-Balke-Collender Co., has issued the following statement in connection with this important case:

"The decision of the Court of Appeals of the District of Columbia in the interference between Eldridge R. Johnson, president of the Victor Talking Machine Co., and John B. Browning is of the most far-reaching importance. The court not only held that Browning was the prior inventor of the enclosed horn talking machine with doors, but also held that the evidence overwhelmingly discloses that Johnson derived the invention from Browning.

"This interference has been fought through the Patent Office by the Victor Talking Machine Co. with all the resources at its command, and no effort or expense was spared in contesting Browning's claims. Browning was and still is a poor man and it is a great tribute to genius that his persistent struggles for his rights have been crowned with success.

"The court refers to a drawing made by Browning in 1897 on the back of a dance card as showing a complete conception and disclosure of his invention. Another more elaborate drawing made by Browning was submitted to Mr. Johnson through his attorney in 1900 and other disclosures of the invention were made by Browning to officers of the Victor Co. between 1901 and 1905. These sketches show the enclosed horn type of machine, the doors for modifying or varying the sound, the tapered tone arm and continuously tapered sound conveyor and the sound box throw back.

"According to this decision of the Court of Appeals the Browning drawings and testimony are fully corroborated and these drawings clearly prove the invention by Browning of all these features of the modern cabinet machine long prior to Johnson.

"Mr. Browning brought his case to the attention of our company several years ago and solicited our help. We thoroughly investigated the matter and, having convinced ourselves beyond a question that Browning's story was true, undertook to carry on the litigation to a suc-

cessful conclusion, having acquired a controlling interest from him in his invention.

"It is the purpose of this company to avail itself of every possible advantage afforded by this decision of the Court of Appeals of the District of Columbia in seeing justice done Mr. Browning.

"THE BRUNSWICK-BALKE-COLLENDER CO.,
"B. E. Bensinger, President."

NOW AN INDEPENDENT COPY WRITER

John W. Desbecker, Well Known in the Talking Machine Trade, Starts an Advertising Copy Service of His Own in New York City

John W. Desbecker, for many years connected with such leading advertising agencies in New York as the Federal, Frank Presbrey and Redfield, who has been well known throughout the music trade for the last five years as the man who has written the advertising for the Sonora Phonograph Co., and has been editor of its widely read house organ, the Sonora Bell, has recently left the Sonora Co. to act as an independent copy writer, serving manufacturers and dealers. His office is located at 415 Candler Building, 220 West Forty-second street, New York City, and because of his wide general advertising experience and his specialized training in musical instrument advertising he is qualified to be of great assistance to those in the industry who wish advertisements, booklets, house organs and the like, of a distinctive,

original and effective character. Three years ago Mr. Desbecker wrote one of the prize-winning essays published in The Music Trade Review, of New York City.

There are very few expert advertising men knowing the musical instrument business intimately whose services are available to others beside a single employer, and the coming of Mr. Desbecker into this field of endeavor is most welcome news.

EXTENSIVE BRUNO ALTERATIONS

The executive offices of C. Bruno & Son, Inc., New York City, Victor wholesalers, are being extensively remodeled. These changes will allow not only for increased efficiency in the transacting of their large business, but will, at the same time, make room for an attractive Victor display room. This section will be located immediately opposite the elevator entrance and will be very attractively fitted out. A part of the display will include a model demonstration room where the latest ideas in Victor merchandising will be presented to the dealer.

Miss H. Marjorie Brown, who joined the Bruno organization last month and was formerly manager of the Victor Idea Shop in Camden, will have her desk in this new room and will be ready at all times to confer with visiting dealers on selling ideas. This room has been established solely in the interest of the Victor dealer and it is believed that it will be of genuine aid to him in his merchandising.

Co-operation—A Vital Factor in Business!

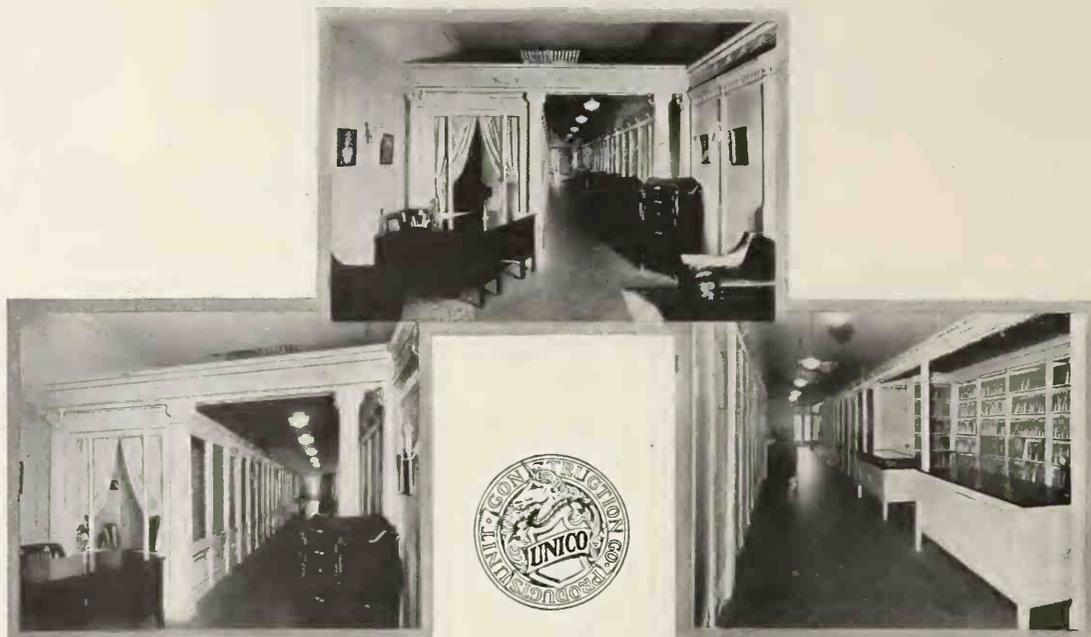
As Victor Dealers and Victor Wholesalers are mutually interested in promoting the sales of Victor Products, is it not obvious that the more closely they co-operate with one another the richer the harvest will be for both?

A conspicuous element of the Mellor organization is the spirit of co-operation.

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.



The New Unico Establishment of The Ideal Music Co., Newark, N. J.

THE IDEAL EQUIPMENT

IS

UNICO EQUIPMENT

A modern department—Sales Settings of Artistic, Distinctive Appearance, yet Efficient and Practical to the last degree—plus Speed—these were the requirements.

Unico Service functioned with customary satisfaction—a beautiful, efficiently equipped, profit-producing store was created in ten days from receipt of order.

Unico Equipment is permanent, distinctive advertising which does not involve continuous expense.

Unico patented construction renders it an asset of permanent value because of no depreciation in moving.

Unico Specialized Service assures satisfaction—speed where necessary without jeopardizing quality. It will meet your needs—small or large—from the selection of proper service units for a small department to the complete installation of the most elaborate store.

Immediate shipment—Rooms, Racks, Counters.

Unico Service is at your command!

The World's Standard System of Musical Merchandising!

Unico Construction is Patented.

Unico Designs are Patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
130 North Michigan
Avenue

EUROPE'S BIGGEST DANCE HIT

MON HOMME

(MY MAN)



You can HEAR IT
and BUY IT HERE!

*'You can't go wrong
with any Feist song'*

COPYRIGHT AND PUBLISHED
By FRANCIS SALABERT PARIS, FRANCE
PUBLISHED IN AMERICA
By LEO. FEIST Inc New York

MAURICE YVAIN'S WONDERFUL MELODY IS NOW WINNING AMERICA AS IT ALREADY HAS WON EUROPE

VICTROLA DEPARTMENT REMODELED

Taylor Carpet Co., of Indianapolis, Receives Congratulations on the Artistic Appearance of Its New Warerooms in That City

INDIANAPOLIS, IND., May 5.—The recent opening of the newly remodeled Victrola department of the Taylor Carpet Co., on Washington street, was an event of considerable importance. It brought congratulations from a host of friends on the progress of this company, which is under the competent management of Miss Minnie



Interior of Taylor Co.'s New Department
Springer, who was formerly with the Pearson Piano Co. Formal invitations were issued and hundreds of people were in attendance at the opening, everyone having some good word to say for the admirable arrangement and artistic appearance of the establishment. The department has been completely rearranged with an island type rack and counter, which supplies in a most efficient manner the fourteen record booths with which the department is equipped.

INTRODUCE NEW PACKAGE

U-Sav-Your Cleanser in a New Form of Dress
—Product Meeting With Success

WARREN, MASS., May 6.—The U-Sav-Your cleanser and dressing, produced by the U-Sav-Your Mfg. Co., of this city, is now being presented to the trade in a new package. Included with the bottle is a piece of flannel and cheese-cloth for polishing purposes. It is expected that this complete polishing equipment will provide an attractive additional selling point for the dealer. The containing carton has been very artistically prepared and depicts the ease and facility with which this cleanser and dressing is used on the talking machine, the piano, etc. The new package will undoubtedly prove very popular and is the package which will be featured in an intensive national advertising campaign in the near future.

B. D. Perkins, manager of the U-Sav-Your Mfg. Co., states that U-Sav-Your polish has already met with a success far beyond the optimistic predictions made when first presented.

BETTER CONDITIONS EVERYWHERE

Sales Manager Morrison, of the Emerson Phonograph Co., Returns With Optimistic Reports—Jobbers Are Enthusiastic Regarding Outlook

H. E. Morrison, sales manager of the Emerson Phonograph Co., returned to New York recently after a Western trip, which he states was encouraging and productive of results far beyond expectations. Mr. Morrison spent quite some time in Chicago, where he found the Chicago branch of the Emerson Phonograph Co. closing a substantial and healthy business. Three new salesmen have recently been added to the sales staff of this branch, and a force of seven men is now co-operating with the dealers to advantage. The demand for Emerson phonographs is steadily increasing in Chicago territory, and Mr. Morrison was delighted with the enthusiastic comments of the Emerson dealers in this section.

At Omaha, Neb., the Carpenter Paper Co., Emerson jobber, stated that it had added sixty new accounts since the first of the year, and that the outlook for the future was brighter than it had been for several months.

At Indianapolis the Lathrop-McFarland Co., Emerson jobber, spoke most optimistically of the situation in its territory, stating that one of the Emerson dealers in Indianapolis had sold eight Emerson phonographs in four days as a result of intensive work by a corps of canvassers.

At Columbus, O., S. W. Goldsmith, general manager of the Emerson-Ohio Co., Emerson jobber, stated that the dealers seem to be imbued with renewed confidence in Emerson product and were placing substantial orders. This jobber has been very successful with the Emerson line, and in recognition of its efforts it has been appointed a jobber for Emerson products throughout the entire State of Ohio.

INSTALLING UNICO EQUIPMENT

M. Rothstein, Victor dealer, is installing new Unico equipment in his warerooms on Tenth avenue between Forty-second and Forty-third streets, New York City. Mr. Rothstein predicts good business ahead and is planning to make good use of his new equipment in developing this business.

A MANHATTAN INCORPORATION

The Table Phonograph Corp. of Manhattan has been incorporated in the State of New York with a capital stock of \$15,000 for the purpose of engaging in a retail talking machine business. Incorporators are: S. D. Muney and A. N. Birenbach.

Paul Coleman and Sid Smith have opened a phonograph shop on North Main street, Bonham, Tex. They will specialize in New Edison phonographs and Re-creations.

THE OLYMPIC DISC THROWER

The Olympic disc thrower, who has become familiar throughout the talking machine trade through the advertising matter of the Olympic Disc Record Corp., of New York City, is now appearing in statue form. Great care has been used in the sculpturing of this figure and the result is almost lifelike. The statue is fifteen inches high and is in white, with the exception of the Olympic disc, which is a colored miniature reproduction of the original Olympic record. This new statue will doubtlessly prove very popular with the Olympic dealer in featuring the records which are carried.

RECORDING

PLATING

PRESSING

The New York Recording Laboratories offer thoroughly up-to-date facilities for Recording, Plating and Pressing 10-inch Disc Records.

Recording and Plating in Studio and plant in the heart of New York's musical life.

Pressing and manufacturing facilities at Port Washington, Wis.

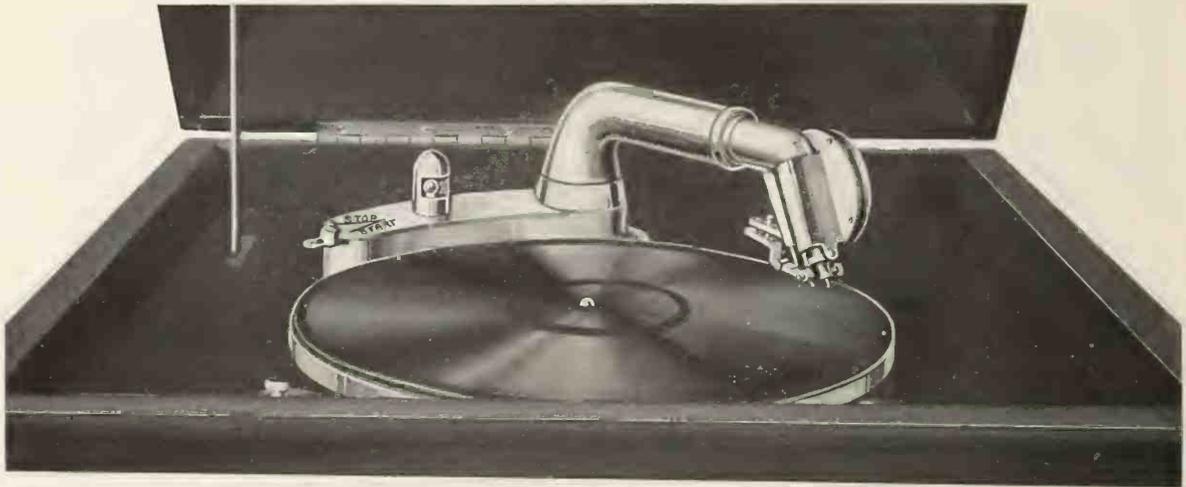
Inquiries regarding recording, selection of artists, songs, etc., invited.

**The New York Recording
Laboratories, Inc.**

1140 Broadway
NEW YORK, N. Y.

STERLING TONE ARM No. 31

A Five-in-One Combination of features that
have made history for the Phonograph



May be attached to any Phonograph

The gratifying response to our full-page advertisement in the April 15th issue of this publication assures us that there is a real demand for the Sterling No. 31 Tone Arm with Non-Set Automatic Stop. The interest shown by the many inquiries received speaks well for the success of this new member of the Sterling family.

The Sterling Tone Arm No. 31, a combination of practical features unique in phonograph construction and design, consists of the following:

- No. 1—The celebrated Sterling Tone Arm, non-taper and therefore non-infringing, ball-bearing, designed with the least possible number of bends or elbows and offering, therefore, the least obstruction to the sound, and thus preventing muffling and "metalizing" the tone.
- No. 2—The celebrated Sterling Universal Reproducer which plays all records, hill and dale or lateral, with Stylus mounted and attached to the inside of the diaphragm where it can not be injured or tampered with.
- No. 3—The Sterling Automatic Non-Set Stop which sets the brake when the record has run its course; plays long or short records, requiring no adjustment except that of placing the needle in position.
- No. 4—A soft brush forming an integral part of the stop mechanism cleans the groove of the record immediately in advance of the needle.
- No. 5—An electric Flash Light controlled by a convenient switch helping the operator to set the needle quickly and accurately.

Send for Sample and Prices

STERLING DEVICES COMPANY

Manufacturers of the No. 11 Sterling Tone Arm, The Sterling Reproducer, and Columbia and Edison Attachments.

534 Lake Shore Drive

CHICAGO

BALTIMORE REPORTS GREATLY IMPROVED TRADE OUTLOOK

Distributors' Activity Tells the Story That Dealers Are Buying—Many New Stores Opened—Elmer Walz's "First Run" Victrola Night a Success—Columbia Sales Conference—Other Live News

BALTIMORE, Md., May 10.—A canvass of the local trade shows that while there is a great difference in opinion regarding business conditions and the outlook for the future, the majority of houses say business is improving generally and cite increases in sales over the previous month to substantiate the claim. This is particularly true of the large wholesale houses, and if they are doing business the retailer certainly must be getting his share of the trade. The manager of one supply house stated that the demand for some popular records exceeds the supply.

Manager W. S. Parks, of the Columbia Graphophone Co., has just returned from a ten-day trip through Virginia and reports a better business than in 1918, which was the banner year in this section. He also spent a couple of days at the home office in New York and submitted a plan which, he says, will result in greatly increased business for the dealers when it is put into effect.

The Bursfield, Motley Co., of Danville, Va., has opened an exclusive Columbia Grafonola Shop, which is one of the show places of the town and is under the management of Mr. Gibson, formerly of the Frank Piano Co. It is handsomely finished in white and gold and has one of the most attractive fronts in the town.

Emmitt Thompson, of Warsaw, Va., was in town the past week and reports business as excellent. He has two trucks in operation and bought another while here, stating that he planned to put on five trucks in the near future. Warsaw is a town of only 300 population, but in the three years that he has been in business there he says his sales average about \$15 a person.

Salesman Swartz, of the Washington branch of the Columbia Graphophone Co., paid a flying visit to the local house this week and while here told of a sale which was made in a peculiar way. He said a woman living on Sixteenth street called up Harry C. Grove, one of the Columbia dealers there, and told him that she had seen his truck passing her house so often with machines that she had come to the conclusion that he must sell a good instrument and would he send one of his salesmen out to see her. Mr. Grove naturally was only too glad to accommodate her and the outcome was the sale of an 82 Grafonola.

O. F. Banz, supervising sales manager, attended the April sales conference of the Columbia Graphophone Co. here and said he was much pleased with results so far this year and the outlook for the future. Those attending the conference, in addition to Manager Parks and Assistant Manager Cook, were: W. H. Peploe, Z. A. Jones, C. E. Lorman, A. M. Calais, H. W. Dutton and W. H. Swartz. Supervisor Jarvis, J. C. Nace, record manager, and J. H. Marshall, Dealer Service manager of the Baltimore branch, reported progress being made in their branches of the business.

A new exclusive Victrola shop opened for business to-day, when the firm of Berlin & Lewis threw open the doors of a handsome showroom at 1317 West Baltimore street.

The Hammann-Levin Co. is making a special drive on the IV and VI Victrolas and has a very attractive window display of the instruments at 412 North Howard street.

W. C. Roberts, manager of E. F. Droop & Sons Co., 231 North Howard street, reports April business better than last year and says it is almost impossible to keep the demand supplied for some of the records.

George W. West, manager of the talking machine department of Hecht Bros. & Co., 681 West Baltimore street, says business is good and getting better all the time, last month's business being about 30 per cent above that of April, 1920. Mr. West is just teeming with optimism over the future and says all indications point to 1921 being one of the best years in the history of the talking machine business. William Holtz, formerly with Post, of Newport News, Va., is

now working with Mr. West as outside salesman.

Elmer Walz, manager of Cohen & Hughes, 227 West Saratoga street, has inaugurated the plan of having a "first run" Victrola night for the dealers once a month, when the new records come out. It is meeting with great success and is eagerly looked forward to by the trade. All the new records are put on machines and played and after a short talk by Mr. Walz on some topic of interest to the trade a buffet luncheon is served. That the dealers appreciate this innovation is proved by the constantly increasing numbers of them who attend the affairs. Another feature of this firm is a complete repair department, which is in charge of George Cook, one of the most expert repairmen in the business, and in which is carried every part of a machine, thus obviating any delay in sending back to the

factory for some part that may be necessary to repair an instrument.

Paul E. Merker, who took a course in salesmanship at the local branch of the Columbia Graphophone Co., has written to Manager Parks from Charlotte, N. C., where he is with the Meloy Piano Co. as outside salesman, stating that he sold five machines the first day he started out.

APPOINTED SONORA JOBBER

The Long Island Phonograph Co., Jamaica, L. I., has been appointed a distributor for the products of the Sonora Phonograph Co. The company will carry a complete line of Sonora phonographs and will co-operate with the dealers in its territory along practical and efficient lines.

R. H. Keith, who is president and general manager of the Long Island Phonograph Co., is keenly enthusiastic regarding the possibilities of developing Sonora business on Long Island and his organization will have every facility for giving Sonora dealers maximum service.

Quality Makes Satisfaction



NO dealer can successfully merchandise any line of goods unless quality is imbedded in it. The best of bargains, from a price standpoint, are often the most expensive in the end, because the quality is lacking. The public soon realizes this fact.

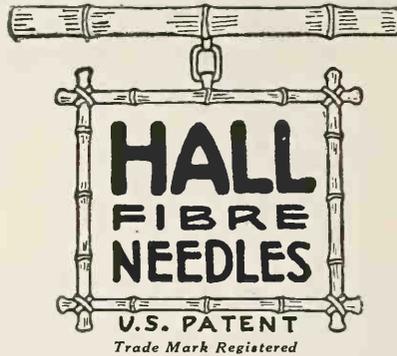
The dealer who sells the Victrola and Victor records handles quality in its highest form. He therefore handles satisfaction. This satisfaction, which his clients receive, builds bigger business for him.

Watch the Victor dealer grow.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK



Warning:—

The reputation which has been built by the HALL FIBRE NEEDLE and the universal use into which it has come have been due to the special process of manufacture developed by this concern.

The HALL MFG. CO. intends to protect that reputation and assures its dealers that it will prosecute, under Letters Patent 870723, any firm which illegally attempts to duplicate the HALL FIBRE NEEDLE.

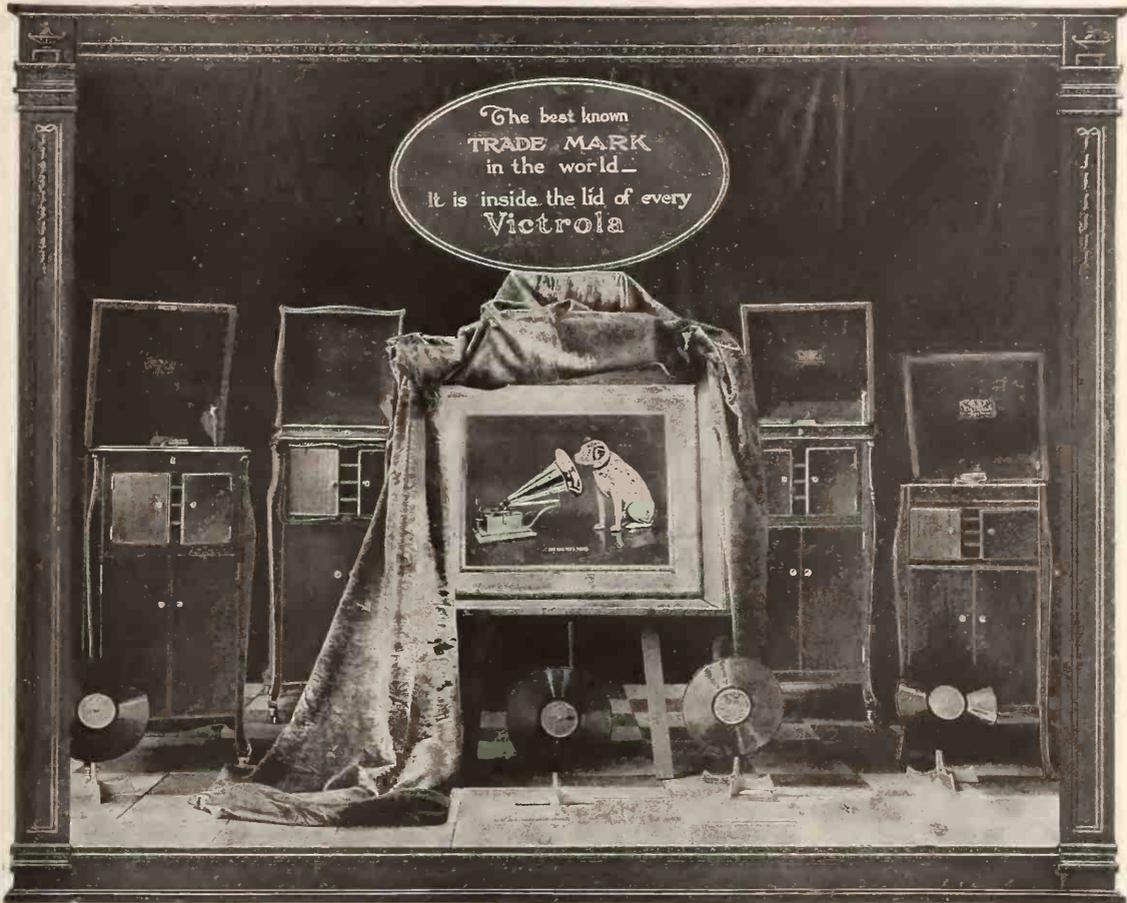
HALL MANUFACTURING CO.

(Successors to B & H Mfg. Co.)

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

WINDOW DISPLAY SUGGESTION FOR DEALERS THAT COMBINES FORCE AND RICHNESS

The accompanying illustration shows a window display recently designed by the advertising department of the Victor Co. for the use of Victor dealers, and constitutes a very high class on a wooden stretcher and handsomely framed in antique gold. It can hardly be distinguished from the original painting. As used in the win-



Artistic Window Display, Featuring Victor Trade-mark in Oil for Use of Dealers

of Victor retailers. In the center, on the mounting, is a reproduction of the famous oil painting of the Victor trade-mark which adorns the

type of display, either for use in the window or for interior decoration.

dow shown herewith, the reproduction of the painting is set up in the rear of a shadow box and the lighting arrangements are effective.

ARRANGE "BLUE JEANS" WINDOW

P. W. Simon's Victor Store in Uniontown Makes Display That Is Cleverly Arranged—Has Excited Considerable Attention

UNIONTOWN, PA., May 9.—P. W. Simon's Victor store in this city, of which E. F. Gebhart is manager, has recently prepared a very clever window featuring the Victor record in the May release entitled "Blue Jeans," sung by the Peerless Quartet.

In the center of the window is a Victor dog clad in blue overalls. On either side of the dog is a pyramid of "Blue Jeans" Victor records, and at either end of the window is a little shimmie doll dressed in blue jeans. Hung across the top of the window are three pairs of overalls, and in front of these there is a banner strip featuring the name of the selection.

This window is strikingly original and is attracting a great deal of attention from the residents of Uniontown.

EDUCATIONAL VALUE OF RECORDS

Writer in Chicago Tribune Impressed With Airs Boys Whistled on Way to School

A writer in the Chicago Tribune, in commenting upon the educational value of the talking machine record, declares that one morning recently he passed, at different times, three boys, aged about ten years, on their way to school. One was whistling the "Barcarolle," another "O, Sole Mio" and the third Rubinstein's "Melody in F." When asked why it was they were so fond of this type of music the boys re-

plied that they heard this music in school by means of the talking machine and preferred it to ragtime and other silly music which they

heard in other places. This is a tribute to the value of good music in the school that points a moral.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845

PITTSBURGH DEALERS TAKE AN OPTIMISTIC VIEWPOINT

Large Industrial Plants Resuming Work—Advertising Campaign Started—New Hamilton Store Opened—Important Fictitious Names Decision—Galli-Curci's Visit an Event—Live News of Month

PITTSBURGH, PA., May 5.—An optimistic view of the future as far as the talking machine industry in the Pittsburgh district is concerned is taken by the various dealers. One of the hopeful signs is the gradual resumption of the various iron and steel mills and other industrial plants that have been more or less idle for the past six to eight months.

The Pittsburgh district to-day is one of the brightest spots on the industrial map of the Nation and there is bound to be a continuous revival of trade, if the statements made by the heads of the large operating departments of the steel trade can be accepted as a criterion.

There are less idle men in the Pittsburgh district at this writing than there were a month ago, according to a report of the State Employment Bureau, whose representatives keep a very close watch of the industrial and labor situation.

One of the features that indicates that the talking machine business is bound to show a marked increase this month is the very attractive advertising and publicity campaigns that are being carried on by such enterprising and progressive firms as the C. C. Mellor Co., the Standard Talking Machine Co., and the W. F. Frederick Piano Co., all Victor jobbers, and such leading retailers as the S. Hamilton Co., the Rosenbaum Co., Kaufmann's, Boggs & Buhl, Joseph Horne Co., the Lechner & Schoenberger Co., Kaufmann & Baer Co., the Rudolph Wurlitzer Co. and Johnson & Co.

Hamilton Co. Opens New Store

T. E. Shortell, manager of the S. Hamilton Co.'s talking machine department, assisted last Saturday at the formal opening of the new store of the Hamilton Co., on Lincoln avenue, Bellevue, one of the pleasant residential suburbs of the Steel City. The new store is well located

and, in addition to a full line of Victrolas and Victor records, also has on sale some pianos and sheet music. The opening was a very successful one, as hundreds of persons visited the new place of business and inspected it. Souvenirs were given to all callers. The manager is Harry Buck, who was formerly connected with the East Liberty store of the S. Hamilton Co.

Galli-Curci Accorded Great Ovation

One of the striking musical events of the past month was the appearance of Amelita Galli-Curci at Johnstown, Pa. The brilliant Victor artist sang to a large and appreciative audience. The Johnstown Tribune in commenting on the recital said: "Completely captivating a large audience in the Cambria Theatre, Amelita Galli-Curci sang her way into the hearts of the music lovers of Johnstown and vicinity, being accorded an ovation which seldom has been equaled here. In splendid voice and presenting an unusually interesting and well-balanced program, Mme. Galli-Curci was delightful in her lighter numbers, exquisite in her encores, all old-fashioned songs, and rose to remarkable heights of vocalization in her operatic selections."

Galli-Curci Autographs Victor Records

During her stay in Johnstown Galli-Curci was tendered an informal reception in the Victor salesrooms of the Penn Traffic Co., where over 250 persons, including the various sales persons from all of the Victor shops in Johnstown and the immediate vicinity, were present. Galli-Curci was presented with a large bouquet of American Beauty roses by B. W. Phillips, of the Penn Traffic Co. Miss Lillian A. Wood, the well-known director of the educational department of the C. C. Mellor Co., who was present, had Mme. Galli-Curci autograph two Victor

records that the noted singer said she preferred above all others of her songs. They were "Lo, Here the Gentle Lark" and "La Capinera." These autographed records will be presented to the winner of the Victor record sales contest that is on in Johnstown. Miss Wood spent several days in Johnstown under the auspices of the Victor dealers of that city and demonstrated the educational and sales promotion work for the benefit of the sales staffs of the Victor dealers.

Joseph Horne Co. Adds Cheney Phonograph

The Joseph Horne Co. has added the Cheney phonograph to its talking machine line. The other two makes on sale are the Victrola and the Columbia Grafonola. The department is an extensive one and is under the able management of A. R. Meyer, who is also secretary of the Talking Machine Dealers' Association of Pittsburgh.

Columbia Featured in Anniversary Sale

In honor of the fiftieth anniversary of the founding of the Campbell department store there were anniversary sales in all departments. The Columbia Grafonola department, in charge of A. L. LaGrange, was elaborately decorated.

Miller Optimistic Regarding Sonora

H. Milton Miller, general sales manager of the Sonora Phonograph Co., of Pittsburgh, wholesale distributor of the Sonora, is most optimistic concerning the future of the Sonora line in the Pittsburgh territory. Mr. Miller said to The World representative: "In my judgment the sales of Sonora this year will far exceed sales of any previous year since the Sonora was placed on the market here. We are receiving many applications from dealers of standing in Western Pennsylvania who wish to handle the Sonora line. Dealers who have been selling the Sonora report sales as most satisfactory and this has been largely due to the work of our service bureau, which has been established for the best interests of all of our dealers."

New Sonora dealers reported by Mr. Miller

The Manophone

—for Any Home

The Dealer who handles the Manophone is able to satisfy the musical desires of every class of homes.

A more beautiful instrument can not be found than the Manophone Style "L,"—a Colonial Table model suitable for the finest homes. Six other models graduating down to our Model "M" enable the Manophone Dealers to accommodate every taste—and every price.

Plays Any and All Disc Records

All models of Manophones will play any and all Disc Records with surprising smoothness and clearness, including Records for Jewel point needles. This feature opens every musical record library to the Manophone owner.

Write today for complete particulars concerning our Business Building Plan for Dealers.

The Manophone Corporation
Adrian, Mich.



The Wonderful Tone of the Manophone

The secret of this remarkable accomplishment lies in the unique and original design of the tone chamber, as featured in our Trade-Mark. "The Human Throat"—carved from solid wood, greatly amplifies and softens the tones, giving richness, fullness and the clear bell-like qualities so distinctive of THE MANOPHONE.



are as follows: Wallace H. Bowser, Ford City, Pa.; H. C. Wolfe, Verona, Pa.; Russell & Riggs, Altoona, Pa.; F. S. Roadman, Clinton, Pa.; W. W. Martin Drug Co., Shinglehouse, Pa.; Dolan Brothers, Kane, Pa.; Erie Supply Co., Burgettstown, Pa., and the Standard Drug Co., Grafton, W. Va.

Join Music Industries Chamber of Commerce
At the April meeting of the Talking Machine Dealers' Association of Pittsburgh, the organization unanimously voted to affiliate with the Music Industries Chamber of Commerce. A report on the question of affiliation with national bodies was submitted by the special committee consisting of French Nestor, of the Standard Talking Machine Co., chairman, and Leon Half and Clark Wright.

Modernola Plant Destroyed by Fire
Early on the morning of April 25 the new, modern plant of the talking machine manufactory of the Modernola Co., at Johnstown, Pa., was destroyed by fire, entailing a loss of over \$100,000. The fire is believed to have started in the paint and varnish department. A large quantity of finished Modernolas ready for shipment was also destroyed. It is understood that the management has taken steps to rebuild.

A Decision of Wide Interest
The Superior Court of Pennsylvania, in session here, filed an opinion in which the so-called "Fictitious Names" act of 1917 was upheld. The ruling of the court, as written by Judge F. M. Trexler and concurred in by a majority of the justices, broadly interpreted, made it a misdemeanor for a firm to have a silent partner whose name was not registered with the Secretary of the Commonwealth and the Prothonotary of the county in which it does business. The suit in question came to the Superior Court in an appeal from the lower court in Philadelphia, where two partners sued a third partner on a book account. The sued partner, instead of defending the merits of the case, relied on the fact that the plaintiff firm had not registered in accordance with the 1917 act, and therefore was engaged in an unlawful business on which they could not enter suits. The lower court upheld this view. On the appeal being taken, the Superior Court affirmed the ruling of the lower court. This case is of vital importance to talking machine firms and others who have "silent" partners whose names are not registered.

Shipping "Talkers" by Airplane
In addressing the Pittsburgh Association of Credit Men, Robert E. M. Cowle, vice-president of the American Railway Express Co., stated that commercial airplanes carrying merchandise will soon be operating between New York and Chicago. He stated that he had been endeavoring for the last two years to have his company operate them and that the wisdom of it would be demonstrated quickly in the event of this country being engaged in war again. He also contended that quick service made possible by commercial airplanes would help merchants materially in increasing their business.

Sending Questionnaires to Edison Owners
Miss G. G. Brainerd, in charge of the Edison Music Research department of the Division of Applied Psychology, Carnegie Institute of Technology, is sending out a questionnaire to new Edison owners. There are two divisions of questions, thirteen in one and eleven in the other. It deals with advertising psychology and its effect on the Edison owner as to making up his or her mind to own an Edison phonograph. The Buehn Phonograph Co. is co-operating in the plan.

Some Trade Brieflets
Earl W. Crawford, of Graysville, O., is a new Edison Amberola dealer who is served by the Buehn Phonograph Co., Edison distributor.
E. E. Koontz, of Cameron, W. Va., has opened an Edison shop. He also is a Buehn Phonograph Co. client.

Clyde Ament, of Apollo, Pa., who conducts an Edison phonograph shop there, is now the owner of a second Edison shop, the latest being located at Vandergrift, Pa.

GRAND OPERA STIMULATES BUSINESS IN LOS ANGELES

Record Demand Exceeds Supply—Notable Men Attending Convention in Chicago—Vocalions for Steamships—Barker Bros. Changes—Southern California Co. Windows Admired—Other News

LOS ANGELES, CAL., May 4.—The week's performance of opera by the Chicago Opera Association early in the month was magnificently presented, and surpassed anything of the kind ever seen and heard in Los Angeles. Unfortunately, from the talking machine record department's point of view, there was a scarcity of records from the operas which were given, as these records were out of stock, and consequently a great deal of business was lost. Then, too, there were two operas, "The Lovc of the Three Kings" and "Monna Vanna," from which there have been practically no records made. Very fine support, in the shape of advertising in the newspapers, was given by all the music houses, and some excellent window displays were made.

Little Rock Talking Machine Man Here
S. M. Field, manager of the talking machine department of Blass Co., Little Rock, Ark., attended the monthly meeting of the Music Trades

Association of Southern California. Mr. Field, who is making quite a long stay in Los Angeles, is a very enthusiastic talking machine man and a great believer in association ideas.

Open Branch Store
The Platt Music Co. has opened a branch store at 903 Temple street. The Victrola and Victor records are carried exclusively and special attention is paid to foreign records, particularly Jewish, as there is a very large colony of the latter in that section of the city. The branch manager reports that from the day of opening business has been very good and the fullest appreciation shown, by the residents in the vicinity, for the opening up of this new store.

J. W. Boothe Leaves for East
J. W. Boothe, general manager of the music department of Barker Bros., left two weeks ago for New York and will return via Chicago, in
(Continued on page 76)

**HONEST QUAKER
MAIN SPRINGS**

*Length—Width—Gauge—
Temper Guaranteed*

We are in a position to quote special prices to motor manufacturers and jobbers, placing quantity business, either from sample, or specifications.

A FEW NEW SIZES:	Lots of—				
	6	12	25	50	100
No. 51 7/8" x .022 x 10 feet. For Talk-O-Phone, Koch, Alura, etc. Pear shape holes.....	\$.47	\$.46	\$.44	\$.42	\$.40
No. 32 1" x .020 x 13 1/2 feet. For small Victors. Pear shape holes.....	.54	.52	.50	.48	.45
No. 48 1" x .020 x 15 feet. Bent arbor for Victrola No. 4A.....	.65	.63	.60	.55	.50
No. 43 1 1/4" x .020 x 9 feet. Bent arbor for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45	.40
No. 44 1 1/4" x .020 x 9 feet. Bent arbor and bent up end for Victrolas Nos. 6A and 8A.....	.55	.53	.50	.45	.40
No. 45 1 1/4" x .020 x 12 feet. Bent arbor for Victrolas Nos. 14A, 80 and 90.....	.67	.65	.62	.57	.52
No. 46 1 1/4" x .020 x 17 feet. Bent arbor for Victrolas Nos. 9A, 10A, 11A and 16A.....	.75	.73	.70	.65	.60
No. 47 1 1/4" x .020 x 17 feet. For old style Victors and Victrolas. Pear shape holes.....	.72	.70	.67	.62	.57
No. 49 1 5/16" x .031 x 12 feet. For Edison Home. Pear shape holes.....	.95	.93	.90	.85	.80

(If the above are desired in assorted sizes the quantity price will be allowed.)

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

*Our catalogue contains illustrations of wanted repair material.
May we send you a copy? Ask for Catalogue W.*

EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation

CABLE ADDRESS REG'D
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE 'PHONE
BARRING 535ANY { Size
Quantity
QualitySERVICE AND
Phonographically Speaking

SATISFACTION

Quotation
Delivery
Product } RIGHT

They Talk For Themselves

IMICO INDIA RUBY MICA DIAPHRAGMS

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

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

WALTER S. GRAY
SAN FRANCISCO, CAL.FACTORY AND SALES DEPT.,
31TH AND BRANDYWINE STS.,
WEST PHILA., PA.PROVIDENCE PHONOGRAPH CO.
PROVIDENCE, R. I.RAYSOLO SALES CO.
LANCASTER, PA.INTERNATIONAL MICA CO.
101 a-BLUFF
YOKOHAMA, JAPANARTHUR A. BRAND & CO.
CINCINNATI, OHIO

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

"IMICO" and "SERVICE" are SYNONYMOUS

TRADE IN LOS ANGELES STIMULATED (Continued from page 75)

order that he may attend the national conventions. Mr. Boothe, who is the original mover of the resolution, made at a general meeting of the Music Trades Association of Southern California, which proposed the formation of a National Retail Phonograph and Talking Machine Men's Association, outlined his plans as delegate to the convention, at the last general meeting of the Los Angeles Association. B. Platt, president of the Platt Music Co., who is also attending the national convention, will give his hearty support to the movement.

Changes at Barker Bros.

Sibley Pease, assistant manager of the music department of Barker Bros., reports the appointment of G. P. Meek to be manager of the Long Beach branch store; I. H. Nangle succeeds Mr. Meek at the Pomona branch; Harry Ream, formerly with the Western Jobbing & Trading Co., has been appointed field representative, in which capacity he will visit the various branches at intervals and specialize on record stocks.

New Blue Bird Shop

A Blue Bird shop has been opened at the Los Angeles Furniture Co.'s store on Hill street, and is under the management of H. E. Goodin, with B. Lindsay as assistant manager.

Edward L. Doheney, well-known oil magnate and capitalist, recently purchased an Adam period Blue Bird phonograph for \$325.

I. Lesser Goes Into Theatrical Business

I. Lesser, who was very well known throughout the Pacific Coast as representative of the Western Jobbing & Trading Co., has forsaken the music business, for a time anyhow, and is

investing in the moving picture theatre business. Mr. Lesser's cousin, Sol Lesser, has been identified with the motion picture business for a number of years and owns some thirty or more theatres.

Effective Window Display

A remarkable window display, which excited the admiration of many people on Broadway, was to be seen in the windows of the Southern California Music Co. The scene depicted, which was the work of that clever manipulator of automatic devices for window displays, W. G. Bailey, showed a charming scene, on a miniature stage, from "Carmen," and a continuous dance by a tiny Carmen was kept up, while a little band of equally small Spaniards thrummed their guitars back of the stage.

Steamship Co. Purchases Period Models

In order to harmonize with the beautiful furniture and appointments of its music and drawing-room saloons on the S. S. Harvard and Yale, the Pacific Steamship Co. purchased two Gothic Period Vocalions at \$475 each. The sale was consummated in the talking machine department of the Geo. J. Birkel Co. by A. Graham Cook, manager of the department.

Reports Some Excellent Sales

Walter Allee, manager of the talking machine department of the Paulin Music Co., reports excellent sales for the month of April. He recently added two new members to his sales force: E. C. Doel and W. C. Wilson.

Many Sales of Records and Machines

Record stocks are daily becoming more abundant and many old favorites are finding their way into customers' homes. Sales of machines of the various makes have been fairly satisfactory during April so far and the total sales are comparing well with the corresponding period of last year.

Rosa Raisa Records Popular

The splendid appearance and singing of Rosa Raisa with the Chicago Grand Opera Co. has made her Vocalion records very popular, and her latest, the "Ave Maria" from "Othello," which went on sale on May 1, is sure to arouse a great deal of interest, as she appeared in the role of Desdemona in Verdi's "Othello" this season in Los Angeles.

Harry Clubb as Manager

Bolton and Jones, of Santa Barbara, have obtained the services of Harry Clubb as manager of their phonograph department. They recently obtained an agency for Victorolas and Victor records and have added it to their very successful Vocalion agency, which they installed over a year ago.

News Items From Different Points

Ye Phonograph Shoppe is the name of the new Vocalion store in Santa Ana. The pro-

prietor, Mr. Schrader, was formerly connected with Maier & Frank, Portland, Ore.

T. A. Jones, of Santa Maria, made a great success of the specializing of the Vocalion record hits, "My Mammy" and "Humming."

A. White, proprietor of the White Music Co., Berkeley, was a recent visitor in Los Angeles. He was down here with the Rotarians at the convention in Long Beach.

The Buckman drug store of Kingsbury secured the agency for Vocalions and Vocalion records.

The Glendale Piano & Phonograph Co., of Glendale, has just changed its name to the Glendale Music Co. It recently obtained the Victrola agency for its city.

MRS. H. P. VICTOR DIES

Wife of Columbia Co. Auditor Passes Away in Orange, Cal.

LOS ANGELES, CAL., May 1.—H. P. Victor, of the auditing staff of the Columbia Graphophone Co., is receiving the sympathy of his friends upon the death of his wife, Mrs. Delight H. Victor, who passed away quite recently at her home in Orange, Cal. Mrs. Victor suffered a nervous breakdown last Fall and had been ill ever since. Mr. Victor is now auditing on the Pacific Coast, where he is well known in the talking machine field.

Imported Swiss Sapphires

Pathé Balls

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

Edison Points

\$.15 each
1.50 per dozen
10.00 per hundred
90.00 per thousand

10% discount on 5,000

(LOUD OR SOFT TONE)

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

Victor Dealers

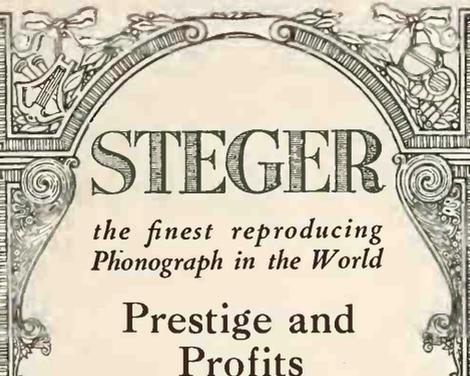
Real records, when used in a window trim, are apt to become warped, scratched and broken.

Usoskin Imitation Victor Records are made of heavy cardboard and can be used for any display purpose that demands an actual record.

Look enough like the real thing to fool experts.

Send for sample and prices.

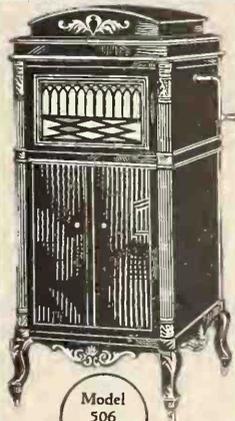
USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY



STEGER

*the finest reproducing
Phonograph in the World*

Prestige and Profits



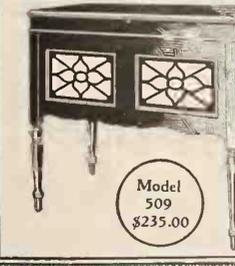
Model
506
\$295.00



Model
502
\$145.00



Model
503
\$165.00



Model
509
\$235.00

EVERY form of musical entertainment finds in the Steger that rare charm of perfect tone-reproduction which has made this delightful phonograph a big favorite in thousands of homes.

Its remarkable fidelity to original tone-values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

Artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the beautiful Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

Steger Phonographs are backed by a great and profitable merchandising plan. Write for the Steger proposition and Steger Phonograph style brochure today.

Desirable territory open.

Phonograph Division

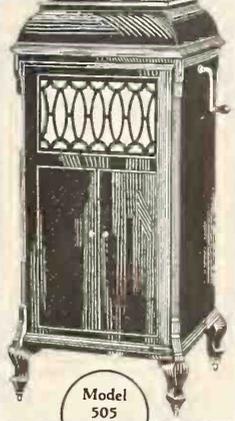
STEGER & SONS

Piano Manufacturing Company

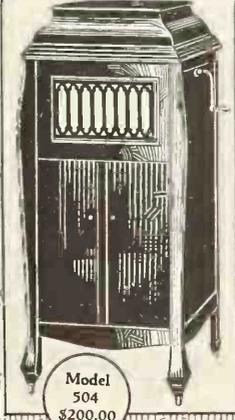
Steger Building, - - CHICAGO, ILL.

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

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



Model
505
\$220.00



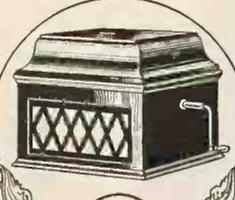
Model
504
\$200.00



Model
501
\$115.00



Model
510
\$290.00



Model
500
\$95.00

UPWARD TREND IN BUSINESS IS EVIDENT IN NORTHWEST

Talking Machine Trade Feels That a Turn Toward Better Times Is Here—Situation Interestingly Analyzed for The World by Leading Members of the Industry

ST. PAUL and MINNEAPOLIS, MINN., May 6.—Business men in the Northwest, whenever they gather in the commercial clubs, Rotary clubs or trade organizations, tell each other and the world as well that the cloud of uncertainty and discontent is lifting and that the people are reaching the normal levels. It is conceded that the process is slow and hence no one can tell when the "good old times" will return. It may be accepted, as far as the Northwest is concerned, that the real upward trend will not begin until the men employed in the building trades and other industrial lines make some concessions in the wage dispute. War prices no longer tempt the buying and home-building public and no general activity may reasonably be expected until the wage readjustment has been effected.

In the meantime the Northwestern dealers are doing the best that they can. "We are acting on

the theory that '1921 will reward fighters,'" remarked George A. Mairs, manager of the Victor department of W. J. Dyer & Bro. "This slogan is more than a string of words and we are obtaining satisfactory results from our efforts. We are particularly well pleased that we are in position to supply our customers with what they want with dispatch. Such a situation truly is a matter of gratification after our most trying experiences a year ago."

Nice business is reported by Samuel Levinson, head of the Pathé department of G. Sommers & Co. Mr. Levinson has been on a tour through his territory and, while finding many of the Pathé dealers, like all others, inclined to be somewhat conservative, he was able to do considerable business. He is specializing in service with good results.

Two additional city salesmen have joined

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

the staff of the Minnesota Phonograph Co., purveyor of Edison phonographs and records. Manager Milton Lowy is satisfied with his sales, but admits that records are showing much greater activity than the machines. The Edison distributing headquarters for the Northwest, under the direction of Laurence H. Lucker, is reported to be enjoying a commendable amount of trade under the circumstances.

Vocalions are making headway into the homes of Minneapolis and the Northwest, according to J. E. Gerlick, local manager of the Stone Piano Co. "We sent out an entire drayload of Vocalions one day last week," said Mr. Gerlick. "We can say that the Vocalions have an assured place in this part of the United States."

The iron range country is reported to be the most prosperous part of the Northwest by George M. Nye, head of the phonograph department of the Brunswick-Balke-Collender Co. The iron towns have not been hit nearly as hard as the agricultural districts and the majority of the music merchants are enjoying good times. On the whole the phonograph trade has taken a slump, says Director E. L. Kern, the falling off being particularly noticeable in the sale of machines. Brunswick records, however, are in active demand, and owners of Brunswick machines eagerly await the arrival of the new music.

PLACING REPEAT ORDERS

Mirrolike Polish Well Received by Trade—Factory Facilities Will Be Enlarged

The Mirrolike Products Mfg. Co., Long Island City, N. Y., manufacturer of Mirrolike talking machine polish, is well pleased with the reception given this polish by the talking machine jobbers and dealers. The success of this product with the trade is indicated by the fact that a great majority of the dealers ordering samples are placing substantial initial and repeat orders.

In a chat with The World K. Sandhop, president of the company, stated that although Mirrolike is just being introduced to the talking machine industry, it is not a new polish, as it has been used extensively by the furniture trade for a number of years and has met with gratifying success. The company's business is steadily increasing and, according to the present plans of the executives, larger and more commodious quarters will be secured in order to increase the output to keep pace with existing demands.

DISTRIBUTION STEADILY INCREASES

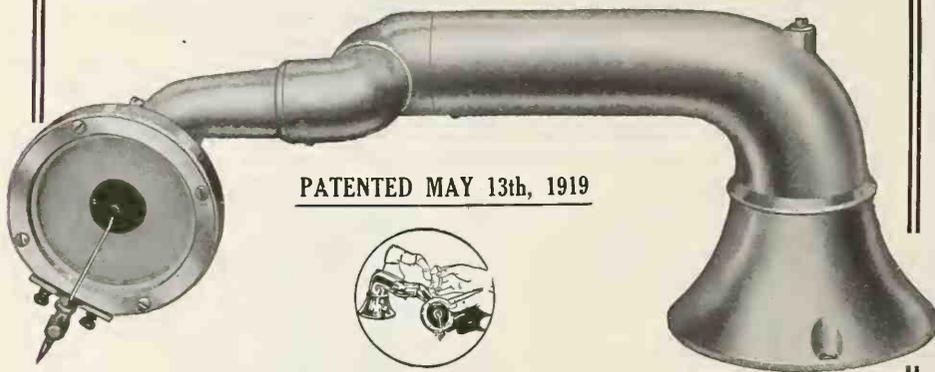
Over 2,000 Dealers Now Handling Bell Hood Semi-permanent Needles—Interesting Details

NEW HAVEN, CONN., May 2.—The distribution of the Bell Hood semi-permanent needle, made by the Bell Hood Needle Co., of this city, has increased remarkably during the last year. It is reported from the headquarters of the company that the list of dealers handling this needle has now passed the 2,000 mark and is growing larger each week. Distributing centers have also been established in important cities throughout the country. The sale of these needles has been materially enhanced through an attractive counter card for dealers' use, which is put out by the manufacturers. One Bell Hood dealer has written to the executive offices of the company telling of a house-to-house canvass he made in his locality solely on these needles. The results were particularly good, as was attested by the subsequent large order for more needles which followed the campaign.

INDIVIDUALITY IN YOUR PRODUCT WILL MEAN MORE SALES FOR YOU!

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

Equip Your Phonographs With EMPIRE UNIVERSAL TONE ARM and REPRODUCER



PATENTED MAY 13th, 1919

We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs

No. 1
Plays
only lateral
cut records.
Retail
at \$5.00



No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET

CLEVELAND, OHIO

FIRST OUT

THE SENSATIONAL NEW SONG
A WORLD HIT

NOW READY

Wire your
 requirements
 at once

MON HOMME

(MY MAN)

on **ODEON Records**

No. Od. 2038

This French song success has taken the whole of Europe by storm and is destined to beat all American records for popularity. A phenomenal sale will mark this HIT as the biggest sensation in the music trade of America.

American Odeon Corp.

100 West 21st St.

New York

STEADY BETTERMENT EVIDENT IN SAN FRANCISCO TRADE

Business Compares Favorably With 1919—Grand Opera Helps Record Sales—Association Discusses Live Topics—Kohler & Chase Expansion—Leading Dealers Make Interesting Reports

SAN FRANCISCO, CAL., May 5.—General business conditions on the Pacific Coast show an improvement this month, but the situation is still below normal. Conditions compare favorably with the year 1919, though they are by no means equal to last year. The demand for high-class merchandise is increasing and the people are turning more and more to standard products in all lines, it seems. The watchword of California is quality production—it may be that the people have begun to realize that quality merchandise is the most economical in the end. The very successful season of the Chicago Grand Opera Co. in San Francisco, just closed, created a vast amount of musical interest. The demand for opera records is strong and some of the leading dealers have run short of certain popular opera selections. Recent heavy frost in northern California has done great damage to fruit and other agricultural products, the loss of deciduous fruits being estimated at 25 per cent, still, in view of the need for quality fruit, the curtailment of production may not be unprofitable. The country districts have good prospects for the year, everything considered. There is more building going on in the State at present than at any time since the country entered the World War. The coming month should see a decided revival in business, judging by the many seasonal activities due at this time.

Important Matters Discussed by Association

The Music Trades Association of Northern California held its first monthly meeting since its organization at the Hotel St. Francis on the night of April 19. A dinner preceded the meeting and there were eighty-two members present. After the general meeting the executive committee held a private session. Resolutions were passed covering the subjects of sales, time limit on phonographs, credits and other matters pertaining to the business. The Association will adopt the progressive policies of merchandising which have been successfully tried out in the southern part of the State. The trade appears to be resolved to maintain a spirit of hearty and consistent co-operation.

James J. Black, of the Wiley B. Allen Co., is back in San Francisco after a visit to the company's interests in southern California. He found the talking machine and music business in a most encouraging condition.

Wiley B. Allen Renovations

The talking machine department of the Wiley B. Allen Co., San Francisco, is being entirely redecorated this month. The walls and woodwork are in old ivory. F. P. Corcoran, manager of the department, has been ill with the influenza for the past week or so and he is about to take a few weeks' rest in northern California.

Art Hickman Records Liked

The San Francisco office of the Columbia

Graphophone Co. reports a heavy demand for the new Art Hickman records, which are among the best jazz selections yet produced by this jazziest of jazz orchestra leaders. "Day Dreams" and "Siren of a Southern Sea" are two of the latest hits. Columbia machines have enjoyed a greatly increased demand since the reduction in price.

The Phonograph Studio, on Powell and O'Farrel streets, has taken on the line of Okch records in addition to the Columbia in this city and the sale of these is reported brisk.

Larger Kohler & Chase Quarters

The talking machine department of Kohler & Chase has outgrown its space on the ground floor of the building and had to be moved to more commodious quarters on the mezzanine floor. Several years ago the talking machine department was located here. Handsome new sound-proof demonstration rooms have been fitted up and in every way the department has been made attractive and convenient. A few models of machines are still shown on the main floor and there are frequent special window displays featuring talking machine merchandise.

Grand Opera Helps Edison Sales

The Edison Co. was represented by four great artists in the Chicago Grand Opera Company, which has just concluded a two-weeks' engagement in San Francisco. These are: Frida Hempel, Alessandro Bonci, Cyrena van Gordon and Virgilio Lazzari. Their Edison re-creations are in brisk demand at present.

Stalnaker & League, 212 East Main street, Turlock, Cal., have just been added to the ranks of exclusive Edison dealers.

R. E. MacMillan Appointed Manager

Ronald E. MacMillan, a former well-known newspaper man, has accepted the post as manager of the phonograph department of the Chico

Paint & Oil Co., Chico, Cal. This concern has doubled its store capacity and now has virtually two large stores, one of which is devoted entirely to the phonograph business.

Occupying New Building

The Smith Music Co., Vallejo, Cal., will move into a building across the street from the present store on Georgia street on June first. The new location is owned by Thomas Smith, proprietor of the concern. The Victor and Edison lines are carried. A special advertising campaign is about to be launched.

Brunswick Trade Expanding

Irving C. Franklin, district manager of the phonograph division of the Brunswick-Balke-Collender Co., in this city, says the demand for Brunswick records has grown steadily, so that now there is sometimes difficulty in keeping sufficient stock on hand in San Francisco. The special Mothers' Day advertising campaign recently launched by the company has struck a responsive chord in the Coast dealers and most of them have promised to co-operate in making the most of this propaganda. The Mothers' Day record bag and gift cards are attractive novelties which appeal to the trade.

Reports Improving Conditions

O. N. Rothlin, of the wholesale Victor department of Sherman, Clay & Co., has returned from a three-weeks' trip through Oregon and Washington. He found conditions in the North improving. There is prospect for a great activity in the lumber regions, after a long period of industrial lethargy.

Meyers With Hauschildt

C. A. Meyers, formerly manager of the talking machine department of the Consolidated Music Co. of Salt Lake City, has accepted the position of manager of the talking machine department of the Hauschildt Music Co., in this city. He succeeds E. Bodright.

The criticism of enemies is more valuable than the praises of friends, because friends desire only to gild our defects.



Emerson Ohio Company
 Ohio Distributors of
Emerson Phonographs and Records
 36 W State Street
 Columbus, Ohio

Needles, Albums, Cleaner Brushes, Delivery Bags, Stock Envelopes

Located in the centre of Ohio, with the best shipping facilities in the state, we are prepared to give Ohio dealers exceptional service.

We invite inquiries from progressive dealers desirous of securing a profitable line of Records, Phonographs and Accessories.

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
 60 Grand Street
 New York City

INCREASED EVIDENCE OF BUYING IN THE ST. LOUIS TRADE

Dealers Who Are Fighting Hard for Trade Are Getting It—Records More in Favor Than Machines—President LaPierre Disappears—New Victor Dealers—Silverstone Activity—News of Month

St. Louis, Mo., May 2.—The talking machine business in St. Louis and contiguous territory is considered satisfactory, in view of all existing circumstances. The retail movement of all kinds of machines is fair. Dealers are still buying cautiously and mostly for immediate needs. Distributors are not finding fault with this because they are confident that with the return of greater confidence the buying of the dealers will gradually come to a larger scale. Nobody complains about the record business. Sales are quite up to expectations.

The Stix, Baer & Fuller talking machine department is one place where there is no complaint about business. Manager F. J. Ennis says the April business is a 100 per cent improvement over the same month last year, on machines, and a little better than that on records. The sales of machines ranged from high-priced period designs to the cheapest. Last Saturday eighteen machines were sold. The Saturday before seventeen were sold. Another day thirteen were sold. Five sales a day is considered small. The department recently added the Brunswick line to its Victor and Sonora products now handled.

The retail department of the Silverstone Music Co. is another place where sales are better. Retail Manager Schlichter says the retail business is much improved over what it was thirty days ago. On one day recently four Chippendales, a Sheraton and a Heppelwhite were sold and four Chippendales and a Heppelwhite were

placed out, with every assurance of being sold.

Manager E. M. Morgan, of the Columbia Co., St. Louis branch, says that the March and April business, under the new prices, has been satisfactory, particularly in the country. Mr. Morgan made trips through southern Illinois and central Missouri late in the month.

"Siam Soo" has been sweeping this part of the country. When Manager Morgan, of the Columbia Co.'s St. Louis branch, was notified that 1,000 Soos had been sent to him he was about as near despair as such an optimistic person could get. That was three weeks ago. Now he is out of Soos and dealers are telegraphing for more and it gives him great joy to know that another shipment is on the way.

George E. Brightson, president of the Sonora Co., New York, was in St. Louis last week.

The Artophone Corp. is vacating the first, second and third floors of the building at 1103 Olive street to make room for the Shattering Music Co., which will move during the month from 910 Olive street and be ready to open in the new location June 1. The Artophone Corp. will occupy the fourth and fifth floors and do a wholesale business in Artophone and Kimball talking machines and Okeh records.

The Meinell Music Co. has opened for business at 4035 West Florissant avenue, where it will handle Artophone and Kimball machines and Okeh records.

R. W. Jackson, manager of the Brunswick St.

Louis branch, is back at his duties after spending three weeks in a hospital and undergoing two operations. He reports that the Mothers' Day plan of the Brunswick Co. is stimulating business and that the dealers are co-operating handsomely. He expects the record releases to be on time hereafter and says there is substantial improvement in the record business.

The Missouri Association of Retail Jewelers held its annual convention in St. Louis the last week in April. Many of the jewelers who attended handle talking machines and they took advantage of the opportunity to call on their distributors.

Mme. Galli-Curci's appearance recently in St. Louis was the inspiration for a clever announcement by the Kieselhorst Piano Co. Small cards, 3x4, giving the time and place of the concert and inviting the customer to hear her records, were fastened to the inner edge of the lid of each Victrola in the record-demonstrating rooms. Upon raising the lid to play a record the attention was drawn at once to the card. The evening's printed program held three full-page advertisements of exclusive Victor dealers.

The Koerber-Brenner Co. announces the opening of three exclusive Victor accounts in Illinois: The J. N. Johnson Co., of Mt. Vernon, opened its handsome department on April 1. It consists of four handsome booths in ivory and gray, with a lobby, record racks and service counter with every help for efficient service. Miss Grace Maxey is in charge. The second account is that of the Hindman Drug Co. at Benton, Ill. Mr. Hindman knows what the Victor can do, for he is proprietor of the Karr Drug Co. at Christopher, Ill., which has main-



**That Well-Known Trade Name
 In An Oplex Sign**

MOST of the well-known trade names of pianos and talking machines have been reproduced in the raised snow-white glass letters of an Oplex Electric Sign. Such a sign "ties" the manufacturer's national advertising right to your store.

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

Let us send you a sketch showing how YOUR Oplex Sign will look.

FLEXLUME SIGN COMPANY
 36 KAIL STREET
 BUFFALO, N. Y.

tained a successful Victor department for years. The Beuton store, here, held its formal opening on April 15 and 16. One of the prettiest departments in central Illinois is that of the West Frankfort House-Furnishing Co., of West Frankfort, Ill., which was opened to the public late in April. C. R. Thienes has spent over \$3,000 in the installing of a very modern department and is justly proud of it.

Frank L. Ray, traveling representative of the Connorized Music Roll Co., returned last week from a trip through Missouri, Illinois, Indiana and Kentucky. He had a good trip. Earl E. Fay, manager of the Connorized branch here, will go to the Chicago convention, accompanied by his wife.

Friends of J. B. Reid, formerly manager of the Columbia Graphophone Co. here, have heard with regret of his death at Bridgeport, Conn.

The Kieselhorst Piano Co., if it continues to advertise itself as "The Store with the Big Victor Dog," will be in danger of sending customers to a competitor. There are now two stores with big Victor dogs. Manager J. B. Moran, of the Wurlitzer Co., has one at the Wurlitzer store, across the street from the Kieselhorst store. Moran says his is an Irish setter and its name is Patsy. E. A. Kieselhorst says something about imitation being the sincerest flattery. His dog is standing pat and treating Patsy with silent contempt. He has a new coat of paint and a new collar of brown paint, which helps him to ignore the newcomer. Patsy, true to his patronymic, has had several skirmishes with the police. He is supposed to keep back of the building line, but that is too much like being peaceable and every once in a while he edges out on the sidewalk, where he can show his teeth to better advantage to that Kieselhorst dog across the street. Then a policeman comes along and pushes him back.

Talking machine men and piano men have been contributing to the St. Louis Symphony Society fund through a committee composed of P. E. Conroy, W. P. Chrisler, E. A. Kieselhorst and P. A. Lehman.

The Chamber of Commerce promotion of trade excursionists, who recently returned from an excursion to Mexico, had Vocalion music all the way there and all the way back. A machine was sent along by W. P. Chrisler, manager of the Aeolian Co. Instead of sending a lot of records with it he sent one Red Record to each of the excursionists. President W. F. Carter, in a letter from Mexico to Mr. Chrisler, told how much enjoyment the trippers had playing their records the first night on the train.

The Field-Lippman Piano Co. has disposed of its branches at Fort Worth, Dallas and San Antonio, Tex. G. H. Jackson will hereafter conduct the San Antonio store and Conkling & Grimes the Fort Worth store. The Dallas store will be continued as a wholesale establishment and collection office.

Arthur F. La Pierre, president of the Lyre-ola Manufacturing Co., against which bankruptcy proceedings are pending, and who was arrested on the charge of making a false affidavit in obtaining passports, jumped his \$2,500 bond and disappeared and is believed to have reached Italy. Alfred S. Bruno, of Chicago, receiver for the company, says La Pierre left debts aggregating \$135,000 or more, all but \$10,000 of which are company debts. The company owed various concerns about \$50,000 for material and merchandise, La Pierre sold his friends stock for \$45,000, which is now worthless, and the Franklin bank holds paper for \$30,000, secured only by \$2,500 worth of merchandise. The assets are only about \$8,500, including this merchandise.

With the approach of the less busy months many St. Louis Victor departments are reporting morning study hours. That of Scruggs, Vandervoort & Barney was recently addressed by Mr. Curtis, of their personnel department, and they are planning other interesting talks. The Kieselhorst Piano Co., manager and salespeople all meet at the first hour.

A prominent moving picture house of St. Louis recently asked a Victor dealer for literature containing information on overtures which

it might use in its programs. This same house is playing selections found on the Music Memory Contest list being used in the schools.

The Eight Famous Victor Artists gave a concert in Centralia, Ill., last month, where the entire house was sold out in two hours. Seats on the stage were arranged to capacity and many were turned away. Haussler Bros. managed the concert and sold the tickets in their newly carpeted and decorated Victor department.

SALES CONFERENCE IN KANSAS CITY

Edison Dealers Under Auspices of The Phonograph Co. of Kansas City Discuss Important Topics of Interest at Recent Meet

KANSAS CITY, Mo., May 4.—The Phonograph Co., of this city, exclusive Edison distributor, is quite pleased over the success of the recent sales conference of Edison dealers held in this city. Out of 250 dealerships in this zone, 150 dealers were personally represented while some dealers brought along as many as four salesmen.

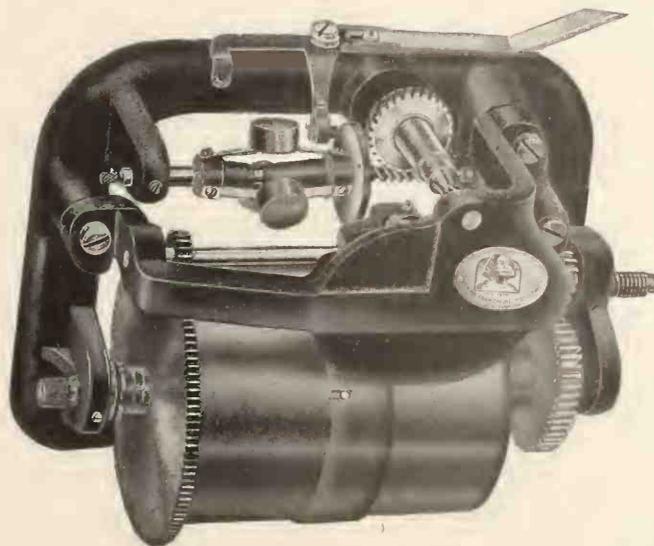
Wm. Maxwell, vice-president of Thos. A. Edi-

son, Inc., was the guest of honor and presided at the meeting. A new plan of financing the Edison business was presented, and a general plan of sales promotion for 1921 was outlined. There was a theatre party the first evening of the conference at the Orpheum Theatre, when Senor Friscoe appeared in his famous vaudeville act, playing in direct comparison with the New Edison. His tone-test was given a wonderful reception by the dealers. The second day of the conference luncheon was served to the dealers, and an informal business session followed. This session was thrown wide open and the dealers made valuable use of their time.

Speaking of the gathering, M. M. Blackman, manager of the Phonograph Co., remarked: "I do not believe there was a dealer but went home feeling that he was well repaid for the time spent at the sales meeting, for there were many new ideas and sales promotion plans developed that made the dealers feel a great deal differently toward the sales resistance period through which we are passing."

The dealers, by the way, were most appreciative of the courtesies of the Phonograph Co.

The SPHINX MOTOR



The only real advance in Phonograph Motor Construction

Better Designed
Better Built
Better in Operation

SPHINX GRAMOPHONE MOTORS, Inc.
21 EAST 40th STREET, NEW YORK



Melodious, New Fox-Trot Song

NOBODY'S BABY

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

DEALERS ARE NOT OVERSTOCKED

Sonora Jobber in Detroit Gives Optimistic Report—Dealers Expectantly Awaiting New Record—Magnavox Proving Very Popular

DETROIT, MICH., May 6.—In a recent chat with The World, C. L. Marshall, president of the C. L. Marshall Co., of this city, Michigan and Ohio distributor of the Sonora phonograph line, stated that sales during the past few weeks had been fully up to expectations and that the prospects for the future were very encouraging.

Mr. Marshall reported that Sonora dealers in this territory are not overstocked, and as yet are buying conservatively. The announcement that the Sonora Co. will produce a record has been met with enthusiasm and approval in this section of the country and the dealers are expectantly awaiting the new record. This company has also been exceptionally successful in the sale of the Magnavox, and one Sonora dealer advised Mr. Marshall a few days ago that he had achieved a 100 per cent increase in record business through the use of a Magnavox in his establishment.

A RECENT INCORPORATION

The Long Island Phonograph Co., Hempstead, L. I., has been incorporated with capital stock of \$55,000, by C. Rosenberg, R. R. Levy and E. Friberg.

NEW NEEDLE DISPLAY CASE

Columbia Dealer Service Department Announces Attractive Needle Counter Case—Has Many Sales Features That Appeal to Dealers

The Dealer Service department of the Columbia Graphophone Co. has just announced a Columbia needle counter display case which is one of the most practical and profitable dealer helps that have been offered to Columbia dealers for some time past.

This Columbia counter display case suggests needles to each and every purchaser who visits the dealer's establishment, as one section of the display case consists of a glass tray which can be used to give change to the customer, thereby drawing attention to the various types of needles on display. It has also a self-service case planned to induce the customers to sell themselves, and it emphasizes the five different styles of Columbia needles by the use of different colored packages. The new case is ideal for counter display, as it is of flat construction and will not hide other goods on display or get in the way of the sales people.

Referring to this new needle display case, the Dealer Service department of the Columbia Graphophone Co. sent out the following announcement:

"The case provides a convenient change receiver. Alongside your cash register or at your cashier's desk, it suggests that the customer take

a package or two of needles instead of equivalent change. The counter case measures 12¼ inches by 14¼ inches outside. Of stamped metal beautifully finished in Pullman imitation mahogany grain, lithographed in bright colors, the case has four compartments a trifle larger than the



Clever Display Case for Columbia Needles
regular carton which holds 5,000 needles, one each for a carton of the four styles of Columbia steel needles which readily drop into compartments without necessitating transfer of needle packages.

"The needle envelopes in their cartons stand vertically in compartments with the bright colored tops of the packages showing. Ranging side by side, the four compartments face the customer, corresponding with the reproduction of the envelopes lithographed on the face of the case in colors.

"The clear cast-glass change tray rests securely between the two groups of needles on display. Behind the tray is a small compartment for Columbia fibre needles. The Columbia case will prove an acceptable addition to the equipment of the finest shop. Round feet prevent scratching of counters."

STIMULATES RECORD SALES

A. W. Clapperton, of the sales staff of the New Orleans Columbia branch, recently spent a day assisting one of his dealers with a house-to-house drive, and as a grand climax to the day's campaign, which consisted of playing a Grafonola with a Magnavox in front of the store all day, they held a Grafonola dance at night which was attended by a large number of people.

Every person paid admission and received a program and souvenir tag. Upon return of the program and tag to the dealer the holder was entitled to one Columbia record. The admission fee was \$1.50, which entirely covered the cost of the hall and allowed the dealer the regular profit on the records which were distributed in this way.

It sounds like a mighty good stunt and we pass it along to other dealers, says the Columbia Record.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

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

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAHR & LANGE DRUG CO.
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- STREVELL-PATERSON HARDWARE CO.
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Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOOM
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
- 1500 South Boulevard, Charlotte, N. C.
- 630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & DUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. OYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

OKeh Records

June Bulletin

- 4320 { WHERE IS MY BOY TO-NIGHT?—(Sacred)
10-in. —Baritone with Orchestra Elliott Shaw
85c. FACE TO FACE—(Sacred)—Baritone with
Orchestra James Jordon
- 4313 { SWEET BELLS OF SAN JOSE—Trio with Or-
10-in. chestra Crescent Trio
85c. WANDERING HOME—Trio with Orchestra,
Crescent Trio
- 4314 { SOMEBODY'S MOTHER—Trio with Orchestra,
10-in. Crescent Trio
85c. THERE'S ONLY ONE PAL AFTER ALL—
Quartet with Orchestra Shannon Four
- 4318 { JELLY ROLL BLUES . . . The Norfolk Jazz Quartet
10-in. 85c. SOUTHERN JACK The Norfolk Jazz Quartet
- 4319 { WAY DOWN YONDER IN DE CORNFIELD,
10-in. Shannon Four
85c. ASLEEP IN THE DEEP—Bass with Orchestra,
Wilfred Glenn
- 4297 { SCANDINAVIA (Sing Dose Song and Make
10-in. Dose Music)—Contralto with Rega Orchestra,
85c. Anna Chandler
- REBECCA (Came Back From Mecca)—Tenor
with Rega Orchestra Billy Jones
- 4298 { O-HI-O (O-My! O!)—Baritone with Orchestra,
10-in. Jack Strouse
85c. OH! BOY (I Found the Baby for Me)—Tenor
with Orchestra Billy Jones
- 4303 { FOR SOMEBODY ELSE (You Let Me Go)—
10-in. Contralto with Rega Orchestra. Vaughn De Leath
85c. VAMPING ROSE—Contralto with Rega Or-
chestra Vaughn De Leath
- MIDSUMMER NIGHT'S DREAM—(Scherzo)
(Mendelssohn),
Henry Hadley's Symphony Orchestra
- 5004 { HYMN AND TRIUMPHAL MARCH (From
12-in. \$1.75 "Aida") . . Henry Hadley's Symphony Orchestra
- 4315 { THE HIGH SCHOOL CADETS—March,
10-in. Conway's Band
85c. AMONG COMRADES—March. . Conway's Band
- 4307 { HAWAIIAN BLUES—Instrumental Trio, Ha-
10-in. waiian Guitars and Marimba,
85c. Ferera-Franchini-Green
- DREAMY HAWAII—Waltz, Hawaiian Guitar
Duet Ferera-Franchini
- 4316 { THE BIRD AND THE SAXOPHONE—
10-in. Whistling Solo with Saxophone, Orchestra Ac-
85c. companiment,
Sibyl Sanderson Fagan-Nathan Glantz
- 4317 { THE BIRD AT THE WATERFALL—Whistling
10-in. Solo with Orchestra Sibyl Sanderson Fagan
85c. MUTT AND JEFF IN A SHOOTING GAL-
LERY Frank Kennedy and Company
- BRINGING UP FATHER IN THE LEAGUE OF
WIVES Frank Kennedy and Company

- 4299 { UNDERNEATH HAWAIIAN SKIES—Fox-trot,
10-in. Green Brothers' Novelty Band
85c. NAUGHTY HAWAII—Waltz,
Green Brothers' Novelty Band
- 4300 { ABSENCE—Fox-trot,
10-in. Erdody's Hotel Pennsylvania Orchestra
85c. MY DREAM ROSE—Fox-trot,
Erdody's Hotel Pennsylvania Orchestra
- 4301 { DEAR LITTLE ROSE GIRL (From Musical
10-in. Play, "The Rose Girl")—Waltz,
85c. Rega Dance Orchestra
- THERE COMES A SOME DAY (From Musical
Play, "The Rose Girl")—Fox-trot,
Markel's Orchestra
- 4302 { SCANDINAVIA (Sing Dose Song and Make
10-in. Dose Music)—Fox-trot,
85c. Joseph Samuels' Jazz Band
- I'M NOBODY'S BABY—Fox-trot,
Joseph Samuels' Jazz Band
- 4304 { WITHOUT YOU—Fox-trot,
10-in. Ray Miller's Black and White Melody Boys
85c. SANDMAN BLUES—Fox-trot,
Ray Miller's Black and White Melody Boys
- 4305 { YOU CAN'T KEEP A GOOD MAN DOWN—
10-in. Fox-trot Mamie Smith's Jazz Hounds
85c. BABY, YOU MADE ME FALL FOR YOU—
Fox-trot Mamie Smith's Jazz Hounds
- 4306 { PUSSY WILLOW WALTZES—Waltz,
10-in. Markel's Orchestra
85c. MELLO CELLO—Waltz (Incidental Cornet by
Abe Small) Rega Dance Orchestra
- 4308 { SUNSHINE—Fox-trot Markel's Orchestra
10-in. UNTIL WE PART—Fox-trot,
85c. Rega Dance Orchestra
- 4309 { HAPPINESS (I Find My Happiness, Dear, With
10-in. You)—Fox-trot Hager's Novelty Orchestra
85c. SNUGGLE—Fox-trot,
Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4310 { SIREN OF THE SOUTHERN SEA—Fox-trot,
10-in. Tim Brymn and His Black Devil Orchestra
85c. WANG WANG BLUES—Fox-trot,
Tim Brymn and His Black Devil Orchestra
- 4311 { STARS OF NORMANDY—Fox-trot,
10-in. Green Brothers' Novelty Band
85c. JAZZIN' THE CHIMES—Fox-trot,
Green Brothers' Novelty Band
- 4312 { I LIKE IT (Introducing, "Home Again Blues")—
10-in. Medley Fox-trot, Accordion Duet. Perry-Peppino
85c. LOVE IN LILAC TIME (Introducing, "Pretty
Miss Virginia")—Medley Waltz, Accordion
Duet Perry-Peppino

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.

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





The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., May 9.—One-third of the current year has passed and the optimistic man is saying that things might have been worse, though far from being what he would have liked. Still there was April, which was better with many houses than the same month of a year ago, and considerably better than the month before. When a man tells you that he did 25 or 30 per cent more business than in March it may or may not mean much, as percentage comparisons are not always what they seem to be on their face. Very few dealers in Boston or New England are overstocked with goods. They are buying pretty closely and in this way do not have a chance to accumulate machines, and machines are specified, for this situation scarcely applies to records, for with many houses there is a constant demand for the new and staple numbers. Just what May is to show is an open question. It is pointed out that the trade is on the edge of the normally quiet season, Summer, and that no special improvement need be looked for, that things will slump into the same monotony that always obtains during the warm weather and will not show any marked signs of revival until the Fall. All of which may be true, though history doesn't necessarily have to repeat itself.

Fred E. Mann Visits New York

Toward the middle of April Manager Fred E. Mann went over to New York to inspect the new quarters of the Columbia Co., in the Gotham National Bank Building, and he came home highly enthused over the arrangement. He says it is a great advantage to have both the administrative and executive departments housed under the one roof and he spoke especially of the admirable quarters devoted on the three upper floors to the recording laboratories, where this department now has twice as much floor space as formerly. Mr. Mann presided at the monthly meeting of the Boston sales organization, which was held both at the Columbia headquarters and at the City Club. The conditions reported from the territory under Manager Mann's supervision were better than for some time and business was reported as quite good, all things considered, except in some of the industrial centers, which have felt the strain of general conditions more

Steinert Service Serves

Have you made use of our Educational and Personal Service Bureau? Let us help you with Practical Store Ideas. Promotion of Educational Work in the Schools a Specialty. At your command—anywhere in New England.



An unsurpassed Record Stock enables us to give the New England Victor Dealer—most complete and quickest Record Shipments. Build up your Record Stock now—through our Back Order Record Service. Back Order Record Forms—sent on Request.

M. STEINERT & SONS

VICTOR WHOLESALERS

35 Arch Street :: :: :: :: :: Boston

than other places. One thing that pleases Mr. Mann is that there are more inquiries about the model store which is set up in the local headquarters and which is so carefully studied by dealers when they come to visit him. As it has been worked out here, it is all that its name implies, model, and there is every indication that it will not be long before a number of the dealers throughout New England will duplicate this model store, which has the booths of the Col-Van construction type.

Many Dealers to Attend Conventions

Not a few dealers from the New England territory will be present at the Chicago conventions

the second week in May, and Secretary William Merrill, of the New England Music Trade Association, has been working hard to get enough people to fill a special car, which will be attached to the Chicago Limited, leaving Boston on Saturday, May 7. Among the talking machine men who will be on that car are Harry Spencer, who handles the wholesale distribution of the Brunswick; John L. Cotter, secretary of the Hallet & Davis, which carries the Pathé; Charles S. Norris, the Tremont street talking machine dealer, and A. J. Cullen, of the Lansing Sales Co. There will also be several from outside Boston who plan to be in Chicago in time for the conventions.

Enthusiastic Over Recent Jobbers' Convention

One continues to hear echoes of the jobbers' convention here in Boston when the M. Steinert & Sons Co., the Oliver Ditson Co. and Eastern Co. were the splendid hosts. From distant points one hears about the much-appreciated entertainment that was handed out so generously. Several of the visitors who never before had been in Boston remained over for a few days in order to get better acquainted with Boston and its environs. Among these were Arthur A. Trostler, of Kansas City, secretary of the National Association; Frank Davison, of Columbus, O., and Fred Putnam, of Peoria, Ill.

Exhibits at Home Beautiful Exposition

The talking machine interests in this city did not go very extensively into the Home Beautiful Exposition which has just closed a two-weeks' session at Mechanics Building; but if one may judge by the popularity of this show there will be a bigger interest next year, for it is understood that already more than 75 per cent of the exhibitors have expressed a desire to be represented in a similar exhibition in 1922. The best exhibit was by the Henry W. Berry Co., which the public in Cambridge, Somerville and Waltham, where it has stores, knows as Berry's. Both Victors and Edisons in several styles, including period models, were shown in artistic surroundings, while the chief factor of interest was a large jar filled with talking machine needles, the number of which in said jar the public was asked to guess. This proved a very popular feature and the slips submitted will thus

(Continued on page 84)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

Are you working twice as hard?
Is your business ahead of last year?
Victor dealers who report "yes" prove that The Victrola rewards energy.
Keep pace with the changed conditions.
Eastern Service is right up to the minute.

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

give the Berry concern a large number of names which can be used to advantage later. It is announced that the exact number of needles in the jar will be made known on May 15 in one of the Boston daily papers. The entire exhibit was in charge of J. A. Daly, who was assisted by a staff of women. The first prize is a \$295 Chipendale model Edison, and the second a No. XI Victrola. The only other entrant was the M. Steinert & Sons Co., which has installed a handsome Victrola in a model cottage which was put up by the Gardenside Homes, Inc.

Novel Plan of Selling Records

Manager Wheatley as well as all the staff connected with the Vocalion was especially interested in a plan that was put forth with great success in town last week. The Filene employes (this is one of Boston's biggest specialty shops) put on a musical comedy called "Home Brew" at the Tremont Theatre, and there were four musical numbers, two fox-trots and two one-steps, which were recorded on a double-face Vocalion disc. They were among the most popular numbers of the play and these discs were for sale in the lobby of the theatre as the audience filed out and could also be heard on a Vocalion, which played them at the same time. So well did the audiences, for there were six of them during the week, enjoy these particular numbers that many of the records were sold following each performance.

Herbert W. Lund Returns From England

Herbert W. Lund, who has lately attached himself to the Tremont Talking Machine Co., was for eight months over in England and the Continent, whither he went primarily to visit his family, which lives just outside of London. While in England he made a study of talking machine conditions and it did not take him long to discover that the industry was only in its infancy in that country. One thing that Mr. Lund brought back with him as a cherished possession was a record of the choir in Westminster Abbey. Before going abroad Mr. Lund was connected with the Vocalion headquarters in Boylston street.

Moves to Handsome New Home

On the first of May Widener's Grafonola Shop moved from the building at the corner of Washington street and Temple place, where it had occupied quarters on the second floor for several years, to 23 West street, only a short distance away. Here a large ground floor has been tastefully arranged with eight booths done in ivory with furnishings of blue. The Columbia and the Granby machines will be carried as well as Columbia records, and special attention will be given to period models, to which the man-

HORTON-GALLO-CREAMER CO
NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

In Union there is strength.
 Let's work together on your selling problems.

ager, Fred L. MacNeil, has for some time been giving especial attention. Traveling through New England for the Widener shops will be William Sullivan and Frank Colahan, both experienced men in the talking machine business. Mr. Widener now operates shops in a number of places, including Springfield and Worcester, Mass., Hartford, New Haven and Bridgeport, Conn., New York City, Brooklyn, Philadelphia, Newark, N. J., St. Louis, and Indianapolis, Ind.

Looking for Big May Business

E. B. Shiddell, of the E. B. Shiddell Co., is now located in larger quarters at 142 Berkeley street, which is the same location he has been at for some time, only he has moved down one flight and into another section on the third floor of the building. Mr. Shiddell has taken on the Granby machine and lately he has signed up with as many as fifteen dealers throughout the New England territory. The prospects look good for a fine May business, that of April having shown up better than March. As Okeh

distributor Mr. Shiddell's concern has found a rapidly growing demand for this line of goods.

Soon to Become Benedict

Herbert Shoemaker's many friends in the talking machine trade will be glad to learn that he has included matrimony in his June itinerary. This able official of the Eastern Talking Machine Co. has just become engaged to Miss Dorothy Bacon, daughter of A. L. Bacon, of Arlington, the family being one of the oldest in this town. Mr. Shoemaker is a graduate of the University of Pennsylvania, class of '15. Their wedding will take place in June and be a very quiet one.

High Rents Deterrent to Business

Arthur C. Erisman, manager of the Grafonola Co. of New England, says that one of the greatest deterrents to better business in the talking machine industry has been increasing rents and numerous cases have been brought to his attention where payments have been stopped on machines or machines surrendered in cases



TWO POINTS OF CONTACT
BOSTON  **NEW YORK**

FOR DITSON SERVICE

Double service that is founded on successful experience in handling the problems of the retailer and proves of genuine assistance.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

VICTOR
EXCLUSIVELY

where homes have had to be given up for the time being. He believes if only a more normal condition in regard to the housing situation could be arrived at there would soon be an improvement in the talking machine business.

Grey Gull Records Opens Retail Store

The Grey Gull records may now be purchased in a downtown retail store which the house has opened on its own account. It is located at 111 Summer street in the heart of the retail section and just now the featured piece in the window is "A Rose in the Devil's Garden," sung by Sam Ash.

Feels Encouraged Over Outlook

Toward the middle of April Joseph Burke, of the Musical Supply & Equipment Co., was over in Connecticut studying the business situation in that State, particularly concerning the Sonora output. He found a better feeling of encouragement in those industrial centers which have been most affected by the general trade depression. Manager Burke has again with him Dick Keyes, who has been in another territory for some time past, but is now back working in New England in the interests of the Sonora. The new Etude model of the Sonora is making many friends in this territory, Mr. Burke says.

G. P. Donnelly on Motor Trip

George P. Donnelly, assistant to Manager Fred E. Mann, of the Columbia Co., spent Patriots' Day, a local holiday, in Portland, Me., whither he motored with his family. This not being a holiday in Maine, Mr. Donnelly was able to visit the trade in Portland and meet many of his old acquaintances.

Pathé in New England Territory

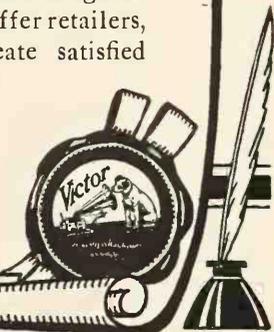
The Pathé bids fair to be widely represented in New England ere long, as Stephen Colahan, who is now traveling in the interests of this machine, is signing up a number of good dealers. Two lately added to the list are the Gibbs Piano Co. on Main street, Springfield, and the Blanche Furniture Co. at Arctic, R. I. Mr. Col-

Building More Sales for the Victor Dealer

We believe every time a dealer client of ours sells a Victrola, he can render a service to that customer which can soon be capitalized into three or four additional Victrola sales.

A feature of Cressey & Allen service to New England Victor dealers lies in the suggestions we offer retailers, whereby they can through service create satisfied owners of the type that pyramid future business—Try us.

CRESSEY & ALLEN
PORTLAND, MAINE



han is looking forward to a trip to Maine in the near future, at which time he hopes to close up some valuable connections for the Pathé.

Another Store for the United Co.

The United Talking Machine Co., with stores in Brockton, Mass.; Plymouth, Mass., and Wilimantic, Conn., has just purchased the ac-

count of Roemer's Music Store in Webster, Mass. This store will be devoted to the handling exclusively of Victor products as well as a line of pianos and other musical instruments. The new location will be in an up-to-date building, which is now being erected on Main street.

(Continued on page 86)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Brunswick Prestige the Direct Result of Brunswick Policies

FOR over seventy years the name of Brunswick has stood for quality in the product and integrity in the institution, and the reputation thus acquired is not to be lightly entrusted to the first comer.

For just as Brunswick factory standards are by far the most exacting in the phonograph business, so too Brunswick dealers must pass a most severe test of fitness.

They must show, by their standing in their own communities, by their business methods, by their grade of merchandise and class of patronage, that they are ready, able and willing to keep the Brunswick on the high plane where it rightfully belongs.

The Brunswick is a musical instrument in every sense and therefore the men who offer it to the public must be capable of fully understanding and appreciating this fundamental policy.

KRAFT-BATES & SPENCER, Inc., 1265 Boylston Street, BOSTON, MASS.
NEW ENGLAND DISTRIBUTORS

Steel Needles
Albums
Record Brushes
Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

and the store will be supplied with modern equipment. Samuel Smith will be transferred from the Willimantic, Conn., store to manage the store in Webster.

Kenneth Reed as Host

H. G. Russell, who travels through Connecticut and western Massachusetts in the interests of the Victor, was in Boston toward the latter part of April and was entertained by Kenneth Reed, wholesale representative of the Steinert Victor department, who, we may say, never does anything by halves.

Many Dealers Attend Conference

Among the Hallet & Davis salesmen handling the Pathé who were in attendance at the two days' conference held here early in April were R. O. Ainslie, wholesale manager for this machine; Stephen A. Colahan, of the sales force; R. B. Gibson, of the retail force, and A. J. Cullen and R. G. Lipp, of the Lansing Sales Co. On the evening of the first day of the conference the company attended a performance of "Honeydew" at the Majestic Theatre.

S. W. Sharmat & Son Incorporated

Among the latest concerns to be incorporated is that of S. W. Sharmat & Son, to deal in musical and electrical instruments. The con-

cern has been in business in Bromfield street for nearly two years and has handled the Vitrola and more recently the Regina. The capital stock is placed at \$50,000 and the incorporators are H. Leon Sharmat (the son), Samuel W. Sharmat (the father) and Kivey Rogers, all of Boston.

Experiences Spurt in Business

Plans are under way for a change in the interior arrangement of the C. C. Harvey Co.'s warehouses in Boylston street which will bring the talking machine department, where are carried the Brunswick, the Edison and Victor, from the second down to the ground floor. Manager Francis T. White, of the department, says there was quite a spurt in business for several days during April, which was most encouraging.

Indications of Business Betterment

Business with the Eastern Co. has remained about the same for several weeks, though there are good indications, according to Manager Shoemaker, that May will make a very good showing, as April did over March. Mr. Shoemaker plans to go over to the factory early this month on one of his periodic trips. Now that warmer weather is upon us he is planning for long spins on the Charles River and he has already been

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yuell.

out several times in his shell. Mr. Shoemaker is now the possessor of a Liberty car and this, too, is another source of recreation for him.

W. L. Brien Opens Store in Hudson

Walter L. Brien, proprietor of the Cochrane Pharmacy in Hudson, Mass., has lately opened an exclusive Columbia shop in Hudson square, where he has been doing a fine business ever since the day of opening. Mr. Brien has fitted the place very artistically and has installed one of the Columbia's model shops, which makes it one of the most up-to-date places to be found in any New England town. Miss Marjorie Atwood has been placed in charge and Mr. Brien is using the truck system to cover his territory, which means that he can come in touch with a great many people in a very short time.

A Visitor From Pittsfield

J. P. Middleton, head of Middleton's Music Shop in this place, paid a visit to Boston a fortnight or so ago and he especially interested Manager Fred E. Mann, of the Columbia Co. with his optimistic tales of business as he has found it in his territory. Mr. Middleton has a well-appointed store, exhibits his goods advantageously, has a competent and courteous staff of salespeople and is therefore able to show good results at the end of each month. With improving conditions Mr. Middleton expects to make a very good showing for the present year.

Announces Reduction in Price

The Lansing Sales Co., distributor of accessories and manufacturer of the Lansing khaki moving covers, has announced a reduction in prices in its moving cover line. This latest reduction brings its moving cover prices down to the level of pre-war figures.

Takes on the Victor Line

Reinherz Music Shop, Inc., has taken on the Victor agency for the Boston Grove Hall District, and has opened attractive quarters at 451 Blue Hill avenue. Mr. Reinherz of this company was formerly in the talking machine manufacturing business in New York, and expresses his pleasure at representing the Victor line, to which he will confine himself exclusively.

Original "Siam Soo" for Miss Severn

Quite an interesting event lately was the presentation of the original "Siam Soo" by Manager Fred E. Mann, of the Columbia Co., to Miss Margaret Severn, the young woman who dances with the Benda masks in the "Greenwich Village Follies," the presentation having been made while the company was playing in this city.

Realizing that Miss Severn wears the masks designed by W. T. Benda, famous American artist, officials of the Columbia Graphophone Co. believed that it was most desirable to present the original "Siam Soo" to Miss Severn. It was believed that Miss Severn, as the only dancer of note on the American stage who wears masks, would especially appreciate the original "Siam Soo," which is really a masked dancer. It is unnecessary to state that Miss Severn was more than delighted with the gift, which was quite an unusual one.

Engagement of Miss Hume

A. M. Hume, head of the A. M. Hume Music Co., a Victor distributor, and Mrs. Hume have announced the engagement of their daughter Miss Lois Hume, to Howard Chandler Paul. Miss Hume is a graduate of the McDuffie School in Springfield and Miss McClintock's School in Boston. Mr. Paul is connected with a local steel manufacturing concern.

Brunswick Demand Grows

The Brunswick wholesale distributing center, now at 1265 Boylston street, has found business picking up quite perceptibly these past few weeks and wherever Fred W. Walter, who is now considerably on the road, goes he finds a better feeling. One recent trip up to Maine was

IF!

If you sell EDISON, VICTOR, or COLUMBIA Phonographs, we say: *Send for our catalog right now!* Not just because **PERFECTION ATTACHMENTS** increase the value of your machines 50% by equipping them to play all of the best records. No—but—

Mind you, **PERFECTION ATTACHMENTS** do more than that. They actually sell those machines for you. How? Just put a **PERFECTION ATTACHMENT** on one of your machines—one you've been listening to day after day: Then listen once more. You'll whistle with happiness!

And that isn't all. Take a **PERFECTION ATTACHMENT** into your hands. Examine it. Man! There is workmanship to gladden the heart of any expert. In gold or nickel finish—the best you ever looked at.

Think what this means to your business. Think hard! Then spend two cents to bring our catalog. Two cents!

—One of the best investments you've made since you opened your shop!

"PERFECTION ATTACHMENTS" FOR EDISON, VICTOR AND COLUMBIA PHONOGRAPHS



PERFECTION Ball-Bearing
Tone Arm No. 4
Combined With No. 7 Reproducer

NEW ENGLAND TALKING MACHINE CO.

MANUFACTURERS

16 BEACH STREET

BOSTON, MASS.

Factory Representative

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

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size
43"x20"x23½"

\$6.50

large size
49"x23"x24¾"

\$7.35

extra large
52"x22½"x23½"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



Eliot and Warrenton Sts.
BOSTON, 11, MASS.

pleasantly productive of results and the same may be said of trips he has lately taken to Springfield, Worcester, Holyoke and other Massachusetts points. Mr. Walter reports a steady increase in Brunswick records, which, though comparatively new, are rapidly making a place for themselves.

To Write About the Brunswick

The Boston Post is one of a series of newspapers in New England which are running an advertising contest for which large cash prizes are offered. Among the various things that the contestants are allowed to write about is the Brunswick talking machine, an advertisement of which is included in a page of displays. Thus far several good ads have been made up.

Found Business Conditions Improving

J. W. Ellsworth, of the Puritan Co.'s local headquarters in Boylston street, is back home from a trip to the West, where he visited the two large concerns at Sheboygan and Port Washington, Wis., where the Puritan is made. He spent a short time in Chicago as well. Mr. Ellsworth says that he found a decided turn for

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

the better in general affairs in the Middle West and here in New England he is looking for an improvement shortly; in fact, it has already begun. Benjamin F. Drake, president of the Puritan Co., is devoting much of his time to the New England field and is meeting with good results, he says. William A. Anderson, who is a singer as well as a salesman, has been lately traveling with Mr. Drake in the New England territory, adding his voice to the music of the machine in demonstrating.

COLUMBIA MEN TO ORGANIZE

Plans Under Way Whereby the Columbia Dealers' Association of New England May Be Formed at an Early Date—Arthur C. Erisman Keenly Interested in This Development

BOSTON, MASS., May 5.—At last it looks as though there is to be a talking machine organization hereabouts, only according to present plans it will not be a joint body inclusive of all the dealers, but solely one of Columbia men. A general organization that might be all-inclusive has been suggested many times in these columns, but, while there have been a few energetic, enterprising men who would like to see such an organization, it has never got very far—in fact, never beyond the first meeting held at the Quincy House eight years or so ago when, thanks to William J. Fitzgerald, then the wholesale manager of the Eastern Talking Machine Co., nearly ninety members of the craft got together. There was great enthusiasm looking to the formation of a permanent organization. That was the first and last meeting, as it was impossible to again get a large group together.

This time the plan is to be tried out on a different scale. The father of the plan is Arthur C. Erisman, manager of the Grafonola Co. of New England, who hopes to get the Columbia men into a body to be called the Columbia

Dealers' Association of New England. As soon as sufficient responses are received he will call the first meeting, to be held at some Boston hotel. Mr. Erisman has had printed a circular which tells the whole association story in a concise manner. Its purpose is described as "to promote truth, honesty and fair dealing in business. It aims to eliminate such unfair practices in business as constitute 'unfair competition.' It aims to help, not to hinder, and to prevent rather than to cure." Thus it will start off with a distinctive purpose to mutually help those handling the Columbia product.

Mr. Erisman for some time past has felt there was a real need for such an organization, for there have been evils creeping into the business which tend to have a bad effect. He believes the most efficacious way in which these evils can be combated is through a strong body which shall stand for upright dealing. Mr. Erisman himself is temporary chairman on membership, and thus far he has been encouraged to believe that an influential organization can eventually be formed.

JOINS COMMONWEALTH CO.

C. E. Nisswanger, of New York, Latest Addition to That Organization

SPRINGFIELD, MASS., May 7.—C. E. Nisswanger, formerly assistant to M. Max, manager of the phonograph department of Gimbel Bros., New York department store, has joined the sales organization of the Commonwealth Phonograph Co., Pathé distributor, of this city. The Commonwealth Phonograph Co. reports the recent addition of several new dealers and makes the important announcement that it will shortly inaugurate a retail department of its business in this city. This new retail department has been formed in order to give the Pathé line additional high-class distribution in Springfield.



U-SAV-YOUR

(Reg. U. S. Pat. Off.)

VICTOR DEALERS, ATTENTION!

We have told you what U-Sav-Your Cleanser and Dressing will do. Now we will tell you what our plans are.

A NATIONAL CAMPAIGN will be started this Fall and 3,500,000 people will read our advertisements. Every ad will say, "Purchase from your Victor Dealer."

A beautiful box containing a 3½ oz. bottle, with cheese cloth and cotton flannel, will retail at 30c.; a large package, 50c.; yet no advance in cost to you.

Think this over a minute. The finest Cleanser and Dressing in the United States in a beautiful display box—and cloths free—with each package—and NATIONALLY advertised.

The public demands something that will not remain "sticky and oily," but will feed and polish at the same time.

U-Sav-Your is guaranteed to maintain the beautiful finish of the Victrola and other highly finished surfaces, or we refund the purchase price.

You should communicate with your jobber at once. If he will not supply you—write us.

A complete sample box will be mailed upon receipt of 30c. in stamps.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVENUE

WARREN, MASS.

An Overnight Success!



From Start to Finish Made in U. S. A.

Made in the U.S.A.

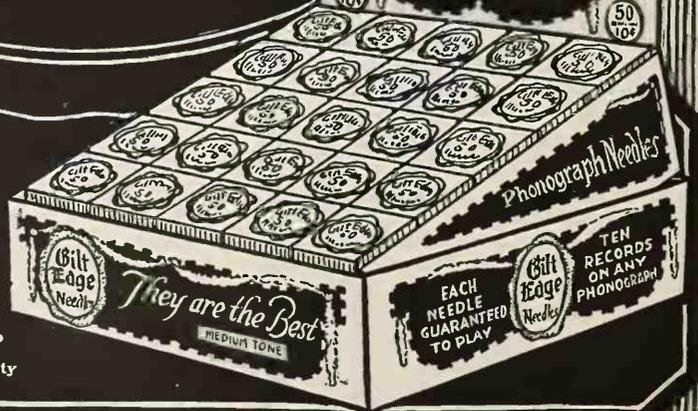
The base of a Gilt Edge Phonograph Needle is manufactured by the firm that made the first talking machine needle—the oldest and largest manufacturers of phonograph and talking machine needles in the world.

The finished product including the containers in which they are packed encounter foreign soil only when shipped for export.

The "Reflexo Secret"

The point of a Gilt Edge Needle is treated by an exclusive REFLEXO process which adds to the needle point a layer of soft material, that will not wear off until at least 3000 revolutions of a phonograph record have been made. The grain of the steel does not come in contact with the record grooves. By minimizing the friction and by eliminating the scratching, scraping sound, the chemical layer on the needle not only produces a more beautiful tone, but actually prolongs the life of the record.

Write for Samples and Prices



REFLEXO PRODUCTS CO., Inc.

347 FIFTH AVENUE

At 34th St. New York City Suite 1003

Canadian Distributors: The Musical Mdee. Sales Co., Toronto

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

Edwin Smalle, new Columbia tenor, sings two songs of sentiment of the sort that have set the crowd to singing ever since time began. "Mary and John" and "Nobody's Rose" are no temporary hits. Share Edwin Smalle's success from the start. A-3394.

Columbia Graphophone Co.
NEW YORK



EDISON DEALERS MEET IN ST. LOUIS

Retailers of That District Enjoy a Most Successful Business Convention

St. Louis, Mo., May 2.—A very successful convention of Edison dealers was held Monday, April 25, at the Statler Hotel. Dealers from St. Louis and from Missouri, Illinois, Arkansas, Tennessee and Kentucky were guests of the Silverstone Music Co. The delegates met at 9 a. m. at the Silverstone store, where they registered and received badges, which were in the form of records bearing the likeness of Thomas A. Edison. The meeting at the Statler began at 10:15, when Mark Silverstone, president of the Silverstone Co., introduced T. J. Leonard, general sales manager of Thos. A. Edison, Inc., who acted as chairman. Mr. Leonard spoke on "Sales Propositions." C. Durham, of Duquoin, Ill., read a paper on "Tone Test." George M. Nichols, of Plymouth, Ill., spoke on "Trucks and Canvassing." H. W. Heinsfurter, of the Silverstone Co., told how to give a recreation concert and mood change party.

At the afternoon session A. F. Odell, of Quincy, Ill., gave an address on "How to Judge a Phonograph." L. M. Schlude, of the Silverstone Co., explained how to demonstrate the turntable. J. W. Scott, general Amberola supervisor, talked on "Amberolas." Fred W. Pilcher, of Mexico, Mo., discussed "Artists." J. J. Callahan, general superintendent of the Edison Co., told the dealers how to finance their Edison business. A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Dallas, Tex., spoke on "The Edison Phonograph as a Valuable Asset." H. W. Heinsfurter discussed "The Psychology of Salesmanship."

Subjects for discussion, designated as "Propositions," included advertising, tone-test, trucks and canvassing, re-creation concerts, sales aid service, Edison window display, the turntable, Amberolas, artists, "Along Broadway," miscellaneous merchandise, composers and artists, general circularizing and printed matter, and there was a question box. Tone-tests were given by Vernon Dalhart, singer, and Miss Hood, violinist, and Miss Katherine DeVine, whistler.

There were about 175 guests at the banquet. There were surprises and novel features. The men entered through a very fair representation of hades, where they were handled by demons and shot down a chute into the banquet hall, where

they were fitted out with caps and horns. The women entered through a representation of heaven and were given a more or less heavenly head dress.

Among the dealers who attended the convention were: Joe L. Moseley, Montgomery City, Mo.; J. H. Shook, Batesville, Ark.; J. F. Rees and wife, Wellsville, Mo.; John J. Gaffner and wife, St. Jacob, Ill. S. B. Hicks, Mt. Vernon, Ill.; G. W. Baker, Loami, Ill.; John Edwards, Loami, Ill.; J. F. Baker, Williamsville, Ill.; C. A. Hueter and wife, Greenville, Ill.; Geo. M. Nichols, Plymouth, Ill.; Joyce E. Robbins, Plymouth, Ill.; D. E. Guthrie, Raymond, Ill.; C. Durham, DuQuoin, Ill.; Wm. Hobson, Greenfield, Ill.; Louis N. Rost, Macomb, Ill.; W. W. Gardner,

Quincy, Ill.; H. M. Salyer, Quincy, Ill.; A. F. Odell, Quincy, Ill.; C. W. Slaybaugh, Taylorville, Ill.; C. W. Slaybaugh, Jr., Taylorville, Ill.; W. A. Zeitler, St. Louis, Mo.; Claude Leyerle, St. Louis, Mo.; Mr. and Mrs. John D. Barthel, St. Louis, Mo.; J. R. Spicer, Paris, Tenn.; William Widdersheim, Strasburg, Ill.; W. G. Shelton, New York; Wm. A. Huebel, Cape Girardeau, Mo.; Geo. P. McLain, Cape Girardeau, Mo.; F. Sigman and wife, Flat River, Mo.; Miss Vergie Black, Flat River, Mo.; Miss Addie Kleinschmidt, St. Louis, Mo.; Fred A. Kuhlmann, St. Louis, Mo.; Miss Zula Bunch, Helena, Ark.; T. J. Price, Belleville, Ill.; E. W. Paro, Belleville, Ill.; E. L. Jacoby and wife, Alton, Ill.; Jas. P. Brown, Hillsboro, Ill.; Chas. Samson, Carroll-



Banquet of the Edison Dealers at the Hotel Statler, St. Louis

Macomb, Ill.; R. J. Cunningham and wife, Flora, Ill.; M. J. Blythe, Hopkinsville, Ky.; Robert P. Gannon, Hillsboro, Ill.; H. C. Turner, Hillsboro, Ill.; J. A. Sterling, Jefferson City, Mo.; A. E. Baumann, Washington, Mo.; P. C. Allen and wife, Pittsfield, Ill.; H. E. McDonald and wife, Greenville, Ill.; W. H. Jahn, Pacific, Mo.; R. N. Monaghan and wife, Gillespie, Ill.; J. L. Bradley, Sullivan, Mo.; D. G. Garrison, Marion, Ill.; P. W. Ballance, Marion, Ill.; Fred W. Pilcher, Mexico, Mo.; R. S. Moore, Mexico, Mo.; R. A. Emons, Marissa, Ill.; Lee Reid, Newport, Ark.; Z. B. Reid, Newport, Ark.; Louis C. Schooler, Centralia, Mo.; John Prada, Paris, Mo.; Russell M. Simpson, Taylorville, Ill.; Albert Hainsfurter and wife, Winchester, Ill.; Geo. B. Reed, Poplar Bluff, Mo.; J. O. Robnett, Columbia, Mo.; L. Perigo, Granite City, Ill.; F. H. Feraud, Granite City, Ill.; Ethel McReynolds, Granite City, Ill.; Ralph O. Johns, Granite City, Ill.; L. E. Dossie, Mt. Vernon, Ill.; Albert Bassett, Centralia, Ill.; Joe M. Cirricione, Hannibal, Mo.; C. P. Salyer

ton, Ill.; J. Fikuart and wife, Frankford, Mo.; M. Lowenstein and wife, White Hall, Ill.; H. C. Borlin and wife, Carrollton, Ill.; H. Brady, Jacksonville, Ill.; Mr. Hetherington, Harrisburg, Ill.; L. L. Lefler and wife, Hayti, Mo.; J. Duesenberg, St. Louis, Mo.; Hugo Duesenberg, St. Louis, Mo.; Mr. Dolithit, Shelbyville, Ill.; Lyman Steele, Jackson, Mo.; O. J. Falk, Bowling Green, Mo.; Paul Yates and wife, Bowling Green, Mo.; Harold Watson, Mt. Vernou, Ill. A good time was had by all.

NEW MUSIC SHOP IN PEORIA

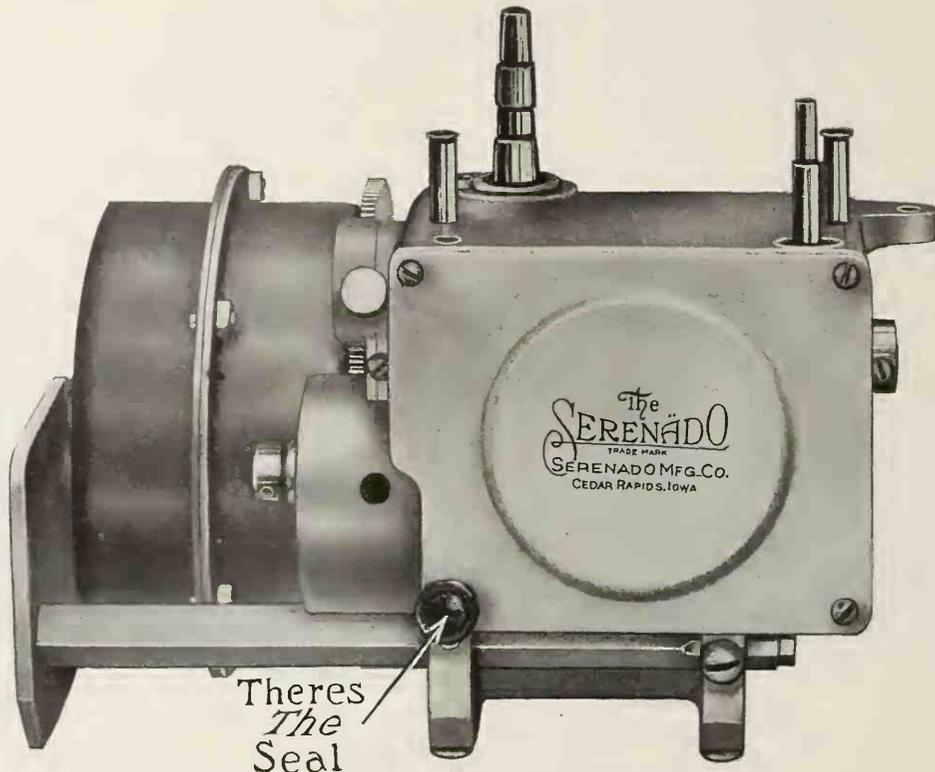
Peoria, Ill., has a new music shop capitalized at \$30,000, in which Russell L. Stutzman, formerly of Bloomington, is interested. The newly formed organization takes over the C. E. Wheelock & Co.'s Victrola department. The main floor of the storeroom, which was formerly occupied by the latter concern, will be used by the new firm.

RECORD Delivery Envelopes at Pre-war Prices; Extra-heavy Kraft at \$8.25 per thousand for 10-inch; \$9.50 for 12-inch, Security Fasteners included.—The Lewis C. Frank Corp., 1202 Dime Bank Bldg., Detroit, Mich.

The
SERENADO
TRADE MARK
 SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

A MOTOR WORTHY OF ITS GUARANTEE



There's
The
 Seal

THE GOODNESS — SEALED IN THE TROUBLES — SEALED OUT

GUARANTEE:— The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.
 SERENADO MFG. CO.

SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

TRADE SHOWS A STEADY BETTERMENT IN INDIANAPOLIS

Outlook Bright, Says Herdman—Columbia Activities—Music Memory Contest Popular—Krausgill Co.'s Big Campaign—Mothers' Day Brunswick Hit—Stewart's Victrola Sales to Schools

INDIANAPOLIS, IND., May 7.—C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says that in the last ten days his department has received more inquiries than in any similar period during the year. The outlook, he says, is exceptionally bright. He accounts for this partly by the fact that a week's formal opening was held to acquaint the public with the fact that the Brunswick had been added to the list of machines and records carried by the firm. The week resulted in satisfactory sales of Brunswick phonographs, he says, particularly of the \$250 type.

Tells of Improved Business

Business is picking up for the Columbia Grafonola, according to W. G. Wilson, of Widener's Grafonola shops. He says the record business has fallen off somewhat, but in his estimation the outlook for both machines and records is brighter than it has been since January.

F. L. Scott, manager of the district branch of the Columbia Co., made a trip over the territory the latter part of April, giving particular attention to Evansville and Louisville. He says conditions are improving. Fashion shows at Louisville and at Owensboro, Ky., did much to stimulate talking machine sales in those cities, he reports. Ben Loventhal, manager of the Louisville Music Co., Columbia dealer, added 1,200 names to his mailing list during the Louisville show by distributing cards on which those interested in buying a talking machine were requested to write their names and addresses. A package of needles was given to each one so doing.

Robert Porter, of New York, field sales manager of the Columbia Co., spent the day with Mr. Scott April 28. Another visitor during the month was F. C. Schyler, manager of the International record department for the Indianapolis, Cincinnati and St. Louis districts.

Opens New Columbia Store

C. J. Easley, of Clay City, Ind., has opened a new Columbia store. While in Indianapolis buying stock Mr. Easley reported business conditions around Clay City to be satisfactory, with indications of an early return to normal.

W. C. Mossbarger, of Louisville, Columbia salesman traveling out of Evansville, was called to his home the last week in April on account of serious injuries suffered by his wife and infant son in an automobile accident. At the last report Mrs. Mossbarger was well on the road to recovery, but the child was not expected to live.

Business thus far this year has fallen far below business done in the corresponding period of last year, according to O. C. Maurer, manager of the talking machine department of the Kiefer-Stewart Drug Co., Sonora distributor for Indiana. He is not anticipating much improvement before the latter part of the Summer.

Appearing before one of the largest audiences that ever attended a musical event in Indianapolis, Giovanni Martinelli, famous Victor tenor, sang at the Murat Theatre Easter Sunday, under the auspices of the Marion County Council of the American Legion.

Holding Music Memory Contest

As an example of what some dealers are doing toward creating a desire for better music the following letter is printed. It was sent out by the Reeservice Music Co., Victor dealer in Cambridge City, Ind. This letter contained a list of fifty records and the names of their composers:

"This is to announce our plan for holding a music memory contest at 7.45 p. m., May 12, 1921, in the Community Hall. Separate awards will be made to school pupils and outsiders. All are eligible to prizes excepting professional musicians, who, however, may participate. Selections of music to be used will be chosen from the attached list. Contestants will be required to write the name of the composition and the composer. Those presenting the most correct lists will be given prizes as follows:

"To school pupils, including those of seventh grade and over: First prize, \$5 in cash; second prize, \$3 in merchandise; third prize, \$2 in merchandise. To outsiders: First prize, \$5 in merchandise; second prize, \$3 in merchandise; third prize, \$2 in merchandise. Study the list and be with us on the contest night."

Demand From Public Schools

The Stewart Talking Machine Co., Victor distributor, reports considerable activity in the sale of Victrola IV's and VI's to public schools throughout this territory during the present term.

Krausgill Piano Co.'s Great Campaign

Results of an extensive direct-by-mail campaign, started by the Krausgill Piano Co., Victor dealer of Louisville, Ky., are being awaited with much interest among dealers in this territory.

A list of ten thousand names of people in the Louisville territory is being used in the distribution of three strong selling letters, each of which carries one or two colored postcards representing some particular feature of the beautiful Krausgill store.

Walter H. Shackleton, manager of the Victrola department of the store, has displayed much originality in different avenues of publicity. One of his most picturesque inaugurations has been monthly concerts of new Victor records by wireless. One of the Louisville newspapers had this to say about Mr. Shackleton's demonstration of one month's records:

"Girls, boys and grown-ups at nearly a hundred wireless stations of the Falls Cities heard a Victrola concert given from the wireless telephone sending station at the H. C. Tafel Electric Co., 236 West Jefferson street, last night.

"From the large station at the Big Six Garage, Third and Breckinridge streets, to the high-school boy out in the West End who laboriously ticked off with a spark coil that he 'must quit

Stewart

Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company



Indianapolis

to study his lessons,' responses came when William Allman, operator, asked how the music sounded.

"The Krausgill Piano Co., which furnished the new records of the month, in advertisements yesterday morning advised all amateur operators of the concert, giving the wave length.

"Answers were sent last night to the Tafel station by telegraph. Stations with a long sending radius were heard very distinctly.

"One girl, who did not give her name, called over the telephone to say she heard the concert. Stations in the Highlands, one in New Albany and others in Portland, South Louisville and Jeffersonville reported by wireless that they heard the music.

"Monthly concerts, with records just released, will be a permanent program, W. H. Shackleton,
(Continued on page 92)

\$12.00
to dealers
as long as
they last.

If you have Victor IX's in stock, get these UDELL cabinets, number 1410, to move them. Priced at \$12.00 to the trade, there is a good profit here for you.

With patented hinged rim; 32 in. high; 19½ in. wide; 23¼ in. deep. Mahogany or quartered oak.

Wire your order our expense.



As good bargains in UDELL cabinets for Victrola IV, VI and VIII as for the Victrola IX.

The UDELL WORKS

Indianapolis, 1254 West 28th Street

NEW MELODY BALLAD SUCCESS

The Rose I Call Sweetheart

*The Fairest Rose in
The Garden of Songs*



*"You can't go wrong
with any Feist Song"*

BETTER TRADE IN INDIANAPOLIS

(Continued from page 91)

of the Krausgill Piano Co., said last night. A large number of people assembled at the larger amateur stations during the concert, which lasted from 8 to 10 o'clock."

How Barringer Interests the Public

Believing that if he can create a name for maintaining a clearing house on musical information it will not be long until he can also win the greater share of the music trade, W. S. Barringer, who opened a splendid new Victrola shop in Kokomo, Ind., a few months ago, maintains a large bulletin in a prominent part of his sales-room on which a calendar of musical events in Kokomo for the week is displayed. He advertises his store as "Musical Headquarters."

"Reports throughout our territory indicate to us there is plenty of business for the dealer who is on his toes, who isn't afraid to work, and work hard, and who goes out and gets it," says H. G. Anderson, general sales manager of the Kipp Phonograph Co., Edison distributor. "With fewer buyers of phonographs in the market it's up to the dealer to do more selling. The dealer who is overcoming sales resistance is the one who has brushed up on his salesmanship, has refused to take 'no' for an answer and has gone out after the business.

"We find the dealers who are taking advantage of the wonderful sales helps offered by the Edison Laboratories to be reaping some very excellent results. Our dealers have taken to the Mood Chart Party idea in a fine manner and the parties are bringing them some splendid returns."

"Mothers' Day" Helped Brunswick Sales

Special advertising for "Mothers' Day" stimulated sales in Brunswick machines and records, according to C. A. Grossart, of the Brunswick Shop. He says prospects are beginning to come in more steadily and business is surely picking up, particularly in records.

Manager Burr, of the talking machine department of the Brunswick-Balke-Collender Co., reports that the "Mothers' Day" advertising was taken up by all Brunswick dealers in the territory and that most of them report the formation of clubs.

A representative of Jensen Bros., Brunswick dealers of Terre Haute, was a visitor with Mr. Burr during the month and reported general

business conditions much improved in Terre Haute. A similar report came from George X. Bender, Brunswick dealer of North Manchester.

Edison Mood Chart Parties Popular

W. O. Hopkins, of the Edison Shop, expresses enthusiasm over the results of Mood Chart Parties that have been given by his salesmen. Sales have been materially increased by them, he says, and the salesmen have learned to view the prospects for future business more optimistically. Mr. Hopkins believes business conditions have improved much during the last month. He says he believes the biggest incentive to good salesmanship at the present time is the Chicago Tribune slogan, "1921 Will Reward Fighters," which slogan the paper has now altered to read, "1921 Is Rewarding Fighters."

Pathé Dealers Pleased Over Proposals

C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., wholesale distributors, reports "spotted" business conditions in the territory. Some of the dealers, he says, are enthusiastic over prospects while others see little hope of many sales for several months.

Frank H. Brown & Co., of Logansport, have opened a branch store at Rochester to deal in pianos and Pathé talking machines. E. O. Collins, of Franklin, has taken on a Pathé contract. He is also a Victor dealer.

Latona Co. Organized in Fort Wayne

The Latona Talking Machine Co., of Fort Wayne, has been incorporated with a capital stock of \$100,000. The incorporators are: Thomas G. Grimwood, John S. Scott and Oscar Grimwood. Thomas and Oscar Grimwood are in the talking machine business now, with offices at 104 Lower First street. The new company will manufacture furniture, including cabinet talking machines, floor lamps, cedar chests, chairs and stools. They will do a wholesale and retail business.

Watching the Buying Trend

"It has been interesting," says E. H. Jarrard, manager of the talking machine department of the Capital Paper Co., distributor of Kimball talking machines, "to watch the trend of the public in buying talking machines. When the slump occurred last December our dealers everywhere seemed to feel that only low-priced models would sell. However, the Kimball Co.'s sixty-three years' continuous emphasis on quality seemed to tell, with the result that a large proportion of our sales continued to be in the

medium and higher-priced models. The greatest business stimulant to our business was the Kimball announcement that prices would not decline and the accompanying announcement of a price guarantee. Talking machine sales are now fast approaching normal."

Large Trade for First Quarter of Year

Business for the first quarter of this year was larger than for the corresponding quarter of last year, says T. W. Heudricks, manager of the talking machine department of the Pearson Piano Co. The last week of April he featured children's records, with the result that sales of Victor educational records and the small Victor machines were largely increased. Sale of records in April was short of the preceding months of the year, he says. In one week during the month he sold seven Chippendale Edison machines.

ISSUE NEW VEST-POCKET CATALOG

Buegeleisen & Jacobson, New York, Issue Convenient Catalog of Musical Merchandise

Buegeleisen & Jacobson, musical merchandise wholesalers, New York, have just issued a vest-pocket catalog of their musical merchandise. This original departure from the large-size catalog was evolved to relieve the dealer of the annoyance of leaving a prospective customer to consult a catalog kept elsewhere in the warehouse. It makes it possible for the dealer to carry around a full list in his vest pocket at all times.

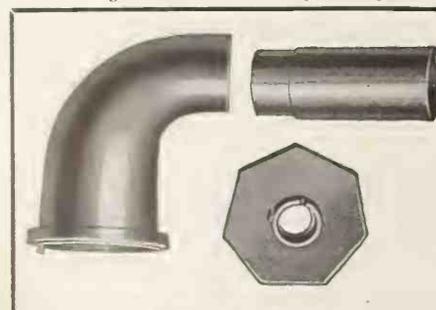
The vest-pocket price list, which is of the convenient size of 6x3 in., contains descriptions and prices of every number in the regular catalog No. 103. In the column at the left of each item is a space left for a notation. The center pages of the vest-pocket price list contain complete instructions for using the booklet in connection with the complete catalog.

According to the announcement it can be used "when behind the counter, for quick reference as to numbers and prices; when busy during the day, to check items you wish to order later; as a quick and ready guide in making up all orders; as an order blank. Mark the quantities wanted in the margin. Send in the booklet and another will be mailed to you in return."

HOLD FIRST CREDITORS MEETING

OMAHA, NEB., May 11.—The first meeting of the creditors of the Cathedral Phonograph Co., which was recently adjudged a bankrupt, was held this morning in the Securities Building, this city, and steps were taken for the appointment of a trustee and other business of importance was transacted. Full details regarding this meeting will be announced in a few days.

The art of success consists in making people change their minds. It is this power that makes the efficient lawyer, grocer, politician or preacher.



Exclusive and better methods are making phono-parts with better finish

HAVE THEM SUPERCAST

Dependable  Economical

The Superior Die Casting Co.
Cleveland, O.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., May 7, 1921.—The month of April, on the whole, was a satisfactory month to the dealer and the jobber in talking machines. Business has shown a steady trend toward betterment. The methods used in advertising talking machines have, however, come in for criticism. The sort of publicity employed is not going to be of any very great advantage to the future of the trade, for the dealers are showing an inclination to drift back to the old pre-war prices and the old pre-war methods of competition, which deservedly came in for considerable opposition.

It would be most unfortunate if the retail trade again adopted the methods that were in vogue in 1914 and for some years previous to that. Yet there are dealers who, in their eagerness for business, grasp at the old dollar-down and dollar-when-you-can-get-it methods which degrade rather than uplift the industry. There is certainly need for an association of talking machine dealers in this city for the purpose of meeting, discussing and pointing out the evils of such a course. And, yet, it is doubtful whether an association would be effective, for our local merchants do not seem inclined to live up to the rulings of an association.

Some time ago, after a series of meetings, it was decided that the dealers here should charge interest on deferred payments. All the leading firms signed an agreement to that effect, but this agreement seems now not to have been worth the paper upon which it was written, for the policy was broken by several of the dealers, and finally it was agreed that the dealers were not honest enough to live up to their signature, so they called off the interest proposition and to-day all the firms are advertising no

interest will be charged on deferred payments.

Weymann & Son Tell of Progress

The Victor dealers in Philadelphia are in most excellent shape to-day, the jobbers being able to give them all the machines they want, and to supply records almost on the 100 per cent basis. H. W. Weymann, of H. A. Weymann & Son, recently in speaking on the Victor talking machine situation said: "Our stock of 4s, 6s, 11s of various finishes, and 14s, are gradually diminishing as orders have come in from dealers from all over our territory for these types of Victrolas, and our trade is appreciating the fact that we have been able to make deliveries almost the same day the orders were received. There is also a noticeable increase in the allotment of Victor records which we are receiving from the factory. Few of these, however, have been able to find their way to our shelves, due to the great demand for them."

A Busy Columbia Month

April was a most active month at the Columbia's distributing headquarters at Sixth and Filbert streets. On April 21 the Girls' Club of the Columbia was entertained at the Hotel Walton by John Taylor, who was Columbia's former city salesman, and is now assistant manager of the hotel.

The Columbia Co. reports that its business showed considerable stimulation following the reduction in prices of Grafonolas. Manager Cummin has been covering every section of the firm's customers during the month of April and was present at the Snyder Music Co.'s opening at Wilkes-Barre, referred to elsewhere.

Among the Columbia visitors were Robert Porter, field sales manager, and O. F. Benz, of the executive offices. On April 23 there was a

sales meeting at the headquarters here, which was attended by all the salesmen in the district, at which sales plans for the month of May were discussed.

Big Orders for Penn Phonograph Co.

The Penn Phonograph Co. enjoyed a good business during the past month. It has taken the sales rights of the new repair cabinet made by the Unit Construction Co. and has notified all its customers of this wonderfully complete new cabinet, with the result that many dealers have called at the Penn house to examine the new cabinet and many have left their orders. The prices of these cabinets will be increased considerably after May 15, and the Penn Co. has notified its trade to that effect.

The Penn Co. has been receiving orders for the Penn Victor Dogs in large numbers recently. Among those dealers who ordered 500 or more dogs were: W. M. Whitney Co., of Albany, N. Y., 500; England Brothers, Pittsfield, Mass., 500; A. Steiger & Co., Holyoke, Mass., 500; and Ludwig & Co., Springfield, Mass., 1000, all orders received through the New York Talking Machine Co.; J. W. Rowlands Co., Lima, Ohio, 500; Lasalle & Koch, Toledo, Ohio, 500, through the Toledo Talking Machine Co.; The Greenstone Talking Machine Shop and the Ashland Talking Machine Shop, both of Chicago, each ordering 500 dogs through the Chicago Talking Machine Co.; the Bry-Block-Mere Co., Memphis, Tenn., 500, through Philip Werlein, of New Orleans; Economy Furniture Co., 500, Bloomsburg, Pa., through C. J. Heppe & Son; the A. B. Clinton Co., New Haven, Conn., 500, through the Horton-Gallo-Creamer Co., New Haven; W. H. Reynolds, of Mobile, Ala.

(Continued on page 95)

Put Spikes in Your Chair —and Work

Many Victor dealers "feel" the "buyers' strike" by increasing their sales!

The weeding of the weak lines enlarges your prospect list, and with Victrolas available through Buehn Service, your sales must grow.

So spade your sales ground carefully; keep digging and digging, so that your summer sales of Victrolas and Victor Records will gain. Then harvest your Fall prospects with a swoop.

Through our sincerity in handling the shortage situation we believe Buehn Service has the good will of all its clients, and our suggestions of today can be profitably followed with the assurance of our close co-operation.



THE LOUIS BUEHN COMPANY
VICTOR DISTRIBUTORS
PHILADELPHIA



PLAY BALL!

Is the cry in every city, town and village all over the land today.

The baseball season affords every Victor dealer an opportunity to make an exceptional window display and with the use of the Penn-Victor dogs representing the contending teams attract great crowds to his window.

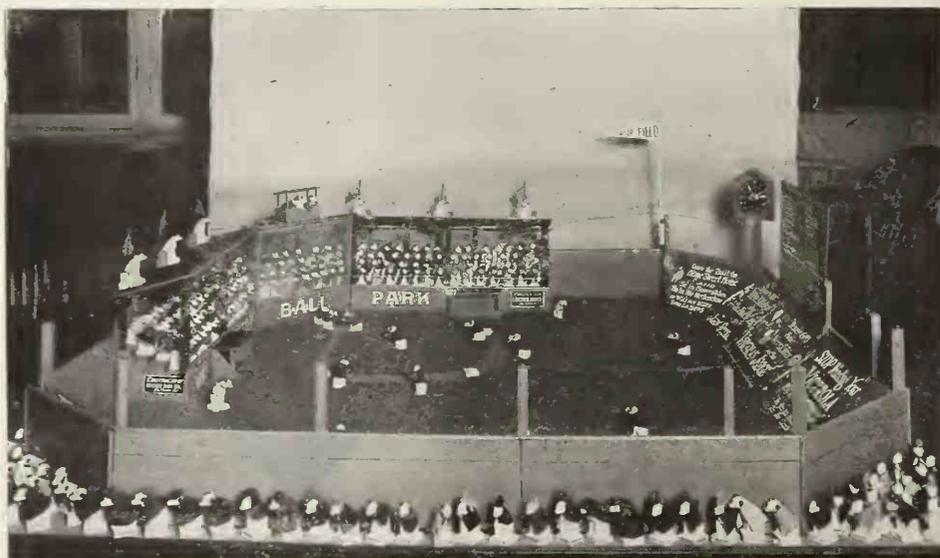


We Will Specially Decorate 25 Penn-Victor Dogs

of your order and cast your name in the pedestal at no extra cost, on an order of 500 Penn-Victor dogs. We also supply at cost electrotypes for circular or newspaper advertising if requested, crediting same when returned.

Twelve dogs will be decorated in blue uniforms and twelve in red (painted on) and one will be decorated to represent the Umpire.

The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as spectators.



Window Display of the Kranz-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

In your home town games, the National league games and specially at the time of the world series the scores may be recorded on the score boards as the returns come in inning by inning, thereby holding the crowd in front of your window during the entire game. This has been done heretofore with great success.

Mr. Victor dealer, don't miss this chance to advertise yourself and the Victor Talking Machines and Victor Records.

DISTRIBUTORS:

Albany, N. Y.Gately-Haire Co., Inc.
 Atlanta, Ga.Elrea Talking Machine Co.
 Baltimore, Md.Cohen & Hughes.
 E. F. Droop & Sons Co., Inc.
 Birmingham, Ala.Talking Machine Co.
 Boston, Mass.Oliver Ditson Co.
 Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y.American Talking Machine Co.
 G. T. Williams Co.
 Buffalo, N. Y.Buffalo Talking Machine Co.
 Burlington, Vt.American Phonograph Co.
 Butte, Mont.Orton Bros
 Chicago, Ill.Chicago Talking Machine Co.
 Cincinnati, O.Ohio Talking Machine Co.
 Cleveland, Ohio.Cleveland Talking Machine Co.
 The Eclipse Music Co.
 Denver, Colo.The Knight-Campbell Music Co.
 El Paso, Tex.W. G. Walz Co.

Elmira, N. Y. Elmira Arms Co.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind.Stewart Talking Machine Co.
 Jacksonville, Fla.Florida Talking Machine Co.
 Memphis, Tenn.Houck Piano Co.
 Kansas City, Mo.J. W. Jenkins Music Co.
 Milwaukee, Wis.Badger Talking Machine Co.
 Minneapolis, Minn.Beckwith-O'Neill Co.
 Mobile, Ala.Wm. H. Reynalda
 New Haven, Conn.The Horton-Gallo-Creamer Co.
 Newark, N. J.Collings & Co.
 New Orleans, La.Phillip Werlein, Ltd.
 New York City.Emanuel Blout.
 C. Bruno & Son.
 Charles H. Ditson Co.
 Knickerbocker Talking Machine Co.
 New York Talking Machine Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Louis A. Schwarz, Inc.

Omaha, Neb.Mickel Bros
 Philadelphia, Pa.H. A. Weymann & Son.
 Pittsburgh, Pa.W. F. Frederick Piano Co.
 Portland, Me.Cressey & Allen, Inc.
 Richmond, Va.The Corley Co.
 Rochester, N. Y.E. J. Chapman.
 St. Louis, Mo.Koerber-Brenner Co.
 St. Paul, Minn.W. J. Dyer & Bro.
 Toledo, Ohio.The Toledo Talking Machine Co.
 Washington, D. C.Cohen & Hughes.
 E. F. Droop & Sons Co.
 Robt. C. Rogers Co.

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

PENN PHONOGRAPH CO. Inc.,

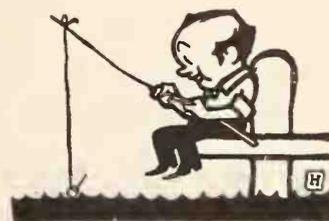
913 ARCH STREET

*Victor Distributors
 Wholesale Only*

PHILADELPHIA, PA.



ARE YOU HUNTING FOR BUSINESS OR JUST FISHING?



We are helping our dealers to hunt for it with **Okeh** Records and they are getting it. We will help a few more get it.

SONORA CO. of PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

bama, 500 for his Mobile store and 500 for his Pensacola, Florida, store; and Ansell, Bishop & Turner, Washington, D. C., who ordered 1000 dogs through E. P. Droop & Sons Co., Washington. These dogs are to be given away at a big Chamber of Commerce meeting shortly to be held in that city.

Time to Make Efforts, Says Eckhardt

Walter E. Eckhardt, the Philadelphia Pathé man, reflecting on the local situation, says: "Business has been, to be perfectly frank, a little hard to get, although we feel that we had a very satisfactory April. The public is in a very peculiar frame of mind at present. I do not think that there is any lack of desire or musical appreciation, but the principal thing ahead of the merchant is to employ all available methods to seek out such persons who are in a position to purchase. In order to accomplish even a fairly satisfactory result we must put in four times the effort we ever put in the business, and with such effort we will probably enjoy one-half the result that usually obtains with normal effort."

"The underlying conditions are good, and this is acknowledged by everyone. Business is looking upward, and will undoubtedly come into its own by the late Summer and by Fall. I am satisfied, from the surveys we have made, that we will have a business in the talking machine trade fully equal to the best days of the past. This buying strike of the public has prompted all live merchants to put their houses in order in preparation for the good things that are ahead of us. We have put on more dealers during the past few weeks than at any similar period in months."

A. J. Heath & Co. Report Progress

A. J. Heath & Co., the handlers here in a big way of the Okeh records and the Granby talking machines, report that business in April was most satisfactory. It was ahead of any of the previous months of the year and considerably ahead of April of last year. The firm has been adding several new salesmen to its force, who will represent the Granby in their territory. There is a rumor prevailing here that the Granby is about to be taken on by a chain of stores in Philadelphia. Among the recent visitors to the Heath offices were: Messrs. Howard and Coplan, representing the Granby talking machine, and W. C. Fuhri, representing the Okeh record.

Vandergrift With Van Veen Co.

J. Jay Vandergrift has recently joined the forces of Van Veen & Co., the well-known music store equipment company of New York and Philadelphia. Mr. Vandergrift is sales manager of this company and has to assist him Wm. B. Richards, who until quite recently was Western manager with headquarters in Chicago for an equipment manufacturer. Both Mr. Vandergrift and Mr. Richards have had long experience in the planning and designing of stores.

The designing and engineering department as well as the sales department of Van Veen &

Co. are all in the company's Philadelphia office and there is a large amount of work being done. Some of the finest music stores and music departments are designed and originated in this office. H. Allen Dalley, vice-president and one of the big owners of the company, is in charge of the local office and it is under his direct supervision that all the engineering, planning and designing are done.

Mr. Dalley is well known to the trade. During the last twelve years he has designed and planned some of the finest music stores in the country. He originated the model shop idea and has designed most of these. This idea has been so successful that many wholesale establishments are now being equipped with them. He has designed, among others, fifteen Columbia model shops in branches of the Columbia Graphophone Co., and has also designed store interiors for Ditson & Co., New York City; Snyder Music Co. Wilkes-Barre, Pa.; Lipstreu & Co., Cleveland, Ohio; A. B. Clinton Co., Hartford, Conn.; Wm. Finley, Hudson, N. Y.; Colonial Music Shops, Auburn, N. Y.

Opens Branch Store in Baltimore

The United Music Stores Co. has just opened a branch of its Philadelphia store on North Howard street, Baltimore. This firm has been enjoying a very good business. It has purchased the building adjoining its present store, and when the present tenants remove on June 1 the

United people will at once begin alterations which will add this store to the present quarters, giving them a large, commodious and good-looking series of warerooms.

Pleased With Emerson Progress

Harry Fox, the Philadelphia Emerson man, is highly delighted with the business done by his firm in April. It far surpassed his expectations, he says. He has been especially gratified the way the Emerson machines have been moving. They have begun advertising extensively and with telling effect. The Emersons are about to place on sale a most attractive children's picture record series devised by Victor Emerson. The pictures are the full-size records, showing the subject of the number on one side in bright colors and on the other side the verses that are sung, while between the two covers are small records, with a device on the cover to make them playable. This seems the best thing of the kind yet gotten out to appeal to children.

Louis Buehn Co. Progress

The Louis Buehn Co. reports that its business has been fair and that records are coming through in very good shape, but just at present machine shipments are a little slow. During the month Charles Miller, vice-president of the firm, went to Washington, N. J., for several days to assist in the opening of a new Buehn-Victor store in that live little town.

(Continued on page 96)



WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA.
ESTABLISHED 1864

Victor
Wholesale
Distributors

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Q. R. S.
PLAYER
ROLLS

WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Recent Penn Phonograph visitors were: Robert W. Troup, of the Troup Music House, Harrisburg, Pa., and Mr. Von Tagen, of the Lyric Phonograph Co., of this city.

Meeting With Much Success

F. L. Beaulieu, formerly of the Cunningham talking machine department, is conducting a talking machine store at 1618 South street, where he has been meeting with very good success.

Cheney Publicity Brings Results

The Cheney Co. has begun a twice-a-week advertising campaign here in local papers, which is to be continued for two months.

Large Orders for Everybody's T. M. Co.

Everybody's Talking Machine Co., 38 North Eighth street, have been enjoying a very satisfactory business the past month. They have been receiving large orders for parts from all over the country. They state that business for them is certainly opening in fine shape. Philip Graboski, their foad man, is at present in Springfield, Ohio. One order recently received by the firm from Oregon was for 5,000 springs. Their new catalog, long delayed, is about ready.

Praise for Children's Corner

C. R. Tracey, of the Aeolian Co., was a recent visitor to the Gimbel Brothers' talking machine department, and took occasion to compliment Mr. Wuertle highly on the very attractive children's corner which he had established. Gimbel Brothers have been featuring several very attractive Brunswick windows.

Death of Mrs. Beach

Harry A. Beach, vice-president of the Unit Co.struction Co., of this city, received the sympathy of his many friends in the trade upon the death of his mother. Mrs. Beach, who had been in poor health for some time, passed away on Friday, April 15.

Selling goods is the best known cure for those ailments in a man that tend to make him a failure.

SNYDER MUSIC CO. HOLDS OPENING

Magnificent New Establishment in Wilkes-Barre, Pa., Admired by Crowds on Formal Opening Day—Handles Large Music Line

WILKES-BARRE, PA., May 5.—The Snyder Music Co., of this city, recently opened to the public its beautiful and efficiently equipped new ware-rooms, located at 18 East Market street. These warerooms are said to be among the most attractive in the State, if not among the finest in the country, and provide the most modern facilities for the retailing of talking machines, pianos, music rolls, musical merchandise, sheet music, etc. The formal opening drew an exceedingly large attendance not only from the city of Wilkes-Barre, but from the surrounding cities and towns as well. The entire building was thrown open for inspection and the guests after an inspection of every nook and corner



Partial View of One of the Hearing Rooms were most enthusiastic and tendered their congratulations to the officers and managers. Mrs. Ethel Rust Meller, concert soprano, and Alexander Gunn, pianist, appeared at concerts given in the afternoon and evening in the recital hall, which was filled to capacity.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

The lobby, which is decorated in the Adam period design, contains the sheet music and musical merchandise departments. In addition to the self-service rack and storage bins beneath for the sheet music department, there has been installed an efficient counter with glass top under which may be displayed the latest popular



Snyder Co.'s Spacious Concert Hall

numbers. The color scheme of this department is blue and old ivory and the lighting fixtures are selected with the same characteristic good taste which marks the fixtures of the other departments.

Separating these departments from the Grafonola department is an arch with pediment. This department is well equipped with hearing rooms and an entirely efficient Columbia record department with a capacity of 15,000 records. The racks are lighted from a concealed reflector behind the cornice, giving a brilliant light without glare. Two display wrapping counters take care of the various phonograph accessories. The entire department, lobby and show-windows are done in the well-known Col-Van design and are most artistic.

The piano department is situated directly in the rear of the phonograph department and consists of a Gulbransen room finished in delicate ivory and with leaded glass panes in the doors and windows, giving a true Colonial effect, and an Ampico room in delicate green in the Louis XIV motif. The concert room, which will be also used for Grafonola concerts, is entered through an imposing Colonial doorway and provides accommodations for about 150 people. A stage has been erected with a proscenium arch in the Adam design. Behind this arch is an arrangement of electric lighting which will diffuse various colors throughout the room as desired. The color scheme of the concert hall is light blue and deep gray. Outlets are provided so that motion pictures can be shown and illustrated lectures given in this hall.

A fine piano roll department has been established in the basement, which is entered directly

**WE Will Buy for Cash
Job Lots of Machines,
Records, Motors, Tone
Arms, Parts, and Every-
thing in the Talking Ma-
chine Line.**

Keen Talking Machine Supply Co.
49 N. 10th St., PHILADELPHIA, PA.



The Interstate Organization

is composed of a body of men who have specialized in Pathé merchandising. Their service and expert knowledge, both individually and collectively, are at the command of the Pathé dealer. You, too, may become a Pathé dealer.

Write today and we will tell you how.

INTERSTATE PHONOGRAPH Co. Inc.
1026 CHESTNUT ST., PHILADELPHIA, PA.
1018-1024 WABASH AVE., CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

from the lobby through an arched doorway. Van Veen & Co., of New York and Philadelphia, are responsible for the designing and the installation of these various rooms and the Snyder Music Co. is enthusiastically making use of its excellent equipment to the end that 1921 will be its banner year.

The executives of this progressive music house are: George Nicholson, president; Glenmore N. Snyder, vice-president and manager; Wm. S. Goff, vice-president; George O. Notter, treasurer.

A CLEVER WINDOW ATTRACTION

Couple Demonstrates Latest Dancing Steps to the Music of a Pathé

PHILADELPHIA, PA., May 2.—An entirely original window attraction was planned and put into effect by W. J. McCormack, a live-wire Pathé and furniture dealer, of Lancaster avenue, this city. The idea was so successfully carried out that it received much comment from the press.

A young man and young lady, in evening dress, entered the window and demonstrated the newest dancing steps to the music of a popular dance record on a Pathé phonograph. An impense throng always gathered in front of the store, and following the exhibition dance attention was called to the phonograph department, through the medium of show cards on an easel. Considerable new business in both records and instruments was created through this clever stunt.

SELL OR FURNISH—WHICH?

Some Pertinent Words on a Timely Topic Worth Considering

Do you sell the products which you make and which you think will fit in best with your customer's needs, or do you in the main simply furnish what your customers want? To state it another way, do you lead your customers or are you being led by them? The extent to which you follow each of these is some measure of the forcefulness of your own personality.

The really forceful, aggressive man not only has ideas of his own, but puts them forward, and, in the language of the day, puts them over. He sells his ideas to the customer instead of merely such products as the customer may find he needs. There is quite a lot in this point of view, set forth by Veneers, worth thinking over and digesting—that is, in the question of whether or not you are selling your product, or merely furnishing what the other fellow wants.

The Solotone Distributing Co., which has attractive quarters at 1100 Pacific avenue, Atlantic City, is building up a very excellent business, according to Geo. D. Connor, manager of that enterprising concern.

MEASURE THAT DESERVES SUPPORT

Amendment to Pennsylvania Laws Exempting Talking Machines From Levy or Sale for Rent Not Reported Out Owing to Lack of Interest

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has called the attention of the talking machine men and music dealers generally in Pennsylvania to the fact that the important amendment to the State laws introduced some time ago, under which talking machines and other musical instruments were exempted from levy, or sale, on execution or distress for rent has not been reported out, simply because the music merchants of the State have apparently evinced no interest in the matter and have not even written to their State Senators and Assemblymen in favor of the measure.

It is urged that the music interests register their strong approval of the amendment as soon as possible in order that at least one burden on the industry may be relieved. The amendment reads:

"An Act to exempt talking machines, phonographs and musical instruments of every description leased or conditionally sold to, or hired by any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent.

"Section 1. Be it enacted, etc., That all talking machines, phonographs and musical instruments of every description leased, conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth under a lease or contract of sale reserving title in the owner, lessor or vendor until paid for, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or conditionally purchasing or hiring any such talking machines, phonographs and musical instruments of every description, in addition to any articles or money now exempt by law, so long as the title thereto remains in the owner, lessor or vendor; Provided, That the owner, lessor or vendor of such talking machines, phonographs and musical instruments of every description, or his or their agent or agents or the person or persons leasing or conditionally purchasing or hiring the same shall give notice to the landlord or his agent that the said talking machines, phonographs and musical instruments of every description are leased, conditionally sold or hired."

FILES BANKRUPTCY PETITION

A petition as a voluntary bankrupt was lately filed in the United States District Court of Portland, Me., by Frank S. Polzella, who was the proprietor of the Picture and Phonograph Shop of that city. His debts are listed at \$501 and his assets valued at \$336, of which \$85 is claimed exempted.

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; ½, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Factory Representative
L. A. SCHWARZ
1265 Broadway, New York City
226½ Peachtree St., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

B. B. LINCOLN WITH REMINGTON

Will Act as Associate to Edmund Kuhn in Remington Factory Management

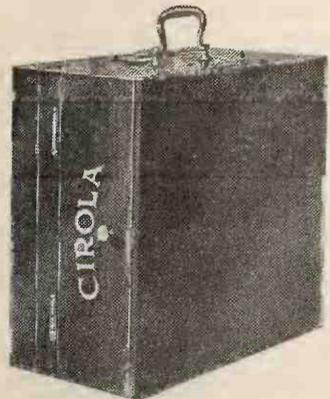
The Remington Phonograph Corp., New York City, announces the important acquisition to its staff of Bailey B. Lincoln, who will act as direct associate to Edmund Kuhn in the management



Bailey B. Lincoln

of the Remington factory in Brooklyn. Mr. Lincoln was formerly production manager of the Crescent Talking Machine Co. and had supervision of its several plants. He is a practical mechanic with considerable experience in the phonograph field. His experience particularly fits him for the important duties which he assumes with the Remington Phonograph Corp.

The policy of the Remington Phonograph Corp. has always been to surround itself with the best available brains in the industry and this is evidenced in recent Remington appointments.



Size: 12½ x 11½ x 6

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nickeled metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds. Covers may be had if desired.

CIROLA DISTRIBUTING CO., Inc.
Distributors of the
CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

EQUIP YOUR TRUCK

AND INCREASE YOUR PHONOGRAPH AND RECORD SALES



The truck pictured on the left belongs to F. B. Johnson & Co., of Rushville, Indiana. They say in part:

"And incidentally we received more good Sonora advertising in three hours than we got in that many weeks in any other way."

Any make of phonograph may be demonstrated the same way with equally good results.

AS AN ADVERTISING NOVELTY MAGNAVOX

MUSIC AND VOICE TELEMEGAFONES

are unique. Many and varied are the uses to which this equipment may be put in order that the greatest number of people be attracted and held. Many phonograph dealers are installing them in their auto trucks, a number of them having built large models of the phonograph they are selling, with the Magnavox playing inside. Then they are able to demonstrate as they go along, sell their records, their phonographs, and their accessories, especially in the rural districts. One dealer did this and not only sold two carloads of phonographs, but nine Magnavox music and voice telemegafones as well. We will be glad to have you take up with the distributor nearest you your own little scheme for utilizing the great amplifying power of the Magnavox. If you are outside his territory, write directly to us and we can help you.



MAGNAVOX DISTRIBUTORS

J. O. Morris, Inc.,
1270 Broadway, New York City

J. W. Sands Company,
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Company,
Indianapolis, Ind.

Minneapolis Drug Company,
Minneapolis, Minn.

Telephone Maintenance Company,
17 North LaSalle St., Chicago, Ill.

Southwestern Drug Company,
217 South Market St., Wichita, Kan.

Sonora Distributing Company,
1707 Elm St., Dallas, Texas

I. Montagnes & Company,
Ryrie Bldg., Toronto, Canada

The Magnavox Co., Oakland, Cal.

The Magnavox Co., 1270 Broadway, New York City

TRADE IS RECOVERING GRADUALLY

W. F. Hitchcock, of Phonomotor Co., Discusses General Conditions—Visited Trade in All Important Western Cities—Interesting Comments

ROCHESTER, N. Y., May 5.—W. F. Hitchcock, of the Phonomotor Co., manufacturer of the "Phono Stop," returned recently from a five weeks' trip to the Middle West, which included all important points from Duluth to Cincinnati. Discussing his trip with a representative of The World, Mr. Hitchcock stated: "This trip convinced me that there is a certain amount of business to be secured by the man who goes after it. In my particular case I secured a number of good-sized orders, but under normal conditions these orders would have been twice as large. The manufacturers are optimistic, but, as a whole, in a watchful, waiting attitude, attributable entirely to the sudden depression of the last year.

"It will be recalled that in 1919 every talking machine manufacturer and dealer made a financial success far beyond expectations. There was a shortage of phonographs because the peak of wages and expenses had been reached and people who had longed for comfort and even luxuries all their lives found themselves able to secure just what they wished. The prices soared commensurately and a great many individuals and concerns entered the phonograph business with the belief that the profits were tremendous. In the last half of 1919 and during the early part of 1920 I found on my travels that every wood-working shop, large or small, was besieged with appeals from companies to build cabinets at any price. The wood-working shops abandoned their legitimate lines and cabinets were built in vast quantities, not only for the newcomers, but for the established and well-known companies.

"Production mounted by leaps and bounds, but the expenditures by the public did not keep pace with the production. The wage-earners were obliged to curtail their expenses and the shrinkage in the value of Liberty bonds was undoubtedly a factor in the lessening of the public's buying power. This condition, together with the profiteering in the necessities of life, has brought about a business depression that has held the country in its grip the past six months, but which I believe is now abating steadily and gradually.

"Personally I believe that the phonograph is as necessary to the home surroundings as the dining-room furniture, and there is no doubt but that there will always be an active demand for the phonograph that represents quality and satisfaction. It can be considered a part of every household entertainment, because of its tremendous influence as an educational factor."

NEW JERSEY VICTOR DEALERS MEET

Ernest John, of Victor Co., Principal Speaker at Session of State Association Held at the Robert Treat Hotel, Newark, April 19

Ernest John, advertising manager of the Victor Talking Machine Co., was the principal speaker at a luncheon and meeting of the Victor Retailers of New Jersey, held at the Robert Treat Hotel, Newark, on Tuesday, April 19, which served to bring together a representative number of dealers from all sections of the State.

Mr. John presented some excellent ideas on the advertising and merchandising of Victor products, called attention to the valuable material offered to dealers in The Voice of the Victor, and emphasized particularly the wisdom of dealers concentrating on the sale of standard records as the best means for preventing machine owners from becoming tired of their instruments.

Mr. John also had much to say regarding the duplication of mailing lists, which, he declared, prevented the dealers' monthly literature from getting the proper results in the matter of sales and told the dealers how much of this duplication could be avoided. He also gave

some valuable hints for local dealer advertising, emphasizing particularly the desirability of having plenty of white space around even the smallest advertisement in order that it might stand out prominently.

The Victor Retailers of New Jersey is proving a most successful organization and the several meetings already held have done much to interest and help the dealers in the conduct of the business in which they are engaged.

EINSON PLANT UNDER ONE ROOF

All Departments of Einson Litho, Inc., Now Located at 327 East 29th Street, New York—A Move That Makes for Greater Efficiency

All of the departments of Einson Litho, Inc., are now located under one roof as a result of obtaining an additional floor in the Bush Building at 327 East Twenty-ninth street, New York, where the Einson lithographic plant has been for many years.

The rapid expansion of Einson Litho, Inc., be-

ginning several years ago during the great scarcity of office space, made necessary the location of the executive offices and art department in the Masonic Building, on Twenty-third street, while the manufacturing plant utilized the additional floor space made vacant by the removal of these departments.

The bringing together of the offices, art department, lithographing and manufacturing plant under one roof is a forward step in increasing the efficiency of the organization and reducing operating expense to an appreciable degree.

With the recent addition of the photo-lithographic department the Einson organization is now one of the most complete in the industry specializing in window display lithography.

NATURELLE REPRODUCTIONS CORP.

The Naturelle Reproductions Corp. of Manhattan was incorporated at Albany with an active capital of \$37,000 to deal in talking machines. S. W. Hanson, H. L. Ward and C. L. Morgan are the interested parties.



KIMBALL
Style L
One of Several Beautiful Console Models

IT'S YOUR MONEY

The Phonograph business in 1921 will be largely what you make it.

The *KIMBALL Phonograph proposition*, "Direct from the Factory," will enable you to *make this one* of your most profitable years.

It provides

the finest, most complete and up-to-date *product* in America.

Especially attractive improvements protected by exclusive Kimball Patents; real selling features which appeal to shrewd buyers—and with it all is the same agency franchise value which for the last half century has made the name *Kimball* synonymous with good music wherever music has been known in *Pianos, Player-Pianos, Parlor and Church Organs*.

These points combined with our *comprehensive* and *co-operative financing plan* for the dealers make this *line* the most profitable musical merchandise in the world.

Variety of Console and Upright Models.

Write for agency proposition.

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.
CHICAGO



Style C 2

A New Money-Making Department At an Investment of only \$500.00

This is made possible through the Gretsch complete special assortments of musical merchandise from \$500.00 up.

You, Mr. Talking Machine Dealer, have undoubtedly considered adding a small goods department at some time. Why not now? The sooner you start it the sooner you will reap the profits.

It can be conducted at practically no increase of overhead and means an investment of as little as \$500.00.

Furthermore, with the Gretsch line you are well entrenched against competition for you have the best.

Let us help you install this new department.

Send for Our New Price List.

THE FRED. GRETSCH MFG. CO.

MUSICAL INSTRUMENT MAKERS

Since 1883

54-82 BROADWAY

BROOKLYN, N. Y.

BUSINESS IMPROVEMENT APPARENT IN BUFFALO

Better Employment Conditions Help Talking Machine Trade—Exhibitors at Motor Show—W. H. Lawton to Seattle—Victrola and Home Makers' Week—News of Month

BUFFALO, N. Y., May 6.—Local talking machine dealers are finding that business is beginning to show considerable improvement. Slow through the Winter and in the early Spring, it is gradually picking up and dealers hope that the time is not far away when it will have hit its old stride once more.

Employment conditions here are somewhat better as May opens, because of a picking up in the building trade. Industries, too, are beginning to add to the rolls of their employes. Dealers are finding that record business still continues good. The popular favorites are meeting with an especially good sale.

Two attractive displays of machines and records were on exhibit at the Motor and Sportsmen's Show, which was held here in April. The Brunswick phonographs and records occupied a very attractive booth and there was also a display of Kimball phonographs and records that drew large crowds.

W. H. Lawton, manager of the Columbia branch here, has been placed in charge of the Seattle branch. Permanent appointment of a manager here to succeed Mr. Lawton has not yet been announced. Assistant Manager Peace is temporarily in charge of the Buffalo branch.

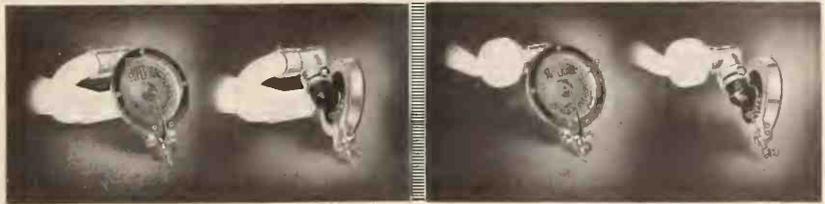
Arthur H. Fleischman, buyer for the Victrola department of the William Hengerer Co., was married recently to Miss Pauline C. Greene, of Keene, N. H. His many friends here are offering him congratulations.

The dance, which was staged by the Buffalo Talking Machine Dealers' Association April 13, at Weyland's, proved a great success. There was a large and brilliant crowd present and a very enjoyable time was reported by those who attended.

The Victrola had its place in Home Makers' Week, which was held early in May at the store of the William Hengerer Co. John L. Kollé, who lectured on home-making at the company's store, devoted one day to the Victrola and its influence in the making of a home. The lectures drew large crowds.

Curtis N. Andrews, chairman of the music group of the Buffalo Chamber of Commerce, advises music dealers to go slow in taking any definite action in regard to the sales tax. He reminds them that the exact details of the tax have not yet been completed and any hasty action on the part of the dealers in setting a maximum percentage of tax may result in one that is too high to be justified by conditions when the law is framed later and that the lawmakers, with the music dealers' previous action as a criterion, may make the tax altogether too high.

Indications are that the big music festival to be held here in the Fall, and in which Mr. An-



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

A Mellow, More Musical Tone on All Makes of Records

Makes the Owner of an Old Machine a "Live" Record Buyer

SAMPLES ON APPROVAL

Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.35
Retail \$6.50 and \$8.50

Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Superior Reproducer with 21-P Connection for O. S. Pathe—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
Retail \$7.00 and \$9.50

Quantity Prices on Application



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

draws is interested, will be a great success. Music stores where the tickets are on sale are already reporting a big demand for them and all signs point to record audiences.

The Fuller Orchestra, Columbia artists, who were in Buffalo recently, and who appeared at the Elmwood Music Hall, made a decided hit here.

Lionel M. Cole, sales manager of the Iroquois Sales Corp., was obliged to go to the General Hospital late in April, to undergo an operation. He was doing well at latest reports.

REMOVE TO NEW QUARTERS

The Arto Co., Inc., manufacturer of Arto records, whose New York offices have been at 1604 Broadway, New York City, recently moved into new quarters in the Broadway Central Building, 1658 Broadway.

The Arto Co.'s factory at Orange, N. J., is running at full capacity and much new pressing machinery is shortly to be added to the equipment, which will increase greatly the daily production of records.

NOW OPERATING UNDER TRUSTEES

The Independent Talking Machine Co., which some time ago was placed in the hands of receivers, is now operating under a board of trustees. The executive offices of the company are now at 56 Bleeker street, New York City, and the uptown offices and distributing station at 12 East Forty-second street have been discontinued.

NEW OWNER FOR T. M. SHOP

The Hollywood Phonograph Shop, at 6552 Hollywood Boulevard, Hollywood, Cal., has been taken over by R. A. Braniger.

RADIO MUSIC AROUSES OBJECTION

What Union Musicians on the Coast Would Have Done to Dr. Parker Is Easy to Guess

The dissemination of music by radio is a recent scientific idea that has aroused the ire of union musicians on the Pacific Coast who charge that it is a fast-growing source of unemployment for their fellow professionals. According to their protest, radio music is slowly but surely doing away with the necessity for so many orchestras and likewise making it possible for an entire city to dance to the melody emitted from one talking machine or piano.

If these objectors to the modern practice of carrying music waves to countless thousands who either haven't the price of a concert admission or the multiple physicality which would permit them being in two places at the same time had been on the scene at a recent concert given in Brooklyn, N. Y., they would have doubtless broken it up.

At this concert nearly 10,000 amateur wireless devotees, sitting at their stations, within a radius of 250 miles of New York, listened to a program given in the home of Dr. De Witt Parker, who is the possessor of a complete amateur wireless outfit. Taking part in the concert were a soprano, a contralto, a tenor and a violinist. The singers and the instrumentalist sang directly into a big megaphone placed in front of the wireless telephone transmitter and the latter carried their musical airs to the outlying stations with their hosts of listeners. The music was also carried to ships 250 miles out at sea.

Anderson & Schuerfeld have recently engaged in the music business in Osage, Ia. They will handle a full line of musical instruments and merchandise.

MASTER WAX

BUSINESS BLANKS

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

Manufacturers of

Special Waxes for Recording and Black Diamond Business Blanks

The Black Diamond Blank for Dictating Machines is made of the finest materials and will give cheaper and more satisfactory service than any other blank.

We would be glad to discuss a sales proposition from different territories for our output.

F. W. MATTHEWS

Telephone Mulberry 1176

Whistled by the Boys in the Street

THAT'S THE FINAL ACKNOWLEDGMENT OF A HIT



“I USED TO LOVE YOU, BUT IT’S ALL OVER NOW”

By Albert Von Tilzer and Lew Brown

The SEASON'S sensational song and fox-trot success, a melody that has earned that Final Recognition.

“ALL OVER NOW” WEEK, MAY 16 to 23

What Are You Doing to Cash in on this Phenomenal Number?

The success of any number at this particular moment means more than it ever did, for this is no time to waste on titles that do not move.

“I USED TO LOVE YOU, BUT IT’S ALL OVER NOW,” does mean much to you in increased activity and sales.

“YOU OWE IT TO YOURSELF”

GET BEHIND “ALL OVER NOW” WEEK, MAY 16 to 23

BROADWAY MUSIC CORPORATION

145 WEST 45th STREET, NEW YORK CITY

WILL VON TILZER, Pres.

HEALTHY TRADE DEMAND PREVAILS IN MILWAUKEE

Conditions Carefully Analyzed Lead to Optimistic Views—Orth Business in New Hands—Inimical Legislation Being Combated—Kunde to Europe—Schuster & Co. May Build—Brunswick News—Why S. A. Goldsmith Is Optimistic—Houseman With Lyric Co.—Other News

MILWAUKEE, Wis., May 10.—A healthy demand for instruments, especially when the call of the last three or four months is considered, has been developed by Milwaukee retailers in the last two or three weeks, and so far the business of May has shown up better than that of any similar period since the holidays. This is accepted as an indication that the tide has turned and from this time forward something more nearly like the "good old days" is to be expected in the way of trade activity. Supplies of instruments are gradually being brought down to a point where new buying of generous proportions is necessary, and the wholesale and jobbing trade consequently has received much encouragement in the way of orders from dealers.

Merchandising of talking machine records is proceeding with more and more activity, and the trade in these departments of music stores in Milwaukee is assuming almost unexpected scope. Record business in the first four months of 1921 shows up a better gain than any other department; in fact, while some divisions of the business have fallen somewhat below last year's volume there is not a store which has failed to mark up substantial gains this year.

There are two reasons for this splendid showing. One is that last year in the same period it was an extremely difficult matter for dealers to get adequate supplies of records, as a consequence of which their trade naturally was considerably restricted, for not all demands could be filled. Another reason is that the enormous number of instruments purchased in recent years require constant replenishment of records.

It was about a year ago that the first signs of what may be called the "consumers' strike" or "buyers' boycott" were noticed. From then until the holidays business took a genuine slump. With trade now coming back strongly and prospects bright for an accentuation right along, dealers confidently believe they will be able to exceed the monthly volume of last year without interruption for the rest of this year. It is a fact that some have been able to accomplish this by hard, intensive work in the last four months, but now they are able to pit a growing volume of business against a declining volume of a year ago, in comparative periods.

Sam A. Goldsmith an Optimist

Sam A. Goldsmith, vice-president of the

Ask them "up the state" what they think of "Badger" Service

G. F. RUEZ
Pres. and Treas.
H. A. GOLDSMITH
Secretary
S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Badger Talking Machine Company

Victor Distributor for Wisconsin and Michigan

135 Second St.

Milwaukee, Wis.

Badger Talking Machine Co., Victor jobber, always a true optimist, says he is convinced that a decided turn has come in business affairs, and he points to a steadily increasing volume of orders for instruments to substantiate this view. Mr. Goldsmith is happy, too, that supplies of records are rapidly reaching really satisfactory proportions, in comparison with dealers' requirements. He regards it as significant that each succeeding increase in the record supply is immediately depleted by orders, so that there appears to be no chance of oversupply for a long time to come, if ever. As far as Victrolas are concerned an actual shortage in some styles has been developing.

Takes Over Orth Business

Charles J. Orth, Inc., a new corporation with a capital stock of \$100,000, on May 2 formally took over the business of the late Charles J. Orth, who died February 1. The active management is in charge of F. William Orth, formerly of Fond du Lac, Wis., and a brother to the late owner. Members of the staff have been admitted as stockholders and the business will continue to be operated as in the last two and a half months and during the preceding six months, when Mr. Orth's illness made it impossible for him to devote much time to the business. There has been no change in policy or in lines, the corporation continuing to act as exclusive Wisconsin and Upper Michigan distributor of the Puritan, made in Sheboygan, Wis. Good progress has been made in the development of the dealer organization, as well as in promoting the interests of the existing outlets and the new manager expresses himself as highly pleased over the present and future outlook.

A. G. Kunde Off to Europe

A. G. Kunde, 344 East Water street, who, on April 1, opened offices and warerooms for the distribution of the Homokord record throughout the United States, is now in Europe to look after the shipment of complete stocks to supplement the supplies already on hand prior to the active launching of the new business. Mr. Kunde sailed April 23 from New York and is expected back about June 1. This is his second trip abroad

within a year's time. Last August, when on a trip with the Wisconsin Bankers' Association tourist party in Europe, he conceived the idea of establishing an exclusive importing and distributing agency.

Fight "Open Competition" Bill

Mr. Parker has been doing some exceptional work in combating inimical legislation before the present biennial session at Madison, being frequently called upon to represent the talking machine trade before committees of the State Legislature. At a recent hearing the Milwaukee Association of Commerce sent Mr. Parker, Sam A. Goldsmith, Victor jobber, and Edmund Gram, a leading piano and talking machine dealer, to Madison to fight against an "open competition" bill, which would have enabled any dealer in any community to furnish a consumer any other commodity by eliminating agencies in effect. The proposed bill was the idea of a farmer up-State who had some difficulty in getting a certain article from his dealer, who handled a competitive line. Fortunately, the bill was pigeon-holed, for its enactment would have thrown the entire retail trade in Wisconsin into a heap.

Columbia Activities

Business in Columbia instruments and records has continued the expansion which was particularly noticeable following the recent price reductions. Record stocks in the hands of dealers have been moving rapidly, the reduced numbers having stimulated a generous increase in sales of the standard numbers at regular prices.

Brunswick Records Grow in Favor

One of the favorite topics of comment among dealers, as well as consumers, is the vogue which has been attained by Brunswick records. The demand, as expressed in orders flowing into the local branch of the Brunswick-Balke-Collender Co., is remarkably good and each week good percentages of increase are made. The Brunswick phonograph likewise is increasing in popularity and retail sales in Milwaukee are much better than a year ago, while reports from dealers throughout this branch's territory are equally encouraging.

(Continued on page 105)

CELINA CABINETS

are good cabinets at popular prices

Every Celina Cabinet is as beautiful and as finely built as the Louis XV Console shown here. It is correctly designed, mechanically made, and highly finished. From the standpoint of design, durability and price, it represents unusual value. We are content to have you judge our cabinets by what you can learn from those who bought them.

We gladly furnish all the information you desire.

The Celina Specialty Co.

Celina, Ohio



Louis XV



YOUR TIME HAS COME

Mr. Victor Dealer

For several years, Mr. Victor Dealer, you have been unable to follow your natural inclinations or convictions in the purchase of Victor goods.

You could get only a small portion of the Victrolas or Records you required and this caused you to seek as many sources of supply as possible.

Ordinarily, this is not a good policy and does not encourage the best support from a distributor. It has enabled you, however, to compare the business methods and efficiency of distributors, and should now be of value to you.

Your time has come, Mr. Victor Dealer, for with greatly increased Victor production you can now confine your source of supply to the distributors who have earned your continued patronage. Give preference where deserved.

Make haste slowly, however, in doing this, for there are many factors to consider in making your choice.

The following important qualifications on the part of distributors are highly essential:

Experience—Reputation—Financial standing—Service—and above all—Dependability.

It has been the Blackman Policy to build "good will" on "Dependability."

We have always tried to reward dependability among our dealers.

If we have earned your preference for Blackman Service we hope it will be reflected in your patronage.

You can best understand what Blackman dependability is going to mean to Victor dealers if you will call on us at our new address, 28-30 West 23rd Street, between 5th and 6th Avenues.

A welcome awaits you.

Blackman
TALKING MACHINE Co.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



ACTIVITY PREVAILS IN MILWAUKEE

(Continued from page 103)

"Dick," as Richard H. Zinke, head of the R. H. Zinke Music Co., is familiarly known, has achieved still more fame for the house by putting into the field a bowling team which won first place in the Milwaukee City tournament with the record high score of 2,932. Not long ago, in the Wisconsin State tournament, the "Zinke Musics" jumped into the lead early in the competition and held it until the final night, when another team nosed them out of first place by a few pins. Later, in the American Bowling Congress at Buffalo, members of the team came in for some big money. Thus the fame of the team, which is reflected upon the store, has traveled all through the State and nation. Mr. Zinke is one of the pioneer Victrola dealers of the Middle West and president of the Wisconsin Association of Music Industries.

Represented Milwaukee Trade in Chicago

The informal club of Victor dealers of Milwaukee, which numbers fourteen, recently was formally organized as the Milwaukee Victor Dealers' Association, with Leslie C. Parker as president and R. H. Zinke as secretary. Mr. Parker, who is president of the Badger Victrola Shop, represented not only the new association, but the Milwaukee Association of Music Industries at the Chicago convention this week.

Edison Business Satisfactory

Edison business is reported as very satisfactory by the Phonograph Co. of Wisconsin, of 49-51 Oneida street.

C. W. Houseman With Lyric Music Co.

The Lyric Music Co., Kimball dealer, has acquired the services of C. W. Houseman, of Portland, Ore. He formerly was with Wiley B. Allen Co., at San Francisco, for ten years and later served Reed-French and Bush & Lane at Portland.

Doing Well With the Vocalion

The J. B. Bradford Piano Co. reports a splendid reception for the Aeolian-Vocalion at all stores since it took over the exclusive representation of the entire Aeolian line on April 15. It continues to handle the Victor and the Sonora.

Open Branch in Janesville

The Phonograph Record Exchange Co. of America has opened a branch at 108 East Milwaukee avenue in Janesville, Wis., under the management of F. H. Koebelin.

New Quarters for Schuster & Co.

It is reported that Edward Schuster & Co., operating three large department stores in Milwaukee and maintaining Victor departments in each, have bought a site of two square blocks at Twenty-seventh and Vliet streets for a proposed new store of the group. The present store, at Twelfth and Vliet streets, probably will be converted into a warehouse when the new store is completed. The original store is at Third street and Garfield avenue, and another at Sixth avenue and Mitchell street. T. G. Lehrner is general manager of the Victor departments.

P. M. OYLER MOVES INTO NEW STORE

Well-known Music Dealer in Harrisburg, Pa., Now Located in New Headquarters

The proprietor of a well-known music store for the past several years at 14 South Fourth street, Harrisburg, Pa., P. M. Oyler, lately moved into his new storeroom at 19 South Third street, that city. A complete and modern music store has been made of the premises after extensive and costly alterations. At the formal opening evening of the new store each patron visiting the latter was given a souvenir by the management. Mahogany characterizes the furnishings of the store throughout, while the decorations are in ivory and gray. Eleven booths for the demonstration of Victor records and machines, player-pianos and rolls, etc., have been installed. The sheet music department has been enlarged and a new addition to the piano department has been made. Q R S, Republic and Ideal rolls will be handled. Lewis Zarker has charge of the sales force,

WURLITZER'S FORMAL OPENING

New Victrola Store Presents "Artists' Day" as Opening Program—Manager Brennan Prepares Interesting Entertainment for Visitors—Paul Whiteman and His Orchestra Appear

Wurlitzer's New York Victrola department, in its handsome building at 120 West Forty-second street, was formally introduced to the New York public by a largely attended "Artists' Day," held on Saturday, April 23. H. A. Brennan, formerly Victor representative in Brooklyn, who is now managing this up-to-date Victor department, arranged an attractive and interesting program for that day. Paul Whiteman and his orchestra were engaged and entertained the many visiting guests during the day, playing numbers already recorded on Victor records. Mr. Whiteman would play a number with his orchestra and immediately following the Victor record of the same number was played on the Victrola, thereby giving the hearers a very fair comparative test of the Victor record. This feature was received with enthusiasm by the many visitors during the day. In addition to Paul Whiteman Mr. Brennan had secured J. Russell Robinson, the composer of "Margie"; J. Victor Arden, Max Kortlander, Zez. Confrey, all of whom are popular and well-known music roll recorders. These artists entertained during the afternoon by playing their own compositions on the piano and the same selections were then played on a Wurlitzer player-piano.

The Wurlitzer Co. announced this opening to New York through the medium of attractive newspaper advertising in all the local New York papers, inviting everyone to attend its first "Artists' Day." Mr. Brennan states that it was announced as "Artists' Day" because it was the first of a series which he intends to hold from time to time during the year, securing each time various artists who make Victor records and popular music roll recorders.

The Wurlitzer store was fittingly decorated for the occasion and especially attractive were the huge floral tributes presented by the Victor wholesale trade of New York. All the Victor wholesalers sent handsome floral gifts in acknowledgment of this very up-to-date and newest Victrola store in New York City.

Mr. Brennan states that a large number of people attended the opening and that many names were added to the list of regular sub-

scribers to the monthly house organ and the Wurlitzer invitation list. Mr. Brennan also stated that his staff is concentrating its energy upon the promotion of period model Victrola sales, as this well-equipped store is admirably adapted to take care of this class of trade.

This latest Victrola store, although opened only a few weeks, has made a very gratifying showing in actual sales of Victrolas and Victor records, and under the able management of Mr. Brennan, with his high-class sales force, it is confidently expected that it will soon become one of the leading retail Victrola stores in the country.

MAKE CAPITAL OF BASEBALL SEASON

Penn Phonograph Co. Co-operating With Dealers in Featuring Penn-Victor Dogs in Special Window Displays During Ball Game Season

PHILADELPHIA, PA., May 9.—During the baseball season of last year individual dealers have made excellent use of the Penn-Victor dog, produced by the Penn Phonograph Co., Inc., of this city, in window displays. One of these displays was cited by a noted advertising critic as an excellent example of timely display.

Realizing the attraction value that these baseball displays had last year, the Penn Phonograph Co., Inc., is co-operating with the dealers in a novel manner through the special decoration of dogs for this purpose. The Penn-Victor dogs have also been used for other timely events outside of the realm of baseball. Last year, in Boston, on the day of the Yale-Harvard game, one enterprising Victor dealer set up a gridiron in his window and had the opposing elevens made up of Penn-Victor dogs.

T. W. Barnhill, president of the company, reports that these dogs have earned for themselves great popularity and that new ideas for their use in display purposes are being constantly forwarded to him by dealers.

JOIN VAN VEEN FORCES

Van Veen & Co., Inc., manufacturers of hearing booths, record racks and store equipment for the talking machine dealer, have announced the appointment to their sales staff of W. B. Richards, covering Chicago and the Middle West, and J. J. Vandergrift, who will cover the territory East and South of Pittsburgh.



FURNITURE
MIRROLIKE
POLISH

Repeat Orders
for
Mirrolike Polish

Received each day is proof positive that it is doing the work—and making friends of every user.

Dealers everywhere are capitalizing on Mirrolike Quality. It is an advertised Polish that sells on merit.

Write to-day for sample—Free

For shine—our only rival is the sun

MIRROLIKE MFG. CO.
LONG ISLAND CITY
8th St., Near Jackson Ave.

The reputable talking machine dealer does not compete by underselling. His appeal, therefore, must be on the basis of better service, and finer appointments. Van Veen Equipment is the essence of both.

Interior view, showing lobby, sheet music and phonograph departments



Installation made by Van Veen & Co. in Snyder Music Co.'s new store, Wilkesbarre, Pa.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

• HEARING ROOMS • RECORD RACKS • COUNTERS •

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

THE IMPORTANCE OF THE MOTOR

Serenado Mfg. Co. Offers Unusual Guarantee Covering New Motor—Has Many Distinctive Qualities That Should Make Wide Appeal

CEDAR RAPIDS, IA., May 6.—The Serenado Mfg. Co., of this city, manufacturer of the Serenado talking machine, has introduced something novel in the shape of a five-year guarantee covering the Serenado motor. Every Serenado now shipped from the factory bears the following guarantee: "This instrument is guaranteed to be of high-grade workmanship and material throughout. Guarantee: The Serenado motor and each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of five years. Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect."

This new Serenado motor is the result of over two years' actual usage and the hardest kind of tests and the motor has responded so satisfactorily that the company has felt justified in issuing this five-year guarantee.

In announcing its new motor the company stated as follows: "We came to the conclusion that these troubles were largely due to a few things which could be well defined. First, complicated construction; second, the adjustment features in general use; third, tampering by owners or inexperienced mechanics.

"In order to eliminate these three troubles basically the Serenado motor is very simple, having fewer gears and parts than any motor on the market, and all of the parts are so standardized that none of the very fine bearing adjustments in general use is required. In fact, the various bearings are designed in accordance with general mechanical practice, as in the construction of clocks and other fine mechanisms.

"This motor is very accessible and may be taken down completely in one minute, and one who understands it may be blindfolded and reassemble it properly without any difficulty. After the motor is assembled and tested it is put under seal in order to eliminate that third cause of trouble, which is tampering either by the owner or by the inexperienced mechanic. Spring breakage has been reduced to a minimum by springs of special design and a unique arrangement which attaches the spring to the shaft throughout its full width, with a flexible connection which also eliminates entirely the jumping or knocking of the motor springs.

"The care of the motor is exceedingly simple. The spring barrels are permanently lubricated and as the motor itself is self-lubricating, all that is necessary is to supply a tablespoonful of oil once in six months through oil tubes provided for that purpose, extending through the motor board under the turntable. The motor board need not be disturbed. Remove the turntable and the oil can be readily supplied to the motor through the two oil tubes which are exposed."

FIRE DAMAGES PIANO WAREROOMS

Instruments and Tools of O. R. Butler & Co. Damaged to the Extent of \$1,500

Fire originating in the piano warerooms of O. R. Butler & Co., located in the Ashton Building, Grand Rapids, Mich., early last month, caused damage to pianos, talking machines and music tools amounting to \$1,500. The losses were fully covered by insurance. The fire was confined to the warerooms of the company, which are situated in the extreme rear of the seven-story building which houses that concern. Mr. Butler, who succeeded to the Kimball Co., stated that the fire would not interfere with the transaction of business. In 1916 the old structure that occupied the premises now used by the new Ashton Building was gutted by fire.

MEMORY CONTEST IN PORTLAND, ORE.

Nearly 1,000 Contestants in Great Music Memory Contest Held Recently Under Auspices of Music and Talking Machine Dealers

PORTLAND, ORE., May 4.—Portland's first music contest came to a close Friday afternoon, April 15, at the Public Auditorium and was a great success from every standpoint, and the fine records made by the children exceeded the fondest hopes of those in charge.

Comparative records show that the Portland contest was the most successful from a standpoint of popularity, number and results of any of the contests which have been held throughout the country under the auspices of the National Bureau for the Advancement of Music. A great deal of the credit belongs to Evelyn McFarland McClusky, of the educational department of Sherman, Clay & Co., who devoted all of her time and thought to making it a success. Mrs. McClusky received her preparation in the East, studying at the Victor factory at Camden, N. J., to fit her for just this type of work. The Portland-school children called her "The Victrola Lady."

Fifty classical compositions were studied by the pupils and twenty of these were chosen for the final test and were presented to the children through the medium of a Victrola furnished by Sherman, Clay & Co., and a Chickering Ampico supplied by the G. F. Johnson Piano Co. Twenty-four grammar schools and four high schools entered teams of fifteen pupils, making 420 selected entries, but 982 took the final test, as every child above 70 per cent at the preliminary tests was eligible for the finals. Out of this number twenty-two made 100 per cent and thirteen made 99 per cent, while all entries scored high. The Glencoe school scored highest, as six out of the team of fifteen scored 100 per cent, and to this school was given a handsome picture of "Beethoven and Friends" by the Federated Music Clubs of Portland. The Creston school was second and received a prize of \$20 in gold from the Parent Teachers' Association, while the Oakley Green school won the third prize, \$10 in gold, given by the Musicians' and Woman's clubs. These schools will purchase records for their phonographs with the prize money. In addition, all those making 100 per cent and 99 per cent received a \$1.75 record from the following dealers: Sherman, Clay & Co., G. F. Johnson Piano Co., Sieberling & Lucas, Bush & Lane, Hyatt Talking Machine Co. and the Wiley B. Allen Co. They were also the guests of the Portland Symphony Orchestra at their concert, April 20, being chaperoned by Mrs. McClusky. Also each contestant who scored 100 per cent received a certificate of honor and all who qualified for the finals received a certificate of merit. Sherman, Clay & Co. are being congratulated for starting such a movement in Portland, and as a result of the movement it is an assured fact that more time will be devoted hereafter to musical appreciation in the Portland public schools. Mrs. McClusky had the hearty co-operation of the Portland music lovers.

VICTOR SHOP IN DEPARTMENT STORE

Gottlieb's Concern in Kenosha, Wis., Establishes Talking Machine Section—Tastefully Arranged and Competently Managed

KENOSHA, WIS., May 7.—Gottlieb's department store of this place has just opened a talking machine department which will handle all the latest styles lines of Victrolas and records. This department is modernly equipped in all respects with commodious sound-proof demonstration booths. J. M. Jensen, for six years with the Joseph A. Pitts Co. of this city, will be in charge of the new department on the second floor of the Gottlieb store.

After a year's operation of a music shop in Knoxville, Ill., Mrs. R. D. McCracken is closing out her stock of talking machines and records preparatory to retiring from business.

SEND-OFF FOR M. M. MITCHELL

Buehn Phonograph Co. and Office Staff Present Mr. Mitchell With Handsome Traveling Bag on His Resignation From That Company

PITTSBURGH, PA., May 10.—Mark M. Mitchell, for the past five and a half years manager of the retail store of the Buehn Phonograph Co., Edison distributor and dealer, resigned on May 1 to engage in private business and will locate at Warren, Pa. Mr. Mitchell's going was keenly regretted by the Buehn management, as he was well liked and was highly esteemed. The firm and sales and office staff presented Mr. Mitchell with a handsome leather traveling bag. On Tuesday evening, May 3, some of the members of the office and sales staff of the retail store who had been more intimately connected with Mr. Mitchell tendered him a farewell dinner. The arrangements for the dinner, which was held in a private dining room in the Paris Inn, were made by Mrs. Claudine Barnes and Mrs. Ruth Owens. An elaborate dinner was served.

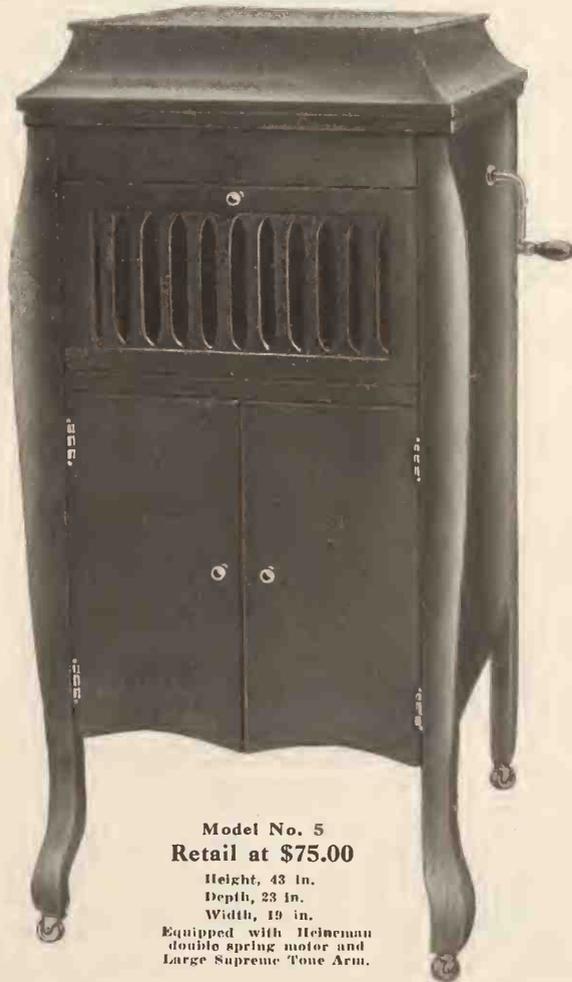
Brief remarks eulogistic of Mr. Mitchell and his work and bidding him Godspeed were made by A. A. Buehn, treasurer of the company; Mrs. Barnes, Mrs. Owens and C. C. Latus. Others present were Mrs. Maynard Phipps, formerly Miss Marie Kinney; Miss Orilla Berry and Mrs. Mark M. Mitchell. Mr. Mitchell made a brief response.

Mr. Mitchell will be succeeded as manager of the retail store by L. A. O'Neill, who has been connected with that department for the past four years. Prior to that Mr. O'Neill was located in Wilkes-Barre, Pa., with the Murray Smith Co., talking machine dealer.

REGINA CO. CONCENTRATES

The New York executive offices of the Regina Co., formerly in the Marbridge Building, 37 West Thirty-fourth street, have been moved to the home office of the company in Rahway, N. J. The Regina factory is also located in the same city; thus the executive and the manufacturing departments are now concentrated in one locality.

MORE PROFITS IN THIS NEW MODEL No. 5



Model No. 5
Retail at \$75.00

Height, 43 in.
Depth, 23 in.
Width, 19 in.

Equipped with Heilmann double spring motor and Large Supreme Tone Arm.

CHARMAPHONE NEW MODEL No. 5

means larger profits for the dealer.

Look at the design of this attractive model and think of the sales possibilities and you will understand why samples have been followed by repeat orders.

Quality cabinet with high standard equipment and at a price which creates sales and profits.

Send for price list and special dealers' arrangements.

Our illustrated catalog of the Charmaphone line sent on request.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

Edison Amberola Message No. 17

There is no buyers' "strike" against the Edison Diamond Amberola. It has the confidence of the Public because it is THE phonograph of high quality and low price. Live Amberola dealers, everywhere, are "cashing in" on the Public's appreciation of this fact.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

NEW YORK TALKING MACHINE CO. NOW IN NEW QUARTERS

Prominent Victor Wholesaler Occupying 30,000 Square Feet in Willys-Overland Building—New Home Ideal for Distribution of Victor Products—Near Transportation Mediums

The New York Talking Machine Co., Victor wholesaler, is now located in its new home on the tenth floor of the Willys-Overland Building, 521-531 West Fifty-seventh street, New York.

The moving was accomplished without the loss of a single day's work, and the old offices at 119 West Fortieth street, New York, were occupied until Saturday morning, May 14.

In its new home the New York Talking Machine Co. occupies a space of 30,000 square feet, all of this enormous area comprising a single floor. Under this new arrangement maximum efficiency is provided for each and every department, and, in fact, it is one of the largest single floors occupied by any wholesale establishment in the city. The lighting and working facilities are ideal, as the company occupies the entire top floor of the building, thereby permitting the organization to work in daylight practically the entire year.

For the past five years the New York Talking Machine Co. has been located at 119 West Fortieth street, New York, in one of the finest office buildings in the Times Square district. The business increased so rapidly, however, that



The New Home of the New York Talking Machine Co.

located and equipped to meet every requirement.

The freight elevators in this building are tremendous in size and can accommodate an entire truck-load shipment of Victrolas at one time. The building is adjacent to every medium of shipping, being close to all of the piers and only a few minutes from the Pennsylvania Terminal. These ideal arrangements will enable the shipping department to give maximum service and co-operation to the company's clientele.

The equipment at the new home of the New York Talking Machine Co. represents the last word in the furnishing of an exclusive Victor wholesale establishment. There is all-steel equipment in the daylight record racks and shipping rooms, and steel equipment has also been provided for the repair department. As the floor area is more than twice as great as provided in its former quarters, the company will have exceptional record stock facilities.

Included in the equipment of this floor is a series of Dealer Service and display rooms which will be at the disposal of all visiting Victor dealers and which will contain innumerable sales helps of practical value. The New York Talking Machine Co. has for many years made a specialty of paying close attention to every sales idea that is offered for the stimulation of Victor business and these ideas and plans will be displayed to advantage in the new service rooms in the Willys-Overland Building.

In addition to occupying 30,000 square feet

of space in the Willys-Overland Building, the New York Talking Machine Co. also has large storage warerooms at Eleventh avenue and Thirty-seventh street. This building was leased last Fall and was intended for the storage of Victrolas. However, the shortage of Victrolas has heretofore prevented the company from utilizing this building to advantage, but it forms another link in the co-operation that is offered Victor dealers by the New York Talking Machine Co.'s service department.

WILL MAKE RECORDS

Nestor Mfg. Co. Incorporated With Capital of \$100,000 to Manufacture Records

DOVER, DEL., May 9.—The Nestor Mfg. Co. was incorporated this week under the laws of the State of Delaware for the purpose of manufacturing talking machine records. The capital is \$100,000 and the incorporator is the Guaranty Trust Co., of Camden, N. J. Details regarding the plans of the company are not available.



Place a **SAXOPHONE** in your window

- Add a few
- VIOLINS**
- UKULELES**
- GUITARS**
- BANJOS**
- ACCORDIONS**
- HARMONICAS**

and other small instruments in everyday demand.

They will add the human element to your window displays and draw crowds of customers.

It costs no more to conduct an "Everything Musical" store than it does a Phonograph shop.

Write for our illustrated catalog of musical merchandise



Buegeleisen & Jacobson
5-7-9 Union Square
New York



Storage Headquarters on 11th Ave. and 37th St.

the floor space was found inadequate, and, in addition, the congested shipping and traffic conditions in this section of the city made it impossible for the proper handling of incoming and outgoing freight. When the executives decided to secure new quarters they made a thor-

Electro Platers and Polishers

DIE CASTING PLATING OUR SPECIALTY

Tumbling Barrel Plating—Gold, Silver, Nickel, Copper, Brass, Bronze

Our work is guaranteed high-class

Office Telephone Murray Hill 9070-9071

LUNA NICKEL PLATING CO.

347 FIFTH AVE.

Write for our prices

TELEPHONE: 224 CENTER ST. FACTORY: Telephone Canal 9285

NEW YORK CITY



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

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

Making a Console out of A Table Model

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

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

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

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

Write for copy of catalogue.

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

USED FOR FUNERAL SERVICES

Nebraska Undertaker Employs the Pathé Actuelle With Gratifying Results

PLATTSBURGH, NEB., May 5.—The universal power and influence for good of the phonograph has long been recognized by all lovers of good music, and while it has been frequently employed in churches, schools, clubs and public places generally, it has only recently played an important part in the conduct of funeral services.

In this connection may be cited the experience of J. P. Satler, an undertaker of this city, who on several occasions has used the Pathé Actuelle in his chapel with the most gratifying results. In referring to the subject he explained that he often found it difficult to secure choirs or soloists, in lieu of which he found the phonograph an excellent substitute. Many beautiful hymns are available in record form, such as "Nearer, My God, to Thee," "Lead, Kindly Light," "In the Sweet Bye and Bye," "Shall We Gather at the River," "I Am Praying for You," etc., that are entirely appropriate for the occasion.

RECORD'S EDUCATIONAL VALUE

J. M. Dorey, of Columbia Graphophone Co., Gives Unique Demonstration in Normal School

ROCHESTER, N. Y., May 7.—The faculty and student body of the City Normal School here lately enjoyed a demonstration given by J. M. Dorey, of the educational department of the Columbia Co., showing how music may, by means of this instrument, be correlated with subjects in the school's curriculum. Records such as "The Dance of the Goblins" and "The March of the Little Red Soldiers" were used as story backgrounds, which were followed by records to whose music the children marched and skipped.

J. A. Abraham has opened a new talking machine store at 114-20 Boulevard, Rockaway Park, N. Y., and will represent the Victor products.

SIGNS ADVERTISING BILL

Governor Makes Other Measures Law by His Approval—Betts Bill of Interest

ALBANY, N. Y., May 6.—The Betts bill to promote truth in advertising was approved by Governor Miller to-day. The measure takes the word "knowingly" out of the existing law, thus making it impossible for dishonest advertisers and promoters of fake securities of merchandise to plead ignorance as a defense.

The Governor also signed a bill which prohibits the unauthorized use of photographs in advertising, excepting the photographs of anyone connected with the concern inserting it or of the product or article advertised.

MICKEL'S FAIR FOLDER

Interesting Circular of Great Value to Dealers Sent Out by Des Moines Jobber

An unusual, attractive and most descriptive folder has recently been issued by Mickel Bros. Co., Victor jobber, Des Moines, Ia. It is called "Mickel's Fair Folder" and illustrates some twenty-five articles which are decided sale stimulators. As the reading matter states, this folder is gotten up in order to bring before the dealers the many novelties which can be used for publicity at city, county and State fairs. Each item mentioned is graphically described and illustrated. The prices also are quoted.

However, not alone through the suggestion of suitable souvenirs has the Mickel Bros. Co. offered its co-operation for the successful representation of Victor dealers at the different fairs. It has instituted a fair department, which, as stated in the folder, will help and offer suggestions in connection with conducting successful fair exhibits.

The Universal Musical Instrument Co. has leased quarters in the new building at 13 Astor place, New York.

ATTENDED CHAMBER OF COMMERCE

J. Newcomb Blackman Represents National Association of Talking Machine Jobbers—Group Meetings at Convention Favor Sales Tax—New Referendum Will Be Mailed to Members

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, spent the closing days of April in Atlantic City, attending the National Convention of the United States Chamber of Commerce. French Nestor, of the Standard Talking Machine Co., Pittsburgh, Pa., and Mr. Blackman represented the National Association of Talking Machine Jobbers at this convention as counselors; Mr. Blackman was also a delegate, representing the Music Industries Chamber of Commerce.

The principal topic discussed at this convention was the sales tax idea. The United States Chamber of Commerce went on record, through its membership at a recent referendum, whereby a small margin of votes favored the elimination of the excess profits tax and the imposition of an excise tax on certain articles of wide but unnecessary use and made no recommendation on the sales tax.

In a chat with The World Mr. Blackman commented as follows anent this meeting of the United States Chamber of Commerce:

"A result of the group meetings of the convention was an overwhelming vote in favor of the sales tax. In the original meeting it was decided unwise to have the assembly bind the entire Chamber, and instead a new referendum to be sent out immediately was decided upon. The question asked in the former referendum was so worded that a confusing vote resulted. In the new referendum it specifically calls for a vote for or against the sales tax as well as the elimination of the excise tax. Judging, however, from the apparent predominating sentiment in favor of the sales tax in the convention group meetings, it is my judgment that the new referendum will result in a favorable vote for a general sales tax."



Style B



Style D



Style G

**Your Opportunity is Here—Right Now
Mr. Phonograph Dealer**

While this period of sales development confronts you, and only a phonograph of more than ordinary merit will attract popular notice, SELL THE

**Brooks
AUTOMATIC**

Repeating Phonograph

The Wonder Instrument That Appeals to Everyone

Different from the ordinary phonograph, distinctive features that the buying public has been waiting for
Beautiful Models :: Beautiful Tone :: Beautiful Finish
Prices Range, \$90 to \$300

Write for our new literature. Dealers are being appointed in all unoccupied territory

BROOKS MANUFACTURING CO.
SAGINAW, MICHIGAN



Style H



Style K

Free for the Asking!

THE BUSY TALKING MACHINE MERCHANT ANYTOWN, U. S. A.

The Talking Machine World Service,
373 Fourth Ave., New York City.

Gentlemen:

Please send me a few specimens of your newspaper advertisements which you say are institutional, exclusive, interesting, unusual, convincing, not expensive to publish in our local newspapers, but of the type that have the "Buy it today" flavor in them.

* * * * *

Also send me a few of your window display ideas which you say are timely, attractive, and the kind that will convince me that my windows will pay my rent.

* * * * *

Included with the above also send me a few of your merchandising ideas, which will show me new ways of getting business, handling customers, selling more goods, finding prospects, getting more out of my sales force and which I can cash into money.

* * * * *

And last but not least, send me a few of your sales letters, which you say will keep my cash register ringing.

* * * * *

It is understood that all this material will be sent me free of charge, with no obligation to buy, but that we are to have first choice for this wonderful sales builder exclusively for our city, provided some other dealer in our city isn't already a subscriber.

Very truly yours,

JOHN DOE.

Mail the Attached Coupon To-day

and we will furnish you with the same material called for in Mr. Doe's letter above.

My territory includes these towns..... Total population
I handle these talking machines.....
Records.....
Other lines.....
Firm name.....
Address.....
City.....
State.....

HAPPENINGS IN THE DOMINION OF CANADA

SEVERAL NOTABLE CHANGES IN THE TRADE IN TORONTO

E. M. Berliner Succeeds H. S. Berliner as Officer of "His Master's Voice," Ltd.—R. H. Murray Toronto Manager—New Record Manufacturers—Brunswick Representatives Meet—Other News

TORONTO, ONT., May 5.—Changes in the management of His Master's Voice, Ltd. have been announced recently. On the board of directors Edgar M. Berliner has succeeded H. S. Berliner as vice-president, the latter having resigned from that office and as a director of the company. Thos. Nash has resigned as a director and as general manager of the company.

R. H. Murray, who was for many years connected with the Toronto office of His Master's Voice, Ltd., but who has been in Halifax for the past year, in charge of his firm's branch there, has been appointed Toronto manager. Mr. Murray removed from Toronto to Halifax to open up the branch in the latter city, which was put into operation to give the Maritime dealers the efficient service that headquarters at Toronto had become famous for.

J. N. Caswell, who has been connected with the Starr Co. of Canada, Ltd., for the past three years and who has a varied and valuable selling experience, has been appointed superintendent of agencies for Ontario for this firm. It is expected that the appointment of Mr. Caswell to this post will effect a closer co-operation between the Starr Co. and its various dealers throughout the province.

A recent visitor in Ottawa was Miss Mae Skilling, of Toronto, representing the educational department of the Columbia Graphophone Co. She made her visit under the direct auspices of the Ontario Department of Education to discuss musical possibilities in the schools of Ottawa. Miss Skilling delivered an address on the subject of "Music in the School" before the Woman's Canadian Club in Orange Hall, and was heard by a large gathering. She illustrated various arguments of her talk with phonograph selections, and made an appeal to the Woman's Canadian Club to ask the Department of Education to introduce music into the schools to a greater extent. A Columbia Grafonola and records were loaned for the purpose by the C. W. Lindsay Co., Limited.

The branch managers and travelers of the Musical Merchandise Sales Co., distributing Brunswick phonographs and records, Q R S music rolls, Brilliantone needles and other accessories, recently spent two interesting and instructive days in Toronto at a sales conference. F. A. Trestrail discussed the advertising plans and showed the men the extensive dealer's helps that are being prepared, the newspaper advertising arrangements and several other campaigns that will be introduced. He pointed out that the position the Brunswick has achieved in the trade is not only due to successful selling, but to aggressive and liberal advertising support. Other subjects discussed were, "How to Start a Phonograph Dealer," "How to Start a Record Dealer," "What We Have in Accessories and Supplies," "What Do Dealers Want Changed or Improved in Our Line?" "Closing Business by Mail" and "Open Discussions." On the first day the meeting adjourned at noon and a round-table discussion was held at lunch at the Ontario Club. In the evening a banquet was held at the King Edward, followed by attendance at the hockey match between Ottawa and Toronto for the N. H. L. championship. The following morning the men visited the Brunswick factory.

The final session was an open discussion and it gave the men an opportunity to express their opinions on their different problems. These were dealt with and solved by general discussion. The conference was closed with some timely remarks by Mr. Puckett, and a tribute was paid to the late John E. White, who was so instrumental in

helping to build up the success of the Musical Merchandise Sales Co.

Both the Messrs. Trestrail and Puckett expressed themselves pleased with the results of the gathering and the company plans to have two such conferences yearly.

A cardboard cut-out of a rabbit placed in the window of his new store at 920 Queen street E., proclaims to passers-by the fact that L. J. Burrows, the piano man, is also a talking machine dealer in that neighborhood. The word "burrows" is invariably connected with a rabbit—hence the use of the cut-out or trade-mark. Starr-Gennett records, Gourlay phonographs and pianos are the lines which are carried.

It is now made public that H. S. Berliner, former vice-president of the Berliner Gramophone Co., Ltd., and His Master's Voice, Ltd., announces a new record and dealer's proposition. The Sun Record Co., of which Thomas Nash is manager, has taken premises at 210 Adelaide street West, Toronto, Ont., near the corner of Simcoe street. Mr. Nash's resignation from the general management of His Master's Voice, Ltd., and the directorate of Berliner Gramophone Co., Ltd., was referred to at length in the April issue of The World. F. Fridberg, who was for eight years with His Master's Voice, Ltd., has joined the new record company. Mr. Fridberg is to have charge of the business office and will, in addition, concentrate on records, statistics and delivery service. Allan C. Kerrigan, also with His Master's Voice, Ltd., in the capacity of sales manager and with which firm he had been connected for over four years,

has joined the new firm and will represent the new record proposition as wholesale representative in the Province of Ontario. Mr. Kerrigan is well and favorably known throughout the retail phonograph trade. Complete particulars of this new record proposition will be in the hands of the trade very shortly. In the meantime an exceptionally interesting proposition is assured by the fact that behind it is an organization thoroughly grounded in the record business and by the fact that at the head of the organization is H. S. Berliner, who occupies a unique place in the record industry.

With a view to enlarging the scope of its service to phonograph manufacturers and dealers the Russell Gear & Machine Co., Ltd., this city, has secured sole Canadian rights to sell the Howe ball-bearing tone arm and reproducer.

F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, distributor in Canada for the Brunswick line, recently left just before noon and ere 3 o'clock of the same afternoon had sounded he had returned to his office. Mr. Trestrail aeroplaned to Camp Borden, a distance of seventy miles, delivered a luncheon address, flew the return seventy miles and at 3 o'clock was seated in his own Toronto office. Mr. Trestrail was the guest of the officers at Camp Borden and, following the luncheon, delivered a breezy address on "How Phonograph Records Are Recorded and Made."

J. N. Caswell, who has been connected with the Starr Co. of Canada, Ltd., for the past three years and who has a varied and valuable selling experience, has been appointed superintendent of agencies for the Province of Ontario for this firm.

This move will effect a closer co-operation between the Starr Co. and its various dealers throughout the province.

STEADY GROWTH OF BUSINESS REPORTED IN MONTREAL

Talking Machine Trade Throughout the Dominion in Satisfactory Shape—Many New Concerns Entering the Field—Trade Optimistic Regarding the General Outlook for 1921

MONTREAL, QUE., May 2.—Taking everything into consideration, the talking machine trade throughout the Dominion is keeping up in fairly good shape, and if reports from the States are correct the retailers on this side of the border have a little the best of the market. Despite the slowing up in buying there is a substantial number of new concerns entering the field, and likewise a number of established houses expanding their business.

Cantor Joseph Rosenblatt, Columbia artist, recently appeared in recital at the Mount Royal Arena. As a consequence it livened up the demand for his records.

Phonograph Sales Co. has opened a branch of its Laurier avenue store at the corner of Notre Dame and Rose de Lima streets, St. Henry, where it will feature Columbia Grafonolas and records.

At the recent formal opening of the new Orchid Parlor and mezzanine of C. O. St. Jean's

store in Sherbrooke, Que., the softness of a Victrola provided by H. C. Wilson & Sons blended with the subdued conversation, adding just the right touch to homelike surroundings.

New firms registered recently include: St. Henry Phonograph and Record Exchange, Cherrington Mfg. Co., of Canada, phonograph accessories and Canadian phonograph distributor; Phonograph and Record Exchange, Phonograph Record Repeater Co.

Brown's Talking Machine Shop recently sold a Magnavox to Roseland, Montreal's newest dance hall de luxe. This instrument will be utilized for announcing dances, etc.

Irving and Jack Kaufman, Emerson artists, recently appeared in vaudeville at the Princess Theatre.

Frank Oldfield, a Canadian baritone of no small importance and an exclusive Victor artist, recently made his debut to talking machine

(Continued on page 114)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

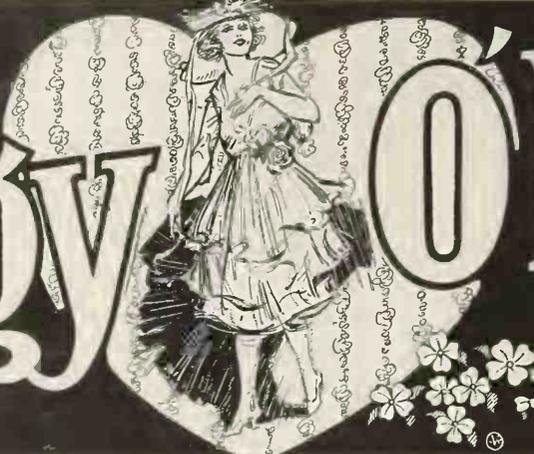
EVERYBODY LOVES—

Peggy O'Neil

"You can't go wrong with any Feist song."

An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!



BUSINESS PROGRESS IN MONTREAL
(Continued from page 113)

owners in his first recordings, which we understand met with a spontaneous success.

The Retail Merchants' Association of Canada, following a resolution passed at the Dominion board convention last Summer, decided to inaugurate a legislative and welfare fund of \$100,000, which is to be held in trust and used exclusively in the interests of all sections of retail trade. The campaign will be inaugurated in the Province of Ontario and a very representative committee has been formed in Toronto.

The annual meeting of shareholders of C. W. Lindsay, Ltd., was held recently and was largely attended. The president, C. W. Lindsay, presided. The financial statement presented to the meeting by the company's auditors showed that the net results were about the same as the year

preceding, which was the most prosperous in the history of the company. The directors voted bonuses to the employees at all branches, ranging from 20 per cent to 5 per cent of their respective salaries and payable May 1 to every employe who has served continuously with the company since March 1, 1920.

The usual 7 per cent preferred and 8 per cent common stock dividends were declared and a handsome amount carried to reserve. The old board of directors was re-elected, namely: C. W. Lindsay, A. McDiarmid, A. E. Brock, J. A. Hebert and E. Hamilton. At a later meeting of the board the following appointments were made: C. W. Lindsay, president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer. The managers from all the branches attended the meeting and in the evening were entertained at a banquet held at the Ritz-Carlton.

TRADE NOTES FROM WINNIPEG

Winnipeg Piano Co. Takes on Starr Phonograph—New Home for Mason-Risch Co.

WINNIPEG, MAN., May 2.—The Winnipeg Piano Co. has taken on the agency for the Starr phonograph. This concern has been handling Gennett records for some time.

M. Frankland, manager of the phonograph department of the Winnipeg Piano Co., has returned to his duties after a serious illness of several weeks' duration.

The Mason-Risch Piano Co., Ltd., expects to be in its new quarters in the Glines Block very shortly. The new building will afford greatly enlarged space to better display the fine lines of pianos and phonographs handled.

Most amusing was the incident which occurred recently at an Edmonton skating rink. A Magnavox had been sold by Heintzman & Co. with a Victrola to the Midway Rink, for the purpose of supplying the music for the skaters in the evenings. The result was a most indignant complaint sent in by the neighbors for several blocks around, asking the proprietors to request the orchestra to modify the loudness of its music.

INSPIRING TALK BY R. H. MURRAY

Discusses Trade Topics Interestingly at Closing of Taylor Music Co.'s Sales Classes

HALIFAX, N. S., May 6.—The last of the series of sales classes conducted by the Taylor Music Co., of this city, for the benefit of its inside and outside selling staff was held recently at the Green Lantern in Halifax. The speaker of the evening was R. H. Murray, manager of the Halifax branch of His Master's Voice, Ltd., who gave a very inspiring talk on the subject of "sweating" record sales. Mr. Murray pointed out principally that salespersons' efforts, in the case of "inside" salespeople, were measured by the difference between the sale of a single record and what was actually finally sold to the customer, reasoning with his audience in such a way that it was evident to them that where they made a single record sale only they were not justly entitled to any credit for selling same, for in ninety-nine out of a hundred cases the customer, having walked into the store of his own volition, would have bought that record in any event, even if there wasn't a single salesman in the place, and records were sold via slot machines.

However, if the salesman succeeded in selling that customer, through persuasion or suggestion, two or three more records, some needles, an album, etc., which the customer needed but which he was not aware he needed when he came in to purchase one record—that was really selling, and selling which would eventually build up a splendid reputation for the salesman. Mr. Murray emphasized the fact that the root of all knowledge is curiosity and the root of all success is knowledge, advising his hearers that if they developed their lump of curiosity in the right direction success could not help but come to them.

TORONTO ASSOCIATION MEETS

First Meeting of Toronto Phonograph Dealers' Association for 1921 Results in Many Topics of Interest Being Discussed

TORONTO, CAN., May 5.—The first meeting for 1921 of the Toronto Retail Phonograph Dealers' Association was recently held at Hunt's, Limited. The meeting was preceded by a dinner, which seemingly provided the enthusiasm and pep evidenced throughout the meeting proper which followed. H. Ruthven McDonald, the president, occupied the chair.

An election of officers for the ensuing year then prefaced the general business of the evening. Without losing time it was moved by Mr. Ruse that M. E. Standfield, of the Standfield-MacPherson Co., be elected president. The motion met with the unanimous endorsement of those present. Ruthven MacDonald, the retiring president, surrendered the chair to Mr. Standfield and the election of officers proceeded. H. Rits, of the Toronto Grafonola Co., was the choice for vice-president and the office of secretary-treasurer was assigned by general consent to both H. E. Rorke, of Mason & Risch, Ltd., and J. D. Ford, of the R. S. Williams & Sons, Co., Ltd.

With the appointment of these officials the business got rapidly under way. The new president outlined the policies of the Bloor-Bathurst Business Men's Association, of which he is the president, placing emphasis on the fact that much of the success due to that organization was attributable to the way they had divided the Bloor-Bathurst district. It had been subdivided into sections, each section supplying one man to the Association's executive committee. This method of appointing an executive Mr. Standfield commended to the phonograph men. It was readily accepted by them and the subdivision of Toronto into districts, each of which would supply a member to the executive, was commenced. Among those elected to the greater executive were Messrs. Graham, Mosier, Grant, Porter, Griffith, Davey, Coleman, Baulch, Beatrice and Rupp.

Mr. Rorke, the secretary, then read a letter which he had received from A. G. Farquharson, secretary of the Music Trades Association of Southern California, in which the formation of a national dealers' association was urged.

Mr. Rorke was instructed to write for further information before any action should be taken in the matter.

H. Rits, the new vice-president, evoked considerable healthy discussion when he proposed the establishment of a system of keeping a record of undesirable customers. For instance, "here might be a record of particulars of those who, having purchased a phonograph from a dealer, would not meet payments, thereby causing a repossession, and then would deliberately turn around and seek to purchase an instrument from another dealer. By supplying the dealers in the Association with the names of such individuals it would tend toward their mutual protection, Mr. Rits affirmed. Mr. Standfield then advised the Association's taking out a Government charter so that it could legally pass on to dealers names of people who had not kept up their payments. It was moved and seconded that the executive committee get legal advice in connection with the taking out of such a charter.



No. 35767/10 Palm Plant, natural prepared, everlasting.

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

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

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

BRUNO

The Hall-Mark of Success



OCCUPYING the place of honor in the General Offices of the Victor Talking Machine Company in Camden, New Jersey, is the original oil painting of the trade-mark "His Master's Voice." And it is quite natural that this picture—a picture showing the best known trade-mark in the whole universe identifying the world's greatest musical instrument—should be so favored.

Why not you too, Mr. Victor Dealer, utilize the "place of honor" in your store for your display of the world famous trade-mark? Can you imagine anything bigger or better? Isn't it the very thing that has helped to identify you as the prosperous and highly reputed merchant in your community? Surely, therefore, you must be anxious to have this most valuable trade-mark occupy the preferred position in your establishment.

And now, Mr. Victor Dealer, the Victor Company has made it possible for you to secure a large size reproduction of the Victor trade-mark in oil paints at the modest cost of \$7.50. It is a large and beautiful picture in many colors mounted on canvas with a heavy wooden frame finished in antique gold measuring 27 $\frac{3}{4}$ inches in height and 33 $\frac{1}{2}$ inches in length. The picture so closely resembles the original painting that it is quite impossible to tell them apart, and for dignity and refinement, it cannot be surpassed.

Every progressive Victor Dealer must realize the prestige and profits to be derived by the proper display of the great and familiar trade-mark "His Master's Voice."

The picture may now be obtained through Victor distributors. See that your order goes through at once. It will be the smallest investment for the largest returns you ever made.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only



The Quickest and Biggest Hit of the Year

CHERIE

"You can't go wrong with any Feist song."

MUSIC IN BUSINESS AND EDUCATION

The Basis of Talks Given Before Ohio Music Teachers by Chas. D. Isaacson and Mrs. Frances Elliot Clark, of the Victor Co.

DAYTON, O., May 2.—Music as a distinct asset to business life was the theme around which Charles D. Isaacson, music editor of the New York Globe, centered his talk at the luncheon of the Ohio Music Teachers' Association.

Mr. Isaacson advocated the recognition of art as an essential factor in city life. Business progress will result, he said, in recognition of any of the fine arts. "The future of America lies in the future of American tastes," he said, "and if that level can be elevated it is possible to raise the entire life."

Education of children in music was urged by Mrs. Frances Elliot Clark, head of the educational department of the Victor Talking Machine Co., as one means of making America the greatest music nation in the world. "Instilling

of the fundamental principles of music in the child at an early age is just as important as the teaching of other subjects," she said. "One means of accomplishing this is through the school orchestra."

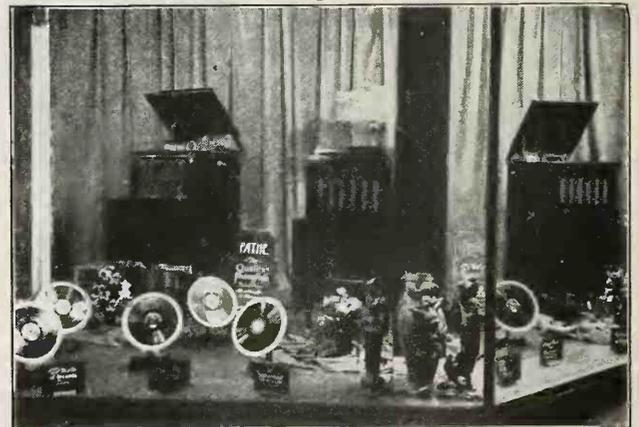
PATHE CAMPAIGN IN BALTIMORE

W. A. Steer & Bro., Local Dealers, Do Some Strong and Effective Advertising

BALTIMORE, Md., May 6.—W. A. Steer & Bro., Pathé dealers of this city, recently conducted an active and sensational advertising campaign embodying a number of interesting features which served to deliver the Pathé message in a strong manner to the public in the Monumental City.

The big drive comprised various forms of advertising, including full-page ads in the newspapers, featuring the new electric never-wind motors, illustrations and cuts of the various models and the chart showing the course of labor, material and Pathé cost for the last seven years.

Some very striking and beautiful window displays were also shown with the popular and classic models as outstanding features, the trims being embellished with colored cards, bright festoons and streamers, flowers and potted plants, statuettes, photographs and records of the popular artists and musicians. The displays occasioned much favorable comment and an idea of their attractiveness is conveyed by the illustration herewith given.



Steer & Bro.'s Attractive Pathé Window

The Cirola Phonograph Corp., manufacturer of the Cirola portable phonograph, is moving into a new building it has purchased at 393 High street, Newark, N. J. In this new plant it will have 20,000 square feet of floor space available for manufacturing purposes.

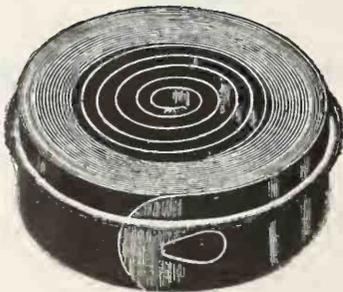
MUCH EDISON LITERATURE

Thomas A. Edison, Inc., Increasing Its Publicity Material Each Month

The statistics recently available through the advertising department of Thos. A. Edison, Inc., should serve as a very fine inspiration to retail merchants throughout this industry who have not shown a disposition to go out after business in a truly vigorous manner. The Edison company has demonstrated its belief in the wisdom of this policy in a most concrete manner and incidentally the results that are accruing prove

the policy to be right in every particular. The figures we have in mind show that the direct mail literature sent out from the Edison headquarters at Orange during the month of March, 1921, increased by 40,000 pieces over the amount sent out from the month previous. This increase applies only to literature which the Edison company sends out to the dealer's prospects to help him sell his merchandise, and includes such matter as copies of "Along Broadway," form letters and invitations to visit Edison shops. These facts indicate not only Edison enterprise, but tell of the business betterment which is now evident in the industry.

Main-Springs



For any Phonograph Motor Best Tempered Steel

Inch	Length	Motor/Brand	Price Each
3/8	10 feet	all small motors	\$.40
1/2	10	Columbia, Pathe, Heinenman	.45
1	11	Columbia with books on end	.50
1	13	Victor	.50
1 1/4	18	Victor, new or old style	.75
1	12	Heinenman and Pathe	.60
1 3/16	18	Heinenman and Pathe	1.05
1	10	Saal Silver-tone and Sonora	.60
1	13	Brunswick, Saal and Sonora	.70
1	16	Brunswick, Saal and Sonora	.85
1 1/2	full size	for Edison Disc Machines	1.90

SAPPHIRES—GENUINE
 Pathe, very best, loud tone, genuine, each 15c, 100 lots \$11.50.
 Edison, very best, loud tone, 15c each, or \$12.00 in 100 lots.

PHONE-ARMS
 The very best in throw-back style, very loud and clear, \$5.00 each.
 Tone-arm with the best reproducer, Universal, \$3.50 each.

PHONOGRAPH NEEDLES
 We are jobbers in Brillantone Steel Needles, Magnedo, Wall-Kane, Tonofone, Nipoint, and the Gilt EDGE Needles.

ORDER RIGHT FROM THIS AD
 Send for price list of other repair parts and motors.
 Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if wanted by parcel post, or we will ship by express.

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

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

Plant No. 1
 833 Broad Street
 Tel. 2896 Market
 NEWARK, N. J.

SAWING GRINDING ROUGHING ROLLING and EXPERIMENTAL LABORATORY

Plant No. 2
 54 1/2 Franklin St.
 NEWARK, N. J.

MANUFACTURER OF

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels —Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note:—This is the seventh of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

NEW WINE IN OLD BOTTLES

The hundreds of talking machine men (and women, too) who flocked to Chicago during the conventions of the music industries which came to their end just as this issue of The Talking Machine World was published came for various reasons. Many of them, of course, are engaged in other branches of the music business. Many wanted to see the very latest things in all branches of the music industries. Some, at least, must have wanted to see at first hand how talking machine retailing is conducted in some of the great Chicago stores whose names come to the lips whenever talking machine men are gathered together.

Putting Music to Work

Whoever, at any rate, did come to Chicago with the last of these ends in main view must have been struck with the very remarkable work which is being done by the great house of Lyon & Healy in respect of exploiting music to the public. Recognizing their position as retailers of "everything in music," they have come to see that the best way of advertising their own many lines of musical goods is to maintain a pretty constant exhibition of the same in process of use. In a word, they do not content themselves with putting their pianos, their talking machines, their violins, their saxophones, their sheet music, or what not, on upper floors or behind glass cases. They maintain on their ground floor an almost continuous concert from noon to night, day by day and week by week, in a commodious concert hall, to which the public is invited to come without charge. Here musicians play all sorts of musical instruments, sing all sorts of songs, and even give concerts of quartet and ensemble music. Here talking machines are giving forth their tuneful message hour by hour, with regular set programs of the finest records, programs announced a week beforehand and treated with as much care as if the artists who have made the records were bodily present. A constant stream of men, women and children files through the Lyon & Healy concert hall. The message of music is daily carried to hundreds in the most direct and effective manner, and the house's persistence in the policy, at a very considerable cost, shows that the results thereof are steadily reflected in the sales totals on all lines of music and musical instruments.

Refuting an Excuse

Now this is mentioned mainly because the commonest excuse given by those who are accused of not exploiting the talking machine sufficiently is that all the public methods have been tried already. One special complaint is that "recitals are nothing new and the people are tired of them." As a matter of fact, the people are not to be seduced from their accustomed apathy as to things musical by any ordinary cut-and-dried event. That much is certainly true. The sound of a talking machine is nothing new. Pass along the street on any fine day and every music store is filled with the strains of operatic, dance, comedy or jazz music. There is nothing new about talking machine music. There is even nothing new about the invitation to come in, sit down and listen to talking machine music. But there may be all sorts of things new about the way it is done. And it is just in finding out new ways and putting them across that the successful exploiters are distinguished from the general run of their competitors. It is just here, that is to say, that the finished work of a house like Lyon & Healy stands out.

Of course, a talking machine recital can be the most cut-and-dried affair in the world. It may be the merest serving up of the husks of music, badly selected and badly presented. But when a little imagination is used and those who have such affairs in charge try to put themselves in the place of the casual member of the public who may drop in to listen, then we begin to see how an unfruitful idea may be made very fruitful indeed. Let us just look at things from this standpoint.

The sole and only value of the talking machine to the consumer lies in that machine's ability to provide music of all kinds whenever wanted. But the life-blood of the sale and of any subsequent interest the consumer may take in the store is in the record. The record must be kept

before the thought of the people by every possible means, and it will soon be found that if this is done the problem of selling the machine itself becomes really very simple, and, from an advertising copy standpoint, really secondary.

Putting the Personality Across

But what is it that makes the record interesting to the public? The fact that each disc represents the work of one or more living persons, singers, pianists, violinists, orators, or what not. The disc itself is nothing important. But what the disc represents is very important indeed. It is this sense of touch with a living personality, with the living utterance of a living artist, which makes the record interesting. Plainly, then, all public demonstrations should be connected in

(Continued on page 120)

Give the Public What It Wants!



SHERATON CONSOLE
MODEL 300
Width - - 42 inches
Depth - - 23 1/4 inches
Height - - 37 1/2 inches

TODAY—The demand is all for the console type.

Can you supply them? *We can!*

We will furnish you with consoles in the popular styles

of Period Models and do so at a cost that makes business possible even in these days.

Write for our prices and full information on equipped or empty cabinets or we will equip them according to your own ideas and with your own fittings expertly.



QUEEN ANNE CONSOLE
MODEL 200
Width - - 40 inches
Depth - - 23 1/4 inches
Height - - 36 1/4 inches



QUEEN ANNE CONSOLE
MODEL 190
Width - - 36 inches
Depth - - 23 1/4 inches
Height - - 36 inches

SINGER TALKING MACHINE CO.

575-9 Market Street

Milwaukee, Wis.



CRITONA RECORDS

Stripped of all unnecessary verbiage, and with all highly technical and descriptive language eliminated, the musical and commercial value of a phonograph record depends upon the *fidelity with which the voice of the artist and the music of the instruments is reproduced.*

The time has come when the music-loving public is not satisfied with a record because it is *musically interesting*, though the music produced is only an *approximation* of the artistry of the musicians. The demand is for *fidelity of reproduction*. CRITONA RECORDS reproduce with *fidelity*.

Among the first releases of CRITONA RECORDS will be found brilliant examples of such recording, and students of the recording art whose knowledge is such that they demand genuinely true reproductions of music, will be vitally interested in listening to these initial CRITONA RECORDS.

Artists recording for CRITONA RECORDS are of unquestionable standing in the musical world, and have attained a success which will immediately command the attention and interest of all lovers of music. This field today is so broad, and there are such a vast number of excellent musicians available, that the *art* with which the voices are recorded is of *vastly greater importance* than the particular *name* of any individual star.

CRITONA RECORDS are mechanically recorded with what is known as the lateral, or zig-zag cut, and may be played on all makes of phonographs. They are recorded with such finesse and delicacy of detail that they will produce music when played on any phonograph with the best results which that particular phonograph is capable of producing.

Critona Sales and Recording Policies

CRITERION RECORDS, INC., will record Operatic, Popular, Classical and American Standard music by famous vocal and instrumental artists.

CRITONA RECORDS will be sold to the *Independent Dealer*, that is, the dealer in phonographs manufactured by companies which do not manufacture a satisfactory record outside the field of popular music.

CRITERION RECORDS, INC., enters the field of phonograph merchandise at the point where most of the record manufacturers leave off.

THE DEALER who has only popular and indifferently recorded operatic and classical records to offer his trade may now enlarge his field with CRITONA RECORDS of the highest order, musically and artistically, and thus compete with the best.

CRITERION RECORDS, Inc.

1227 Broadway

New York City



CRITONA RECORDS

First Releases

EVA LEONI—Coloratura Soprano

ONE DOLLAR EACH—10-inch, S. F.

- * 1013 IL FLAUTO MAGICO (Mozart). Soprano Solo...Leoni
- 1014 MIGNON—POLONESE (Thomas). Soprano Solo...Leoni
- 1009 ROMEO & JULIET—VALSE (Gounod). Soprano Solo, Leoni
- 1029 RIGOLETTO—CARO NOME (Verdi). Soprano Solo...Leoni
- 1030 LO, HERE THE GENTLE LARK (Bishop). Soprano Solo.....Leoni
- 1031 LAKME (Bell Song) (Delibes). Soprano Solo.....Leoni

MILLO PICCO—Baritone

ONE DOLLAR EACH—10-inch, S. F.

- 1010 TROVATORE—IL BALEN (Verdi) Baritone Solo...Picco
- 1011 TRAVIATA—DE PROVENZA (Verdi). Baritone Solo.....Picco
- 1012—ZAZA—BUONA ZAZA (Leoncavallo). Baritone Solo. Picco
- * 1032 FAUST—DIO POSSENTE (Gounod). Baritone Solo. Picco
- 1033 PAGLIACCI—PROLOGUE, Part 1 "A Word." Baritone Solo.....Picco
- 1034 PAGLIACCI—PROLOGUE, Part 2 "Sanctus." Baritone Solo.....Picco

MILAN LUSK—Violinist

ONE DOLLAR EACH—10-inch, D. F.

- 8035 SERENADE (Pierne). Violin Solo. Pianoforte by Mme. L. V. Wetche
- SERENADE (Schubert). Violin Solo. Pianoforte by Mme. L. V. Wetche
- 8036 SERENADE (Drigo). Violin Solo. Pianoforte by Mme. L. V. Wetche
- HUMORESQUE (Dvorak). Violin Solo. Pianoforte by Mme. L. V. Wetche
- * 8037 SOUVENIR (Drdla). Violin Solo. Pianoforte by Mme. L. V. Wetche
- TRAUMEREI (Schumann). Violin Solo. Pianoforte by Mme. L. V. Wetche
- 8038 CAVATINA (Raff). Violin Solo. Pianoforte by Mme. L. V. Wetche
- MINUET IN G (Paderewski). Violin Solo. Pianoforte by Mme. L. V. Wetche

CARLO FERRETTI—Baritone

ONE DOLLAR EACH—10-inch, S. F.

- * 1007 CARMEN—Toreador Song (Bizet). Baritone Solo, Ferretti
- 1008 ZAZA—ZAZA, PICCOLA ZINGARA (Leoncavallo). Baritone Solo.....Ferretti
- 1023 FORZA DEL DESTINO—SON PEREDA (Verdi). Baritone Solo.....Ferretti

1024 BALLO IN MASCHERA (Verdi). Baritone Solo..Ferretti

1025 RIGOLETTO—CORTIGIANI (Verdi). Baritone Solo, Ferretti

1026 GIOCONDA (Ponchielli). Baritone Solo.....Ferretti

ANTONIO ROCCA—Tenor

ONE DOLLAR EACH—10-inch, S. F.

- 1003 RIGOLETTO—QUESTA O QUELLA (Verdi). Tenor Solo.....Rocca
- 1004 RIGOLETTO—LA DONNA E MOBILE (Verdi). Tenor Solo.....Rocca
- 1005 TOSCA—RECONDITA ARMONIA (Puccini). Tenor Solo.....Rocca
- * 1006 TOSCA—E LUCEVAN LE STELLE (Puccini). Tenor Solo.....Rocca
- 1027 GIRL OF THE GOLDEN WEST (Puccini). Tenor Solo.....Rocca
- 1028 PAGLIACCI—VESTI LA GUBBA (Puccini). Tenor Solo.....Rocca

PIANO SOLOS

EIGHTY-FIVE CENTS EACH—10-inch, D. F.

- 715 COME BACK TO ERIN (Claribel). Piano Solo, Jack Glogau
- MOTHER MACHREE (Olcott-Ball). Piano Solo, Phil Ohman
- 716 DINIELAND (Emmett). Piano Solo.....Jack Glogau
- OLD FOLKS AT HOME (Foster). Piano Solo. Phil Ohman
- 717 MELODY IN F (Rubinstein). Piano Solo. Jack Glogau
- ANNIE LAURIE (Douglas-Scott). Piano Solo. Phil Ohman
- 718 I LOVE THEE (—). Piano Solo.....Phil Ohman
- GOOD-BYE (Tosti). Piano Solo.....Phil Ohman
- 719 HEARTS AND FLOWERS (Tobani). Piano Solo, Phil Ohman
- JUST A SONG AT TWILIGHT (Bingham-Mallory). Piano Solo.....Phil Ohman
- 720 SILVER THREADS AMONG THE GOLD (Rexford-Danks). Piano Solo.....Phil Ohman
- SWEET ADELINE (Armstrong). Piano Solo. Phil Ohman
- 721 THE ROSARY (Nevin). Piano Solo.....Phil Ohman
- IN THE GLOAMING (Orred-Harrison). Piano Solo, Phil Ohman
- 722 THE LAST ROSE OF SUMMER (Moore). Piano Solo.....Phil Ohman
- AULD LANG SYNE (Burns). Piano Solo. Jack Glogau
- 701 HOME, SWEET HOME (Payne-Bishop). Piano Solo, Jack Glogau
- OLD BLACK JOE (Foster). Piano Solo.....Jack Glogau
- * 702 BELIEVE ME, IF ALL THOSE ENDEARING YOUNG CHARMS (Moore-Stevenson). Piano Solo, Jack Glogau
- GLOW WORM (Lincke). Piano Solo.....Jack Glogau

CRITONA QUALITY

CRITONA RECORDS base their claim for public favor strictly on the FIDELITY with which they reproduce music.

There are three distinct features entering into the manufacture of a record for which recording companies have for years been striving:

First: the FIDELITY with which the voice of the artist and timbre or tone of the instruments is reproduced.

Second: Natural volume of sound.

Third: Mechanical perfection of the record.

CRITONA RECORDS mark a marvelous achievement in all three of these departments. This fact may be proven by the most skeptical investigator who will carefully listen to the CRITONA RECORDS which are starred in the list of initial releases given above, representing, as they do, some of the most difficult feats of the art of recording.

Criterion Records, Inc., is perfectly willing to rest its claim for superiority in all phases of phonograph recording on the excellence of these records.

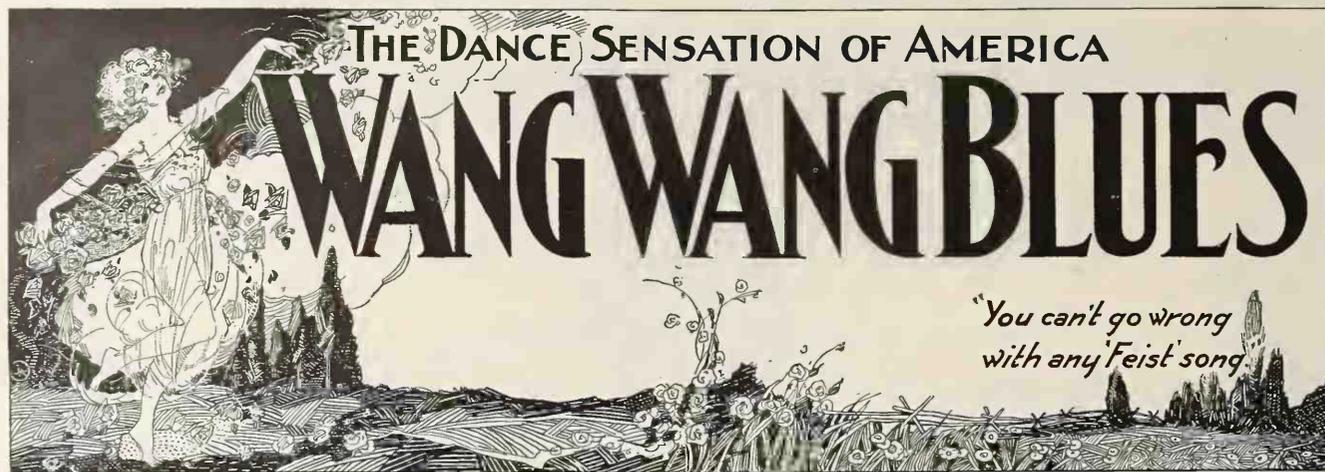
We suggest that dealers order—now—the starred numbers on this list and determine for themselves the genuine merit of Critona Records. Write for catalogue.

CRITERION RECORDS, Inc.

1227 Broadway

New York City





NEW WINE IN OLD BOTTLES

(Continued from page 121)

the closest possible manner with the names and personalities of the artists. Concerts should not be "talking machine concerts," but concerts given by this, that and the other artist. It is not that the Jim-Jam talking machine is being demonstrated. It is that John Smith and Mrs. Smith and the little Smiths may come in and sit down comfortably and hear a concert given by John McCormack, Mary Garden, Pablo Casals, Ignace Paderewski and Fritz Kreisler. That is the important point and also the strict truth. That also is the one point which it is necessary above all to get fixed in the minds of the people. When they learn to think of one's public display of talking machine music in this way, then these displays do their work and constitute advertising of the most valuable kind. So long as they are thought of as mere displays of a given talking machine they miss half their force.

If anyone is not quite clear as to what is meant we suggest that he or she write to the advertising department of Lyon & Healy for a copy of some weekly music program.

Using Comparison Tests

There is another point which may be mentioned profitably. What is it, after the fact of its giving all sorts of music, which most interests the prospective purchaser of a talking machine? Plainly, the question of how nearly the talking machine approaches to the human in its renditions. Well, those who are fortunate enough to

be connected with the Edison Tone-Test system will not need to read further, but those who are not so connected might remember that nearly the same idea can be carried out, in a modest sort of way, by almost any enterprising dealer. For instance, in giving demonstrations of records of popular music, of the jazz or dance order, why not have a local dance orchestra play numbers first and then compare with this the rendition of the same by the talking machine? As a matter of fact, this will work two ways, for in many cases the record will sound better, both in the interpretation and in the instrumentation of the band or orchestra, than the local talent can make their own music sound.

But—Don't Assume

Of course, this sort of work needs preparation and care. It needs also advertising preparation and a careful explanation to the hearers. It never does to assume in the beginning that a miscellaneous audience knows anything at all, anything whatever, about music. Ninety-nine times in a hundred those who make any such assumptions shoot over their hearers' heads.

In other words, then, the whole question of creating interest in talking machines and records through public demonstration becomes a question of ingenuity, of putting old wine into new bottles. We have been led to believe that this is something which cannot be successfully done; but the experience of many successful merchants, some of which we have here touched on, proves the contrary. Here is one case in which we can, and indeed must, put new wine into old bottles.

FITZGERALD'S GREAT NEW SIGN

Next to Largest Flasher Sign in United States, 62 x 67 Feet, Erected by Big Los Angeles Music House—Features the Knabe With the Ampico and Also the New Edison

LOS ANGELES, CAL., May 5.—The latest addition to the electric signs which brighten the business district of Los Angeles at night is that of the Fitzgerald Music Co., which is said to



The Fitzgerald Co.'s Electric Sign

be one of the largest flasher signs ever turned out, being next in size to the big Wrigley sign on Times Square, New York.

The sign, which is illustrated herewith, measures 62 x 67 feet, the weight of the structural steel alone being 24,000 pounds, with the sign itself weighing 10,000 pounds additional. Over 3,000 incandescent lamps are used, and it is declared that the sign has a circulation from more points of view than any city in the United States. It is placed in plain view of the center of Broadway.

The action of this electrical sign at night is as follows: With a dark sky as a background, the musical emblem appears, from which works out the border in varying shades of yellow, pink, blue and green lights. Next appears the name "Fitzgerald" in white, followed by the address in red. Then comes the outline of the shield in green and immediately follow in white the words "Knabe with the Ampico." At the same time the interior of the shield is occupied by the figure of Godowsky at a Knabe grand Ampico in silhouette, the figures of Godowsky and the Ampico being in black and the balance of the space within the shield flooded with white light. After a few seconds the interior of the shield goes blank and is replaced by the figure of Anna Case with the New Edison phonograph, both figures being in silhouette. At the same time the words the "New Edison" appear to the right of the shield and the words "Knabe with the Ampico" fade away, to immediately reappear as the figures of Anna Case and the New Edison give place to the figures of Godowsky and the Knabe piano. Then as the entire sign remains lighted the shield alternately shows the Edison phonograph and the Edison artist and the Knabe piano and the Knabe artist. Then all fades out and the sign action recommences.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, President

145 East 34th St.

New York City

We are
Sole Metropolitan Distributors
of
The CIROLA



Price Now, \$35.00
Regular Trade Discount
to Dealers

Write or Phone for Representative
to call

Get All Your Accessories from One Source

Lundstrom Converto Cabinets
Bubble Books
Record Albums
Record Delivery Envelopes
Motrolas
Gilt Edge Needles
Record-Lites
Fibre Needle Cutters
Tonofone Needles
Cabinets
Talking Machine Toys
Brilliantone Needles
Fletcher Needles
Red, White & Blue Needles
Polishes and Oils
Repeaters and Rotometers
Wall-Kane Needles
Record Cleaners
Dust and Moving Covers
Motor Spring Safety Device

Have you seen our new
Console table?

BLACKMAN TALKING MACHINE CO. MOVES TO 23RD STREET

New York Victor Wholesaler Occupies 20,000 Square Feet in Modern, Up-to-date Building—Will Have Service and Period Model Rooms—New Home Accessible to All Modes of Travel

The Blackman Talking Machine Co., Victor wholesaler, is now established in its new home on the second floor of the building at 28-30 West Twenty-third street, New York. The company moved into its new quarters on May 1; the moving took place without the loss of even one hour's work, the entire force occupying their desks at 81 Reade street until closing time on April 30.

In its new home the Blackman Talking Machine Co. has 20,000 square feet, which is more than twice as much floor space as it occupied in its former quarters. The building runs through to 9-19 West Twenty-second street, giving a single floor of tremendous area. There are five freight elevators on the Twenty-second street side, and shipping facilities are ideal from every angle.

The floor is now being fitted up most attractively, the color scheme being mahogany and ivory. New mahogany furniture has been installed in every department of the general offices, and the private office of J. Newcomb Blackman, president of the company, will be located at the eastern corner of the floor facing Twenty-third street.

According to Mr. Blackman's plans, there will be installed on this floor several service rooms, including a model Victor store which will give visiting dealers an opportunity to visualize the most effective methods of using their windows and store fronts to advantage. A handsome period model room will also be a part of the Blackman quarters, and this room will be devoted exclusively to the display of period Victrolas.

Under Mr. Blackman's personal direction, assisted by Fred P. Oliver, vice-president and general manager of the company, and the members of the sales staff, an ideal system of handling dealers' orders has been evolved, and this

system will give the company's clientele maximum efficiency in every detail. In addition to the excellent shipping facilities at the command of the shipping department, the service division of the business will have exceptional opportunities to serve the Blackman clientele.

For the past few years the Blackman Talking Machine Co. has been established at 81 Reade street, occupying space on the main floor, together with two basements, but the company's

business increased so rapidly that the space was found far inadequate. In fact, for over a year Mr. Blackman had been looking for suitable quarters in order to handle his company's activities, and the building at 28-30 West Twenty-third street was finally chosen as best suited.

Located between Fifth and Sixth avenues, the new home of the Blackman Talking Machine Co. is accessible to all modes of travel, being closely adjacent to the Broadway subway, Broadway and Sixth avenue surface car lines and the Sixth avenue "L." It is only a few blocks from the Lexington and Seventh avenue subways and the same distance from the Fourth avenue surface car line.

WHAT ADVERTISING CAN ACHIEVE FOR YOU

By MILO C. RICHTER, Harley-Davidson Motor Co.

Here are a few of the many things advertising can accomplish for you, if you give it the chance:

1. It figuratively multiplies your sales force. One of the most difficult things in salesmanship is to create a desire in you for that which I have for sale. Anybody can sell when selling consists of nothing more than getting a signature on a dotted line. Anyone can be an order taker. Advertising paves the way to sales by creating the desire for the advertised article.

2. Advertising gives you business prestige. The public takes it for granted that the man who can afford to advertise is a successful man, and it likes to trade at the successful stores. Advertising is recognized as a builder of business. That's why the banker will often loan an advertiser money and refuse it to a non-advertiser.

3. Advertising stamps your goods as reliable. In these days of keenest competition the man with shoddy goods cannot keep his custom and make a "go" of his business. The buying public is determining its purchases on the theory of "If it's advertising it's good."

4. Advertising is business insurance and protection. You can mold the buying habits of the public by advertising. You can keep your sales at normal, even during the lean periods of the year by advertising.

5. Advertising makes the sales easier. If your advertising is of the educational type, telling as much about the product as possible, many of your prospects will walk into your store "sold" before you say a word. Your preliminary talk and description of the product is unnecessary. They know all that from reading your advertising and probably all they will want to know before signing up is what are the terms; what service is offered.

6. Your advertising will awaken your sales force to new activity. They know you are spending real money to get possible customers, and when those customers come into your store your sales force will feel responsible for carrying on the good work that your advertising started. They feel that they are connected with a live concern and are proud of it. It makes them better, more earnest workers, and real boosters for your house.

MERCHANDISING VALUE



Style K4—Top 40½" x 22"; Height 35"



Style K5—Top 41" x 22½"; Height 35"

\$150

Retail Price

\$160

LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.

Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg. Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.



Set "Siam Soo" to work for you. She puts the Oh! Oh! in Graf-o-nola. Put her on an electric Grafonola in your show window and she'll shimie till the crowds block the street.

Columbia Graphophone Co.
NEW YORK

TRADE NEWS IN BROOKLYN AND LONG ISLAND TERRITORY

Dealers in This Territory Going After Business in a Lively Way—Demonstrate Their Progressiveness by Improved Equipment, Increased Publicity and an Evident Will to Win Out

Brooklyn and Long Island talking machine dealers are most optimistic as to business in general. 1921 sales figures have been satisfactory in practically every instance where the dealer has made a real effort to go after business through all the channels open to him. Dealers everywhere feel that the most efficient method of closing sales is through the medium of a competent outside sales staff. In many cases women are being added to the outside forces, visiting the homes of prospective talking machine purchasers and introducing their machines to the owners with great success.

Victor Department Wins Silver Cup

The Victrola department of H. Batterman Co., Broadway and Flushing avenue, is winning recognition as one of the leading Victrola stores in Brooklyn. C. J. Ianell, manager, is optimistic regarding current Victor business and the outlook for the coming Summer months, stating, however, that it is necessary to utilize every sales effort in order to make this prediction a realization. Since taking over this department, more than a year ago, Mr. Ianell's record has been an exceptionally fine one, and recently the Victor department won a silver cup offered by the Batterman Co. to the department making the largest increase in sales during a certain stipulated time. Mr. Ianell claims that the cup

was won through persistent advertising, coupled with the concentrated efforts of the members of his sales force.

Campaign on Portable Victrolas

The American Talking Machine Co., 356 Livingston street, Victor wholesaler, has inaugurated an intensive campaign featuring portable Victrolas. The company is mailing attractive literature to the dealers, emphasizing the many uses to which these portable models are adapted during the Summer months and offering to assist the dealers in developing this end of their business. R. H. Morris, general manager of the company, states that dealers are now replenishing their record stocks after several years of marked depletion, and are all preparing for a healthy record demand during the Summer months. J. W. Offerman, of the American Talking Machine Co.'s sales staff, who covers Long Island territory, reports that the dealers in this section are making plans for an intensive Summer campaign in order to get their share of the business placed by the many transient visitors to Long Island during the Summer months.

Show Satisfactory Sales Totals

Goetz & Co., 81 Court street, active Columbia dealers, showed a decided increase in sales during the months of March and April. They featured their advertising to connect up with the

national advertising of the Columbia Co., with the result that a fine showing was made in machine sales as well as records. "Siam Soo" was demonstrated in a splendid window display, which attracted many passers-by.

Popular Talking Machine Manageress Betrothed

The Brooklyn phonograph trade will be interested in the recent announcement of the betrothal of Miss B. Neir, manager of the Pathé department of Winterroth's Flatbush avenue store, the date for her marriage being set for the near future. The many friends of Miss Neir will miss her pleasing personality, but their best wishes for her happiness are being offered to this popular talking machine woman.

Opens Branch Store in Far Rockaway

E. B. Ball, of Jamaica, prominent Pathé dealer, recently opened a new branch store at Mott avenue, Far Rockaway, which will be under the management of C. A. Baker, well known in talking machine circles in Brooklyn.

Victrola Eighty Proves Popular

In a chat with The World G. T. Williams, head of the G. T. Williams Co., 217 Duffield street, Victor wholesalers, commented upon the fact that the dealers in Greater New York had accorded the new Victrola Eighty a most cordial reception. Quite a number of the Victor dealers in Brooklyn territory have advised Mr. Williams that the number Eighty forms a valuable addition to the Victrola line and can be merchandised to advantage, provided the proper methods of sales development are utilized. Messrs. Miller and Saunders, of the G. T. Williams traveling staff, are giving practical service to the dealers, based on the fact that they have both spent a number of years in the Victor industry, and are thoroughly familiar with the dealers' problems.

Enlarging Store to Handle Business

The Freeport Music Shop, of Freeport, L. I., has enlarged its Victrola store to take care of its increasing business. This exclusive Victrola shop is a fine example of the up-to-date Victor establishment, and the success of this store demonstrates what a high-class retail establishment can accomplish through the use of efficient sales methods and effective service to the consumer.

Using Newspaper Space to Advantage

The A. S. Gould Co., 27 Main street, Flushing, L. I., live-wire Columbia dealer, is a firm believer in local newspaper advertising, carrying good-sized display advertisements in the leading newspapers. The sale of records has shown a decided increase, and this company has been able to place many Grafonolas around Flushing.

A Hustling Greenpoint Dealer

One of the most optimistic dealers in Brooklyn, N. Y., regarding the future of the phonograph is Thomas Anderson, who for over twenty years has conducted a large furniture establishment at 717-719 Manhattan avenue, that borough. Some seven years ago Mr. Anderson secured the representation of the Sonora phonograph in his vicinity, since which time he has built up a steadily increasing line of satisfied customers. For the first three months of this year Mr. Anderson reports having done an excellent business in Sonoras and Brunswicks.



AMERICAN TALKING MACHINE CO.

VICTOR
WHOLESALE

BROOKLYN
NY

Victrola Tungstone Stylus

This is an exclusive Victor product, and, like all Victor Talking Machine Company's merchandise, it is known for its high quality.

When your customer asks for needles, your first thought should be—**TUNGSTONE NEEDLES.**

They are economical, convenient and especially adapted for use with the Victrola and Victrola records.

USE THEM IN YOUR DEMONSTRATION ROOMS

Make sure that your customers know how good they are.

"Victrola Book of the Opera"

Something every Victrola owner should have

Have you sold one to your entire list of customers?

THE RESURRECTONE
—lateral and longitudinal adjustment



Patents Pending
FREE OF BLAST
CLEAR AND SMOOTH SOUND

Patented Jan. 21, 1919
June 22, 1915

Order a sample now. Subject to return if not satisfactory.
"Tuned Up Like a Piano" Write for Quantity Prices
HOFFAY PHONOGRAPH CO. 59 Fourth Ave., New York City
Makers of the "Air-tight" Tone Arm and Hoffay Phonograph

1920 GOOD YEAR FOR VICTOR CO.

Surplus Shows Substantial Gain Over Previous Year—Twenty Per Cent Increase in Volume of Business—\$4,000,000 for Taxes Alone

The talking machine trade was naturally much interested in the recently published annual report of the Victor Talking Machine Co., which indicated that the affairs of that concern were in a most prosperous condition. According to the figures the company's business increased in 1920 fully 20 per cent over the previous year, and the total surplus on December 31 was \$29,160,343, as compared with \$27,859,418 at the end of 1919.

The burden on the trade represented by war excise taxes and other taxes is strongly emphasized in the statement that during 1920 the Victor Co. paid nearly \$4,000,000 in taxes, and President Eldridge R. Johnson, in his report, says: "It is too heavy a burden for such an enterprise to struggle under." Continuing, the president's report says: "During the year we completed negotiations for the purchase, and made substantial payment on account, of a half interest in the shares of the Gramophone Co. Ltd., of England."

BEN HUTCHES A NEW YORK VISITOR

President of Ben Hutches Engineering Association, Chicago, Shows Pick-Up Needle Cup to Local Trade—Also Demonstrates Electric Motor to Interested Members of the Trade

Ben Hutches, president of the Hutches Engineering Association, Chicago, Ill., was a visitor to New York this week, calling on some of the local jobbers and dealers. He brought with him samples of the new Ben Hutches pick-up needle cup, which has attracted considerable attention in the trade and which will be the basis of an intensive sales campaign by the company. While here Mr. Hutches started negotiations for important distributing rights and territory is now being allotted for the wholesaling of this pick-up needle cup.

While in the East Mr. Hutches took advantage of the opportunity to display to some of the local manufacturers the Ben Hutches electric motor, which was invented and designed by Mr. Hutches, who has to his credit many years of experience as one of the country's foremost electrical experts. Mr. Hutches will furnish the trade with detailed information regarding this motor.

INCREASES FACTORY FACILITIES

The Luna Nickel Plating Co., New York, has recently increased its manufacturing facilities in order to adequately handle the requirements of its trade. This company, which has been in existence for the past three years, is doing nickel-plating work for some of the largest manufacturers in the country and, judging from the orders it has received recently, business conditions in this particular industry are steadily improving.

The Photo-Phono Production Corp. has been incorporated under laws of the State of Delaware with a capital stock of \$100,000 for the purpose of manufacturing talking-picture machines. Incorporator: American Guaranty & Trust Co., Wilmington, Del.

NEW VOCALION RECORD CAMPAIGN

Special Drive on Vocalion Red Records Made Possible by Improved and Increased Production Facilities—Special Releases of Timely Hits a Feature—New Label Coming

The Aeolian Co. has just announced a new and vigorous campaign for the exploitation to the retail trade of the Vocalion Red Records following the development of the record production facilities of the company, which has been under way for some time.

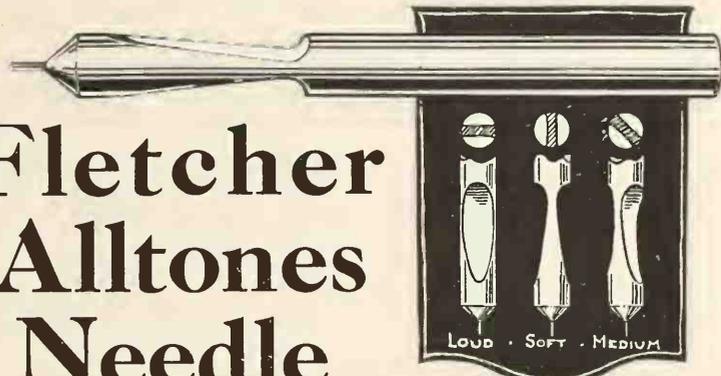
Not only has particular attention been given to the Vocalion record laboratories, which are now under the direction of George Sheffield, who has a broad and practical knowledge of matters musical, but attention has also been directed to the increasing of factory facilities, with the result that the company is now in a position to meet heavy demands for its records promptly and satisfactorily. The actual work of production is under the direction of F. J. Johns, for many years

actively connected with the Canadian talking machine trade and the results have proven distinctly satisfactory.

A recent innovation that has done much to improve the general quality of Vocalion records is the adoption of the steel matrix system as standard with the company.

Oscar W. Ray has been placed in charge of the wholesale Vocalion record department of the Aeolian Co. and has drawn upon his wide experience in the talking machine field to map out a campaign from which great results are expected. In rendering service to the dealer special efforts will be made to get the big hits on the market first through the medium of special releases. These special releases will be strongly advertised, and the dealer will be provided with material for directing local attention to the new records which, no doubt, will meet with popular favor.

There are many new features connected with the new Vocalion record campaign which will be announced in due time, one of these features being a new record label of great attractiveness.



Fletcher Alltones Needle

Patent Pending

The only Semi-Permanent Needle made, each of which will play either LOUD, SOFT or MEDIUM, by simply turning it in the needle holder as shown in the above cut. This is why it is called "ALL-TONES" or All-tones-in-one.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER' ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c
Boxes of 100 cards, to dealers \$15
Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE CO., INC.
205 Travis Street San Antonio, Texas
New York Distributor:
ANDREW H. DODIN, Inc., 28 Sixth Ave., New York, N. Y.
Chicago and Northern States Distributor:
W. R. PATTEN 8th Floor, 20 E. Jackson Blvd., Chicago, Ills.

Edison Message No. 95

If the Excise Tax on phonographs is increased, the price of Edison Phonographs must be advanced.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

OPENS NEW RETAIL STORE

DeRivas & Harris Mfg. Co. Has Attractive Branch in Fordham Section of New York

The DeRivas & Harris Mfg. Co., New York, opened its new store at 130 East Fordham



John Y. Shepard proof booths have been built. The company also has the basement, which it may use for storage purposes as well as for refinishing old pianos. The manager of the new store is John Y. Shepard, who has had a wide experience in retail merchandising.

KREMER BROS. ELECT DIRECTORS

Officers Also Chosen to Head Big Fond du Lac Enterprise—Talking Machine Lines Busy

The annual meeting of Kremer Bros., of Fond du Lac, Wis., large retail talking machine dealers, was held recently at which three directors were elected as follows: E. A. Kremer, A. J. Kremer and E. E. Kremer. Officers elected were: President, E. A. Kremer; vice-president and manager, E. E. Kremer; secretary and treasurer, A. J. Kremer.

Business in the talking machine department of this store has so increased during the past year that extensive alterations embodying a greater floor area for display purposes were necessary.

Road on Thursday of last week. The store is one of the most attractive in that section of the city and has been adequately arranged for the comfort of patrons. Two large display windows give ample opportunity for the display of DeRivas & Harris pianos, player-pianos and Victrolas, and toward the rear of the store several sound-



Scotford Tonearm and Superior Reproducer

Illustrating STYLE 1 FINISH
A combination of Japanned and Plated Parts
Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
Quantity Prices on Application



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

LOOK OUT FOR THE TARIFF LAW

Importers Warned to Take Instruments Out of Warehouses Without Delay

To avoid the more drastic features of the new Emergency Tariff Act, which is expected to become a law within a few days, the Legal Bureau of the Music Industries Chamber of Commerce recommends that all importations of musical instruments in warehouses be taken out at once and that a close watch be kept on arrivals of foreign goods so as to get them out similarly.

VISIT COLUMBIA OFFICES

Among the recent visitors at the executive offices of the Columbia Graphophone Co., New York, were: W. S. Parks, manager of the Baltimore branch; A. B. Creel, manager of the New

Orleans branch; P. G. Cummin, manager of the Philadelphia branch, and H. P. Haring, manager of the New Haven branch. All of these managers held informal conferences with Geo. W. Hopkins, general sales manager of the company, regarding plans for Summer business.

MEET TO AMEND ITS CHARTER

A special meeting of the stockholders of the Sonora Phonograph Co., Inc., was held on May 3, for the purpose of amending the company's certificate of incorporation so that it will maintain its net quick assets at an amount not less than 125 per cent of the par value of its preferred stock outstanding.

Business is only a form of teaching. You teach workmen how to make the right product; that is manufacturing.

Grinnell Service, Backing Your Own Efforts

—Cannot But Result in Business Development Highly Satisfactory to You

Not for a long time have we been so well prepared to supply your Record wants.

We appreciate the value of prompt service—we make it a point to see in just how brief a period we can make shipment after your order is received.

The importance of care in supplying exactly what you ask for and

in preparing the merchandise for shipment is never for an instant lost sight of.

Our transportation facilities—the many railway, interurban, motor transport and boat lines leading from Detroit—permit of direct and speedy delivery to all points within a very wide radius.

We are equipped in stock and experience, and direct every effort to giving you the satisfying, helpful service you desire—and are entitled to.

Let your next order, large or small, prove the excellence of our service

Grinnell Bros

Wholesale-Distributors of
Victrolas and Records

First and State Sts., Detroit

HUSTLING FOR TRADE IN CINCINNATI AND SECURING IT

B. H. Wilson Doing Good Work for the Ohio Talking Machine Co.—Edison Campaign for Business—How Columbia Is Developing Sales—Brunswick Progress—Other News of Interest

CINCINNATI, O., May 10.—Taking everything into consideration, the talking machine business has held up very well during the last month in this territory and dealers, while not altogether satisfied, feel that they have no great complaint to make. Probably the outstanding feature of the month's business was the big sale of the Rodeheaver Victor records, which began with the Billy Sunday meetings and which still continue to have a big demand. Rodeheaver visited many of the dealers while here and took quite an interest in boosting the sales.

A. H. Bates on Business Outlook

A. H. Bates, of the Ohio Talking Machine Co., reports that the outlook for business is steadily improving, with an increasing demand for Victors. He has just returned from a trip to West Virginia and declares this territory is one of the most promising spots in the company's district. Exceptionally good results have been obtained by the Ohio Talking Machine Co. through the work of Sales Promoter B. H. Wilson, who has been working with dealers in developing sales in their territories. He has been putting new life into the trade, Mr. Bates declares, and has shown dealers they can get all the business they can handle by going out after it. Dealers have been urgent in their demand for his services and he is booked up to the first of September. William C. Haddon, president of the Ohio Talking Machine Co., left the first of the month for a visit at the Victor factory and to call on jobbers in the East. New accounts established during the month included agencies at Albany, O.; Hazard, Ky.; Ashland, Ky., and at Harrison, O. Homer Rodeheaver called on Mr. Bates during his stay here to talk over the sale of his records. Charles K. Haddon, vice-president of the Victor Co., was also here.

Progressive Edison Plans Under Way

The New Edison Co. opened a school for train-

ing salesmen May 1, which is the first of a series which will be held during the coming months to take care of the increasing number of young men who are turning to Edison salesmanship as a career, according to R. T. Carroll, sales manager. The attendance at the first session was very encouraging and the caliber of the men was such that Carroll predicts a very high degree of success from their efforts.

The first day was devoted to the discussion of salesmanship in general, the second day to the details of the Edison merchandise and the third day to the adaptation of sales methods to selling Edison products. The men attending the classes were entertained at luncheon at the Sinton each day of the classes and at the theatre in the evening. The Edison dealers are making reservations for the Edison Caravan Convention, which meets in Chicago June 20 and 21, for which W. C. Eckhardt, of the Chicago Edison Co., has sent out investigations.

R. T. Carroll Discusses Business

Mr. Carroll states that the business for the month was extremely gratifying and attributes it to the new blood that has been infused into their business by the dealers. These dealers have pledged themselves to beat the 1920 record. Manager P. H. Oelman has returned from a trip to Cleveland and Columbus, stopping for short conferences with dealers between Columbus and Cincinnati on his way back from Columbus. Messrs. P. P. Bassett and W. A. Lynch, of the Edison Co., have been on extended trips through West Virginia and Kentucky, respectively. In commenting on the interviews with State bankers, mentioned in The World last month, Mr. Carroll said of the bankers visited 80 per cent report an increase in saving deposits, which, while indicating a temporary restraint of buying on the part of individuals, points to a more extensive buying when the industrial and agricul-

tural conditions return to normal. Several large bankers intimated that they had ceased their activities in restraining depositors from making purchases and had informed trades people that money now was available for which banks would accept collateral. C. S. Gardener, territorial supervisor of Thomas A. Edison, Inc., was a guest of the Cincinnati New Edison Co. for a few days during the month. One of the new agencies established during the month that is of especial interest was that of the McNarra & Johnson Co., Welch, W. Va., which operates the largest mercantile house in that place and which has added a large Edison department.

Original Plans of Developing Sales

The Columbia Co. made a big hit when it presented Ted Lewis and His Jazz Band, who appeared with the "Greenwich Follies" at the Lyric, in a public recital at the May Stern Co.'s store on Tuesday, May 3. The May Stern Co. cleared out its entire first floor and erected a stage at the end of the room. Notwithstanding it was a cold, rainy day, the place was packed. The Lewis records had a tremendous sale during the week. The Columbia people established a booth in the lobby of the Lyric and each night during the week Lewis was here a different dealer took charge of it. The results were extremely gratifying, Manager R. H. Woodford states. The week before the Columbia people featured Bert Williams, who was in the city, and also sold the Bert Williams records at a booth in the lobby of the theatre. The booth was under the supervision of Service Manager Ross Wilson. Williams went from here to Piqua, where he visited the Columbia dealers and autographed records for customers. Flashlight pictures were taken of both the artists during their stay in the city by the Columbia Co.

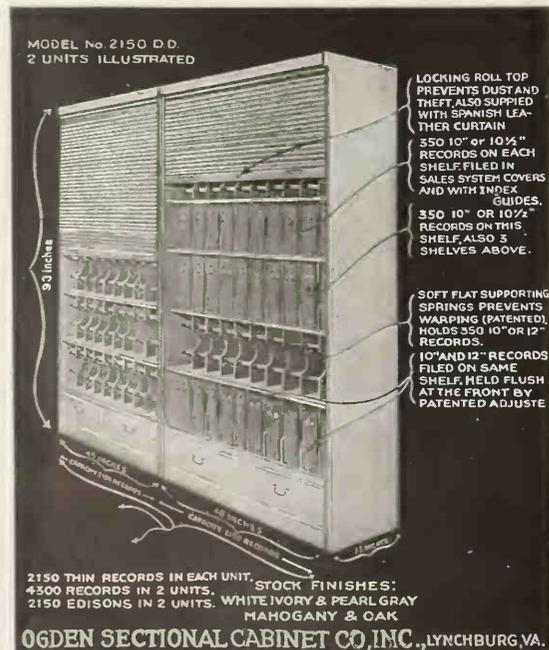
The Columbia Co. also made a great hit here, according to Mr. Woodford, with its "Siam Soo" week. The E. M. Abbott Co. had one of these on exhibition in front of its Walnut street store and it attracted such crowds that the police forced the company to take it away from the

When a customer walks into your store and says "Gimme" 16950, 51630, etc.—
Do you "fumble and fool" until he's gone—or do you

File Your Records so you can find them for quick sale and service

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold-Out" Records

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED



ALL PRICES REDUCED

Some Models made to ship Knocked Down, saving in weight and freight cost. Easily set up by anyone in 10 minutes to a Section (no tools or fitting required).

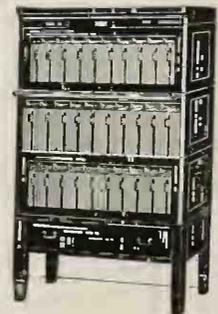
Prepare now to give the Service the public demands by dealing where quick service is included with good records.

Make Your System Modern

Free Charts and Samples of our System, illustrating our improved Method of Filing, Finding, Selling and Ordering, sent upon request and without obligation.

Immediate Shipment of all models in standard finishes, special finishes to match your store without extra charge in 4 to 12 days.

Sectional Models Fit Any Size Stock and Help You Grow.



People you never see have lots of money to spend. You have Grafonolas to move. We have prepared a new series of Grafonola Form-Letter Folders to help you move them. Use these letters. They're "go-getters."

Columbia Graphophone Co.
NEW YORK



window. The crowds, however, were invited inside to enjoy the novelty. Manager Woodford made a trip, during the month, to Lexington, Huntington, Ironton and Portsmouth with Salesman C. E. Hull and secured quite a lot of new business. Business in this territory is picking up, he states, and the outlook is very promising. On his return from this trip Woodford visited the dealers in Dayton and Columbus. Assistant Manager Shutte states that business has been very satisfactory during the month and is showing a slow but very healthy growth.

The Columbia Co. is making a big drive for the rural business and its dealers are using trucks on which are carried both machines and records that tour the rural communities. In this way a machine is taken right to the door of the farmer and he is given a demonstration at home. Records are left for him to try out and the results from these tours are proving extremely successful, according to Mr. Shutte. Service Manager Wilson spent a recent Saturday in Lebanon, O., when the Merchants' Association of that town made its monthly free gift to the holder of the lucky ticket, ranging in value from \$200 to \$1,000, and gave a demonstration of the Columbia Grafonola to the crowds that packed the stores. This was also followed by a truck tour through the farm sections, with the result that many sales of records and machines were made. The Columbia people are preparing to start after the Summer resort and vacation camp trade and expect to do a big business with machines during the vacation period through these agencies. New dealers taken on during the month were: Willie Combs & Bro., Sassafras, Ky.; Walter Davidson Furniture Co., Huntington, W. Va.; Hillsboro Music Co.; Richard Herzer, Mason, O.; Miller & MacGhee, Sharples, W. Va.; Sansom's Cash Store, Wayne, W. Va., and the White Store, Cumberland, O. Visitors during the month were: Mr. Sutton, of Mt. Vernon, Ky.; Mr. Kusworm, of Dayton; Mr. Martin, of Dayton; Mr. Summers, of Jackson, O.; Mr. Bauermeister, of Bauersville, O.; Mr. Horchow, of Portsmouth; Mr. Bagby, of Grayson, Ky.; Mr. Hassamer, of Lawrenceburg, Ind., and Mr. Gallimore, of Wilmington, O. Service Manager Wilson booked Barbara Maurel for a big concert at Huntington and one at Oxford, O., early in May and played them strong with the newspaper advertising. Results from these concerts are doing great work in boosting Columbia sales, it is declared.

Making Big Drive for Sales

Manager Dawson, of the Sterling Roll & Record Co., is preparing to make a big drive for record sales and is looking forward to greatly increased trade in the future. He states the Rodeheaver records had a big sale, due to the local interest in the singer. The Sterling Co.'s Pittsburgh branch has had a very successful month, he states. President Otto Heineman, of the General Phonograph Corp., and W. C. Fuhr, general sales manager, were Mr. Dawson's guests during the month. Mamie Smith, famous for her singing of the negro songs, was

in the city for ten days, under the auspices of the Sterling Co., and gave fourteen concerts to big crowds in the city and adjacent towns. Dawson states that 60,000 of her records were sold in this territory in four months. This is her home town. After the closing of her engagement here she returned to New York to make new records.

Rowbotham Succeeds McLaughlin

U. G. Rowbotham, formerly with John Wanamaker, of Philadelphia, has been appointed to succeed Sherman McLaughlin as manager of the Baldwin talking machine department. This is the third man from the Wanamaker store that has come to Cincinnati to enter the talking machine game in this city. The other two are Mr. Bates, of the Ohio Talking Machine Co., and Mr. Donovan, manager of the Shilito talking machine department. They are three live wires and have put a lot of pep into the business here.

O. F. Barret, vice-president of the Sterling Roll & Record Co., has returned from a two-month visit to California.

Rodeheaver at Shilito Store

Manager Donovan, of the Shilito talking machine department, reports a good month and states the Rodeheaver records had quite a run. "Rody" gave several public recitals at Shilito in connection with the Victor while he was here and came over one morning to let the public see how records were made. He brought Mrs. Ascher, Miss Kinney and Mr. Mathews with him and they made about a dozen records. The place was packed with the people who were anxious to hear them sing and watch the making of records. Mr. Donovan states the prospects for business are excellent and the many inquiries about machines that are being made indicate a big business in the near future.

C. H. Browning, in charge of the talking machine department of Pogue's, states that business with them has picked up quite a little and indications point to a growing demand for talking machines and accessories. William Farhardt, of the McAlpin Co., reports things rather quiet, but business is holding its own and he expects things to open up in the near future.

Enlarges Record Department

E. M. Abbott, who has two shops in Cincinnati, has enlarged the record department of his store on Walnut street so that he may handle 10,000 more records than formerly. Jack Aguero, who formerly was with the Hoffman Co., of this city, has been put in charge of the Abbott Co. to stimulate the outside business. Mr. Abbott says there is quite an improvement in business and that prospects are exceedingly bright for the future trade.

New Brunswick Agencies

Stanley Reis, manager of the phonograph department of the Brunswick Co., reports business has been fairly active during the month and believes that conditions are gradually growing better. The situation has changed since the war, he points out, and the merchant who formerly only had to fill his orders now has to

exert high pressure to make sales. The Brunswick people have made no cut in price, Reis states, nor are they contemplating any. During the past month they have established the following new agencies: Elk Furniture Co., Montgomery, W. Va.; S. J. Husson & Co., Dorothy, W. Va.; Davey Hardware Co., Davey, W. Va.; Harry Palmer, Pine Grove, W. Va.; J. Vail & Son, Ripley, W. Va.; Elizabeth Furniture Co., Elizabeth, W. Va.; Chester Reeds, Kingwood, W. Va.; J. T. Brannan, Mt. Eagle, Tenn.; W. L. Strange & Co., Newport, Tenn.; United Home Furnishing Co., Jeffersonville, Ind.; E. A. Young Co., Lancaster, O., and Atkins & Vaughn, Louisa, Ky.

Widener Grafonola Shop Changes

Widener's Grafonola Shop has been making some changes in its windows and around the building which have about been completed. There is now a modern show window to make attractive displays of Grafonolas. Manager Fante says business has been good and he sees no reason for pessimism in the talking machine trade. Sales during the month were better even than was anticipated, he states.

Takes Charge at Wurlitzer's

R. A. Powers, who several months ago came on from St. Louis to become the city sales manager of the musical instrument department of the Wurlitzer Co., has also been made manager of the talking machine department of the Wurlitzer Co.

What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 GANDLER BLDG.
ATLANTA, GA.

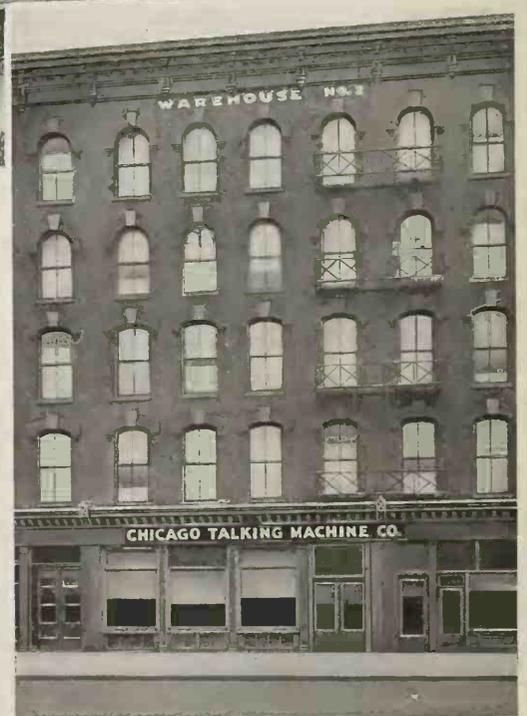
ENLARGED QUARTERS

Chicago Talking Machine Co.
12 No. Michigan Avenue, Chicago



*Main Offices &
Stock Rooms
Michigan Avenue*

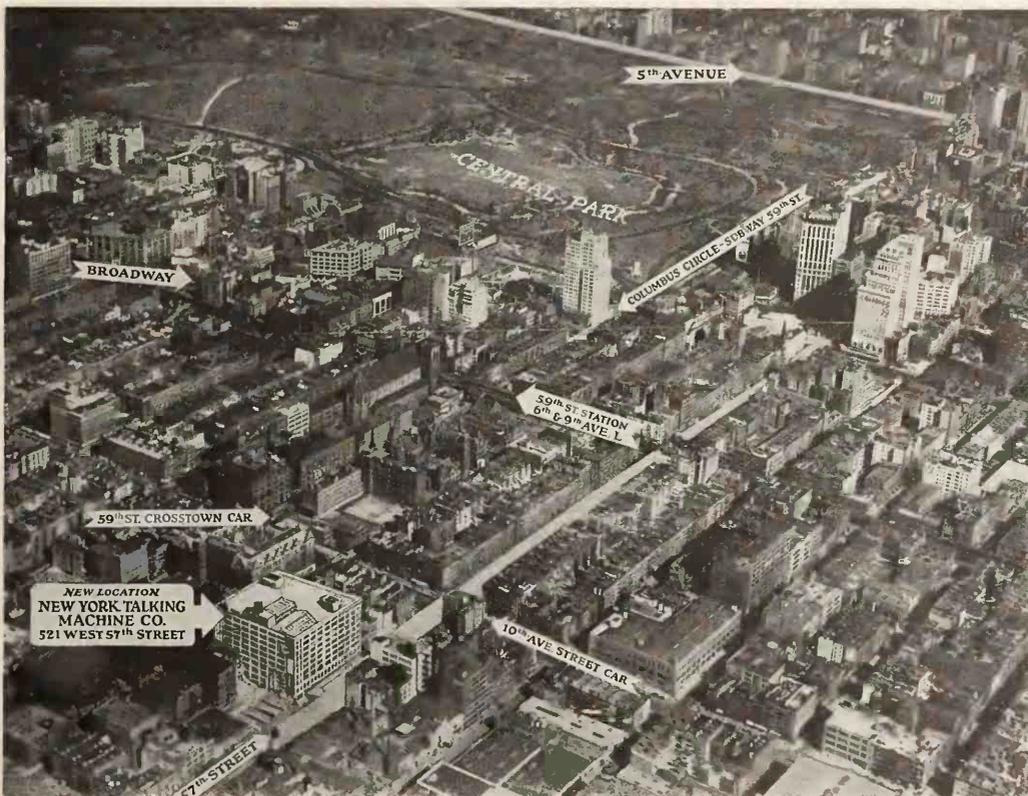
20,000
Additional Square feet
to handle the largest and
most complete stock of
Victrolas Victor Records
and Victor Supplies.



*WAREHOUSE No. 2
340 River Street
Chicago*

NEW LOCATION

New York Talking Machine Co.
521 West 57th Street, *New York*



*Aeroplane View
Columbus Circle
Business District*

WHAT WE WILL HAVE

- A location easily accessible to freight terminals.*
- Ideal Shipping Facilities.*
- 40,000 sq. ft. of space.*
- A daylight record room (direct overhead skylights)*
- Steel equipment throughout.*
- Dealers Service, Display and Demonstrating Rooms.*

HOW TO GET THERE

- 6th and 9th Avenue "L" to 59th Street.*
- 59th Street Crosstown Cars to 10th Avenue.*
- West Side I.R.T. Subway to Columbus Circle.*



WAREHOUSE No 2
11th Avenue & West 37th Street
New York

PHONE ..CIRCLE 7714

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MAY 8, 1921.

THE first and biggest topic in every gathering of business men these days relates to one supreme subject: The State of Business. Some of us, indeed, are beginning to believe that there is a great deal too much bedside-watching and far too many bulletins, and that patients have died before now from too much nursing. But be that as it may, business men are thinking hard just now, whether their thoughts are leading them anywhere in particular or not. And so, when the readers of this paragraph learn that an official of a great national bank in Chicago has been letting off steam—and good live steam—on the same subject they will not fail to feel impressed. This gentleman, in a recent conversation with an official of the Brunswick organization, was emphatic in pointing out that the process of deflation from the swollen condition of the war years is bound to be more or less long drawn out. He did not think for a moment that serious depression would remain with us much longer, but he did point out that we must not expect to get right back on the sunny side of Easy Street within a month or two. Hard, persistent work and careful businesslike policies must be pursued for the next year or two, in this banker's judgment, before we can take a long breath and stop hustling. Well, for our part, we don't mind a bit. This war did a good deal of harm in every way, but one of its most dangerous effects was in the letting down of the typical American spirit of adventure and hustle in business. Our older fellows got stiff in the joints and our young fellows lost their grip. There is too much talk lately about how hard it is to get business. A man ought to be glad that he can have the chance to hustle.

Be Patient and Hustle!

BUT this is not all. The banker of whom we are speaking went on to say some very acute things. He pointed out that, apart from all

Between Two Eras

other considerations, there is a special reason for hesitation on the part of those who mobilize capital and whose support is needed beneath the great fundamental industries. That reason is to be found in the fact, obvious enough when one comes to think about it, that we stand to-day between two eras, as it were. We are almost, if not quite, at the termination of an era of mechanical development which came to its climax during the great war. It was during these same five years, too, that we began to see the possibilities of air development, of underwater progress, of chemical invention in hitherto unheard-of directions. The science of physics trembles on its foundations and new revolutionary ideas in science, in art and in politics are stirring uneasily in the mind of civilization, waiting for the imminent moment of breaking forth. The masters of capital naturally know all this, and they are also inclined to wait and see what is to happen next. There is a point here that is well worth considering.

WHILE we are at it, we shall mention just one more idea gleaned from the observations of the banker to whom we referred two paragraphs back. This gentleman went on to say that now is the time when a man's character is every-

Character and Credit

thing, or almost everything, in determining his availability for credit. When everything is going on along well-known lines, sliding on well-greased tracks, the art of allotting credit is likely to become rather mechanical; but once the accustomed ways of thought and the normal standards are disturbed, then we find that the personal character of a man stands out like the Ark above the waters. To-day, in the opinion of well-informed bankers and credit men, the most important asset a business can have is a reputation for keeping promises. He who can be depended on to do this may be sure that he will have the first chance. It is not so much the kind of the industry in which a man is engaged as the kind of the methods in that industry which a man uses. A man of good character and unimpeached reputation is a better credit risk in a speculative than a shifty man in a basic enterprise. This is an elemental in the creed of the credit man.

THE talking machine men—and their name was legion—who came down to Chicago for the great conventions must have been particularly struck with the remarkable variety of entertainment provided for visitors. Among the most interesting of the schemes was the provision of constant entertainment, at the luncheons which were held daily at the Drake, in the shape of well-known theatrical and musical artists, who generously gave of their best for the benefit of the crowds. Now, this suggests something quite important. The Chicago Piano Club had been introducing to its own members, during the months preceding the conventions, a number of the best-known recording artists and teams, such as the famous Van and Schenck, and many others. Moreover, those who read this paper carefully know that some of the record manufacturing companies have been more and more encouraging this personal contact between the artist whose work appears on a record and the trade which handles that record or the public which finally consumes it. We mention the Chicago Piano Club chiefly because we can thus most effectively focus for the reader the advance of an idea which is yet very new but which has in itself the seed of a very important and powerful sales principle. A long time ago, as time is counted in the business world, the pioneer record manufacturers realized the need for bringing their artists before the public visually as well as audibly. That is the reason for the elaborate catalogs with their photographs and biographical notices. The artist is brought before the eye of the public and his or her name is made a living significant thing to that public. The policy has been most successful; but it is susceptible of further expansion. Especially in the more popular branches of music and the theatre, the personality of the recording artists has been little thought of. But there is just as much value to the retailer of records in this as in the more common exploitation of the personality of a great operatic singer. Ray Miller's instrumentalists, Van and Schenck, Bert Williams and many others are but names to a few thousand who can see them at the theatre, and ought to be live names to the hundreds of thousands who can buy their art embodied in talking machine records. Why not develop thoroughly this idea of bringing the popular vaudevillian or light comedy artist directly before the record-buying public through the retail merchants who sell talking machines and the accessories that go with them? It has been tried out to some slight extent. It ought to be worked out much further, for it constitutes the liveliest kind of sales-idea.

The Living Contact

WE have been watching with no little interest the smart sales plans which our friend, M. M. Cole, of the Nupoint Mfg. Co., maker of the Nupoint needles, thinks up. Now, Nupoint needles are a specialty like other things of the kind, and specialties these days have to be sold. Our friend sees plainly that there is not a great deal of use in selling a specialty merely to the jobber. Unless the direct interest of the retailer and of the retailer's salesman or saleswoman can be obtained there will not be anything very startling happen in the sales line. And, naturally, Mr. Cole of Nupoint wants startling things to happen in the sales line. So he is undertaking to make things as easy as possible for the retail folks on whom finally rests the burden of carrying his message to the consuming public. Details are out of place here, and the advertising columns of The Talking Machine World may be consulted by curious ones who need further information. The point we have here in mind to set forth is that the kind of wholesale salesmanship which wins out when an industry is going through a period of stress is that salesmanship which reaches most directly to the ultimate consumer. Advertising furnishes, of course, the most direct avenue for contact, but in the case of a specialty article national advertising is not usually a practical weapon. In such a case the wise man is he who reaches out past the jobber and even past the retail storekeeper right down to the counter where his specialty is displayed and interests the man or woman behind the counter in its sale. If at the same time he can attract the attention of the consumer so much the better for all concerned.

Young King Cole

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., May 11.—The early part of May marked a distinct change in the attitude of business men and concerns located in this great hub of American industry. On all sides the business and financial sections of the newspapers show that a decidedly optimistic frame of mind prevails in practically all commercial circles, and one now gets the feeling that sales in all fields are about to march steadily forward.

The talking machine trade has not as yet experienced any forward leaps of consequence, but the fact that orders and inquiries are increasing in volume is highly significant. Even the supply houses and hardware concerns, which represent quite a remote element in the process of liquidating inventory, report they are receiving inquiries from manufacturers in greater numbers and with greater regularity. Estimates are being called for from the supply people which seek prices on the present market and for early Fall. This indicates quite clearly that surplus stocks have been and are being reduced to a point where production will soon be resumed on a firm volume basis.

The usual boom in small machines and portables is already proceeding in a vigorous manner. The retail dealers claim there is no attempt on the part of the retail buyers to quibble about the price. Those who are going fishing, hunting and to Summer resorts are apparently considering the pleasure to be derived from having a portable model with them ahead of the cost involved.

Records continue to hold the top place in the trade generally and sales are very steady and normal and entirely in keeping with the requirements of the season. One outstanding development, however, has become apparent and that is the passing of the craze for jazz. It is not a matter of complete elimination of the jazz record, but a gradual disposition on the part of the public to forget the recent desire for the most extreme form and to revert to the more sober type of music and to the ever-popular ballad.

Fred P. Wenzel on Eastern Trip

Fred P. Wenzel, treasurer and sales manager of the Sterling Devices Co., has returned from a three weeks' trip to the East and to Canada, with a side jaunt to a few Southern cities.

"I found conditions much better, in the sense that manufacturers to-day have faith in the fu-

ture, whereas sixty days ago they took the attitude that the phonograph industry was a thing of the past. Of course, there is still the natural tendency to postpone the actual buying of supplies, but to-day they are displaying an interest in prices and are evidently looking over the market for the best conditions for the Fall market. There is also a tendency to look for something distinctly different and that doubtless is the reason for the phenomenal success I had in introducing our new Model 31 tone-arm, which includes our non-set automatic stop and flasher.

"We have been gratified by the results of our first announcement of this page in the April Talking Machine World and everyone around here is looking for a big business on this new Sterling feature."

Harry Yaseen Gives Concert

Harry Yaseen, who is an exclusive Columbia dealer at Chicago Heights, Ill., gave a concert a while back, having for his feature Anton Lada and his Louisiana Five. The Louisiana Five is one of the popular aggregations in the Columbia library and has also been pleasing crowds at the Winter Garden in Chicago.

Stars for Piano Club

The Piano Club of Chicago, headed by the affable Matt Kennedy, has been unusually successful recently in presenting to the Monday noon luncheon crowd the various stars in the record-making division of the industry. On one occasion almost the entire company of "The Beggar's Opera" was down to sing for the assembled piano and talking machine men. Records of the "Beggar's Opera" have been produced in England by the Gramophone Co., but none of them has been reproduced by the Victor Co. in the United States. On April 25 Hazel and Eleanor Dawn, who play in "Gertie's Garter," came down to dazzle the club members, and, as J. T. Bristol wrote, "'twas the only time they ever saw two Dawns the same day."

At the last meeting a telegram was read from Bert Williams, expressing his willingness to be with the club and to entertain it when he arrives in Chicago.

Harrison F. Thornell in Chicago

Harrison F. Thornell, who represents Louis A. Schwarz, Inc., has been spending the past three weeks in Chicago promoting the various interests which the Schwarz organization now

represents. Chief among Mr. Thornell's interests is the new motor, which, although it is a spring motor, yet takes on the nature of an electric because it is automatically wound by a Jones Motrola. Mr. Thornell claims that this method retains all the advantages of a spring motor and also supplies the additional merit of the electrically operated phonograph.

Opens "Song Shop"

"Betty's Song Shop," which until recently was operated as a section of the Leiter Stores, has opened a new store in the Canton Tea Garden Building which was recently constructed on the southwest corner of Van Buren street and Wabash avenue. The shop boasts an entrance on Wabash avenue and another on Van Buren street. An official of the company says that plans have not been completed as to what lines of machines and records will be taken up, but several deals are now in the course of consummation. Another Song Shop is to be opened by the company soon.

Another new name in the local trade is that of the new store of the Gardner Music Co., which is located at 4661 North Lincoln avenue. The Columbia line will be featured.

Working With the Dealers

J. M. Venrick, of the Rogers Publicity Service, Cincinnati, was a visitor to Chicago the past month. This is a new organization which is doing a unique work among Ohio dealers. They not only devise newspaper ads, but have ready-made window displays for talking machine dealers. They make arrangements for a year's service, and this includes specific instruction of the employes in record selling. One of the members of the firm will spend a week or so at the dealer's store, and will put the clerks through a regular course of instruction in things musical and in selling methods. Mr. Venrick was formerly the service man for the wholesale Victor department of Philip Werlein, Inc., in New Orleans. J. F. Flemings, who was formerly connected with the wholesale Victor department of Wurlitzers, is also a member of the concern, as is A. B. Harrison, formerly connected with the Cincinnati Enquirer.

Melody Portable on Market

The Melody National Sales Co., of 190 North State street, this city, is just placing upon the

(Continued on page 132)

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"



STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore.

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

market a new type of portable which is to be known as the "Melody." This new entry is different from most portables in that it is not leather covered but is of wood in mahogany, walnut and oak finishes. It is said to be water-proofed and a "real outdoor" machine. The holder in the top carries eleven records. It is equipped with a Heineman motor and a Blood tone arm. Charles C. Slack, who is head of the company, says that distributors and dealers are now being appointed, and in addition a connection has been arranged whereby dealers in the "Melody" will be supplied with a line of high-grade records.

Louis A. Schwarz Opens Office

Louis A. Schwarz arrived in Chicago during the past week from New York and proceeded to open a Chicago office. This new outpost of

Schwarz activities is located in Room 707, Isabella Building, which is at 19 East Van Buren street. The Schwarz organization represents, in a distributing capacity, almost twenty of the more prominent accessories in the talking machine field. Mr. Schwarz was assisted in opening the Chicago office by I. W. Becker and Harrison Thornell.

Lyon & Healy North Side Store Moves

The North Side Victrola Store of Lyon & Healy has moved from 1010 Wilson avenue to new and enlarged quarters at 4646 Sheridan Road. Thomas Chadwick is in charge.

New Columbia Shop

A new Columbia shop has been opened in the addition to State street music stores of the Masonic Temple Song Shop, which is located on the first floor of the Masonic Temple. The

street number of the shop is 161 North street. In addition to Columbia machines and records the shop handles accessories, sheet music and player rolls.

Okeh Records on Busiest Corner

The Okeh record has achieved a place on what is claimed by all good Chicagoans to be "the busiest corner in the world." The Consolidated Talking Machine Co., which jobs the Okeh record of Chicago, and which is headed by E. A. Fearn, managed to convince the owners of Buck & Rayner's Drug Store at the southwest corner of State and Madison streets to put in the Okeh line. It is said that almost three hundred thousand people pass this location every day.

Shop Changes Hands

The Sheridan Music Parlor, at 3901 Sheridan Road, which has been managed in the past by L. G. Gagnon, has been taken over by E. E. Tivy.

New Edison Shop Opened

The MacDonald Phonograph Shop, which now has a place at 5072 Lincoln avenue, has opened a store at 2822 West Madison street, and will supply the Edison fans in that neighborhood with records.

Casey-Hudson Co. Increases Facilities

B. Wondera, of the Casey-Hudson Co., announces that the facilities have been expanded so that the company will be enabled to take care of an increased volume of business and do so more efficiently. "While things are still relatively quiet," said Mr. Wondera, "we are getting a number of inquiries that point to a resumption of activities upon the part of phonograph manufacturers in the Fall."

Starck Store Robbed

The profits on a number of records were lost recently when some efficient cracksmen blew the safe in the store of the P. A. Starck Piano Co., on Wabash avenue, and took away a thousand dollars.

Valuphone Goes to Wizard Co.

George L. Hadley, former secretary of the W. W. Kimball Co., has sold his interest in the Valuphone, with which he has been identified recently, to the Wizard Phonograph Co. Mr. Hadley will, for the time, make his headquarters at the Wizard plant, located at Ogden avenue and Robey streets, and will establish the Valuphone trade with the new ownership. W. Anton Cummings is president of the Wizard Co., which is said to have been manufacturing for the past six years without a shut-down.

New Victor Shop

The Oliver Music Shop, at 7837 South Halsted street, has been opened by M. E. Oliver and his brother. The shop will be exclusively Victor and will be fitted and furnished in Victor style.

Another of Chicago's dealers to take on the Victor recently is the firm of Justine Brothers, of Cicero. The Justine shop has been remodeled and now boasts of fifteen record rooms, making it one of the largest talking machine shops on Chicago's West Side.

Roy Sonneborn Candidate for Mayor

Roy Sonneborn is candidate for Mayor—not of Chicago, but of La Porte, Ind. Mr. Sonneborn is well known in Chicago—at least in the talking machine trade. Sonneborn & Sons gave a concert of "Eight Victor Artists" during the past month and the affair was one of the most successful of the season.

Some of the Best Sellers

The best sellers on the Brunswick list are: "Wang Wang Blues" and "Spread Yo' Stuff"; "Make Believe" and "Do You Ever Think of Me?"; "Kitten on the Keys" and "My Pet."

A downtown Victor dealer reports the best sellers for the month as: "I Never Knew" and "Do You Ever Think of Me?"; "Oh, Morning Land"; "Make Believe" and "Some Little Bird."

The best Emerson sellers are: "Scandinavia Fox-trot" and "Siren of a Southern Sea"; "Pitter-Patter Medley" and "Honey-dew Medley"; "Wang Wang Blues" and "Blue Jeans."

(Continued on page 134)

The Oro-Tone
QUALITY FIRST
Just Say
"Send Samples On Approval"

For the Edison

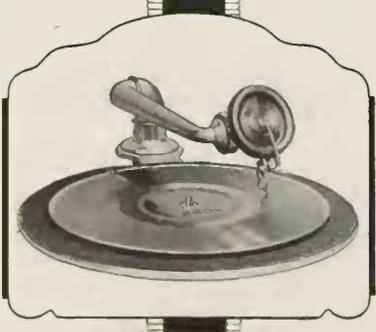
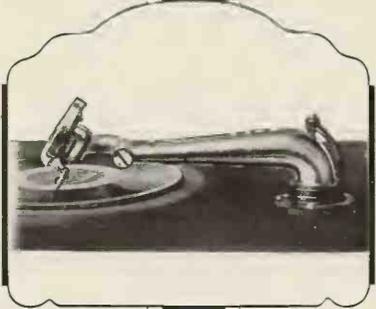
No. I-E ORO-TONE
For Playing All Records on the Edison
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plate, \$10.50.

For the Victor

No. LS-V ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.

For the Columbia

No. I-C ORO-TONE
For Playing All Records on the Columbia
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50.



The Oro-Tone Co.
QUALITY FIRST
1000 to 1010 GEORGE STREET
CHICAGO, ILLS.

SEND FOR
Copy of the "Oro-Tone" Illustrating the
Complete Oro-Tone Line

The Improved

L & H Fibre Needle Cutter



The Perfect Cutter

The spring can now be replaced in a few seconds—there are no rivets to bother with. The blade holder is stamped from the same superior grade of metal as the rest of the cutter—it cannot break. The blade itself is made of the finest tool steel and is always in perfect contact with the guide. A self-acting stop prevents cutting away more than enough of the needle and a receptacle catches the clippings. Every needle can be repointed with it twelve to fifteen times.

A Necessary and Profitable Accessory

A large and discriminating class of Victrola owners uses Fibre Needles, especially to preserve their Red Seal Records. They must have a cutter to repoint the needles. The L & H Fibre Needle Cutter is the finest you can offer them, because it is so simple to operate, so durable, and because it puts a perfect point on the needle.

The price is very reasonable: Retail, \$1.75.

LYON & HEALY

Victrola Distributors
CHICAGO

Order from Your Distributor.
If he cannot supply you, send
us this coupon.



LYON & HEALY,
Chicago.

Send.....L & H Fibre Needle Cutters
via Parcel Post
Express

My Distributor is.....

Dealer's Name

Dealer's Address

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 132)

The following records on the Columbia list are selling at a great rate: "Toddle" and "Beela Boola"; "Ding a Ring a Ring" and "Home Again Blues"; "Siam Soo" and "Make Believe."

The best Gennett sellers are: "A Spring Song" and "Simple Aveu"; "Wishing" and "Dreaming"; "Moonlight" and "Sunshine."

Vocalion records proving very popular this month are: "Love's Old Sweet Song" and "Let the Rest of the World Go By"; "The Star"; "Look for the Silver Lining" and "I Never Knew."

Some of the better sellers of the Okeh list are: "Make Believe"; "Beale Street Blues"; "Some Little Bird"; "In the Devil's Garden"; "Mazie"; and "Becky From Babylon."

Wiswell Reports Decrease

L. C. Wiswell, head of the Victor department of Lyon & Healy, is in a position to follow closely the fluctuations in both retail and wholesale trade. He said to The World: "Retail trade shows a considerable decrease, which is due, I think, to depressed conditions generally. One of the biggest contributing causes has been the uncertainty of employment. With the number of jobs decreasing daily people are not taking on new obligations. Labor conditions and high rents are causing the depressed situation to a large degree. Whereas a while back machines were selling for \$200 and up, the better-selling types to-day are those between \$100 and \$200."

"Wholesale business is much better; in fact, it is good, for we have the stocks to supply the dealers, who in turn had been swept clean and were previously buying only limited stocks. Records are selling quite well and this is not confined to any one class. The demand for records is equally divided, but there is a tendency toward a more modified or refined form of the jazz record."

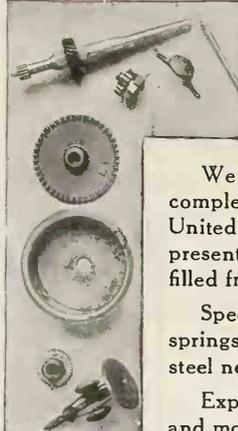
Laughead Concentrates on Vocalion

Gordon Laughead completed arrangements during the month whereby from now on he will be enabled to concentrate exclusively upon the work of managing the wholesale department of the Vocalion in Chicago. Mr. Laughead has hitherto also been in charge of the Chicago branch of the Melodee Music Co., Inc., but the representation of this line of player rolls was recently transferred to Lyon & Healy.

Mr. Laughead has been in actual charge of the Vocalion in Chicago since the first of the year, when he took over the work of Harry B. Levy, who is now in charge of Western branches and the interests of the Vocalion jobbers in the West generally. Mr. Laughead believes that the coming months, beginning in the Fall, are going to be very big months for quality machines, and that the public has absorbed all the machines of inferior quality that it is going to.

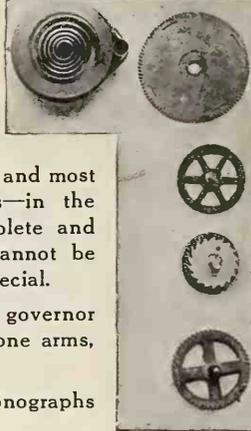
Ready File Increases Distribution

F. O. Wilking, president of the Ready File Co., of Indianapolis, was a visitor for several days during the past month. He was in Chicago completing arrangements with W. A. Carter for



Repair Parts

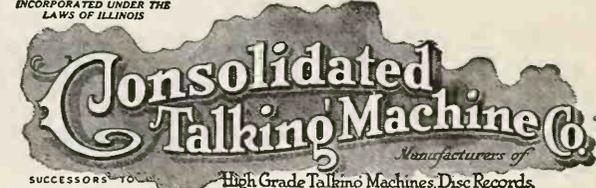
For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arelino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

increased facilities for the Ready File in Chicago and while here announced the opening of a new office in San Francisco, which is to be in charge of Clarence Lucore. The latter, in association with W. A. Carter, will have offices at 703 West Sixth street, in the Golden Gate City. He will also represent the Fonolier in San Francisco.

"Considering the general conditions of business, we are not dissatisfied," said Mr. Wilking, "and feel that the trade is to receive lasting benefit from the present rigorous deflation it is going through. While I do not expect a great deal of business during the Summer, I do feel that Fall will bring a resumption of activities that will make the phonograph industry come back into its own."

"Labor conditions are a big problem in every city and as soon as wages are adjusted and activities in the building line, with all its ramifications, begin then we will find that other industries will follow suit and the wheels will once more begin to revolve at their old speed. To be specific, we are doing a large part of our present business on our new rack that is suited to the Victrola Style 80. This is a rack and file in combination and is adapted to be slipped into a cabinet of Model 80. It is secured by set screws at the bottom of the machine."

W. H. Wade Heads Service Stations

W. H. Wade, who manufactures the needle cutter which bears his name and is also head of the Wade Talking Machine Co., acquired new interests and new responsibilities when he was

recently elected president of the American Service Stations. As the name implies, these are service stations which supply gasoline and lubricating oils to motorists at 181 different filling points.

Victor Numbers Recorded Here

What is claimed to be the first recording ever made in Chicago by the Victor Co. was done here in April by Ed King, of the Victor laboratory. With a couple of assistants and a collapsible recording apparatus Mr. King recorded a number of selections of Benson's Orchestra, of which Ray Bargey is the director. The work was done in a room in the Forster Music Publishing Building, on Wabash avenue. Mr. Bargey and Charley Straight themselves played the two piano parts required by some of the selections. The work took approximately a week.

New Alto Products

Joseph Bransetter, head of the Alto Mfg. Co., announces that two new accessories will soon be placed upon the market by his concern, the initial display now being made at the convention of the music industries at Chicago, which is now being held at the Drake Hotel. One of the articles is an automatic needle cutter which makes it unnecessary to remove the needle from the holder in order to effect a repointing. It is claimed that a considerable saving of time is made and the customary annoyance obviated.

The other article is a needle lifter which operates in the same manner as toothpick lifters

(Continued on page 136)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

Victor Road Sign

(Indestructible)

The Victor Road Sign was designed and manufactured for the purpose of promoting Victor sales—at a price heretofore never considered possible for the value given.



"Symbol of Correct Advertising"

This sign is constructed of the best materials with the idea in mind to create a permanent advertising medium—one that produces sales.

This large and beautiful sign can be had in lots of four or more with your imprint on same. The size of this sign is 32" x 48". The most durable elastic enamel paints are used in five different colors and will last for years. This sign is made of one piece galvanized steel, the ends and sides being rolled in (our patented process), which adds strength and beauty to same. It is also re-inforced with two heavy steel bars on the back with anchor straps for securing to a post or tree.

On a basis of eight main highways leading into each city, one sign on each highway will cover every approach in your community, and by so placing every resident and visitor in your city can be reached at a cost far less *per year* than by any other form of advertising.

These signs are handled thru the Service Department of your Victor distributor as listed below:

Albany, N. Y. Gately-Haire Co., Inc.
 Atlanta, Ga. Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md. Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Birmingham, Ala. Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 Buffalo, N. Y. Curtis N. Andrews.
 Buffalo Talking Machine Co., Inc.
 Chicago, Ill. Lyou & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cleveland, Ohio.... The Cleveland Talking Machine Co.
 The Nelpse Musical Co.
 Dallas, Texas.... Sanger Bros.
 Denver, Colorado... The Knight-Campbell Music Co.
 Des Moines, Ia. Mickel Bros. Co.
 Detroit, Mich. Grinnell Bros.
 El Paso, Texas.... W. G. Walz Co.
 Houston, Texas.... The Talking Machine Co. of Texas.
 Jacksonville, Fla. ... Florida Talking Machine Co.
 Kansas City, Mo. ... J. W. Jenkins' Sons Music Co.
 The Schmelzer Co.
 Los Angeles, Calif. Sherman, Clay & Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Milwaukee, Wis. ... Badger Talking Machine Co.

Minneapolis, Minn. Beckwith, O'Neill Co.
 Mobile, Ala. Wm. H. Reynolds.
 Newark, N. J. Collings & Co.
 New Haven, Conn. The Horton-Gallo-Creamer Co.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Chas. H. Ditson & Co.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Omaha, Nebraska... Mickel Bros. Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. ... Louis Buehn Co., Inc.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. ... Standard Talking Machine Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Oregon... Sherman, Clay & Co.
 Rochester, N. Y. E. J. Chapman.
 Salt Lake City, Utah... The John Elliott Clark Co.
 San Francisco, Calif. Sherman, Clay & Co.
 Seattle, Wash. Sherman, Clay & Co.
 Spokane, Wash. ... Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Syracuse, N. Y. W. D. Andrews Co.
 Washington, D. C. Cohen & Hughes.
 E. F. Droop & Sons Co.

Write your nearest Victor distributor for prices and further details today.

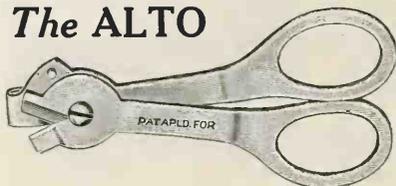
METAL SIGN ADVERTISING CO., Inc.
 Muscatine, Iowa.

THE \$1.00 CUTTER—HERE IT IS

Retail Price **\$1.00**

A better Fibre Needle Cutter for less money

The ALTO



Made Entirely of High-Grade Steel

ALTO MFG. CO.

1801-1803 Cornelia Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

which we have all seen in restaurants from time to time. There is a plunger, which dropping below the bulk of the needles, picks one up on its return.

The new quarters of the Alto Mfg. Co. at 1801-1803 Cornelia avenue are now in full operation and additional machinery has been installed whereby production has been speeded up. The company was formerly located at 4100 Lincoln avenue.

Fenton Opens New Store

The Fenton Music Co. has been incorporated with a capital stock of \$15,000 by A. C. Fenton and associates. A very handsome store which is to be devoted exclusively to the Victor line is to be opened at 4736 North Racine avenue. This location is a little south of the big Riviera Theatre, which is the center of the night life of the Junior Loop. This is another venture of Mr. Fenton, who has made such a big success of the Hyde Park Music Shop, which is located on Fifty-third street near Lake Park avenue.

Nupoint in New Factory

M. M. Cole, president of the Nupoint Mfg. Co., announces the removal of the Nupoint factory to spacious new quarters at 1208 West Fifty-ninth street, this city. The new factory, which comprises over 10,000 square feet, is now able to care for all orders without the delay which has been necessitated in the past, and hereafter, according to Mr. Cole, shipments will be made within twenty-four hours after orders are received.

The patented containers for Nupoint needles, which Mr. Cole has been working on for some time have now been perfected. These are glued boxes which make impossible any leakage. In combination with these boxes there is a carton which, in addition to containing the needle boxes

themselves, forms a stand that can be conveniently placed on any counter. With this is a display card that is bound to attract the customer's eyes. Then there is also the display stand, which furnishes the needles in medium loud or extra loud sizes. This stand is so constructed that it automatically replaces the boxes as they are sold. The Nupoint Co. is also supplying its dealers with additional advertising material, such as posters, display cards and sample packages of needles.

New Victor Stores

The Cable Piano Co. has opened a new Victor store at Hammond, Ind., which town is one of Chicago's biggest industrial suburbs. A. C. Critchley is manager. He was formerly manager of the Pearson Piano Co.'s store at Anderson, Ind.

Word has reached Chicago of the big success which attended the opening of the new store of Carroll's Music House at Appleton, Wis. The store formerly dealt in leather goods as well as talking machines, but its Victrola business has so developed that it requires the entire time of the Carroll forces.

H. A. Beach in Chicago

H. A. Beach, who was formerly manager of the traveling department of the Victor Talking Machine Co., but who is now vice-president of the Unit Construction Co., of Philadelphia, was in Chicago during the past week. Mr. Beach is full of enthusiasm for his new work and points out numerous instances of the remarkably quick service with which the Unit Construction Co. has equipped the shops of talking machine dealers with record booths.

Playerphone Has Exhibit

W. D. McKenzie, president of the Playerphone Talking Machine Co., is holding an exhibit of

Playerphone and Packard talking machines at the Drake Hotel during the music conventions, May 9 to 12. He has secured a room on the mezzanine floor, where the complete line will be displayed. "From the dealers that have written to Chicago I gather that there is going to be a considerable amount of buying done here. Correct prices combined with correct merchandise are being sought after for the reason that during recent months retailers' stocks have been greatly depleted and the convention offers an admirable opportunity to restock."

Columbia Co.'s Good Work

John McKenna, head of the local Columbia office, is one man largely responsible for the excellent entertainment which the music merchants visiting Chicago enjoyed during convention week. He secured some of Chicago's best theatrical talent at the noon meetings for the big banquet on Wednesday night and for the big midnight frolic on Thursday night, May 12.

At the present writing the conventions are still ahead of us, but from the talk that is going around the 1921 gathering looms up in prospect as being by far the biggest convention that has ever been pulled off. In other conventions the merchants had important business to occupy

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

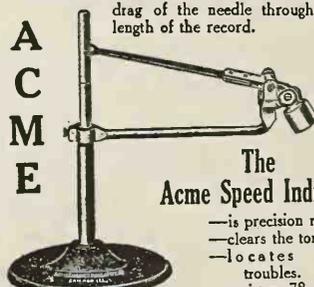
Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.
MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

Price \$2.50

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

ACME



PRICE \$6.00

The Acme Speed Indicator

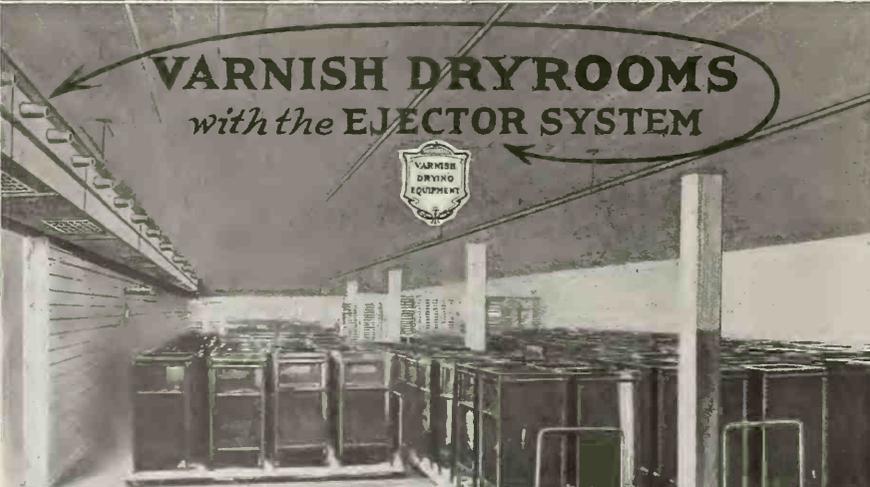
- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by
Acme Engineering & Mfg. Co.
355 Union Park Court CHICAGO

VARNISH DRYROOMS

with the EJECTOR SYSTEM



Something New

Write for "EJECTOR" Bulletin

Just off the Press

MAKE EVERY DAY

A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago

USERS OF OUR DRYERS PROTECTED BY GROSVENOR PROCESS PATENT 1,864,477.

Edison Diamond

Amberolas--Plus Service



You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formerly Jas. I. Lyons

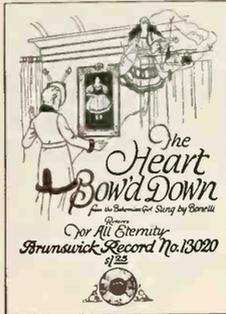
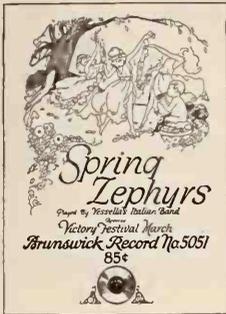
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

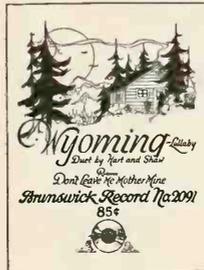
WINDOW DISPLAY SERVICE PREPARED BY BRUNSWICK CO.

CHICAGO, ILL., May 10.—A new Brunswick window display service is being furnished Brunswick dealers which is interesting, not only because of its merit, but because of its being

ity nature and is illustrated in four colors by some of Chicago's leading commercial artists. The service consists of five cards a month. These cards range in size from 14 by 22 inches



Brunswick Window Display for June



introduced at a time when there is a general tendency by an unfortunately large number of retailers to "lay down" in their work. This window display service is distinctively of a qual-

to 11 by 14 inches, and are cut out of heavy enamel stock. The cards are equipped with an easel and will stand without support wherever placed in the window.

their attention, but nothing any more important than that which confronts them this year due to the general economic and business conditions in the trade in all parts of the country. However, they never had a program of recreational entertainment as elaborate as that which is scheduled for this year. To John McKenna and his aids at the Columbia Co. goes the credit for this. They have worked untiringly in securing the services of theatrical headliners for the convention luncheons and meetings, the same as in the past they have been extraordinarily active in getting talent for the regular Piano Club weekly luncheons.

Lyon & Healy Employees Banquet
The management of Lyon & Healy gave a dinner to the sales force of this concern during the latter part of April. The banquet came after a week of intensive study of salesmanship and was for the purpose of securing co-operation among the different departments. It was held in the Red Room of the LaSalle, and was featured by some interesting talks by executives of the concern. Immediately after the dinner V. E. Healy, in charge of the personnel department, gave a resume of the work in prospect and urged greater liaison between employes and management. Columbus Healy next spoke in

his characteristically energetic manner, reviewing the improvements which were being brought about in directing the efforts of employes along correct lines of endeavor.

New Tonofone Window Display
Dorchester Mapes, secretary of the R. C. Wade Co., manufacturer of the Tonofone needle, states that there is plenty of business available for those dealers who will go out and get it. "Business was never better," said Mr. Mapes, "but it requires a great deal more hard work than it ever did before. The public possesses the same buying power it had heretofore, but to-day the dealer must show the consumer that he is giving him his money's worth before he can be induced to part with it. I am glad to state that the Tonofone is steadily forging to the front and commanding the respect of the entire trade. It is making hosts of friends among people who love good music and who must be depended upon to make the talking machine business as prominent as it deserves to be."
(Continued on page 138)

LIDSEEN
FIBRE
NEEDLE
CUTTER

Sharpens the needle without removing it from the tone arm

CONVENIENT

FAST SELLER **GOOD PROFITS**

MECHANICALLY RIGHT

A Few More Jobbers Wanted

The greatest seller of them all. You only have to show this to sell it.

Good Profits

You are protected in sales

LIDSEEN
832-840 So. Central Ave.
CHICAGO

"Multi-Cylinder Smoothness"

The Casey Hudson "4 Cylinder" phonograph motor compares with the ordinary 1- or 2-spring phonograph motors as the modern multi-cylinder automobile motors compare with the "two lungers" of years ago.

The Casey Hudson "4" is velvety smooth in action, silent running, better balanced. Plays 6 to 8 10-inch records with one winding. A revelation in phonograph motor efficiency.

Casey Hudson "4 Cylinder" Motor
Twice the smoothness—playing capacity—life—at very small increase in price
Produced in its entirety, from raw materials to finished product, in our own factories, under the supervision of men who have given years of study and achieved notable success in this business.

Casey Hudson also manufactures the Old Reliable "KRASCO" 2- and 3-spring motors
The two sizes of the 4-spring motors are interchangeable with each other and with the two sizes of "KRASCO" motors. Cabinets may be milled and bored alike for all. Gold finish on exposed parts if desired.

Casey Hudson Company has a real message for phonograph manufacturers concerning its ability to produce phonograph motors of highest quality, in any quantity, at efficiency-production prices.
Let us bid on your requirements.

CASEY HUDSON CO.
361 E. Ohio St. Chicago
Factories: 361-451 E. Ohio St

EUGENE and WILLIE HOWARD'S TERRIFIC HIT in THE PASSING SHOW of 1921

UNDERNEATH HAWAIIAN SKIES

The most beautiful Fox-Trot Melody
in years

Published by LEO FEIST INC
FEIST BLDG.
NEW YORK

"You can't go wrong
with any Feist Song."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 137)

"We have just issued a new window display proposition that is meeting with exceptional success and five of our new displays have been installed in some of the leading shops on Wash-ash avenue, our 'Music Row,' and, what is more important, they are producing excellent results. In fact, this new display proposition is creating quite a sensation wherever shown, and during May we are featuring it in a more attractive form than previously. The center sign or poster in our display is an 18x25 oil-painted sign in four colors and can be used to advantage in the most artistic window display."

Dealers After Record Business

W. C. Griffith, of the Chicago Talking Machine Co., says that there is a very decided tendency on the part of dealers to develop their record business. "One indication of this is apparent in that our 'New Records Magazine' is coming into increasing use every day. Dealers have found out that machine owners can be made big record buyers by having an intimate knowledge of what is available for them and their individual tastes. It seems that dealers are also developing their accessory business, for our sales of the extra loud Tung-tone needles are increasing very rapidly."

Cheney Machines Interest Conventions

During the conventions of the Music Industries in Chicago the Cheney talking machine

occupied a place of prominence in the very artistic talking machine department of the Marshall Field Co.'s retail store. The different art models made by this company were displayed to advantage and greatly interested convention visitors, for no one can visit Chicago without calling at the Marshall Field store, which is one of the show places of our city.

Speaking of business conditions W. E. Burr, sales manager of the Cheney Talking Machine Co., said: "Generally speaking, there is a slight improvement. There is a decided demand for styles of the bigger and better type. People who buy this sort of goods are of that class which always has enough money to weather any industrial storm without economy in purchases of this kind. For some time past the wiser dealers have recognized this and have been catering to this class of trade. I have in mind one dealer who has followed this plan and the first months of this year showed that although there was a 40 per cent decrease in the number of units of machines he sold there was only an eight per cent decrease in dollars and cents."

Grafonola Sales Increase

John McKenna, manager of the local office of the Columbia Co., reports that there has been a small but steady improvement in machine sales. "This is partially due," said Mr. McKenna, "to the fact that the Columbia Co. was the first to restore pre-war prices on a stand-

ard machine. Some of our dealers did not approve of this at first, but they are now finding out that it was a wise move and are satisfied. There has been a noticeable increase in sales of our period models and the higher grades generally. Not a day passes but dealers bring in prospective customers to our Model Shop and sell them machines of this class.

"Record business is on a par with last year's sales, with an increasing demand for records of the better class and a lessening demand for the extreme type of jazz records."

George W. Hopkins in Town

George W. Hopkins, general sales and advertising manager of the Columbia Graphophone Co., was in Chicago as one of the speakers at the conventions of the Music Industries. While here Mr. Hopkins spent much time at the Chicago office of the Columbia Co. in conference with Mr. McKenna.

Samuel Lemberg, of the executive offices of the Columbia Co., has been transferred to Chicago, where he will take the place of J. C. Wuertzer in the city sales department. Mr. Wuertzer has gone to Youngstown, O., where he will engage in other business.

The Coming of Dr. Richard Strauss

Much interest is evinced in music circles following the announcement of the forthcoming visit to America of Dr. Richard Strauss, who is known the world over for his "Salome," "Elektra" and "Rosenkavalier." He will arrive in America in October. Dr. Strauss's arrangements will be handled by the International Concert Direction, Inc., one of whose chief functions is directing the appearance in concert of all exclusive Brunswick artists.

New Incorporations

The Seton Music Co., located at 1920 South Michigan avenue, Chicago, has been incorporated with a capital of \$40,000 to print and publish, revise, compose and arrange musical compositions. The correspondent is Henry L. Shaver, 1821 Mallers Building.

The Chicago Band Instrument Co., located at 28 East Eighth street, has been capitalized at \$6,000 to manufacture, repair and deal in musical instruments and accessories.

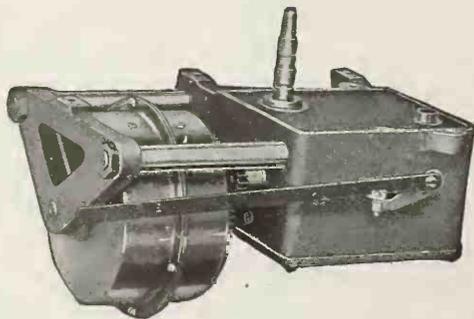
H. G. Power a Visitor

H. G. Power, who was one of the officials of the Taylor Carpet Co., of Indianapolis, was in Chicago the past week. Mr. Power reports that business for the first four months of 1921 was the best that his company ever enjoyed.

The Way to Keep Records

The Musique et Instruments (Paris) in a recent issue remarks that the material used for making discs is in reality a liquid of great viscosity. Thus it often happens that records stocked vertically, and not sufficiently supported, become misshapen and warp. This can be generally rectified by putting them under pressure horizontally under a number of other discs. Such deformation never takes place if the discs are stored in a horizontal position.

You Don't Have to Tune This Motor



If you have to tune a motor when it reaches you, someone will have to tune it after it leaves you.

If it didn't stand shipping shock once, it won't stand it again.

This motor is silent—self-lubricated and enclosed.

It will end your motor difficulties.

It is being adopted by more and more of the better phonograph makers, and they are delighted.

Absolutely uniform speed, and performance.

Write us for further information—prices, etc.

United Manufacturing and Distributing Company
536 Lake Shore Drive
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers
1000-1016 N. Halsted St., Chicago, Ill.

BRUNSWICK WINS ON MOTHERS' DAY

Great Campaign Conducted in Honor of Mothers' Day, Which Brought Splendid Results to Dealers Who Helped to "Say It With Music"—Some Publicity That Helped

CHICAGO, ILL., May 11.—Brunswick dealers in Chicago and, in fact, all over the country, are holding an impromptu celebration this morning over the remarkable success of the Mothers' Day campaign which came to such a resultful culmination Sunday. The idea, which originated in the advertising and sales department of the Brunswick Co., was designed to be one of the "concentrated selling plans" which is so essential these days.

It was believed that with the growing observance of Mothers' Day and with the remarkable



Mother O' Mine
Sung by Bonelli
Reverse
Smilin' Through
Brunswick Record No. 13015
\$1.25

Ad Featuring "Mother o' Mine" appeal that the talking machine possesses for those who desire a gift that can be both practical and expressive of the finest sentiments, an opportunity was presented not only to make an unusual number of sales, but to do it at a

time of the year when the market was otherwise very quiet.

The love which everyone of us bears for his or her mother is one of those attributes of the human heart that lies closest to divinity. Thus, its appeal from the standpoint of human interest is exceedingly strong. Coupled with this intense appeal is the permanent nature of the phonograph as a gift, which makes it far superior to the customary gift of flowers.

Some dealers, however, pursued the thought that it was not necessary to dispossess the

Join This Conspiracy

Mothers' Day Club



Surprise Your Mother on May 8th—Mothers' Day with a Brunswick

We have a secret we want to share with you—but we can't publish the details here. We have a wonderful plan for you to use in honoring your Mother on the day that's named for her.

We call it our Mothers' Day Club. All the details we explain personally, but not in print. But it's a splendid idea, conceived by Brunswick, and one which you'll appreciate.

This part we can tell—Mothers' Day your Mother will be given a tremendous surprise.



Model 112

We deliver to her a Brunswick Phonograph (Model 112) and a special collection of Brunswick Records, and—but the rest is part of the secret.

The Mothers' Day Club makes it easy for you to honor her in this delightful manner. It affords her a permanent reminder, a constant pleasure.

Come in at once, and let us tell you the plans personally. Never has such an offer been made before.

The time is short—so come in at once.

Your name and address

Copy No. 2457

120 lines x 2 cols. News 16179—3

One of the Mothers' Day Club Ads

place that flowers have in Mothers' Day and believing there is room for both gave a bouquet with every machine sale. In this connection one dealer reported that a bouquet of flowers sent with the machine added the final touch and created an entente cordiale between the purchaser and the dealer that would be reflected in the months to come.

The Brunswick Co. advised the formation of Mothers' Clubs and suggested that the Brunswick Model 112 be selected as the favorite instrument. This decision was made because Model 112 is said to strike a very happy mean in price and is the most inexpensive of the

(Continued on page 140)

The Windsor Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

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

New! New! New! APEX Fibre Needle Cutter

Cuts with the grain to the point.
Makes the use of fibre needles as cheap as steel.
No variation in angle or size of cut.
Does not crush the shell.

Small Size—Simple Construction

For sale through jobbers and dealers.

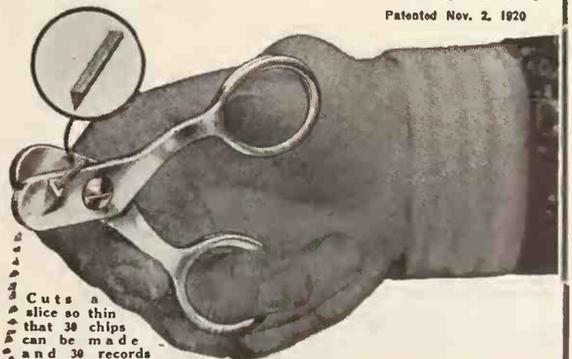
Retail Price \$1.50

Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New! New! New! New!

Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

PHONOGRAPH REPAIRING

We Are Manufacturers
of the Famous
WATROLA
PHONOGRAPH
Seven Models

Ask for Special Prices
to Dealers

We Can Repair Any and All Makes of Phonographs. We Have Parts for All Motors, Tone-Arms, Etc. Prices *Very Reasonable*. Send Us Your Repairs at Once. Quick Service.

WARTELL PHONOGRAPH CO.
178 W. RANDOLPH ST. CHICAGO, ILL.

WE SELL THE
GENNETT RECORDS
NUPOINT NEEDLES
CABINETS, MOTORS
and **TONE ARMS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

Brunswick machines which possesses the Double Ultona reproducer. The campaign was started on March 28, thus giving some forty days to develop the idea and to organize the Mothers' Clubs. Many of the dealers delayed in starting their work and one Brunswick representative in Texas neglected to institute his campaign for the idea until the last two weeks. He later reported that he was surprised and delighted to sell some "eighteen machines in our first week's work."

For those people who already owned a Brunswick a supplementary campaign was staged that was designed to sell Brunswick records, and this phase of the campaign was so well developed that even traveling men who are reputed to be more or less neglectful were reminded of their filial obligations by finding on the hotel desks in every town a reminder, which asked, "Will Mother have word from you on Mothers' Day, May 8?" These little slips went on to tell how Mother could be sent a message of love through the Brunswick dealer. Brunswick Record No. 13001, "Little Mother o' Mine," was recommended as an appropriate gift, which would be delivered in a special gift envelope anywhere in the United States on or before May 8.

"The Brunswick Co.," said an executive at the big Wabash avenue headquarters, "invites the entire music trade to share in the idea of a phonograph for Mothers' Day. This year it has been a Brunswick idea, but next year and thereafter we invite dealers in talking machines—especially those who handle standard lines—to participate in making Mothers' Day a big success for all of us.

"It is believed by our company that the phonograph and record can exemplify the spirit of Mothers' Day in the best way that can be conceived and we feel sure that the idea can be developed for the mutual good of all who are in this industry."

DVORAK'S NEW POSITION

CHICAGO, ILL., May 2.—Lyon & Healy announced this week the appointment of Joseph Dvorak as general Western representative for the company, with headquarters in Los Angeles. Mr. Dvorak has been associated with Lyon & Healy for thirty years, and during that time has won the esteem and friendship of the trade throughout the country. He is ideally qualified for his new post, and Lyon & Healy's Western trade is assured of maximum service under his direction.

Everything comes to him who really works hard in this year of grace.

NEW STEGER AD MANAGER

Sherwin Murphy Appointed to Post of Advertising Manager for Prominent Chicago Phonograph Manufacturers—Has Wide Experience

CHICAGO, ILL., May 5.—Sherwin Murphy has been appointed advertising manager of the Steger & Sons Piano Mfg. Co., in accordance with the policy of that company to give ad-



Sherwin Murphy

vancement whenever possible from within its own organization.

Mr. Murphy was graduated from Loyola University. He started with Steger & Sons in the accounting division three years ago and subsequently was promoted to the advertising department as assistant to Charles E. Byrne, who is now secretary-treasurer. The publicity of the Steger institution will be handled and developed capably by Mr. Murphy, under the direction of Mr. Byrne.

Mr. Murphy is keenly interested in advertising and selling and thoroughly imbued with the spirit and ideals that have always distinguished the Steger house. He is a gifted writer, well informed regarding the selling methods in vogue in the music industries, and a real enthusiast on the subject of "dealer co-operation."

His most pronounced hobby is photography. As a result of his activity in that direction he has been successful in capturing prizes for par-

ticularly fine work in national photography competitions.

BIG SHIPMENTS OF BAMBOO

F. D. Hall, President of the Hall Manufacturing Co., in Japan Arranging for Shipments of Choice Bamboo to Chicago Factory

CHICAGO, ILL., May 10.—Dealers and jobbers in fiber needles, as well as fiber needle enthusiasts, need have no fear that the quantity of this product will be smaller than the demand in the future. F. D. Hall, president of the Hall Manufacturing Co., writes from Japan telling of arrangements he has made for shipments of the best bamboo the Orient produces. Every other month there will be a carload shipment to this country. In fact, the first carload has already arrived and, according to H. J. Fiddelke, is the best stock yet received.

Incidentally, Mr. Hall on his arrival in the far West discovered that the climate is not all it is pictured in the tourist handbooks. He found it necessary to leave Yokohama and go to Shanghai, China, in order to get warm. He says there was no heat in Yokohama.

The Hall Manufacturing Co. is contemplating the issuance of a series of dealers' helps to push the fiber needle in retail stores. A counter display carton is being prepared which will artistically display the needles to customers.

An exhibit of fiber needles was held at the Drake Hotel during Convention Week, May 9 to 14. A very attractive window display on the main floor caught the eye of music merchants from all parts of the country.

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

WE ILLUSTRATE THE

"Handy" Dome Clamp

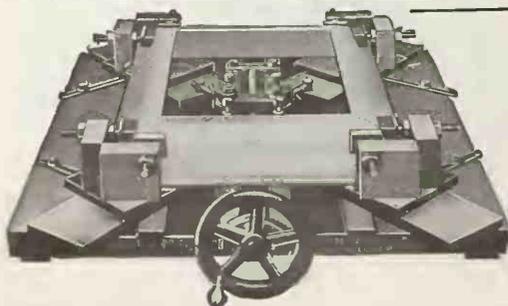
Quick action for clamping domes and frames on Talking Machine Cabinets

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



NEW BRUNSWICK FINANCING PLAN

Big Opportunity Held Out to Brunswick Dealers to Expand Sales—Interview With P. L. Deutsch Discusses Developments

CHICAGO, ILL., May 11.—The Brunswick-Balke-Collender Co. announces a new plan for financing its dealers, which is exceptionally interesting in view of existing conditions.

The plan is explained by Thomas A. McHale, head of the credit department of the Brunswick Co., in the following statement:

"We have consummated arrangements with a large investment corporation that will enable us to provide facilities to Brunswick phonograph dealers who are desirous of realizing funds on their instalment contracts in order that they may operate on a greater scale.

"The investment company will furnish funds to dealers on instalment contracts on the basis of the following schedule:

"Schedule One: (Where the contract provides for payment in more than twelve equal monthly payments) Funds will be advanced on the face amount of the first twelve payments. The amount of money advanced on contracts will be as follows:

- 83 1-3% of face of contracts maturing in 6 months.
- 85 % of face of contracts maturing in 7 months.
- 87 1/2% of face of contracts maturing in 8 months.
- 80 % of face of contracts maturing in 9 months.
- 80 % of face of contracts maturing in 10 months.
- 82 % of face of contracts maturing in 11 months.
- 83 1-3% of face of contracts maturing in 12 months.

"Schedule Two: (Contracts providing for payment in six equal monthly payments) Funds will be advanced as follows:

- 3 1/2% of face of balance due on contract.
- 4 1/2% of face of balance due in 7 or 8 months.
- 5 1/2% of face of balance due in 9 or 10 months.
- 6 1/2% of face of balance due in 11 or 12 months.

"The money realized from the investment company is payable by the dealer in monthly instalments. In other words, he remits to the company the money received from his customers on the first and fifteenth of each month. For the purpose of showing what it costs, let us take, for example, an instrument that sells for \$200. Assuming that the initial cash payment is 10 per cent, or \$20, that leaves a balance, secured by contract, of \$180. The investment company will loan 83 1-3 per cent, or \$150, for which a charge of 6 1/2 per cent on \$180 is made, amounting to \$11.70.

"By taking advantage of this finance plan the actual cost to the dealer is \$3.69, as follows:



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

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

Discount to investment company... \$11.70
2 per cent cash discount on \$108... \$2.16
6 per cent interest on 12 payments
of \$15 each 5.85 8.01

Cost \$3.69
"The establishment of this plan will enable phonograph dealers to double their business as the principal difficulty, lack of funds, will be surmounted."
P. L. Deutsch, assistant secretary of the Brunswick Co. and head of the phonograph division, said: "This new plan I consider to

represent one of the greatest steps in phonograph merchandising and I believe it eliminates all old-time efforts at financing, and gives Brunswick dealers a supreme opportunity. This plan goes into effect at a psychological time. It will appeal to the public. It removes resistance from buying. It allows everyone to buy a Brunswick on time if cash is not available. It removes a financial burden from the dealer. He can expand as fast as he wishes. Only Brunswick dealers can partake of this plan. It is exclusive, which, in itself, means a tremendous advantage."

PLANS FOR CARAVAN CONVENTION

Phonograph Co. of Chicago Announces Plans for Chicago Meet, June 20 and 21

CHICAGO, ILL., May 10.—W. C. Eckhardt, manager of the wholesale department of the Phonograph Co. of Chicago, announces that plans have been completed for the "Caravan" Convention, which is to be held in Chicago June 30 and 31.

The Convention proper will be held at the Blackstone Theatre, Monday, June 20, and Tuesday, June 21. There will be a dinner, show and dance on the Tuesday evening at the Drake

Hotel. It will be largely attended by dealers from all parts of the Central West and from present indications there will be Edison men from as far West as Denver, from Cleveland on the East and the Canadian border on the North.

The meeting is expected to be one of the most successful Conventions that has been held for some time and much work of importance is expected to be accomplished. Thomas Leonard, sales manager of Thos. A. Edison, Inc., was in Chicago a few days ago conferring with Mr. Eckhardt and perfecting plans for the Edison meeting.

ORO-TONE PRODUCTS IN CANADA

Leigh Hunt Closes Arrangements Whereby W. H. Banfield & Sons, Ltd., Will Handle Line

CHICAGO, ILL., May 10.—Leigh Hunt, treasurer of the Oro-Tone Co., of this city, just returned from a trip to Canada, which resulted in an arrangement by which the Oro-Tone products will be given wide distribution in the dominion. He consummated a deal with W. H. Banfield & Sons, Ltd., of Toronto, whereby that large well-known house will manufacture Oro-Tone tone arms and sound boxes and so forth and will market them in Canada under the name of the "Oro-Tone-Banfield" Phonograph Equipment.

The A. T. Emerson Co., Inc., manufacturer of Emerson phonographs, has moved from 1140 Broadway to the Emerson Building at 206 Fifth avenue, New York, where it will occupy quarters on the second floor.

Melody Portable Phonograph
Equipped With
Heineman Double Spring Motor
Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key
Durably Constructed. Mahogany Water-proof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weights only 18 pounds.

PROMPT DELIVERY
Here's a Winner for You!
Write for Sample and Terms Today.

MELODY NATIONAL SALES CO. - - - - - **190 N. State Street, Chicago, Ill.**



Take It With You Anywhere!
Have Music Where You Want It!
In Your Home—In the Nursery
—At the House Party—Camping Out—At the Summer Home—Boating or Canoeing—

Size 8x13x15
Weights 18 Pounds

REPAIRS

All makes of Phonographs Promptly and Efficiently

CENTRAL MUSIC SALES CO.
173 Sixth Street, Milwaukee, Wis.

Phonograph Surgery and Supplies
LET US CO-OPERATE WITH YOU

We operate the Largest and Most Up-to-date Equipped Phonograph Repair Shop in the West.

Have you a Phonograph Repair Agency? If not, let us tell you what we can do for you.

Send for our price list and catalogue today.

The Co-operative Manufacturing Co.
Main Office and Factory
1867 Milwaukee Ave., Chicago

PHONOGRAPH MOTORS
RECORDS
TONE ARMS
HARDWARE
NEEDLES
REPAIR PARTS
ALL MAKES

Each \$11.00
2-5 10.50
6-12 10.00
12-24 10.00
24-48 9.50

RETAIL PRICE \$15.00
Dealers' Prices

We Made It From the First, It Proved a Winner Now It's Ours and Yours, Mr. Dealer!

We have purchased from Geo. L. Hadley, former secretary of W. W. Kimball Co., Chicago, the exclusive manufacturing and selling rights to



A WORD TO VALUPHONE DEALERS

All instruments now in use by the multitude of satisfied Valuphone customers were made at our plant under special contract. We will continue to supply the trade direct, with the same generous size cabinets, beauty of design and finish and fine tone quality for which the popular priced Valuphone has become nationally distinguished.

Investigate the VALUE in the Valuphone

WHY VALUPHONES ARE RAPID SELLERS

All styles are made in generous size cabinets, finely designed, proportioned and finished in choice Mahogany, handsome figured Oak and select Walnut.

Big Capacity Motors
Concert Size Reproducers
Perfect Automatic Stops
Beveled Edge Turntables
Extra Felt and Silk Plush Tops
Built-in Record Compartment
Six Albums for Seventy Records
Ball Bearing Casters
Nickel Leg Caps
First Quality Hardware Throughout
Classic Grills
and last, but not least, we are aware,

PRICE

is the greatest salesman on earth, and Spot-Cash the world's greatest buyer.



WE SAID, "YOURS," MR. DEALER

Depend on us for your regular supply of real phonograph bargains. Valuphones offered in window displays, by your salesmen, or through newspaper advertisements, at Valuphone prices, will arrest the mind of the thrifty, who constitute the nation's best buyers. In other words they will bring good trade to your store.

IF YOUR NAME IS BETTER THAN OURS, USE IT

The Valuphone in talking machines is everything its name implies, that's why it's called the Valuphone. We do not sell you the name, however, you pay for the instrument only. In fact, if you prefer, we will place your own name on it.

One Thing We Will Not Change Is the Value

Opportunity for more than the Ordinary Profit

We no longer call our discounts "jobbing prices," they are lower than jobbing prices. Valuphones at their regular authorized retail prices are bargains at all times and places. They are attractively priced at retail and most profitably priced at wholesale. Our standard is "Value", and this holds both quality and price commensurate. Let us prove it!

A Reliable Source of Supply

Our factory has operated through the entire war period and since armistice, on either time and one-half or full time, never having been closed down during any working day for over six consecutive years, emphasizing the stability of our product, both from the standpoint of supply and demand. You may depend upon us, always.

If price is important to you, WRITE US TODAY. We do not quote prices promiscuously.

WIZARD PHONOGRAPH COMPANY, Inc.

THE "PRICE MAKERS"

ANTON CUMMINGS, PRESIDENT

THE "PRICE MAKERS"

1973-75-77-79 Ogden Avenue,

Chicago, Ill.

CRITONA RECORDS ARE NOW READY

Criterion Records, Inc., Issue First Catalog of Critona Records—Will Concentrate on Operatic, Light Classical and Standard Selections—Personnel of Organization Comprises Men of Many Years' Experience in Industry

Criterion Records, Inc., New York, has announced the first catalog of Critona records, which are manufactured by this company. Forty selections comprise the first list and the company expects to issue supplements monthly.

Arthur H. Cushman, vice-president and gen-



Geo. W. Beadle, President

eral manager of Criterion Records, Inc., who is one of the best-known members of the record industry, in a chat with *The World* gave the following details regarding the company's plans and policies, stating:

"We have made a careful study of the dealers' requirements and have definitely decided to con-

centrate our activities on the recording of operatic, 'popular' classical and American standards by artists of recognized standing in the musical world. We are planning to direct our appeal towards the 'independent' dealer, the term 'independent' signifying the dealer who handles a line of phonographs that is not coupled with a record line, or a dealer who handles a line of records whose catalog does not include operatic, classical and standard music.

"In the preparation of our first catalog of Critona records we have endeavored to place tone quality as the paramount factor. Every member of our organization is imbued with the idea and thought that quality must be the keynote of any successful record line, and we are going to work along these lines at all times. Incidentally, I might comment upon the fact that we have selected the most difficult feats in recording as the basis for our first list, and this group was selected with the specific purpose of showing the trade the position that we expect Critona records to attain in the industry. We are now ready to make deliveries of our entire list, and every co-operation will be afforded the dealers in the merchandising of our records."

The executive organization of Criterion Records, Inc., comprises some of the leading members of the record field. Geo. W. Beadle, president of the company, who was for many years consulting engineer of the Columbia Graphophone Co. and the International Paper Co., will be in charge of all departments of manufacture. He is the originator of the Beadle press, which is in use in practically every record-pressing plant in the country.

Alexander N. Pierman, who is responsible for the new process of recording under which Critona records will be manufactured, was for twenty-three years head of the research department of one of the leading record manufacturers in the country. Geo. W. Slight, who will be in charge of the recording division of Criterion Records, Inc., is a pioneer in the record field.

Wm. F. Nehr, secretary of the company, will supervise the technical branch of the electric plating department, and be responsible for the actual production of the record from the making of the wax master to the completion of the pressing stamper. Mr. Nehr was associated with



Arthur H. Cushman

Thos. A. Edison, Inc., for twenty-seven years, and is a recognized expert in his line.

Among the prominent artists who have already arranged to make Critona records and whose recordings are represented in the first supplement are: Signor Antonio Rocca, a new tenor of the Chicago Opera Co.; Miss Eva Leoni, a coloratura

(Continued on page 144)

The **HOWE**



Tone — RICH
CLEAR · MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago, Ill.

PRE-WAR PRICES CABINETS

6
Models in All Sizes at a
Big Cut in Prices

GENUINE MAHOGANY,
AMERICAN WALNUT and
GOLDEN QUARTERED OAK



Height 49 inches
Width 21 "
Depth 22½ "



Model 316
Height, 51½"
Width, 24"
Depth, 25"

SIX MODELS, ALL SIZES and
FINISHES, IN COMPLETE
PHONOGRAPHS AT PRE-
WAR PRICES

A-1 Cabinet Work in Construction and
Finish
Large Double Spring Motors and Universal
Tone Arms
Write for Special Prices on Large and
Small Quantities

Player-Tone Talking Machine Co.
967 LIBERTY AVE., PITTSBURGH, PA.

CRITONA RECORDS ARE NOW READY

(Continued from page 143)

soprano of exceptional promise; Signor Millo Picco, a popular member of the Metropolitan Opera Co., and Signor Carlo Ferretti, a baritone who has attained considerable renown. All of these artists have made several records for the first Critona list and they are enthusiastic regarding the tone quality of their records.

Paul Bolognese, who is famous in Italy as a conductor of operatic music, will be musical director of Criterion Records, Inc. Mr. Bolognese, who has had an exceptionally thorough musical education, is admirably equipped for this important position and numbers among his personal friends the foremost operatic stars of Europe and this country.

GIVES DINNER TO SALES FORCE

Edward Strauss, Manager of Local Brunswick Branch, Is Host to Gimbel Bros. Talking Machine Department's Staff—Splendid Sales Totals Recognized by Banquet and Reception

In recognition of the splendid sales showing attained by the talking machine department of Gimbel Bros., New York, in the sale of Brunswick phonographs and records, Edward Strauss, manager of the New York branch of the Brunswick-Balke-Collender Co., recently gave a dinner to the staff of this department.

Some time ago Mr. Strauss, in conference with M. Max, manager of Gimbel Bros. talking machine department, stated that he would be the host to the department's forces if the sales for the first quarter of the year showed an increase over 1920. With this offer as an incentive, the force worked indefatigably, and, as a result of their efforts, a splendid increase was achieved.

The dinner was given at the Hotel Pennsylvania, and in addition to Mr. Strauss and Mr. Max, the speakers included Chester Abelowitz, metropolitan district representative of the Brunswick local branch, and Wm. A. Brophy, director of the Brunswick recording laboratories. There was also an entertaining musical program furnished by several popular Brunswick artists, including Lynch and Sheridan, Ernest Hare and Rudy Wiedoeft.

FORMS ACCESSORY HOUSE

E. M. Latham Heads Marathon Sales Co.—Will Handle Well-known Accessories

E. M. Latham, formerly manager of the Weltmignon Studios and the Emerson Shop, and one of the best-known members of the local retail trade, has formed the Marathon Sales Co., with headquarters at 1181 Broadway, New York. This company will act as a distributing agency for a number of well-known houses and Mr. Latham's thorough knowledge of the trade will give him an opportunity to give the dealers efficient service in making their accessory department a profitable division of their business.

Among the lines already handled by the Marathon Sales Co. are: Brilliantone steel needles, Reflexo products, Jones-Motrolas, Peerless albums, Lansing covers, Penn Victor Dogs, Nupoint needles, Alto fiber needle cutters, Masterphones, and other specialties.

ISSUE GREAT SUPPLY CATALOG

Everybody's Talking Machine Co., of Philadelphia, Publishes a Volume Most Complete in Details and in Extent of Products Handled

Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has just issued a new catalog and price list covering its products of motors, main springs and repair parts. It carries hundreds of illustrations of small but important parts of talking machines and motors, each of which is numbered and arranged in such a manner that the price can be readily referred to, thus simplifying the ordering of such goods.

In addition to the equipment for talking machines which the company manufactures or stocks carried, the firm also makes a specialty of distributing Wall Kane, Gilt Edge, Brilliantone and Reflexo needles.

Everybody's Talking Machine Co. also manufactures its own sound box under the trade name of Uman-Tone reproducer, which is made to fit all standard makes of talking machines and can be secured in special size to orders with no advance above the regular quoted prices.

Special parts are carried for particular makes of machines and these also appear in the catalog and are illustrated and numbered. Parts for obsolete motors are carried in stock and when such out-of-date goods cannot be found will be made up.

The company also carries the Meisselbach and Heineman motors and photographic reproductions of the most popular of these motors are given a conspicuous place in the new catalog.

Thousands of parts are described and numbered and practically everything for the manufacture or the repair of talking machines of all makes can be delivered by the company.

Accompanying the catalog is a circular carrying a description and illustration of two repair tools, on the reverse side of which is a dealers' order blank. The repair tools are to assist the repairman in inserting springs in motors, removing kinks in the center of springs and making the center smaller or larger at will.

The material is especially interesting inasmuch as the prices are all up to date and the numerous illustrations, as well as the descriptions, add to its value.

WILL MARKET ELECTRIC FLASH LAMP

A. J. Olson, formerly associated with Thos. A. Edison, Inc., and who occupied the position of sales manager of Jones-Motrola, has been appointed general sales manager of the Novo Mfg. Co., New York, manufacturer of electric batteries and pocket flash lamps. This company will shortly place on the market a new type of flash lamp for use on talking machines, and Mr. Olson's previous experience in the industry admirably equips him to handle the sales and advertising campaign for this lamp.

MISS PEARL BARKER IN CHARGE

Miss Pearl Barker, for two and a half years connected with the sales force of the Grafonola department at Lansburghs & Bros. store, Washington, D. C., has assumed the management of that department. This company is distributor of both Columbia machines and records and the Aeolian Vocalion Co. products.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.



SOLD BY
MURTEAU WILLIAMS & CO.
MONTREAL - OTTAWA



Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City



SOLD BY
WALTER D. MOSES & CO.
RICHMOND, VA.
SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

No Red Tape About Getting
Grey Gull Records

Order *what* you want, *when* you want, and *no more than* you want.

Instant service on all latest hits, including:

Rose in the Devil's Garden

Now I Lay Me Down to Sleep

Wyoming (either Vocal or Instrumental)

Over the Hill

No Wonder I'm Blue

Pucker Up and Whistle

Scandinavia

Peggy O'Neil

Drowsy Head

Moonlight

Distributors

Associated Furniture Manufacturers
 1209 Washington Ave.,
 St. Louis, Mo.

Joseph Barnett & Co.
 218 Fourth Ave., East,
 Cedar Rapids, Iowa

Candioto Piano Company
 Lexington, Kentucky

Capital Paper Company
 South St.,
 Indianapolis, Ind.

Chapman Drug Co.
 Knoxville, Tenn.

Cole & Dunas Music Co.
 54 W. Lake Street,
 Chicago, Ill.

Excelsior Music Co.
 Cape Girardeau, Mo.

Grey Gull Records, Inc.
 295 Huntington Ave.,
 Boston, Mass.

Louis Merki
 150 Post Street,
 San Francisco, Calif.

Richardson Drug Co.
 Omaha, Neb.

Scott Weighing Machine Co.
 Topeka, Kan.

Mello Cello

Now and Then

I'm Missin' Mammy's Kissin'

Look for the Silver Lining

(either Vocal or Instrumental)

Coral Sea

Bright Eyes

All records 10-inch, double disc, lateral.

Grey Gull Records are recorded and manufactured complete in our own plant. We have no work done for us by outsiders.

Liberal discounts to the trade. Special terms to chain stores, department stores and other large users. Write nearest distributor or direct to us.



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.



ARTo
Phonograph
Records
85c

ARTo
Word Rolls
\$1

VOCo
Word Rolls
85c

Subject to Liberal Trade Discounts

ARTo RECORDS

FOR JUNE, 1921

DANCE RECORDS

- 9064 Cherie. Fox-trot. Julius Lenzenberg's Orchestra
- Vamping Rose. Fox-trot. Julius Lenzenberg's Orchestra
- 9062 Wyoming. Waltz. Selvin's Novelty Orchestra
- Mello Cello. Waltz. Selvin's Novelty Orchestra
- 9065 Wait Until You See My Madeline. Fox-trot.
- Sophie Tucker's Five Kings of Syncopation
- Oon't Throw Me Down. Baritone Solo by Al
- Belian. Accom. by Sophie Tucker's Five Kings of Syncopation

DANCE RECORD WITH VOCAL CHORUSES

- 9061 I Found a Rose in the Devil's Garden. Introducing "Oh-Yeedle-Ay." Medley Fox-trot. Vocal Chorus by Arthur Hall. Selvin's Novelty Orchestra
- Moonlight. Introducing "Sania Monterey." Medley Fox-trot. Vocal Chorus by Arthur Hall. Moulin Rouge Orchestra

VOCAL RECORD

- 9066 Ain't We Got Fun? Tenor Solo, Orch. Accom. Billy Jones
- Pucker Up and Whistle 'Til the Clouds Roll By. Baritone Solo, Orch. Accom. Arthur Fields

COLORED VOCAL RECORD

- 9063 I Wonder Where My Brown Skin Daddy's Gone. Vocal Blues. Lullie Hegamin and Her Blue Flame Syncopaters
- You'll Want My Love. Vocal Blues. Lullie Hegamin and Her Blue Flame Syncopaters

ITALIAN VOCAL RECORD

- 3075 'D Bicchiere 'e Vino. Tenor Solo. Orchestra Accom. E. Fiammette 'e Cea. Tenor Solo. Orchestra Accom.

NEW AND RE-RECORDINGS OF STANARO VOCAL AND INSTRUMENTAL RECORDS

- 3001 Silver Threads Among the Gold. Peerless Quartet
- When You and I Were Young, Maggie. Peerless Quartet
- 3015 Humoresque. Violin Solo, Piano Accom. Edmund B. Thelie
- Traumerer. Violin Solo, Piano Accom. Edmund B. Thelie
- 3048 Souvenir. Violin Solo, Piano Accom. Vera Barstow
- Berouse. From "Jocelyn." Violin Solo. Vera Barstow
- 3076 Llewellyn Waltz. Saxophone Solo, Orch. Accom. Rudy Wiedoeft
- Erica Waltz. Saxophone Solo, Orch. Accom. Rudy Wiedoeft
- 3074 Chautauqua at Punk'ia Centre. A Monologue on Rural Affairs. Cal Stewart
- Uncle Josh and the Honey Bees. A Monologue on Rural Affairs. Cal Stewart

ARTo Word Rolls \$1.00
VOCo Word Rolls 85c.
ARTo Popular Rolls 50c.
Subject to Liberal Trade Discounts

ARTo WORD ROLLS
FOR JUNE, 1921

- 1407 All By Myself. Fox-trot.
- 1409 Carolina Lullaby. Waltz Song
- 1386 Cherie. Fox-trot.
- 1408 Childhood Oays. Waltz Song
- 1400 Honey Rose. Fox-trot.
- 1411 I Want You Morning, Noon and Night. From "Gus Edwards' Song Review of 1921." Fox-trot.
- 1406 Jabberwocky. Fox-trot.
- 1404 Just a Little Love. Fox-trot.
- 1399 Just Keep a Thought for Me. Fox-trot.
- 1410 Little Kind Treatment is Exactly What I Need. A. Fox-trot.
- 1398 Mello Cello. Waltz Song.
- 1397 Pucker Up and Whistle 'Til the Clouds Roll By. Fox-trot.
- 1405 Somebody's Mother. Waltz Song.
- 1402 Swanee Rose. Fox-trot.
- 1413 They're Such Nice People. One-step.
- 1403 Wang-Wang Blues. Fox-trot.
- 1401 Who'll Dry Your Tears When You Cry? Fox-trot.
- 1414 You Are Free. Waltz Song.
- 1412 You Let Me Go Far Somebody Else. Fox-trot.

The above Songs without words can be had in the ARTo POPULAR Rolls, which retail at 50c.

ARTo STANDARD INSTRUMENTAL RDLL
88330 Chinoiserie. A Novelty Oriental Dance. 60c.

Exceptionally liberal terms to jobbers

THE ARTo CO.
STANDARD MUSIC ROLL CO.

New York Offices, 1658 Broadway
Factories, Orange, N. J.

OUR PRINCIPAL JOBBERS ARE:

- CROWN MUSIC CO., New York City.
- PLAZA MUSIC CO., New York City.
- FULTON TALKING MACHINE CO., New York City.
- GRIMMER SALES CO., New York City.
- ARTo DISTRIBUTING CO., New York City.
- WILLIAM H. FERRIS CO., INC., Brooklyn, N. Y.
- THE MORRIS MUSIC PUBLISHING CO., Philadelphia, Pa.
- CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.

Act quickly and obtain profitable jobbing agency

EXHIBITS PRODUCE BUSINESS

Player-Tone T. M. Co. Features Line at New York and Jamestown Furniture Shows—Two New Console Models Will Be Ready Shortly

PITTSBURGH, PA., May 6.—The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonograph, exhibited its complete line at the New York Furniture Exhibition recently, and I. Goldsmith, president of the company, states that the visitors to this exhibition were keenly interested in the company's product. At least a dozen good-sized accounts were opened as a direct result of this display, and it seemed to be the consensus of opinion that phonographs will find a ready sale this year provided the instruments give service to the consumer and are priced in accordance with existing conditions.

The success of the exhibit at New York encouraged the company to arrange for a display at the Jamestown Furniture Exhibition, which opened a few days ago, and reports to date indicate that this display is proving equally as successful as the New York exhibit. The attendance has been large, and the buyers seem to be in the market for merchandise. L. Levenson, of the company's executive staff, who is in charge of the Jamestown exhibit, states that the two new art models exhibited at this show created considerable comment, and substantial orders were secured. The company also expects to show this line at the Grand Rapids market in July and, in all probability, will have two new console models ready to exhibit at that time.

NEW QUARTERS FOR SPHINX

The Sphinx Gramophone Motors, Inc., manufacturers of the Sphinx talking machine motors, whose executive offices for the past two years have been at 512 Fifth avenue, New York, have moved into new quarters at 21 East Fortieth street.

In accordance with the judgment and order of the Canadian railway board, at Ottawa, Ont., dated January 14, 1921, the rate of exchange in connection with shipments of freight between points in Canada and the U. S. from April 1 to April 14, inclusive, will be 12 3/4 per cent, and the surcharge on the said traffic will be 8 per cent. The rate of surcharge on international passenger business will be based on 13 per cent exchange.

TALKING MACHINE MEN, INC., MEET

Local Association Holds Interesting Monthly Session at the Café Boulevard

The Talking Machine Men, Inc., held their first meeting following the annual election on April 21, at the Café Boulevard, New York. The meeting proper was preceded by a luncheon and was attended by close to fifty members.

The most important question that was brought up before the body was the suggested move to request the various record manufacturers to allow a 10 per cent return to be made on all unsold records. The opinions were divided regarding the feasibility and the permanent success of any such plan, but it was decided to give the matter consideration.

As announced some time ago, the Association is making it a point to invite each month one of the popular music publishers to have a representative address the organization regarding the plans on coming popular numbers and also demonstrate such works.

At the last meeting the house of Jerome H. Remick & Co. was represented. Daniel Winkler, who is in charge of the mechanical reproduction department of that house, addressed the gathering and made a very enlightening talk on the methods pursued by the leading publishing houses, following which Billy Cripps sang several numbers which are to be features of the Remick catalog during the coming months. He was accompanied by Matthew Levine at the piano.

Among the songs demonstrated was the new Remick ballad, "Just Keep a Thought for Me," which Remick will feature during the next four months. This is from the pen of Max Fischer, Pacific Coast orchestra leader, whose musical aggregation is now under contract to Florenz Ziegfeld. The novelty number, "Ain't We Got Fun?" the ballad, "Now I Lay Me Down to Sleep" and the new high-class song, "Tea Leaves," by the writers of "Japanese Sandman," were also programmed.

The following is the schedule of publishing houses which will be represented at meetings of the Talking Machine Men, Inc., during the coming months: May, Jack Mills, Inc.; June, Shapiro, Bernstein & Co., Inc.; July, Waterson, Berlin & Snyder; August, Fred Fischer, Inc.; September, Irving Berlin, Inc., and October, The Broadway Music Corp.

William M. Gibbons was appointed chairman of the executive committee.

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory Representative:

LOUIS A. SCHWARZ, Inc.

1265 Broadway
New York City

GLEANINGS *from the* WORLD *of* MUSIC

SHEET MUSIC AIDS THE SALES OF MUSICAL INSTRUMENTS

The Greater the Sales of Sheet Music the More Talking Machines and Other Musical Instruments Will Be Sold, Says Gordon V. Thompson, Writing in the Canadian Music Trades Journal

The entire music industry is marching forward steadily into front rank among the industries of America. One has only to look at the daily paper and consider the advertising space devoted to phonographs, records, rolls and pianos to see that music is indeed a most important factor in the business world of America to-day.

A further reflection will show that all the various musical industries are founded to a greater or lesser degree on the music publishing industry. The composer and his publisher are the fountain springs of melody. If it were not for the tune, which is first printed on paper, there would be no need of pianos to play it or phonographs to reproduce it.

Not only is sheet music the foundation of the music industry, but it may also be regarded as the "propaganda" department of the music industry. The more songs that are published and popularized the more records, rolls, pianos and phonographs will ultimately be sold.

Also True Locally

What is true in a general sense also applies to a local situation. If the music dealers of any town will devote intelligence and enterprise to the selling of sheet music their activity along this line will eventually be reflected in greatly increased sales of other and more costly merchandise. The sale of a song to-day may mean the sale of a piano to-morrow.

With regard to phonograph records this is especially true. The co-operation of the music dealer in popularizing a new song not only impresses his customers with his enterprise, but it means that he will later sell his records to a far greater extent and with less demonstration than if he were to reverse the process and wait for the record to sell a few copies of the sheet music. Make a "hit" of a new song and when the record appears it will sell on sight.

Music an Automatic Advertiser

Music is the greatest automatic advertiser you can think of. You would have to pay a man well to carry your sign down a crowded street, but thousands will whistle, sing or hum a catchy refrain, which is, in turn, taken up by other thousands and which lures hundreds into the music stores for copies, records or rolls of the new hit.

The foregoing is written to show it is a short-sighted policy for music stores to ignore their sheet music department simply because the individual sales are small. The greatest care and attention should be devoted to this end of the business, not only because it can be made extremely profitable—especially when money is "tight" and more costly merchandise hard to sell—but also because of its "propaganda" value to other departments.

Music Store Should Be the Mecca

The music store should be the Mecca for orchestra leaders, vocalists, players, as well as the general public. You will best hold the business of the profession by showing them you are live wires and are the people who start things around town. There are some music dealers who are simply slot machines, taking orders or supplying only what has been developed outside. They are not self-starters, but have to be cranked. Naturally, their influence is small among the music profession.

Real Music Shop in the Smaller Towns

The day is fast approaching when even in the smallest village there will be a real music shop which will be influential in building music sales of all descriptions, including every line of sheet music, such as popular songs, band and or-

chestra music, anthems, quartets, etc. Where a complete stock of such lines is not practicable sales will be made from samples and catalogs. What is needed is intelligence in salesmanship. Money spent on the right clerk is money well invested. This clerk should be thoroughly well posted in all activities of the music trade by reading the trade and professional papers, as well as publishers' bulletins.

To get the possibilities of the popular music business in your constituency estimate the number of homes where there is a piano and then figure what it would mean to have each of these purchase one copy per week on the average. There is no reason why with education the average should not be raised from one to three, or even more.

More Encouragement to Handle Sheet Music

Now that sheet music sells from 35 cents to 60 cents per sheet it offers possibilities as a real business. Carefully managed departments can now register a good profit where such was impossible when the retail price of sheet music was only 15 cents.

The general business outlook for the future is now encouraging. With normal conditions returning people will purchase more and more sheet music. Improved conditions are also coming in the trade itself. The big publishers are striving in every way to co-operate with the dealer as well as with the record and roll manufacturers.

The Dealer Must Do His Part

The dealer must do his part to complete the co-operation. No matter what a publisher's activities, his whole efforts are short-circuited unless he has the whole-hearted co-operation of the music dealer. Everybody pulling together is the secret of success in sheet music as in every other line of endeavor.

Take hold of the rope and pull!

"JUNE LOVE" IS WELL RECEIVED

New Musical Comedy, With Music by Rudolf Friml, Arrives on Broadway

"June Love," a new musical comedy, with a book by Otto Harbach and W. H. Post, based on "In Search of a Sinner," by Charlotte Thompson, with lyrics by Byron Hooker and music by Rudolf Friml, opened recently at the Knickerbocker Theatre, New York. This show succeeds the big success, "Mary," and, according to the local critics, "is a musical comedy lifted a little above the average by the lyrics of Byron Hooker and the Friml music, as well as by the voice of Else Alder and the legs of Johnny Dooley."

The lyrics for "June Love" come in for particular mention and the whole is painted "as a musical gem that will certainly play a New York engagement throughout the Summer months." Mr. Hooker's songs have prompted Friml to some tuneful and agreeable music and have character and real rhymes to add to their general appeal. Among the songs which are particularly pleasing are: "Dear Love, My Love," "Somebody Like You," "June Love," "Don't Call Me Dear," "The Flapper and the Vamp." Harms, Inc., publish this score.

MANUEL PENELLA IN THE CITY

Manuel Penella, the Spanish dramatist, composer and producer of operas, recently arrived in New York from Madrid to complete arrangements for the presentation in this city next Autumn of his opera, "El Gato Montes" ("The Wild Cat"). Mr. Penella is staying at the Ansonia Hotel, New York City, until his return to Madrid.

BECOMES OWNER OF "SLEEPY HEAD"

Jack Mills, Inc., has purchased from the Adrian-Reece Publishing Co., San Francisco, the California song success, "Sleepy Head."

There are none Bigger - Nor Better!

"KISS A MISS"
"O-HI-O"
"SIREN OF A SOUTHERN SEA"
"LEARNING"

FORSTER MUSIC PUBLISHER, INC.
235 So. Wabash Ave., Chicago, Ill.

The Home of The Western Sun

Go
ALL DEALERS
of
RECORDS and
WORD ROLLS

HITS—HITS—HITS
 WE TOLD YOU SO

“LOVE BIRD”

IS “**SOME HIT**”—By Mary Earl and Ted Fiorito

KEEP YOUR



“**ON**
NESTING TIME”
 FOX TROT

The Comedy Song Hit of “The Rose Girl” at the Ambassador Theatre

“MY OLD NEW JERSEY HOME”

Getting Bigger Every Day

“ROYAL GARDEN BLUES”

The Ballad of Ballads

“OVER THE HILL”

The Hawaiian Masterpiece

“ISLE OF PARADISE”

By Mary Earl and Ted Fiorito

Attention! Record Companies—Wonderful “Blue” Song

“Down Where They Play the Blues”

“Day Dreams” | **“Rose of Athlone”**

Melody Fox-Trot

A Standard Irish Ballad

ALL FROM THE GREAT MUSIC HOUSE *of*
SHAPIRO BERNSTEIN & CO.
 INC.
 BROADWAY AT 47th St. . NEW YORK



SONGWRITER FACES TWO SUITS

Frederick V. Bowers, Inc., and Shapiro, Bernstein & Co. Seek to Restrain Perry Bradford From Publishing "The Crazy Blues"

Two suits alleging infringement have been filed by Frederick V. Bowers, Inc., and Shapiro, Bernstein & Co. against Perry Bradford, a colored songwriter and publisher, in the United States Supreme Court. These actions, which were commenced through the law offices of House, Grossman & Vorhaus, ask for a temporary injunction restraining Bradford and his wife, Marion L. Dickenson, from publishing and selling a song known as "The Crazy Blues," written by Bradford, and also seek to restrain thirteen recording companies from distributing any records or piano rolls of the song, and from paying any royalties on the song to either Bradford, his company or his wife. According to the papers filed in the action large royalties were supposed to have been paid by the mechanical companies on May 2.

Frederick V. Bowers alleges that "The Crazy Blues" is an infringement on a song called "The Broken-hearted Blues," which his firm purchased from Bradford in 1918. He asserts that twelve bars of words and music from "The Broken-hearted Blues" are used by Bradford in "The Crazy Blues." Bowers, however, did not have "The Broken-hearted Blues" copyrighted, saying that it was an oversight on his part due to "changes in the personnel of the employes of his firm."

Shapiro, Bernstein & Co. allege that "The Crazy Blues" uses parts of a song entitled "The Harlem Blues," written and sold to them by Bradford in 1918. "The Harlem Blues" was first published by Bradford and the copyright was assigned to Shapiro, Bernstein & Co. and recorded in the copyright office.

Bradford has his song, "The Crazy Blues," copyrighted, and two copies of it are in the

copyright office in Washington. This angle of the matter is one of great import, as it presents a new point as far as song publishing goes.

The hearing on the motion for a temporary injunction, pending final judgment in the actions, was scheduled to be held before Judge Hand in the United States District Court on May 13.

Kepler & Hoffman, representing Bradford in the suits, stated that the defense to be offered to the actions will be interesting to songwriters and publishers. They stated that the contracts given Bradford in connection with the publication of his numbers were inequitable and they therefore were not binding upon him. They further stated that after a search of the copyright office in Washington no record of the copywriting of the number had been found and that Bradford therefore had taken the entire matter into his own hands to legally protect his interests.

"Crazy Blues" has had an interesting career. It has scored a great hit, particularly, on player rolls and talking machine records and has been cut and reproduced by every recording company of any size in the entire country.

TO BE USED BY 8,000 EXHIBITORS

Herbert Brenon, musical director for Norma Talmadge and the Norma Talmadge Film Corp., has just forwarded to 8,000 motion picture exhibitors throughout the country a letter requesting them to have rendered as the musical theme in the exhibition of the motion picture, "The Passion Flower," a musical number from the pen of Irving Berlin carrying the same title.

OPEN OFFICES IN NEW YORK

Van Alstyne & Curtis, the well-known music publishing firm of Chicago and Toledo, O., have opened up professional offices in the Strand Theatre Building, New York City, under the management of Billy Thompson.

"PRINCESS VIRTUE" SCORES

"Princess Virtue," a new musical comedy, the book, lyrics and music of which are the joint work of B. C. Hilliam and Gitz-Rice opened recently at the Central Theatre, New York City. The company includes such clever performers as Robert Pitkin, Frank Moulán, Sarah Edwards, Hugh Cameron, Anne Page and Bradford Kirkbride, and the piece itself possesses all the virtues of a clean, smart musical comedy.

The music of "Princess Virtue" is published by M. Witmark & Sons, who now have three productions on Broadway, the other two being "The Rose Girl" and "Love Birds." The most prominent number in the "Princess Virtue," seemingly, is "Life Is All Sunshine With You." Other numbers that apparently stand out are: "Princess Virtue," a waltz theme; "A Little Home for Two," "Dear, Sweet Eyes," "There's Something Irresistible About Me," "Smoke Rings," "Voices of Youth," "Red Riding Hood," "When I Meet Love" and "Toddling Along."

SCORING WITH VON TILZER SONG

Albert Von Tilzer is the writer of the music and Lew Brown the words of the new song entitled "Wait Until You See My Madeline," recently issued by the Broadway Music Corp. The number is sung by Frank Crumit in the "Greenwich Follies," is featured in "Broadway Brevities," as well as being Nelson & Chain's success in the "Fanchan Marco" production.

"LOVE BIRD" A BIG FAVORITE

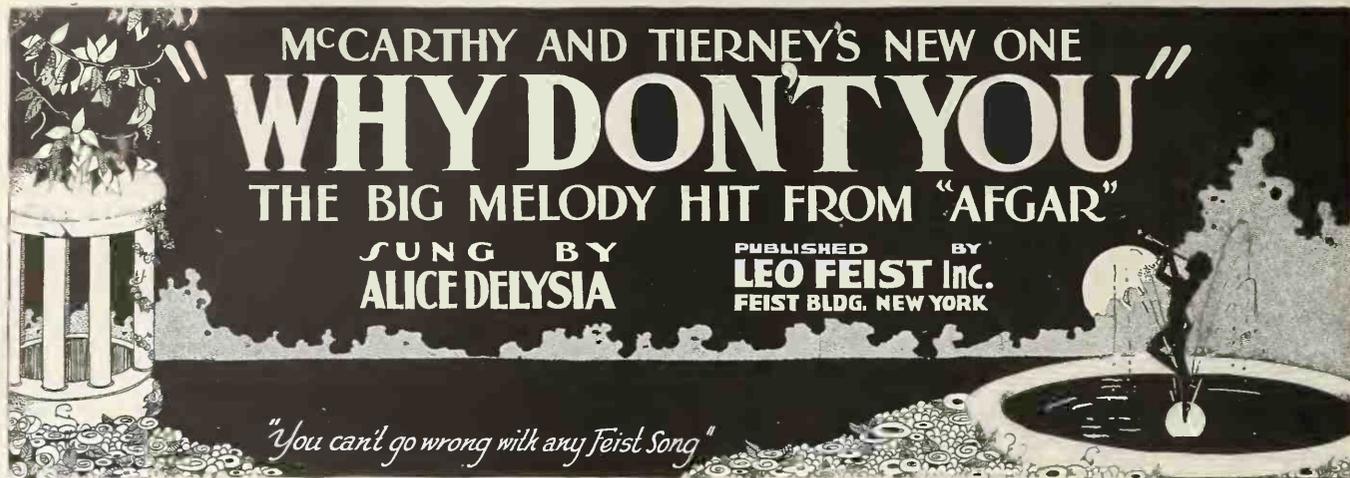
Louis Bernstein, of Shapiro, Bernstein & Co., Inc., New York City, recently received a letter from Kenneth S. Clark, of the Bureau of Community Singing, which reports "Love Bird," from the Shapiro, Bernstein & Co. catalog, as receiving the most votes out of three numbers for program use heard by the headquarters workers.

SOCIETY'S FAVORITE FOX-TROT

FOOLING ME

ON TALKING MACHINE RECORDS
PLAYER ROLLS & SHEET MUSIC

Robert Norton Co. 226 W.46th St.-New York



"MCCARTHY AND TIERNEY'S NEW ONE"
WHY DON'T YOU
THE BIG MELODY HIT FROM "AFGAR"
SUNG BY ALICE DELYSIA
PUBLISHED BY LEO FEIST Inc.
FEIST BLDG. NEW YORK

"You can't go wrong with any Feist Song"

ANNOUNCE "ALL OVER NOW" WEEK

To Make Special Displays of Von Tilzer and Brown's Song From May 16 to 23

The Broadway Music Corp's. new song, by Albert Von Tilzer and Lew Brown, "I Used to Love You (But It's All Over Now)" is, in a sense, breaking a record for long popularity for numbers of its class, having a large organization behind it. In most instances numbers of this caliber, with a publicity and sales exploitation drive behind them, reach their pinnacle of success in a short space of time, following which their popularity recedes over a longer or shorter period, according to the merit of the work.

"I Used to Love You (But It's All Over Now)" is not a new song and still it has had popularity for many weeks. It is just recently, however, that it has received recognition as a national hit. The credit of this is due to the publishers, who had the utmost confidence in the number's value and who, despite the obstacles in the sales field, owing to sales depression, continued to work energetically.

In trade circles the song is known as "All Over Now," and in order to further the interest of this vocal and instrumental success the publishers announce May 16 to 23 as "All Over Now" week. Various talking machine record and player roll manufacturers, as well as the syndicate stores and other dealers handling sheet

music, are giving co-operation in the form of window displays, demonstrations, etc., to make the week in question a success.

"All Over Now" is whistled by the boys on the street and thousands of orchestras feature it in their dance programs. It is said that over two hundred vaudeville acts also sing the number twice a day, and in addition the Duncan Sisters recently introduced it in the Fred Stone musical show, "Tip Top," at the Globe Theatre, New York City, as do also the McCarthy Sisters in the musical show, "Jim Jam Jems."

From a song and instrumental standpoint, "I Used to Love You (But It's All Over Now)" is a big success and every indication points to its even being bigger during the coming weeks.

"A TYPICAL SUMMER SHOW"

The A. L. Erlanger new musical production, "Two Little Girls in Blue," recently opened at the George M. Cohan Theatre, New York City. The book of this piece is by Fred Jackson, lyrics by Arthur Francis, with music by Paul Lannin and Vincent Youmans.

The well-known Fairbanks Twins take the leading roles and are supported by an able cast. The chorus, at least, have voices if they are not as beautiful as is customary in musical offerings.

The local critics describe it as a typical Summer show and all of them also speak well of the music, particularly the numbers "Oh, Me! Oh, My!" and "Dolly." The other songs are, "Who's Who With You," "The Gypsy Trail," "Honey-moon (When Will You Shine for Me)" and "Just Like You." The music is published by Harms. Inc.

JEROME AND SCHWARTZ REUNITE

William Jerome and Jean Schwartz, who as a songwriting team were for many years responsible for a long list of popular songs, have, after a separation of over a period of two years, reunited and are collaborating on a series of new numbers. M. Witmark & Sons have accepted for publication their first new offering, "Molly, On a Trolley, By Golly, With You."

BREAKS ALL MUSICAL RECORDS

"Irene," now in its 76th week at the Vanderbilt Theatre, New York City, has broken all musical record runs for America. The former record was that of "Evangeline," which played 603 consecutive times and which was the top figure for a period of nearly thirty years. "Irene," it is understood, will play throughout the Summer.

SECURE THE RIGHTS OF "SALOME"

The Edw. B. Marks Music Co. has forwarded an announcement to the trade that it has secured the publishing rights of the European musical success "Salome," composed by Robert Stolz. The American rights were secured through Frank Smithson, well-known stage director.

CELEBRATE SECOND ANNIVERSARY

B. D. Nice & Co., Inc., celebrated their second anniversary on May 1. Two years ago this enterprising young firm opened offices at 1544 Broadway with a catalog dedicated to the publishing of high-class music or, what they term, publishing numbers of the bettey sort. Early this month the company moved to the tenth floor of the State Theatre Building, corner Forty-fifth street and Broadway.

GOODMAN & ROSE LEASE QUARTERS

Goodman & Rose, Inc., have taken a lease on the first floor of 218 West Forty-sixth street, New York City, the old quarters of the Harry Von Tilzer Music Publishing Co. The firm is making a special campaign on the new Johnnie Black number, "Who'll Be the Next One to Cry Over You?" the sales distribution of which has been taken over by the E. B. Marks Music Co., Inc.

ATTENDED "CAMEO GIRL" OPENING

Louis Bernstein, head of Shapiro, Bernstein & Co., Inc., New York City, made a trip recently to Baltimore, Md., to attend the opening of "The Cameo Girl," of which Ballard MacDonald is responsible for the lyrics and Jimmy Monaco has contributed the music.



**Phonograph
Record and Music
Roll Dealers!**

We respectfully suggest that you prepare yourself for a big demand for the following big hits listed by all the best companies:

LOVE IN LILAC TIME

The waltz hit of two continents

MOONBEAMS

Admitted to be the most beautiful Melody Song and Fox-trot Dance in the world today!

IN A BABY'S HANDS

Ballad and Fox-trot heard in every town

EDW. B. MARKS MUSIC CO.
102-104 W. 38th ST. NEW YORK



BLUE JEANS

The Melody Song Hit A Real Counter Seller

For Sheet Music, Record
and Player Rolls

VICTOR RECORD No. 18740

Sung by the Peerless Quartette

RELEASED MAY 1st

PUBLISHED BY

Sam Fox Publishing Co.
Cleveland and New York

WARNING

"PAPER DOLL"

A Popular Ballad Fox-Trot, by Lee David

To Our Friends

¶ Someone has started a malicious rumor regarding our new song, "PAPER DOLL" (Broadway's "lead sheet" hit).

¶ It is being reported to the profession, recording companies and the trade that we are about to sell "PAPER DOLL" to another publisher.

¶ The evident intention is to attempt to discredit us and make it appear that we cannot handle a song of this character.

¶ We are celebrating our second anniversary and have just moved into most spacious quarters in the new Loew Building, 45th Street and Broadway.

¶ Our total advertising in two years has exceeded that of any other publisher with the probable exception of one.

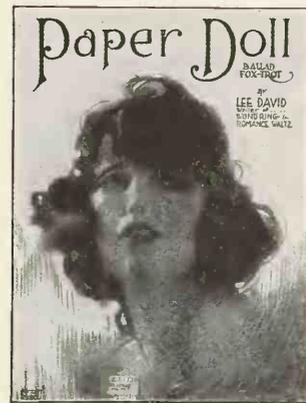
¶ We exploited "WOND'RING," a ballad fox-trot that has proven to be one of the most persistent hits ever published. (Jazzed by Ted Lewis and sung by Thomas Chalmers, the Metropolitan baritone.) We were responsible for "TENTS OF ARABS," an Oriental one-step that is now regarded as a standard. To-day we have "SWEET LAVENDER" and "ROMANCE" waltz which is developing into the legitimate waltz hit of the day.

¶ We are proud of our accomplishments and our reputation. We believe "PAPER DOLL" is a "natural"—having the remarkable good fortune of being a great stage song and a tremendous fox-trot.

¶ This song remains with us. It is not for sale. We will appreciate and hold in confidence any information communicated to us regarding the dissemination by anyone of such rumors.

¶ We respectfully submit "PAPER DOLL" to you.

BENJAMIN W. LEVY,
General Manager.



Special Note

¶ "Paper Doll" was made by the recording companies while still in manuscript form. An unusual recognition.

¶ Make immediate inquiry.

¶ We contend and maintain that "PAPER DOLL" possesses the most overpowering melody for a popular song presented in recent years.

¶ In preparation and rehearsal by vaudeville's leading artists; acclaimed by EVA SHIRLEY (America's youngest prima donna) to be the best song she ever accepted; enthusiastically endorsed by the inimitable SOPHIE TUCKER, GRACE NELSON, RUBY NORTON, FRANKIE JAMES (of Mac & James) and many others.

¶ Extraordinarily featured by the leading orchestras throughout the country.

B. D. NICE & CO., Inc.

Music Publishers

Loew Building, 45th Street and Broadway

New York



Al Jolson in a brand new character hit! "Scandinavia (Sing Dose Song and Make Dose Music)" is good for big sales. Blossom Seeley, new Columbia comedienne, sings the coupling "Funeral Blues (Eat Custard and You'll Never Break a Tooth)." A double headliner! Double your order. A-3382.

**Columbia Graphophone Co.
NEW YORK**

CONSOLIDATED CO.'S NEW QUARTERS

Salt Lake City Store a Noteworthy Addition to Mercantile Establishments of That City—Big Line of Musical Products Handled

SALT LAKE CITY, May 8.—Salt Lake City, the beautiful, increased its stature in this respect last month when the Consolidated Music Co.'s



Entrance to Consolidated Co. Store splendid new store at 48-50 Main street formally opened its doors to the public.

The company's new place of business at this address is a finely remodeled, strictly modern building of two stories and basement, possessing, in all, over 35,000 square feet of floor space.



A Spacious Talking Machine Booth

The entire flooring of the establishment is of polished hardwood, bearing an abundance of artistic rugs, which contribute worthily to the general artistic effect of the interior of the store.

The opening of this music house was the occasion for special all-day programs of a musical kind, to which the friends of the firm and the general public were invited. Great throngs attended orchestra concerts given in the new store during the afternoon and evening of the initial day and enjoyed the utmost freedom in inspecting every quarter of the establishment afterwards. Each conscientious visitor found in the present headquarters of the company all those fine consolidations of the artistic and practical which made the old store a rendezvous for those who wanted what they wanted and found it amid pleasing surroundings. Music permeates the new just as it did the old.

Band and orchestral instruments occupy the space on the ground floor, immediately to the left as one enters the establishment, while opposite it is situated an extensive sheet music department kept in a constant state of up-to-dateness and replenishment. At the north end of this large floor are a number of commodious talking machine demonstration booths of the sound-proof variety and more still on the second floor, which bring the total of these important selling accessories up to fifteen. Each of these rooms has outside light and ventilation, an unusual feature in similar rooms generally. Piano and player-piano stocks monopolize the space on the second floor of the building, the furnishings there being of the most sumptuous and artistic kind. This is reached through a well-appointed reception hall calculated to inspire the store guest with confidence in the things beyond.

The Consolidated Music Co. was established in 1862. Alonzo Blair Irwin is its president; L. W. Snow is vice-president; W. S. McCormick, treasurer, and Royal W. Daynes, secretary and general manager. The company handles the Steinway and the Aeolian Co. line, including the Duo-Art piano and the Vocalion, for which instrument the company acts as distributor in its territory.

BROWN SELLS TO WINTERROTH

B. S. Brown, who has had charge of the piano business of the Winterroth Piano Co., in Newburgh, N. Y., for the past twenty years and was doing business in his own name with the Victrola, sheet music and musical merchandise, has sold his entire interest, including the Victor agency, to the Winterroth Piano Co.

OPENS ON FOURTEENTH STREET

The New York Band Instrument Co., New York City, has opened attractive, exclusively Victor warerooms in its headquarters in Fourteenth street. An extensive equipment of Unico demonstrating rooms and record racks has been installed on the first floor.

W. L. HOSACK AS MANAGER

The music house in La Grange, Ind., owned by Ray Hosack will be retained by him. His father, Walter L. Hosack, will manage the business.

HOW THE CATALOG SAVED THE DAY

Proof That a Wide-awake Manager Can Capitalize a Supposed Broken Window

"Who broke that plate-glass window in the front there?" stormingly asked Alva Wilson, owner of the building which is occupied by the Weilepp & Stuckey Co., Decatur, Ill., Columbia dealers, as he rushed to the back of the store after a glance at one of the large plate-glass show windows in the building.

"Why—er—ah—one of our customers was listening to a phonograph record and became so excited that he swung his arm about in such a way that a catalog which he held in his hand flew out, hit that window, smashed it and stuck right in the window as you see it," said R. C. Calhoun, manager of the phonograph department, as he turned his head to hide a grin.

"Did you get the name of the man? I will go at once to see the insurance company about replacing the glass," replied Mr. Wilson, as he started from the store, and then the members of the firm called Mr. Wilson's attention to the fact that he had been fooled by an imitation break which had been carefully drawn on the glass with part of the catalog pasted on one side of the apparent break, and part on the other side in such a way as to appear to be stuck in the hole which seemed to be broken in the big glass.

R. C. Calhoun, the Grafonola department manager, took a record catalog to one of their print shops and had a corner cut off. With good, heavy glue he glued the larger part on the inside of the plate glass, and the smaller part on the outside, high enough so that people could not reach it. Where the book is attached to the plate glass he covered the crack with a small line of whitening. The cracks shown in the window were made with a fine brush and common whitening. Because of this splendid "talk of the town" the Grafonola department is getting more than its share of notoriety.

Among the dealers who are arranging for a great campaign of recitals the coming Fall is Harry Hershberg, of the Standard Furnishing Co., of Centerville, Ia.

A petition in bankruptcy was filed this week against the R. D. Cortina Co., which conducts a school of music and also sells language phonograph records, at 12 East Forty-sixth street.

The new store of the Canton Phonograph Co., of Canton, O., is practically completed, and manager E. H. Woomer looks for better business as the days lengthen.

The Victor Co. will have a very large exhibit at the annual meeting of the National Educational Association, to be held in Des Moines July 4 to 9.

Reinhart Bros., of Sumner, Ia., have installed a very attractive Victor department.

ACME-DIE

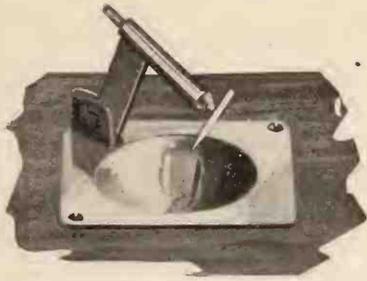
- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

DON'T PRICK YOUR FINGERS



THE BEN HUTCHES

"PICK-UP" NEEDLE CUP

Is Adapted to All Makes of Cabinets

DEALERS: Send for prices.

MANUFACTURERS should equip their machines with this attractive feature.

JOBBER'S applications now being received.

HUTCHES ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

TO HOLD NEW REFERENDUM ON QUESTION OF SALES TAX

Work Done by Music Trade Representatives at Meeting of the U. S. Chamber of Commerce Largely Responsible for Decision to Resubmit Tax Question to Referendum Vote

As the result of a protracted fight conducted in every one of the eight group meetings of the Chamber of Commerce of the United States convention at Atlantic City last week by representatives of the music industry and other trades subject to an excise tax it was decided to re-submit the subject of the abolition of excise taxes and the recommendation of a sales tax to a referendum vote of the Chamber.

This will afford those members of the music industry who failed to respond to the appeal of our Chamber to get out and work in their own interest when this matter was first submitted to its members by the National Chamber last December an opportunity to make amends.

Partly through the indifference of the music trade members and partly through misunderstanding due to the obscure manner in which the tax proposition was stated the National Chamber's first referendum vote was in favor of excise taxes upon "some articles of wide use, but not of first necessity."

R. B. Aldcroft and William J. Keeley, president and vice-president of the Music Industries Chamber of Commerce, represented the music industry in the transportation group. J. New-

comb Blackman, in the finance group; Alfred L. Smith, general manager of the Chamber, in the insurance group, and Albert Behning, of the Harlem Board of Commerce, were members of the committee to put the matter before the various groups. In each group the sales tax won by a big majority.

The subject of excise taxes was not on the official program, but the representatives of the associations working together succeeded in bringing it up informally. Wherever a vote was permitted strong opposition was recorded. The resolutions committee did not report on the resolutions on the sales tax, giving as its reason that the referendum was out so recently that a report was unnecessary.

In the fight on the floor in the last session of the convention Harry Wheeler, the first president of the National Chamber and again recently its president, stated that the tax referendum was an impossible one to vote upon, and the questions on the subject as framed in the group meetings were even worse. He gave his assurance that the directors would put the questions to a vote and would push the matter expeditiously.

USING EFFECTIVE SALES PLAN

Bloomington Bros.' Talking Machine Department Introduces New Circular to Stimulate Record Sales—Preparing for Summer Business

H. D. Berkeley, manager of the talking machine department of Bloomington Bros., has instituted a unique method of announcing the latest and most popular record hits that is producing excellent results. In all of the mail that is forwarded to record customers, and to the store's customers as a whole, a circular is enclosed announcing the new record hits. In conjunction with the circular there is a return post card and every facility is afforded the recipient of the circular to order these records direct by mail.

As the circular is attractive and contains timely information referring to records, it is attaining considerable success, and Mr. Berkeley and his staff are enthusiastic regarding the results of this plan. The talking machine department of Bloomington Bros. showed a substantial increase over last April, and plans are being made for an intensive Summer campaign. This campaign in all probability will feature period models and portable models, and as the line handled in its warerooms includes Victor, Columbia, Sonora and Brunswick, there will be ample opportunities for the use of intensive merchandising plans.

KEEP UP THE GOOD WORK

In the April World the importance of carrying a complete record stock was referred to in connection with a clipping from a Hazleton paper bearing upon a happening in which the Landau Music Shop, of that city, was able to supply a visiting actor with a record which he was unable to secure in other cities. The news item has brought forth many letters to this office from dealers in Pennsylvania and elsewhere. For instance, the Christine Jewelry & Music Shop, of Bangor, Pa., encloses the Landau clipping and states: "Landau has nothing on us. We, too, have this record, also many others not carried in stock by any other house in Pennsylvania."

Glad to hear it. Nothing succeeds like success. The better the stock equipment, the better the business.

The Universal Phonograph Record Exchange, Inc., has started in business at 148 Monroc avenue, Memphis, Tenn., with F. B. McCormick in charge.

A. E. RUSSELL WITH HENDERSON'S

BOSTON, MASS., May 10.—A. E. Russell has assumed the management of Henderson's, 156 Boylston street, which is probably one of the best appointed talking machine and record retail stores in New England. The lines handled include the Victor and the Brunswick. Mr. Russell is an experienced talking machine man who has always "made good" wherever he has been as manager. He is a man of ideas and a hard worker who gets results. Henderson's, by the way, is doing a splendid business and its sixteen listening rooms are invariably busy during selling hours.

"MOTHERS' DAY" CAMPAIGN HELPS

TOLEDO, O., May 11.—A score of local music dealers conducted an extensive advertising campaign last week in connection with "Mothers' Day." The purchase of a talking machine as a suitable gift was urged by a number of dealers, and increased sales were reported by many talking machine stores in this city.

The Colonial Music Shop, of Auburn, N. Y., has been incorporated with 200 shares of preferred stock of \$100 each; 1,000 shares of common stock, no par value, and an active capital of \$25,000, for the purpose of conducting a general musical merchandise business. Those interested are: C. E. Dickinson and C. E. Dickinson, Jr., and D. A. Little.

JERRY ROW CO. HOLDS "OPENING"

The Jerry Row Co., in Jackson, Mich., has opened an exclusive Victor department, and on May 3 held its formal opening, when more than 8,000 people visited the store. There are six booths, six by nine, and a twelve-foot service counter. The crowd was entertained the opening night with a local orchestra and local entertainers. Charles Sternberg is in charge of the Victor department.

WOODMANSEE HAS THE VOCALION

H. A. Woodmansee, well-known dealer of Detroit, has secured the representation of the Aeolian-Vocalion and has placed a large order for uprights and consoles with the Lind & Marks Co., Michigan distributors.

RECENTLY INCORPORATED

The Myrtlephone Mfg. Co., of Valdosta, Ga., has recently been incorporated under the laws of that State for the purpose of manufacturing talking machines.

PURCHASES CONTROLLING INTEREST

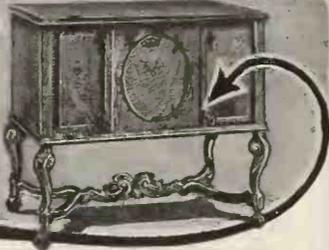
H. L. Woodward has purchased the controlling interest in the Des Moines Music Co., and in future the establishment will be known as an exclusive Victor store, handling a full line of Victrolas and Victor records.

FOR SALE

Surplus stock of 100 Newton Reproducers. Specially priced while they last. Nickel-plated, \$3.04; gold-plated, \$3.80. Write today. Address Box C. F., care Talking Machine World, 373 Fourth Ave., New York.

SOSS

INVISIBLE HINGES

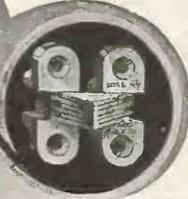


Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue

SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.



P. B. WHITSIT CO.'S GREAT DISTRIBUTING WAREHOUSE

Extent and Completeness of New Building Recently Dedicated in Columbus, O., Afford Impressive Idea of the Immensity of the Victor Business in That Section—Some Notable Speeches

It is a rare occasion when more than 100 Victrola dealers leave their business for a day and join a judge of the Supreme Court, a general in the United States Army, a noted psychologist, a well-known attorney, the mayor of a city.



Victrola Storage Room, on Third Floor

a banker and the head of one of the largest musical concerns in the world, in celebrating the opening of a new building, and to pay tribute to the man who is responsible for that building. It happened in Columbus, O., when the new warehouse and distributing station for Victrolas of the Perry B. Whitsit Co. was formally opened. As was pointed out in last month's World, this building is unique in that it is perhaps the only one of its kind in the United States having been planned and built solely for the purpose of storing and distributing Victrolas and Victor records.

In honor of the event Mr. Whitsit and W. F. Davisson, manager of the company, entertained

more than 200 music dealers and teachers of music appreciation from all parts of Ohio, West Virginia and Michigan at luncheon at the Hotel Deshler, when J. F. Bowers, the man who rose from office boy to president of Lyon & Healy, Chicago, in fifty years; John G. Paine, of the legal department of the Victor Talking Machine Co.; Professor Thomas Loudon and General Chauncey B. Baker spoke.

Mr. Bowers, who acted as toastmaster at the luncheon, is a firm believer in the adage that panic is a state of mind. "It is true that panic is a state of mind, and so is prosperity," said Mr. Bowers. "The press has done more than anything else to avert further financial diffi-



Record File Room, on Second Floor

culties in this country by taking an optimistic stand and not allowing the public to think of hard times. If we think about matters sanely and sensibly we will find that we aren't much worse off than we were two years ago. We

are all too apt to compare this year's business with that of 1920, the most abnormal year in our financial history, instead of with 1918 and 1919, which were perfectly normal trade years. There must be a complete readjustment in sales methods, but that is, perhaps, a good thing. In 1920 we had a buying year. It was no effort to sell anything. Now we must have a selling year," he said.

Optimism and a belief in returning prosperity were the keynote of the whole meeting and the theme of most of the talks. John B. MacDonald, sales manager of the Victor Co., explained to the dealers methods of distribution and the policy of the company.

Mr. Paine, in his address, laid stress on the very great need for the development of the emotional side of the American public. "We have in this country, in our educational plan, been guilty of overeducating our hands and our intellect and have done nothing toward educating our emotions," he remarked. "There are two great factors in a man's life, the intellectual side and the emotional side. The intellectual is fickle and the emotional is stable. We must have men at the head of our Government who feel the finer things if our civilization is to progress."

Mr. Paine also explained the trust that the manufacturer places in the dealer, in giving into his keeping a well-known trade-mark and the good will of his customers. "You dealers place your trust in us when you take into your store our product," he said. "You believe it to be the best product that can be made and you expect us to keep up the standard that has been established for that article. In return we place our trust in you and we know that you will not fall down."

After a reception at the Whitsit plant for the dealers and other guests Mr. Whitsit entertained nearly 300 at dinner at the Columbus Athletic Club, followed by a theatre party, when the guests saw Ziegfeld's "Follies."

The new plant is a gigantic three-story structure of steel and brick, built at a cost of more than \$150,000, equipped with sounding rooms for testing Victrolas and attractively decorated offices, and has over 28,000 feet of floor space. The entire front part of the first floor is used as office rooms, directors' and salesmen's rooms and reception rooms for customers to use in trying records. The offices are uniformly decorated in blue and buff, with mahogany office equipment.

From 10,000 to 15,000 Victrolas can be stored on the third floor of the plant, while from 300,000 to 500,000 records will be found in the files built for the purpose on the second floor. It is interesting to see that machines equipped with loud needles play unceasingly in the shipping department. For several years Mr. Whitsit has been a student of the psychological effect of music on the workman. He discovered some five years ago, by experimenting on a group of colored workmen, that they would readily keep the pace set for them by the music.

One of the most interesting features of the new Whitsit organization is the educational department, under the direction of Esther Reynolds Beaver, a musician of some note, who has succeeded in establishing courses in opera appreciation, taught with the Victrola, in public schools throughout the State. Ohio State University during the Summer session will offer a special course in music appreciation to public school teachers through means of the Victrola.

NEW DISTRIBUTOR FOR VOCALION

LOUISVILLE, Ky., May 2.—Arrangements to distribute the Vocalion in Kentucky have been made by Ben Loventhal, operating the Grafonola Co. large local dealer in the Columbia line, who has established the Louisville Music Co. to handle the business of jobbing this instrument. Temporary offices of the new concern will be at 529 South Fourth street, with the Grafonola Co.

The New Cameron Drug Co., Cameron, Tex., has arranged an Edison tone-test for April 24.

HERE AT LAST—A Phonograph of Supreme Quality



Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW \$15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—
Phonographs, Records, Cabinets, Motors, Tone Arms, Needles and Accessories, Repair parts for all makes.

Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue New York City
Between 20th and 21st Streets

FULTON (Model 35)

MORE RETAIL BUYING IN EVIDENCE IN DETROIT TRADE

Jobbers and Dealers Report Steady Betterment in Business—Talking Machine Men Discuss "Music Week"—Lind & Marks Expansion—New Sonora Sign—Jewett Exhibit Interests

DETROIT, MICH., May 10.—With improvement being shown daily in retail, wholesale and manufacturing business in Detroit, more people are buying musical instruments—that is, in proportion to the number in January and February. Since March the tendency for retail talking machine business has been upwards, although it is still not to the mark of the same period for 1919 and 1920. These were record times, and it is doubtful if Detroit dealers will see such brisk business again for another few years at least. The idea, however, that it will never come back is all folly; it is just a question of further adjustments and labor difficulties and then we will see Detroit whizzing away busier than ever before. The building required alone for Detroit runs into the millions, and it is just a question of how much longer it can be put off. Even right now the downtown section of Detroit is a beehive for new buildings. These developments should certainly give encouragement to the talking machine dealer; it only remains for him to keep a "stiff upper lip" and saw wood—his day of harvest will soon be here.

We have practically seen the end of price-cutting in the talking machine business. About the only store cutting at all now is the J. Henry Ling store, and this is because Mr. Ling is retiring from business.

The Detroit Talking Machine Dealers' Association met in April with the piano men and took up the matter of holding a Music Week in Detroit. They were addressed by Robert Lawrence, of New York City, who is a specialist in this sort of work and whose services were engaged. He will inaugurate a five weeks' campaign prior to Music Week, which will be in all probability the first week in November. Both organizations approved the plan and passed resolutions to support it both morally and financially. The tentative committee comprises several talking machine men, including H. A. Gardiner, manager of the Columbia wholesale branch, and Sidney J. Guest, of the Guest Music House.

Wallace Brown, of the Aeolian Co., New York, who formerly was engaged in the retail business in Detroit, was a local visitor in April, taking up important matters relative to advertising and distribution with Sam Lind, of the Lind & Marks Co., jobber of the Vocalion.

Sam Lind, of the Lind & Marks Co., left May 2 for New York, where he planned to spend at least a week taking up matters with the Aeolian Co., for which he is the Michigan and northern Ohio distributor of the Vocalion line. "I could place any number of new dealers in Detroit right this minute," said Mr. Lind, "but I prefer to wait until they reduce their present stocks, because then they will be in a position to push the Vocalion line. But in the State and in Ohio we are taking on new dealers every day." The Lind & Marks Co. has 40,000 square feet of floor space in the building at Bates and Congress streets, and Mr. Lind has one of the best inside and outside organizations of any distributor in the Middle West.

The Sonora sign atop the roof of the Temple Theatre Building is probably the most costly in the entire city of Detroit. Not only is this due to its location, but the sign itself is an extremely large one with thousands of electric bulbs used. The Sonora is distributed in Michigan and Ohio by the C. L. Marshall Co., 514 Griswold street, which has handled it since its introduction to this city. Mr. Marshall doesn't boast of as many dealers as some other distributors, but he does feel proud of the quality of his clientele. Among the leading firms selling the Sonora here is the J. L. Hudson Music House.

The Starr Piano Co. has moved to its new store at the corner of Broadway and John street, where it will have a great deal more room for its phonograph department, which will be located in the basement and have twice the number of demonstration booths.

Frank Bayley, who handles the Edison phonograph, has moved from Broadway to Woodward avenue, near High street, where he has taken a long lease.

A. A. Fair, sales manager of the Jewett Phonograph Co., states that the Jewett exhibit in the Hotel Statler has been selling phonographs every week and that wherever there is a dealer he gets the credit for the sale. Messrs. Sharp and Doty, in charge of the exhibit, are kept extremely busy demonstrating the machine both for dealers as well as the public. Mr. Fair states that the factory at Allegan, Mich., is now operating at top speed to fill orders already received and he feels very optimistic over the prospects for his own product, as well as for talking machines in general. "The number of people who write us daily for our line shows the confidence that the retailers have in the talking machine business,"

said Mr. Fair. "It is just a matter of waiting for another few months, during which time conditions are certain to readjust themselves beneficially to all lines of business."

A. A. Grinnell, of Grinnell Bros., who devotes most of his time to the wholesale Victor department, reports excellent business not only in the Grinnell stores, but all over the territory. While goods are coming in better than they did months ago, there is still a shortage of certain models. Records are coming along very good.

George Middleton, of the Brunswick Shop, Detroit, resigned a few weeks ago to affiliate himself with the Aeolian-Vocalion Shop in the Jenkins Arcade, Pittsburgh, Pa.

Some time in June the Brunswick Shop takes possession of the adjoining store east of its present location, which will give it considerably more room for its record department.

P. J. Gordon, Detroit manager for the wholesale phonograph division of the Brunswick Co., has moved his offices across the street to 228 East Jefferson avenue, where he will have much larger quarters to meet visiting dealers.

Puri-Tone Phonograph Products

*A Quality Product as Perfect
as the Name Implies*

PURI-TONE ATTACHMENT



For playing
Lateral cut
records on the

**Edison
Phonograph
No Bend**

No Curves

A straight
tone passage
at all times.
This attachment
is by far the most superior
instrument made
today.

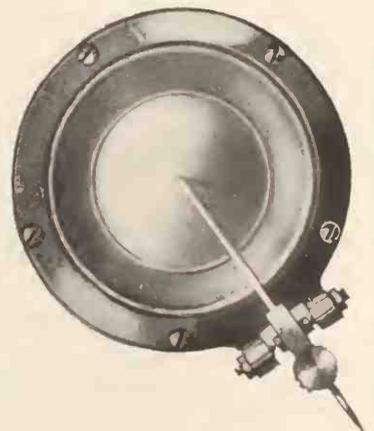
**Best by
Experience**

The Reproducer— A Perfected Sound-Box

Constructed on NEW scientific principles, THE "TYMPANUM" construction of the diaphragm is a distinct feature of this high class reproducer, while the special composition diaphragm is a departure in the reproducing field.

**The Tone is the Test
You Will Be Convinced on Hearing**

Write Today for Samples



The Puritone Phonograph Co., Inc., 347 Fifth Avenue, New York City

A NATIONAL ORGANIZATION FOR TALKING MACHINE MEN DISCUSSED

At Convention of National Association of Music Merchants in Chicago, May 11—Association to Take Action on Subject—Some Interesting Papers Read

CHICAGO, ILL., May 11.—The largest and in every respect the best organized convention of the various branches of the music industries was formally opened at the Hotel Drake on May 9, some 500 delegates being in attendance. There was an official welcome by the Mayor, and the organization at once got down to business.

This Wednesday morning's session of the convention of the National Association of Music Merchants was, according to schedule, devoted to the interests of the talking machine dealers for the purpose of seeing if ways and means could not be devised for forming a section of the Association made up entirely of talking machine retailers in line with the campaign being carried on for the formation of a separate organization of such interests. It was felt that the Music Merchants' Association, already functioning successfully, could offer National Association facilities to the talking machine men without the work and expense incident to the organization of entirely new national bodies, particularly in that such a large number of talking machine dealers are also engaged in retailing pianos and other musical instruments and music.

President Hamilton, of the Merchants' Association, after a few introductory remarks, explained that L. C. Wiswell, president of the Na-

tional Association of Talking Machine Jobbers, who was scheduled to speak, was unable to be present and then introduced the subject of "The Factory and Dealers," with Charles S. Mauzy, of San Francisco, presenting the merchants' viewpoint.

Geo. W. Hopkins' Remarks

The manufacturers' attitude was presented by George W. Hopkins, general sales manager, Columbia Graphophone Co., who in one of his characteristic and strong addresses outlined the remarkable development of the talking machine from its crude beginning; paid high tribute to Bell, Tainter, MacDonald and other inventors associated with the art and pointed out that talking machines and records are regarded with much respect by artists who use them as a means of comparison and study; how they have been adapted to language study, to the study of psychology and for many other practical purposes, while at the same time taking their rightful place high in the music world with the recording of the playing of full symphony orchestras and by other feats.

Mr. Hopkins declared that the development of the trade has been due largely to the willingness of manufacturers to break precedents and that the retailers must also find new ways of selling

if they are to continue to progress. He condemned the nondescript machine, but said that new manufacturers who were willing to bear their share of the burden of trade and music advancement work would find a place for themselves. He delivered some strong and practical advice regarding ways and means by which the dealers can meet the present and future situation successfully and called attention to the fact that with the reduced cost of living the white-collar man was coming into his own as a live prospect. Mr. Hopkins' address was one of the best of the whole convention series.

E. G. Brown, secretary of the Talking Machine Men, Inc., New York, read the paper prepared by Irwin Kurtz, president of the Association, who was unable to be present, on the national relationship of talking machine retailers. This was followed by papers by J. W. Boothe, of Los Angeles, and E. Paul Hamilton, which appear on the following pages of *The World*.

Following the reading of the papers there was a lively discussion regarding ways and means for organizing the talking machine dealers and the matter was finally left in the hands of the Music Merchants' Association which will announce definite plans later.

SOME EXHIBITORS IN CHICAGO

Talking Machine Houses Which Made Exhibits During Convention in Chicago

CHICAGO, ILL., May 12.—Among the talking machine exhibitors at the leading hotels in Chicago during the conventions of the Music Industries the past week were the Harponola Co., Celina, O., who made an exhibit at the Stratford of eight models of their talking machines, including three attractive new console designs equipped with new automatic stops. W. A. Oates and H. L. Durbin were in charge.

The Lakeside Supply Co., Chicago, also displayed models of the Electrophone talking machine at the Stratford with a complete line of accessories—Tonofone needles, Lyric records and Chorister portable outing machines. Salesmanager S. R. Fritz was in charge.

The Magnavox, made by the Magnavox Co., of Oakland, Cal., was displayed at the Stratford by the Telephone Maintenance Co., local representative, with S. R. Miller in charge.

The Efficiency Electric Corp., of New York, had an exhibit of their Tru-Time model at the Stratford, with A. J. Knapp in charge.

The Brunswick-Balke-Collender Co. occupied the corner suite on the mezzanine floor, where an extensive line of Brunswick period and standard phonographs were on display. A duplicate of the Chinese model made for Mrs. Warren G. Harding was displayed and also a new Portable

Brunswick. The exhibit was in charge of P. H. McCulloch.

Haag & Bissex, Philadelphia, displayed the Haag ejector for filing records. Alfred Haag was in charge of the exhibit.

The Remington Phonograph Co. and the Olympic Disc Record Corp., of New York, had an attractive combination exhibit; the former displayed several models and the latter demonstrated May and June record releases. E. H. Holmes, C. R. Ely and N. J. Jiles were in charge.

The Playerphone Talking Machine Co., Chicago, showed several of its models, with W. G. McKenzie in charge.

The R. C. Wade Co., Chicago, showed attractive displays of the Tonofone needle, with Dorchester Maps in charge of the exhibit.

The Artrola Co., of Chicago, showed its new talking machine, with O. C. Searles and A. L. Jones, Jr., in charge.

BRUNSWICK ENTERTAINS DEALERS

CHICAGO, ILL., May 10.—The dinner given by the Brunswick Co. to its visiting dealers at Marigold Garden was an immense success. President Bensingers presided, and the Isham Jones Orchestra and Brunswick records provided the music. This was followed by short talks by Messrs. Bensingers, Balke, Deutsch and Kendrick.

PATHE OFFICERS RE-ELECTED

The annual meeting of the stockholders of the Pathé Frères Phonograph Co., Brooklyn, N. Y., was held May 4th, and resulted in the election of the entire directorate. At the meeting of the directors the following officers were re-elected: president, Eugene A. Widmann; treasurer, A. W. Copp; secretary, James Watters.

The Board of Directors expressed their satisfaction at the results attained by Mr. Widmann and his associates during the past year, and a vote of confidence was extended to the officers by the directorate. Plans were outlined providing for the steady expansion of Pathé activities during the coming year.

SENATE PASSES EMERGENCY TARIFF

Anti-Dumping and Foreign Currency Valuation Clauses Opposed by Music Importers—Rewritten by Upper House—Now in Conference

WASHINGTON, D. C., May 11.—The Emergency Tariff Bill, which passed the House April 15, was passed by the Senate this afternoon by a vote of 63 to 28, carrying the anti-dumping and American valuation clauses and the Knox dye-stuff protection amendment.

The Senate amendment of most vital significance to the music industry was the elimination of the 66-2-3 per cent limitation of depreciation in foreign currencies. It was claimed that this clause would virtually place an embargo on the goods of two-thirds of all Europe.

The anti-dumping clause in the bill, as passed by the Senate, provides a special anti-dumping duty equal to the price at which offered and the foreign market value with stringent provision for ascertaining foreign costs and foreign market values. Values of foreign currencies are to be certified daily by the Federal Reserve Bank of New York.

INCORPORATED

The Deca-Disc Phonograph Co., of Dover, Del., has been incorporated under the laws of the State of Delaware with a capital stock of \$500,000. The United States Corporation Co. of Dover, incorporator.

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CLAREMONT, N. H.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

Papers Read at Talking Machine Conference in Chicago

WHAT THE NATIONAL ASSOCIATION OFFERS THE DEALER

By E. Paul Hamilton, President of the National Association of Music Merchants

The topic allotted to me at this meeting as per our program is: "What the National Association of Music Merchants of America offers to the Talking Machine Dealers of the U. S. A."

The subject given to me revolves itself into a question, and, strange to say, this question is almost answerable with one solitary sentence. Most speakers take pains to explain that the short time allotted to them and the vastness of the subject under discussion make it almost impossible for the speaker to do justice to the subject, and then he begins—and sometimes he ends—to the great relief of his audience.

Therefore, I know you will be pleased to hear from me that my subject can really be covered with one sentence. The subject, as I previously said, is really a question, namely: "What has the National Association of Music Merchants of America to offer to the talking machine dealers of the U. S. A.?" and the answer is: "All that they do need to-day and all that they may ever need." I could safely leave it at that, and know I had covered my subject, but I am perfectly willing and able to prove my contention.

Firstly, let us consider what the talking machine dealers of the U. S. A. need, and by the talking machine dealers it is understood we mean every retailer of phonographs, gramophones, graphophones or any kind of talking machine whatsoever. The talking machine dealer, in common with any retailer of any commodity, needs above all—

Protection—protection against anything that is unfair or unjust, be it competition or the legislature, the jobbers or the factories, all dealers need protection, and who is better equipped to protect the talking machine dealers than the National Association of Music Merchants? We have no conflicting interests. Most piano mer-

chants sell talking machines and most talking machine merchants sell pianos. The days of isolation are over. There was a time when a piano dealer thought a talking machine dealer was his competitor. But, thank heaven, those days are gone forever. To-day we are all music merchants, working hand in hand, realizing that in unity lies strength.

The talking machine dealer needs protection. The greater the army, the more guns, the more ammunition, the greater and the safer the protection and the surer the victory if it ever became necessary to go to battle.

While I admit that the talking machine deal-

ers of the U. S. A. could form quite a formidable army of their own, yet you all must admit that together with the music merchants it would be tremendous and unbeatable, because in unity lies strength.

Furthermore, the music merchants have their army organized—infantry, cavalry, artillery—every State is covered, the general staff fully organized. Even the quartermaster is working hard collecting the quarters to sustain the good work. Why another army? Why another headquarters and another general staff? Why this duplication of effort, when we know we are all music merchants, whether we sell pianos or talking machines, or both, when we know that in unity there is strength, and united we stand and divided we fall? Therefore: Why another Association when we can offer you all you need?

THE ASSOCIATION. IDEA FROM CALIFORNIA'S VIEWPOINT

By J. W. Boothe, Music Trades Association of Southern California, Los Angeles

The Music Trades Association of Southern California believes that the promulgation of national ideas as applied to local trade conditions is always of great benefit and tends to broaden the value of all associations, and therefore we believe that an association, national in scope, of the talking machine dealers of the United States will solve many problems that are now before us. It might be well right here to enumerate briefly some of the things the Southern Association of California is doing now.

Maximum length of contract for phonograph, fifteen months; minimum amount of first payment, 10 per cent of list price; retail price and name of model to accompany advertisement; no commissions to others than regular employees; standing reward for recovery of lost or stolen phonographs at the rate of 10 per cent on unpaid balance; minimum reward, \$5; records on approval limited to twelve to a customer, to be

returned in forty-eight hours; no records of new monthly issue sent on approval until ten days after date of issue; no phonographs, new or used, not regularly carried by a dealer to be on display in window; a uniform rate of interest charged on all phonograph contracts, and all contracts printed with the rate of 8 per cent. These are in the main the principal factors that are working for the good of our Association, but more important, we now have in process of formation a record exchange among the accredited dealers, which will be far-reaching in its benefits to the dealer.

The Record Exchange Question

To those who have made a study of the record end of the business it is a well-known fact that in numerous cases dealers have records on their shelves which are not moving, while a brother dealer may have many calls for these same rec-

(Continued on page 159)

85c NEW CARDINAL RECORDS 85c

NOW READY FOR DELIVERY

10—NEW CARDINAL JEWISH RECORDS—10

ALL HITS

- 1101 { YENTE FOHRT IN DER COUNTRY Goldstein & Gold
MENDEL WIL EIN AUTOMOBILE Goldstein & Gold
- 1102 { YENTE ZUCHT RIIMS.....Goldstein & Gold
MENDEL WIL SHOLEM....Goldstein & Gold
- 1103 { A KIND OHN A HEIM.....Clara Gold
MR. FISH, FISH.....Gus Goldstein
- 1104 { CHUPE TANZ Sam Young's Yiddisher Orchestra
LOST GRISEN Sam Young's Yiddisher Orchestra
- 1105 { IN KOVHAZ Sam Young's Yiddisher Orchestra
DER SOVIETEN BULGAR Sam Young's Yiddisher Orchestra

- 1106 { DER CHONID GEHT TANZEN Sam Young's Yiddisher Orchestra
DROH OBYEZER CHONID Sam Young's Yiddisher Orchestra
- 1108 { MENDEL KOILET A LITWAK ZUM SEDER Goldstein & Gold
YENTE KETCHT AN ELIQUH HANOVI Goldstein & Gold
- 1109 { DER TA LIS.....Sam Bloom
SHTEH AUF MEIN FOLK.....Sam Bloom
- 1110 { ZION BLEIBST SHOIN EIBIG BEIM YID Somon Paskal
YANKELE LOIFT IN SHUL AREIN Somon Paskal
- 1111 { FISH AUF SHABES Jos. Tanzman and Anna Zeeman
DER ITALIENER Jos. Tanzman and Anna Zeeman

The
Phonograph
With The
Tongue

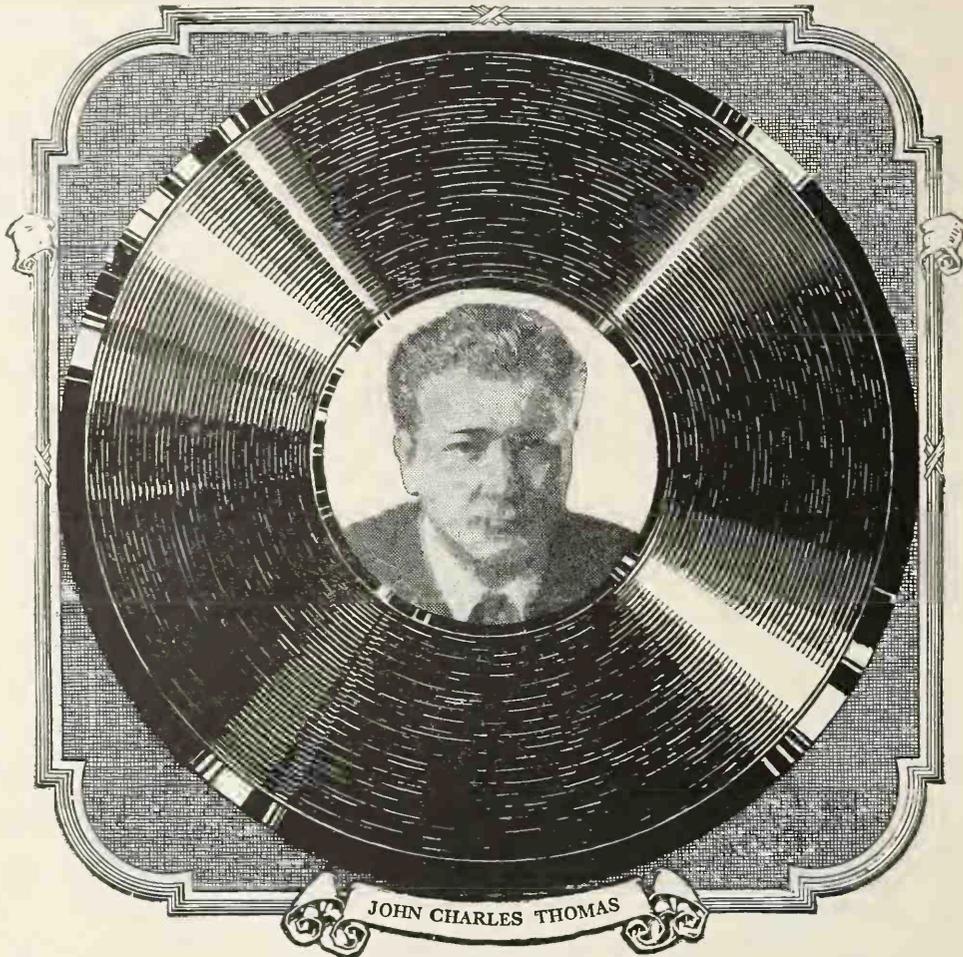
The
Record
That
Talks

Jobbers and Dealers—Write for Information

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106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.



Sings Exclusively for the Vocalion Red Records

VOCALION RECORDS

are recorded, manufactured and produced by The Aeolian Company, the world's foremost manufacturers of musical instruments, whose reputation has been based on *quality merchandise*. These unexcelled records give the clearest reproduction because the red material used eliminates all surface noise and does not deteriorate with use.

If we get them out special they're good!

NEW VOCALION RECORDS JUST RELEASED

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|---|-----------------------------------|------------------|
| MOONLIGHT—Introducing "Santa Monterey"—Fox Trot | | |
| CHERIE—Introducing "I'm Nobody's Baby"—Fox Trot | | |
| | Selvin's Dance Orchestra | No. 14182 \$0.85 |
| UNDERNEATH HAWAIIAN SKIES—Fox Trot | | |
| MOLLY—Fox Trot—Ray Miller's Black and White Melody Boys | | No. 14164 .85 |
| 'SIPPI SHORE—One Step | | |
| PINING—Fox Trot—Al Jockers' Dance Orchestra | | No. 14165 .85 |
| SIREN OF A SOUTHERN SEA—Fox Trot—Selvin's Dance Orchestra | | |
| WITHOUT YOU—Fox Trot—Ray Miller's Black and White Melody Boys | | No. 14166 .85 |
| SCANDINAVIA—Harmonizer's Quartet | | |
| TIMBUCTOO—Aileen Stanley | | No. 14161 .85 |
| MAKE BELIEVE—Fox Trot | | |
| WILD ROSE, from "Sally"—Introducing "Buggy Riding," from "Hitchy Koo" | | No. 14169 .85 |
| | Fox Trot—Selvin's Dance Orchestra | |
| THE SWEETEST STORY EVER TOLD—John Charles Thomas | | No. 30122 1.25 |

Vocalion Records are in the Lead for bringing out the Latest Hits.

LOOK FOR THE RED RECORD!

THE AEOLIAN COMPANY

New York

London

Paris

Madrid

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Sydney

Papers Read at Talking Machine Conference in Chicago

ords which the jobbers are not able to supply. It is evident that the turning over of these records is a distinct advantage to the dealer who is heavy on them (from a turnover standpoint), and also at the same time permits his brother dealer to fill his orders without a long wait from the factory end, which may eventually lose the business for all concerned. This is one of the big problems of our industry.

Some keen analyst has said that all the profit of the record business is tied up in the stock on the shelves that is not moving, and has gone further and stated that there is absolutely no profit in the record business at present discounts. Those of you who absolutely segregate your record business from your machine business, and charge up to your record business every legitimate overhead that is involved in the transaction of selling records, know that this is very near the truth, when you take into consideration the great excess charge of overhead that has come to us during the last few years.

Are any of us certain that we make any money at all in the record business? Do any of us know how the big manufacturers arrived at the margin of profit between our cost and

selling price to the public which we have, and how they determined that it was enough margin for us to do a profitable business. Were these calculations made in a day that is past forever, and are manifestly impossible for the present day, but which are in many cases less than we used to enjoy with still a heavy increased overhead with us at the present time?

Work for a National Association

These, as I say, gentlemen, are some of the keen problems left us, and it would seem that the formation of a national association of dealers would help solve them. At least we should have a national committee of capable men who will affiliate with the National Association of Music Merchants, who will give some of their time to the consideration of such questions. We are all justly proud of the phonograph business and the big manufacturers who have created this gigantic industry, and we are all strong for a good, clean business, done on strictly ethical principles, and we all wish to preserve forever the basic principles that have made our business as clean as it is.

You will find that a big cohesive national association can do now what it may be impos-

sible for the manufacturers to do, and that is to keep the rank and file of our members on a high plane of business ethics—make the dissenters see, through example, that our way is the best way to conduct their business. To do this we need the steady and unflagging cooperation of the manufacturers and jobbers, and when a question arises that seems to be important from the standpoint of the dealer it should be met with a sympathetic hearing and not arbitrary decisions. We all know that "progression is the order of the age," and this is the road we must all travel if we wish to continue to be a vital force in this industry. The copy-book truisms of the past have been swept away in many cases. The little dealer with three machines, a few records, no overhead and happy all day long, has departed from the large cities. It is a great big, serious business, and all big business must have its profitable returns upon its investment. I believe that all of us who adhere to the big underlying principles of our industry are going to have in the future an adequate return, and that the volume of the past will be insignificant when compared to what we are going to do in the years to come.

TALKING MACHINE RETAILERS' NATIONAL RELATIONSHIP

By Irwin Kurtz, President of Talking Machine Men, Inc., New York

The great war taught us many things which in the years to come we should not lose sight of, and one of the important lessons which that great catastrophe firmly planted in the minds of men was the many uses of propaganda. The wonderful propaganda system built up by German kultur should be simulated by business, not to tear down to satisfy the ruthlessness of a Kaiser, but to build up a great structure of mutual trust, confidence and respect upon a solid foundation of trust and square dealing.

We, each of us, within our limited spheres, have been radiating propaganda, thought, in relation to our particular trade, but the little flickers emanating from the many small centers did not and could not make any impression upon the people at whom they were directed. The result was that Congress, in passing a tax law, expressly picked out our trade to be penalized by the imposition of the luxury tax, which took away from us—the dealers—10 per cent of our profits and put us close to the danger point. If there had been strong individual associations in each large central point to radiate their thoughts on the subject to the central national organization point, do you think that Congress, always susceptible as it is to the wishes of what it believes to be the will of the folks back home, would have singled out our trade for discrimination?

It has always been my belief that a fair price-fixing bill could never be passed without the individual retailers in our line and every other line to be benefited by such a measure using propaganda and stirring up their individual customers and friends and bringing to bear sufficient pressure upon Congress and Senate to that end.

You might ask how could you possibly interest your customers in such a proposition? Well, this could be done by letting them see your side of the question, by showing them that you were but making a fair profit, which enabled you to pay your help a decent living wage, and enabled the manufacturer to compensate his employes likewise; and, on the other hand, without price fixing, your fair marginal profit is eliminated, making it necessary for you to cut employes' wages, and the manufacturers' good will, built up by years of advertising, is impaired, reducing his profits and causing him to lower wages. The public would not ultimately gain, as the big stores would use advertised articles as a bait, and would make up by getting back their margin of profit on non-advertised articles.

Leaving the question of taxation and the price-fixing bills, which are both of such vital im-

portance to our trade, and taking another phase of the situation in which national propaganda could be made useful, a certain class of merchants engaged in our trade entered our business with no clear understanding of sound business and merchandising methods and no clear comprehension of how to conduct a business in a sound and reputable way. We must see to it that they are given the elementary and high-school education in business ethics that they did not receive before they entered the trade—not by duress or force, but by a constant dinning in of proper merchandising principles.

What could be gained if we of New York, by an educational campaign, brought all the dealers in our vicinity to a proper realization of sound business principles, but the merchants in Philadelphia and Boston, Bridgeport and New Haven were conducting their business under the old-time methods of unsound merchandising? Every large city has within one hundred miles of it another good-sized town, and that being so in order to accomplish anything for the ultimate good of the trade a national campaign of education must be carried out, and this can only be done by a national association with strong local bodies affiliated with it.

In business times such as we are now moving through sound merchandising requires a com-

(Continued on page 160)



Pathé

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EASTERN PHONOGRAPH CORPORATION
GEO. SEIFFERT, Pres.
WHOLESALE DISTRIBUTORS

OFFICES AND SHOWROOMS
101 West Twentieth St. 100 West Twenty first St.
Cor. Sixth Avenue NEW YORK

Telephone: Chelsea 2044



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A CROONING MELODY SONG IN WALTZ TIME

Mammy's Little Sunny Honey Boy

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

Papers Read at Talking Machine Conference in Chicago

plete turn-over of stock at frequent intervals and the keeping of as much money in the bank and as little stock on the shelves as possible. Records which move fast in one section of the country do not move at all in other sections and, with a national association, it would be possible, within distances where freight rates would warrant, to help make exchanges between dealers in the same line through the Association headquarters, so that the dealers could make their exchanges directly with each other upon information furnished from headquarters; this

would help all and will go far towards eliminating surplus stock from our shelves.

And last, but not least, it seems to me that a national association of talking machine men controlled and dominated by retailers, with no interference by any other branch of the industry, holding their heads up high, ready to look anyone in the eye and unafraid, dominated by no company, but ready to do substantial justice to all companies, working for the best interests of the industry in which we are all engaged, can and would be a big factor in our trade.

music that is derived from the instrument itself.

The next step is the serious element or educational factor. After the talking machine has been in the house for a length of time there is a development on the part of the owner from the light jazz and novelty records to the better grade record, and there is greater enjoyment attained the longer the machine remains in the home.

Multiply this experience by the number of families in your community and you would have your merchandising problems solved. The difficulty is, however, in getting the first start with the customer or individual. To this end the talking machine companies have aided the retail dealers wonderfully.

From California, where we stand on the very edge of occidental civilization, we feel the impulses of efforts long after they have been put forth. By virtue of our strategic position we can probably see more clearly than those to the East in a location entirely surrounded by manufacturing; entirely surrounded by those engaged in merchandising—a fundamental plan—possibly a program, by a group of technicians or specialists endeavoring to create or establish in the national mind a higher plane of thinking.

The working of this national plan to stimulate retail sales was through a series of steps similar to those that the buyer, referred to in the opening, is led—selecting first jazz, then popular, then Red Seal—better and better music. This gigantic task was accomplished by a method so easily assimilated that it was absorbed into the national system without effort.

First, by interesting the children. We know that little children, as well as various wild tribes, are interested in percussion sounds or percussion music, like that of the drum, xylophone, bells, and progress from that to simple melodies, i. e., a piece in which there are only two themes throughout the entire. This progression is then continued through a more complicated series of sounds until we approach what might be termed rhythm. In many schools folk dancing is taught; in higher grades music in connection with Shakespeare's plays is given, and gradually the child is taken through a course of musical appreciation.

Second, we, who have grown up without the aid of the talking machine, have had to assist ourselves by various methods in obtaining a musical education. Peculiar as it may seem, the ear must be trained to listen. Learning to play does not constitute a musical education; it is, however, a means to an end. As a child is taught and led step by step through a series of lessons, so must we who desire a musical education advance step by step, training our ears and our minds to grasp the simple melodies and later the more complex melodies.

Many helps have been offered in the way of interesting publications dealing with what we hear in music, and which, if used with the many published recordings, will enable us to cultivate an ear for music and a sense of appreciation for

FACTORY AND DEALER FROM THE MERCHANT'S VIEWPOINT

By Charles S. Mauzy, of Byron Mauzy, San Francisco, Cal.

The invention of the talking machine and its growth from a laboratory product to a commercial proposition have brought about certain psychologic reactions in the minds of the people in this country. It has placed in the hands of certain merchants a mighty factor for good; it has enabled him to provide and place entertainment, enjoyment and education in the homes of thousands. A new atmosphere has been created, a new field of action has been opened.

The music dealer has usually been the agent through which the talking machine has been passed on from the factory to the ultimate consumer. Every help and assistance has been brought into play to the aid of the dealer. The

demand for the product has been created; the factor of bringing the customer into the store is attached to the sale of each article; in the way of records, the price has been stabilized and the investment encouraged and secured.

Let us look into the visible and invisible agencies that have been brought into play. Omit for the moment the absolute reason why an individual talking machine would be purchased and consider how, when it is first brought into the home, it creates a certain amount of novelty. The novelty develops into a source of enjoyment, the pride of showing it off to the friends and the pride it develops in having said instrument in the house, and finally from the

Now Under One Roof

IN the interests of efficiency and economy, we have brought our Executive Offices, Art Department and Lithograph Plant under one roof, leasing additional space in

THE BUSH BUILDING
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The closer union of these Departments is calculated to greatly increase our production under a minimum overhead, while at the same time raise still higher the standard of Einson Quality Lithography.

We are specialists in Display Lithography—creating, from idea to finished product, Window Displays, Counter Displays, Cut Outs, Hangers, Cartons, Car Cards, Posters—every kind of lithographed material to help the dealer sell more goods.

Call us in for an Idea or an Estimate

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OFFICES, STUDIOS AND PLANT

327 East 29th Street,

NEW YORK

Nora Bayes in a new role gives good advice in "Make Believe." In "Now I Lay Me Down to Sleep" she's at a new and amazing best. That Nora sings them is all your customers need to know. A-3392.



Columbia Graphophone Co.
NEW YORK

Papers Read at Talking Machine Conference in Chicago

what we hear. The instruments of the orchestra and band have been aptly illustrated and the various families described, together with the combinations that make the most pleasing and acceptable sounds.

Third, the Victor Book of the Opera stands supreme as a book of its type, containing over one hundred and twenty-five of the world's famous operas, the details of each including writer of text, composer of music, first and many subsequent performers, characters in the opera, description and story of plot, English translation of principal songs, and records of the most famous songs.

I have purposely left the factory product until later, and emphasized those silent factors which affect the psychological mind of the public first and left the material and concrete side last to mention briefly.

The machine you handle each day you know too well for further discussion here. It represents the best efforts of the factory to give a finished product.

The record is likewise well known. Sometimes I believe that too little credit is given for the fineness and precision of each of these and how little fault we can find with the material makeup. The recordings require a tremendous effort to secure the best artists, a choice of selections for the gradual production and building up of a library.

The monthly release is an institution to which a large portion of the people of the United States look forward each month. How dependent we are on the factory for the selection

of a well-balanced list. Just enough of the classic, just enough of the ballad, just enough of the descriptive record to make a well-balanced list that will appeal to the large majority of the people throughout the country.

Last and most important is advertising, national, local, personal, all done by the factory, and the inestimable demand stimulated by live, virile, pithy ads which pop up in magazines, our newspapers, our correspondence. Connect up those action-getting ads with this slow psychological force that has been working in the minds of the children, of the home-folks and others, and you have a campaign which might readily be called advertising, but probably more correctly entitled educational.

NEW EMERSON ARTISTS

Sherbow's Little Club Orchestra Will Make Emerson Records Exclusively—Miss Marie Dawson Morell Another Emerson Artist

The Emerson Phonograph Co., New York, announced this week that arrangements had been completed whereby Sherbow's Little Club Orchestra would recover for the Emerson record library exclusively. The first record by this orchestra will be issued as a special release and will feature the selections "In a Boat" and "I'll Keep on Loving You."

Sherbow's Little Club Orchestra is one of the most popular dance organizations in the city and plays to capacity audiences at the Little Club in New York. The organization includes some of

All of the various agencies have been employed for the aid of the retail dealer. He was bound to make a success even against his will. The entire country treated by a process of educational propaganda, the public mind tuned, the merchant acting in conjunction with the factory have caused an extraordinary demand for a comparatively unknown product.

What a wonderful opportunity for dealer and factory to co-operate; what a wonderful opportunity for dealers to nationalize, to promote the propaganda, psychological and actual, from a nation-wide down to a concentrated local force! What a wonderful opportunity to create a demand for talking machines! What a wonderful opportunity to do a greater business!

the leading players of "jazz" music, and the Emerson Phonograph Co. is planning to institute an aggressive campaign featuring the records made by this orchestra.

Another artist who will be featured in the Emerson sales and advertising campaign will be Miss Marie Dawson Morell, a violinist who has attained considerable success on the concert stage, and whose first Emerson records will be released very shortly.

The Emerson advertising department has just advised Emerson dealers that it has prepared an attractive moving picture slide featuring "Peggy O'Neil," one of the popular song hits of the day.

The Liberty Grafonola Shop has been organized in Seattle, Wash., with capital stock of \$10,500.



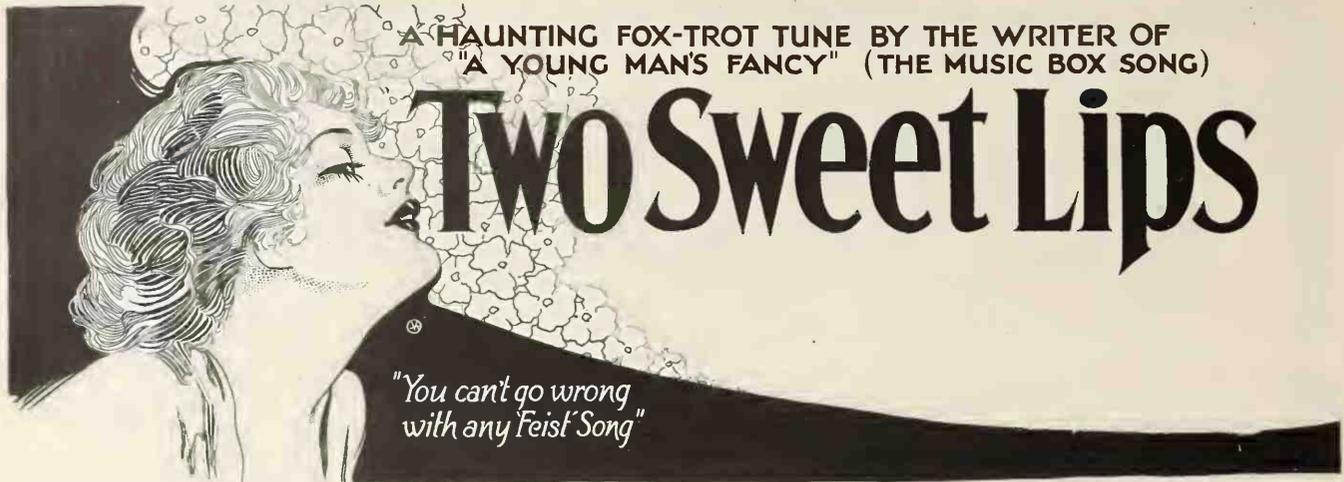
DEFEND



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio



PRICE BILL AGAIN INTRODUCED

Stephens-Kelly Measure Guaranteeing Fair and Reasonable Charges Goes Again to Congress

WASHINGTON, D. C., May 9.—Representative Clyde Kelly, of Pennsylvania, has reintroduced in the House his standard price bill (H. R. 11), under which independent manufacturers would be allowed to fix the prices at which their products would be sold in all markets. Hearings have been held on this bill by the Interstate and Foreign Commerce Committee of the House, and Mr. Kelly will attempt to push it through to final enactment in the present Congress.

The bill has been endorsed by the American Fair Trade League, practically every State retail merchants' association, the National Association of Manufacturers and practically all of the State manufacturers' and wholesalers' associations, according to Mr. Kelly.

The bill is intended, as its caption indicates, to "protect the public against false pretenses in merchandising under trade-mark or special brand articles of standard quality."

The purpose of the bill, according to Mr. Kelly, is "to give the independent manufacturer with an identified product the right to file his trade-mark or brand with the Federal Trade Commission, as well as his price for sale to the wholesaler and retailer. On such filing he would have the right to maintain the price of his ar-

ticle. If any person feels aggrieved, that the price is too high, for instance," said Mr. Kelly, "he may appeal to the Federal Trade Commission. The Federal Trade Commission may revoke the right to fix the prices, but may not fix the price itself."

This would guarantee fair and reasonable prices all down the line, Mr. Kelly feels, which will protect the consumer. Protection against profiteering will come through the fact that when the price is fixed the articles may never be sold at more than the standard price.

A way is provided for disposing of goods by the dealer who may be going out of business and who may wish to conduct a sale at low prices. He may first offer them back to the maker at the prices he paid for them. If the maker wishes, he may buy them back. If he declines they may then be sold at any price.

The bill, of course, would apply only to goods in interstate commerce. A similar law is in effect in Oregon, and most of the European countries have such legislation and it has worked most satisfactorily.

"Such legislation," said Mr. Kelly, "will protect the good-will of manufacturers and dealers, which now is 'at the mercy of buccaneer bargainners, who slash standard prices and set up 'misleaders' in order to deceive the public. Good-will is property in modern business, as actual, positive and genuine as machinery and materials," he continued. "It belongs to the maker

of the goods; he does not sell it, but is vitally interested in preserving it after the goods are in the consumers' hands. For the best interests of every party in the transaction, the user and distributor as well as the maker, there must be legislation that the manufacturer of the standard, identified, trade-marked goods whose quality and price have won the good-will of the public shall have power to protect it by enforcing a standard price policy in the marketing of his product."

CONTAINS MANY NOVEL FEATURES

PLYMOUTH, Wis., May 9.—The Plymouth Phonograph Co., of this city, is just placing on the market an innovation in a portable machine. The Plymouth Portable, as it is called, has some special features both as regards tone and general construction and has excited the keenest interest on the part of dealers who have seen it. The tone travels up from the tone chamber and is emitted through an opening extending the entire width of the machine back of the tone arm, and can be heard equally well on all three sides. The cover of the portable also constitutes a sound-board. The tone is of unusual volume for a machine of this type. The idea of producing a portable machine of extreme durability is to the credit of W. H. Thommen, the president of the company and inventor of the Plymouth Portable. The new machine is furnished either in oak or in maple, with triple waterproof fabrikoid cover in different colors. The purchaser can have the machine match the color of his automobile, if he so desires. It is portable in every sense of the word. When it is desired to close it the tone arm and sound box fit in the string clamps on the underside of the lid of the tone chamber, thus protecting it absolutely from any possible contact or injury. The crank also fits into spring clamps in the motor-board. On the upper part of the inside of the cover is a felt-covered block and when the lid is closed this block fits over the needle cups, obviating the removal of the needles. The machine is smaller than the average portable machine and weighs but a few pounds.

The company is also working on cabinet machines and other styles, which will embody some of Mr. Thommen's latest ideas in talking machine manufacture and, to some extent, will revolutionize the appearance of the phonograph cabinet.

STOLIAR MUSIC CO.'S "OPENING"

DOBBS FERRY, N. Y., May 2.—On Saturday the Stoliar Music Co. opened its new, exclusively Victor warerooms to the public. These new warerooms are handsomely decorated and equipped with four Unico demonstration rooms. Large numbers attended the opening and much pleasure was expressed at the concert, or recital, given under the direction of Miss H. Marjorie Brown, of the dealers' service department, of C. Bruno & Son, Inc., Victor wholesalers, New York City.

We Back the Dealer Who Backs the Victor



Knight-Campbell Music Co.

1608 Wynkoop Street,

Denver, Colo.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



"SENTIMENT!" What a word it is! The destiny of a nation, the course of a human life, the actions of all mankind are swayed by it. Many laugh at sentiment and pretend they have none. Believe them not, for somewhere in the secret chambers of thought is a remembrance of old love—the tender touch of a vanished hand.

The public always appreciates the efforts of a business institution when it does homage to some great day without trying to commercialize it.

Decoration Day is a legal holiday in practically every State in the Union. It is a splendid time to show your spirit with little or no expense. Pull the shades of your window down half way, place lilies, arbutus, white carnations or other white flowers in your window. A sign bearing the following words should also be placed in your window:

"This institution is closed in respect and reverence to those who have made the supreme sacrifice to protect the integrity of our nation."

* * *

SEVERAL of the most successful stores throughout the country have adopted bags of one particular color, or colors, in which they pack up whatever articles the purchaser buys. The theory of this is that as the person walks along the street others who have purchased at the store will recognize the distinctiveness of the bag and immediately remember the institution. It is a clever way of keeping your name continually before the public's mind. The adoption of some particularly attractive, though not striking, envelope to pack your records in would have a similar advantage. Gray, French blue, tan and taupe are appropriate colors for bags of this description. Of course, your name or trade-mark should be printed on the bag.

* * *

THE psychology of the word "saving" plays an important part in the buying of the public. Recently, in a conference with the manager of one of the largest circular letter houses in the country, the writer was told that the most successful form letters emanating from his company were, at this time, those which talk saving. In your form letters, do not tell how cheaply an instrument can be purchased, but talk on the saving that is made. Do not talk about initial expense. Speak of the cost as so much, thereby saving so much. This seems like a trifling point, but the results obtained by form letters talking from the saving angle have been so much more successful that it is well worth your consideration.

* * *

IT is essential that your windows should depart widely from the stereotyped during the Summertime. They must be connected up with appropriate themes of the season. In other words, try to picture in your windows the use to which the public might place talking machines and records during the Summertime, either on vacation or in the home. Don't think, however, that it is necessary to have your window displays always representing outside scenes. There are some rainy days when even the greatest aristocrat has to stay within doors. Then, there are many others of us who are unable to go away on vacation. Your windows can as successfully portray the use of machines and records for these people during the Summer as they can for the vacationists.

* * *

THINKING along this line puts us in mind of a window which could be gotten up at little cost and would be very attractive. Furnish your window lightly with wicker chairs and a table. Place a talking machine in one corner. On the table place a half a dozen popular novels, and beside them, a half a dozen popular records. A small card bearing the words "A complete Summer library of literature and music" would carry out the theme, the idea being to connect up music and your records with Summer and recreation.

* * *

ANOTHER window which is very timely and which stops the crowd and puts over its idea is one of a rather humorous nature which was arranged by a dealer in the Northwest. The window was divided by a cardboard sheet into two sections. In one was a miniature reproduction of a cellar, fully equipped with kegs and liquor bottles. In the other section was a single record mounted on a rack, the rack itself placed on a mount (probably a box) covered with a velvet throw. The heading across the top of the window was "The two best sellers in our town." To carry out the idea more completely, in the evening a small red bulb illuminated the side with the "cellar", while a spotlight illuminated the record on the opposite side.

It proved to be a very successful way of featuring a single number, judging from the sales reported.

* * *

AT this period when collections are slow, it is a very good time for a dealers' association to use its strength in co-operative effort. A series of three or four form letters could be gotten up to be used, on the stationery of the association. The first letter would call the people's attention to the fact that John Doe, talking machine dealer, reported to the association that the account was overdue, and that the association wished to call this fact to the attention of the individual. The second letter would be a repetition of the first in stronger terms, while the third could threaten repossession by the association. The advantages of collection letters emanating from the association are first, that an association letter would not fall on the same deaf ears as a letter from an individual would, and, secondly, the dealer who sold the instrument would not suffer the ill-will created by strong letters emanating from his establishment. Why not get at your association to develop such a series of letters, and use them?

* * *

JUNE 14 is Flag Day, and should not be neglected. Place in your window all selections such as national airs and patriotic numbers that you have. Mount these either on racks or place them flat on the floor. In the center of each record, stand upright a small American flag. These flags can be fastened to the center of the records without damage by the use of putty, which can easily be removed. A sign bearing the words "Flag Day—a day for Patriotic Music" should be placed at the front of the window. A window of this formation will prove most unique, and will at the same time feature records which normally sit on your shelves. It also shows the public that you are wide awake.

* * *

SCHOOLS will close during the next thirty days, but there is many a mother who believes in the saying "All work and no play makes Jack a dull boy". Although not wishing to be considered one of those who are scheming against the poor, unsuspecting children's Summer campaign at the "swimmin' hole", I do feel that there is a large opening for the talking machine dealer to score sales in the line of educational records during the Summer months. Musical appreciation is a subject which is gaining more and more prominence each year. Through increased appreciation children can be taught to play good music more readily as their ear becomes accustomed to the finer qualities of high-class selections. Therefore, feature such a theme by window displays and by personal solicitation with the mothers, wherever possible. This is a splendid opportunity to stimulate the sale of high-class music during the Summer season.

* * *

YOUNGEST America is now entering upon that season when it gives little lawn parties and little tea parties to its friends. Mothers oftentimes have to stand about, singing little rhymes and clapping their hands in order to furnish music for the little kiddies to dance to. It is an ideal time, therefore, to circularize with form letters those people who have children and who live in the good, residential districts of your community. Call to their attention the fact that there are records which will furnish just the type of music that the kiddies enjoy for their lawn parties. Such a campaign should result, not only in the sale of records, but in additional sales of small, portable models of talking machines for the kiddies' use.

* * *

NOW that the Spring is well advanced, and the roads are drying up, it is time to push sales in the rural districts of your community. While the day of hitching Dobbin to the wagon is gone by, there still is no reason why the farmer cannot be visited with the "gas-line buggy". Although the farmers have also felt the pinch, as the hard times saying goes, you will find them very receptive to entertainment, in order to take their minds away from the monotony of their work. It is going to be a sort of "the early bird catches the early worm." In other words, you must get out immediately, or the other fellow will beat you to it. A unique method for making an entree for placing your machine in the home recently emanated from one of the talking machine manufacturers. The idea was, briefly, that the dealer should ask the farmer for permission to place a sign advertising his business upon the farmer's property, and in compensation for same he would place in the farmer's home a talking machine gratis, for the period of one week. Once the machine is in the home, the salesman should be able to close the deal.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

Sturdiness

THE Stephenson Precision-Made Motor is sturdy: Because of its one piece gray iron frame that assures rigidity and perfect and permanent alignment; because of its compactness—the spring drums, the governor shaft, the turnable shaft—these are of larger dimensions than ordinary and yet so placed as to make for compactness. And because of its simplicity in design, with strength where strength is necessary and yet with no unnecessary weight or unnecessary parts.

The Stephenson Motor is sturdy—and, too, a Precision-Made Motor built with all possible accuracy and a never-ceasing care for detail.

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



INAUGURATE A RECORD REVIEW PAGE

Philadelphia North American Begins Monthly Review of Best Talking Machine Disc Releases—A Move Worthy of Commendation

Pioneers in many newspaper features and innovations which touch the interests and happiness of millions, and which have since proven eminently successful, the Philadelphia North American has again taken a step in advance of its contemporaries in the Quaker City by establishing a monthly talking machine record page of an intrinsically informative and educative nature, which gives a review of the new records each month.

This helpful talking machine record page made its debut in the May 1 issue of the North American and occupied a conspicuous place in the regular news section of that paper. Ruth L. Frankel has charge of it.

In a sort of foreword to its first appearance the record page called attention to the fact that the output of talking machine discs was becoming more and more abundant and diversified each month and that it was well-nigh impossible for owners of machines to personally review all the records that are placed on the market: thus the North American's purpose, through its record column, to be their "proxy."

"On the first of each month, henceforth," states the foreword, "as the new records come forth, they will be reviewed and reports on some of the interesting ones will be published here. The latest jazz, the finest piano solo, the newest bit of folk-song, will be heard for every North American reader and a short account given for the benefit of those who want to know what is new without having to listen to everything."

In addition to the foregoing, news and gossip of musical interest will be provided for the record "fans," according to the promise made by this newspaper when it first introduced its unique page.

Altogether, this talking machine record page is expected to develop into a big factor of importance to readers of the North American who own machines, in facilitating their choice of records suited to their taste, and to manufacturers and dealers in talking machines and records in stimulating interest in their offerings and helping to build business for them.

The talking machine record page that began its life with the North American on May 1 had a three-column head across it, reading: "New Phonograph Records Appeal to Wide Tastes." Giving first place to operatic selections, it cited half a dozen of these with short, succinct descriptions of their content or text. This procedure was followed all down the line—instrumental, orchestral, popular song hits, dance and educational records, each in their order, coming in for their share of observation and note. In giving these record suggestions to its readers, the North American plays no discriminatory part as between the discs cited, the matter of their respective merits being left altogether to the judgment of users.

It's a pretty fair guess that other newspapers, classified as "wise" and forward-looking in the Quaker City, will tumble to the good thing discovered by the "North" and follow "suit."

SELECT 20 VICTROLAS FOR SCHOOLS

Twenty Victrolas have been selected to teach the school children of Zanesville, O., true music appreciation after a competitive trial of talking machines held for that purpose by the Board of Education. The machines have been delivered to the fifteen school buildings. C. L. Hetzler, supervisor of music, is mapping out a course in appreciation to be used during the rest of the year.

A firm of merchants in Canada desires to purchase talking machine motors. Quotations should be given f. o. b. port of shipment. Payment to be in cash. Reference. Address 34805, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepared to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



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

NOW THE HEALTH-BUILDING RECORD

Walter Camp's Well-known Physical Culture Exercises Being Introduced by Means of Records With Musical Accompaniment

Walter Camp's "Daily Dozen," a series of twelve health-building exercises, has now been set to music and is available to the public in disc record form. The Health Builders, of 334 Fifth avenue, New York City, are putting this health-building system on the market. R. B. Wheelan, head of the organization, is an enthusiast over these exercises written by Walter Camp, well-known football coach, and conceived the idea of placing them upon the talking machine record with orchestra accompaniment. The course does not alone consist of the three double-disc records containing the twelve exercises with instructions and commands, but also includes instruction charts on which the various exercises are clearly visualized by the use of more than sixty photographs. There is also a comprehensive health chart from which it is possible to find the parts of the body most benefited by each individual exercise and which also is a guide in selecting the most beneficial exercise for any ailment to be corrected. Included with the above is an interesting booklet written by Walter Camp himself.

TALKING PICTURES A SUCCESS

New Type of Talking Pictures Appearing at Town Hall, New York—Well Received by Public—Are Having a Long Run

Talking motion pictures of a new type were introduced recently at the Town Hall, New York, in conjunction with D. W. Griffith's famous picture, "Dream Street." It is the intention to run this motion picture, together with the talking pictures, throughout the Summer, and judging from the cordial reception accorded the talking pictures, capacity audiences will be attracted to this unique performance.

The newspaper critics commented particularly upon the fact that the talking picture shown at the Town Hall synchronized perfectly with the action of the motion picture, and the buzzing or scratching incidental to talking machine "movie" reproduction was practically eliminated. It is said the producers of the new type of talking pictures are planning to enlarge their activities this Fall and arrangements toward this end have already been made.

A new exclusive Victor shop has been opened in Waterbury, Conn., by the A. B. Clinton Co., of New Haven, Conn. Sterling Couch, of New Haven, has been appointed manager.

THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE ON THE MARKET

Retails at **10 cents** per box of 50 needles



Each needle guaranteed to play 10 records

THE FAMOUS STEEL NEEDLE WITH THE GOLD FINISH



This metal and glass display case given away free with orders of 3 cartons

Magnedos are in great demand since Dance Records have become so popular, because they eliminate the nuisance of frequent changing of needles



50 needles to box, equal to 500 ordinary steel needles

SOLD BY ALL THE LEADING JOBBERS

**MAGNEDOS PRODUCE SWEETER AND CLEARER TONE
MAGNEDOS REDUCE SURFACE NOISE**

MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK

SALES success depends upon the amount of specialized effort you expend. The best only is worthy of utmost endeavor. There is no phonograph and record franchise more sound than the PIKNIK offers. It is the ultimate in every respect and desires representation only of a similar nature. The greatest sales franchise ever granted. Seriously interested? Piknik Portable Phonograph, Inc., Lakewood, N. J.

TRADE SHOULD SUPPORT SMOOT SALES TAX MEASURE

Bill Introduced Into the U. S. Senate by Senator Smoot Is Favorable to the Music Industry and Should Receive Its Support—A Practical Measure Capable of Excellent Results

Senator Smoot of Utah introduced into the United States Senate on April 12 a new bill providing for a sales tax that should receive the prompt and earnest support of every member of the music industry, inasmuch as the bill provides specifically for the repeal of Section 904 of the present War Revenue Act, covering the excise taxes on musical instruments.

The Smoot bill, which is to be known as "The Sales Tax Act, 1921," was read twice and referred to the committee on finance. Although the measure is distinctly favorable to our own industry it does not provide such complete relief for other lines and will probably meet with considerable opposition when presented for passage. It will, therefore, be well for members of the industry to give it all the support possible.

Up to this time the music industry has been advocating some general form of commodity sales tax along the lines suggested by the legal committee of the Music Industries Chamber of Commerce. The Smoot bill, however, presents something tangible, and is a measure that by freeing the trade from excise taxes accomplishes the exact results desired. To rest secure in the thought that such a bill has been introduced, however, will make it possible for the music industry to lose the benefits it provides for. The thing to do is to fight just as hard as ever in downing possible opposition.

Senator Smoot has been a consistent friend of music and the music industry and on previous occasions has put himself on record as opposed to heavy tax burdens on this trade. The bill, which is numbered S. 202, reads as follows, the final section 207 being the one of most distinct interest to our industry:

Be it enacted by the State and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "The Sales Tax Act, 1921."

Title I.—GENERAL PROVISIONS

Definitions—Sec. 2. That when used in this act the term "person" includes individuals, partnerships, corporations and associations; the term "secretary" means the Secretary of the Treasury; the term "commissioner" means the Commissioner of Internal Revenue; and the term "collector" means collector of internal revenue.

Title II.—SALES TAX

Sec. 201. That in addition to all other taxes there shall be levied, assessed, collected and paid upon all goods, wares or merchandise sold or leased on or after July 1, 1921, a tax equivalent to one per centum of the price for which so sold or leased; such tax to be paid by the vendor or lessor.

Sec. 202. (a) That this title shall not apply to sales and leases made during any year in which the total price for which the taxable sales and leases are made does not exceed \$6,000.

(b) In computing the tax due under this title every taxpayer shall be entitled to an annual exemption of \$6,000.

(c) In any case where the full amount of the exemption is not claimed in computing the tax due for the first quarter the part not so claimed shall be deducted in computing the tax due for the second quarter or succeeding quarters. For the purpose of this act the first quarter shall be the months of July, August and September; the second quarter the months of October, November and December; the third quarter the months of January, February and March, and the fourth quarter the months of April, May and June.

(d) The taxes imposed by this title shall not apply to sales or leases made by (1) the United States; (2) any foreign government; (3) any State or territory or political subdivision thereof, or the District of Columbia; (4) any mutual ditch or irrigation company; (5) any hospital; or (6) Army and Navy commissaries and canteens; or (7) any corporation organized and operated exclusively for religious, charitable, scientific, or educational purposes, or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private stockholder or individual.

(e) The taxes imposed by this title shall not apply to sales or leases of articles taxable under Title IV or VII or paragraphs 1, 2, 3, 12, 20 of section 900 of the Revenue Act of 1918.

(f) Under such rules and regulations as the commissioner, with the approval of the Secretary, may prescribe, the taxes imposed by this title shall not apply in respect to articles sold or leased for export and in due course so exported.

Sec. 203. That in computing the taxes imposed by this title no credit shall be allowed for any tax reimbursed or paid in any manner to any person in connection with any previous transaction in respect to which a tax is imposed by law.

Sec. 204. That every person liable for any tax imposed by Sec. 201 shall make quarterly returns under oath in duplicate and pay the tax imposed by such section to the collector for the district in which is located the principal place of business. Such returns shall contain such information and be made at such times and in such manner as the commissioner, with the approval of the Secretary, may by regulation prescribe.

The tax shall, without assessment by the commissioner or notice from the collector, be due and payable to the collector at the time so fixed for filing the return. If the tax is not paid when due there shall be added as part of the tax a penalty of five per centum, together with interest at the rate of one per centum for each full month from the time when the tax became due.

Sec. 205. That in the case of an overpayment of any tax imposed by this act the person making such overpayment may take credit therefor against taxes due upon any quarterly return.

Sec. 206. That the commissioner, with the approval of the Secretary, is authorized to make all needful rules and regulations for the enforcement of the provisions of this Act.

The commissioner, with such approval, may by regulation provide that any return required by this Act to be made under oath may, if the amount of the tax covered thereby is not in excess of \$10, be signed or acknowledged before two witnesses instead of under oath.

Sec. 207. That on and after July 1, 1921, sections 628, 629, 630, 902, 904, 905, 906, 907 and 908, except paragraphs 1, 2, 3, 12 and 20, are repealed except that such sections shall remain in force for the assessment and collection of all taxes which have accrued thereunder and for the imposition and collection of all penalties which have accrued and may accrue in relation to any such taxes.

EMPIRE MUSIC CO. A LIVE PLACE

L. A. Jordan's Assumption of Ownership Signal for Rapidly Expanding Trade

KERNERSVILLE, N. C., May 10.—The Empire Music Co., of this city, has become the liveliest sort of merchandising place under the peppery direction of its proprietor, L. A. Jordan, who came into the ownership of the business about six months ago. The owner of the Empire Music Co., after seeing service in the army, became identified with the sales force of the Bowen Piano Co., of Winston-Salem, in which position he gained a wide knowledge of trade conditions in North Carolina. His company carries a complete and large line of Emerson and Charmophone machines and Emerson and Columbia records.

USE TRADE MARK TO ADVANTAGE

Allan's, one of the largest and most progressive music establishments in Australia, features the Sonora trade-mark to advantage, and the



How Allan's Features the Sonora accompanying illustration will give some idea of the attractiveness of this display and the prominence of the famous Sonora trade-mark.

NEW VOCALION AGENCY

The Vocalion has a new agency in Washington, D. C., with Hugh & Lawson, 1222 G street, N. W., who are now carrying full lines of the machines and records.

PERIOD DESIGNS POPULAR ON COAST

J. W. Boothe, of Barker Bros., Los Angeles, Tells How Their Department Handles Their Large Period Talking Machine Business

During his recent visit to New York prior to attending the conventions in Chicago J. W. Boothe, general manager of the music depart-



J. W. Boothe
ment of Barker Bros., of this city, and a number of branch stores in southern California, stated that they were averaging better than the sale of one period talking machine a day. "Period talking machines," he said, "are part of the general selling campaign of Barker Bros., who,

in the big campaign for the home beautiful, adapt them to the general selling scheme of the successful furnishing of the home.

"When a customer comes and asks for a talking machine our salesmen first find out what the general character of the customer's home is, what furniture he has in his living room, and then they proceed to adapt the period that is best fitted to make a harmonious scheme for the home. If necessary, our salesmen go to the customer and, after looking at his living room, make a suggestion as to the best period fitted for the home.

"This may seem a revolutionary method in selling talking machines, but when this is talked to the customer intelligently he immediately gets the idea that you are trying to place in his home a talking machine that will strictly conform to the type of furniture which he has."

NEW HOUSE FOR WASHINGTON

WASHINGTON, D. C., May 9.—The Louis Co., a new high-class Victrola retail establishment, under the ownership of Joseph Goldenberg and Gus Louis, is soon to open at Seventh and G streets, N. W., where it will carry Victrolas, records and accessories. Mr. Goldenberg is well known in department store circles of the capital, while Mr. Louis for twenty-three years was in charge of the Victrola department of Woodward & Lothrop, Washington's big store.

CALIFORNIANS "ON THE JOB"

Condemnation of the unfair Excise Tax levied by the Government on the major part of the products used in the music trade and a strong appeal that they support the movement to rescind the tax was sent recently by the Music Trades Association of Southern California to every Senator and Congressman representing that State in Washington. The letter was transmitted by Secretary Farquharson, of the Association, after the latter had adopted unanimous resolutions to do so.

DEMAND FOR JEWISH RECORDINGS

Interesting List of Releases Issued by the Cardinal Phonograph Co. of New York

The foreign-language record department of the Cardinal Phonograph Co., New York City, reports decidedly insistent demands for its Jewish recordings. In fact, the entire list of Cardinal record releases for this month is devoted to Jewish numbers. The Cardinal Phonograph Co. is fortunate in having secured the services of a number of popular Jewish artists. Among those found in this month's releases are: Gus Goldstein, Clare Gold, Sam Bloom, Somon Paskal, Joseph Tanzman and Anna Zeemar. Some spirited numbers are also given by Sam Young's Yiddisher Orchestra. Gus Goldstein, whose recordings are greatly in demand, is also in charge of the Cardinal foreign department. Mr. Goldstein is a popular actor of the Jewish stage and his appearance at various affairs throughout the city has added greatly to the popularity of Cardinal records among his followers.

MAKE BIG HIT IN YOUNGSTOWN

Octet of Famous Victor Artists Crowd Auditorium Under Auspices of Yahrling-Rayner Co.

YOUNGSTOWN, O., May 10.—Billy Murray and the octet of famous Victor artists scored another big hit in Youngstown Wednesday night in Moose Temple, under auspices of the Yahrling-Rayner Piano Co. The big auditorium was filled with admirers of the class of music which has made this company of singers famous and greeted each number with riotous applause, recalling the artists for as many as four encores. The local music company is complimented on having made possible this concert again for Youngstown music-lovers. The eight Victor artists rendered their usual entertaining program. Many calls for their recent record numbers were received during the concert.

POLYPHON
Imported

RECORDS
Imported

The Best German Records Made
Comprising the Catalogs of Germany's Three Leading Phonograph Factories

DEALERS EVERYWHERE

will welcome this opportunity to obtain **PROFITABLE** and **EXCLUSIVE** territories.

A New List of Records Appears Every Month

ARION RECORD IMPORT
1501 GERMANTOWN AVENUE PHILADELPHIA, PA.
Sole United States Agents for Polyphone Werke Akt. Ges., Berlin

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND

George Meader's lovely lyric tenor has never been heard to greater advantage than in the Indian love song, "Pale Moon," and "My Little Home on the Hill." Both these selections will find new homes fast. A-3380.

**Columbia Graphophone Co.
NEW YORK**



CURRENT NEWS HAPPENINGS IN PORTLAND, ORE., TRADE

New Victor Agencies—Stradivara Co. Progress—Meier & Frank Celebrate Sixty-fourth Anniversary—Hyatt Co.'s Big Undertaking—Alfred Cortot a Visitor—New Concern in Pendleton—Other News

PORTLAND, ORE., May 7.—Elmer B. Hunt, manager of the wholesale department of Sherman, Clay & Co., is away on a Valley trip which takes him from Portland to Klamath Falls, visiting all the important towns en route. W. L. Brown, his valuable road man, is in charge of the office during his absence, and will leave for an extensive trip through eastern Oregon and southern Idaho as soon as Mr. Hunt returns. Mr. Brown reports the placing of an exclusive Victor agency with Castleman & Sieler, Ontario, Ore., who have installed two fine demonstrating rooms. More agencies are to be placed throughout this section as soon as stock opens up.

Otto Rathlin, of the Victor wholesale department of San Francisco, spent several days in Portland after having visited Spokane and Seattle.

George Kufner, for the past three years office man with the Sherman, Clay & Co. wholesale department, has resigned and Hilding Berglund takes his place.

J. L. Thompson, manager of the Stradivara Phonograph Co., whose machines are being manufactured at its factory in this city, announces that a large number of exclusive Stradivara agencies have been established throughout California recently, with A. E. Campbell as California district manager, with headquarters at its fine new store at 437 Powell street, San Francisco, where he will handle both wholesale and retail business. E. E. Pingrose will be in charge of the agency at San Diego, and the Los Angeles store will be managed by E. Cor-

nelius. G. B. Strubhar & Co. will look after the Stradivara business in San Bernardino and Riverside.

The Meier & Frank store is celebrating its sixty-fourth anniversary with sales in all departments, and D. C. Peyton, of the phonograph department, reports many sales of Vocalions and Columbia machines. Mr. Peyton said: "We have gone over the top this month and have broken all previous records. From seventeen to nineteen machines a day is the record we have been making. Sales of period models with this house also have been good for April."

H. A. Raynor, manager of the talking machine department of the Bush & Lane Piano Co., which handles the Bush & Lane, the Columbia and the Victrola machines, reports April as the period model month, with big sales in all three lines. J. J. Marshall has been added to the force and will work on the outside for the firm.

The Hyatt Talking Machine Co. is making a complete new set of index cards and labels for its supply of 20,000 Victor, Columbia, Edison and Brunswick records. Miss Emma Reynolds is being assisted in the big undertaking by her three assistants. Miss Reynolds reports business good in her department and has had a great sale of records for the musical memory contest, which was held last month in the public schools. She completely sold out some of the fifty selections.

Alfred Cortot, an exclusive Victor artist, gave an interesting demonstration at the Sherman, Clay & Co. music hall during his recent Portland visit. A Victrola, a Duo-Art and he himself played at the same time the Valse Etude in D flat (Saint-Saëns), keeping together perfectly with beautiful effect.

"Business is coming along very nicely and is showing a decided improvement in all lines" is the way Frank M. Case, manager of the Wiley B. Allen Co., puts it. In the talking machine department Paul B. Norris says that the demand for period models is increasing.

Foley & Van Dyke have dissolved their partnership, which has existed for the past three years, Mr. Van Dyke retiring and his interest being purchased by M. Maegly. The new firm will be known under the name of Foley & Maegly Music Co. They are now having a big sale and are disposing of many talking machines.

Pendleton, Ore., has a new music firm under the name of the Warren Music House, which has been incorporated with a capital of \$15,000. The firm will carry phonographs, pianos and all kinds of musical merchandise.

The M. J. Wax Co., Inc., manufacturer, wholesale and retail phonograph dealer, reports trade picking up considerably both in town and in outlying districts.

Madame Tetravzini during her recent visit to Portland visited the Wiley B. Allen Co.'s store,

and while being shown through the establishment by Frank M. Case autographed the Victrola which stands in Mr. Case's office.

H. G. Reed, president of the Reed, French Co., has returned from a six weeks' visit to the Middle West, combining business with pleasure.

Mary Elizabeth Godwin, formerly associated with the educational department of Sherman, Clay & Co., has become manager of the Victrola department of the Huntley Drug Co., Oregon City, Ore.

Harold S. Gilbert, head of the Gilbert Music House, has gone on a visit to the East, accompanied by his wife and two sons.

G. F. Johnson, of the G. F. Johnson Piano Co., is attending the national conventions in Chicago.

BRUNSWICKS IN SOLDIERS' CAMP

SEATTLE, WASH., May 6.—The local branch of the Brunswick-Balke-Collender Co. was advised recently by two of its dealers in Tacoma that they had sold since the first of the year more than seventy-five Brunswick phonographs to the soldier organizations at Camp Lewis. There are about 10,000 soldiers in this camp and the Brunswick phonographs were purchased for the various organizations making that camp their headquarters. The phonographs were paid for out of the mess funds of the different companies and the Tacoma Brunswick dealers state that a great majority of the phonographs sold at Camp Lewis since the first of the year are Brunswicks.

Pickerings', Pathé dealer of Pittsburgh, Pa., has been featuring a novel window display which has produced splendid sales for machines and records.

Equip Your Phonographs

with Triangle tone arms and sound boxes

and raise the standard of your product.

The Triangle is a perfect sound reproducing combination. Harsh and metallic sounds so common to the average tone arm and sound box are entirely eliminated. Only a trial can prove to you the sterling quality of this tone arm and sound box. It is a marvel of beauty with a surprising and wonderful tone, clear as a bell. Every detail of the record is brought out in a marvelous manner.

Manufactured in two lengths, 8 $\frac{1}{4}$ " and 9", in both nickel and gold finish.

We make everything for the phonograph manufacturer except the cabinet—motors, tone arms and cabinet hardware, samples upon request.

Triangle Phono Parts Company
722 Atlantic Ave., Brooklyn, N. Y.

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Lateral Cut
Records

Quality Construction
Unusually Good Tone **No Blasting**

For use in Phonographs retailing up to \$100.

Price for sample—\$2.00.

Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

**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

MME. TETRAZZINI IN PORTLAND

Famous Diva Visits Sherman, Clay & Co. Store and Autographs Victrolas

PORTLAND, ORE., May 7.—Madame Luisa Tetrazzini visited the Victrola department of the Sherman, Clay & Co. store on her recent visit, auto-



Mme. Tetrazzini and the Victor

graphing the Chippendale and the other two Victrolas in the picture. F. D. Addis, in charge of this department, visited the diva on her special train, at which time she graciously promised to pose for the above picture.

FRENCH AND GERMAN RE-CREATIONS

Thos. A. Edison, Inc., has sent out, in addition to its regular record lists of Re-creations, Bits of Broadway Special and Amberol records, a very interesting list of French and German Re-creations. There are four double records in the French list running from 58008 to 58011, all of which are sung by Hector Pellerin. The German list consists of ten double records, running from 57001 to 57010. Five of these records are by Oberbayerische Bauernkapelle, four by the Manhattan Quartet and other numbers by A. J. Hahl, Ernest Balle, Elise Kramer and Oscar Stolberg.

NEW GRAFONOLA OIL

The Dealer Service department of the Columbia Graphophone Co. has sent out a notice to Columbia dealers calling their attention to a new Grafonola oil, which has been officially approved by the Columbia factory laboratories. This Grafonola oil for use on motors in Columbia Grafonolas and the other parts of the mechanism is supplied in handy spout cans of three and one-quarter fluid ounce capacity. The cans are lithographed on tin in three colors and the design includes the famous Columbia trade-mark, with a brief paragraph calling the attention of the consumer to the dealer's service.

RECORDS PRESSED

Our factory is fully equipped to manufacture phonograph records complete.

RECORDING

Our laboratory invites recording from other companies.

ELECTRIC RECORDING LABORATORIES, Inc.

210 Fifth Avenue

New York City

INQUIRIES INVITED

PATHE SCORES WITH "CHERIE"

Display Enterprise in Getting Popular Number in Hands of Pathé Dealers and Public

The agility and keen foresight of the sales organization of the Pathé Frères Phonograph Co. were strongly emphasized in the promptness with which "Cherie" was released and placed in the hands of Pathé dealers and the public. The hit fairly sprang up overnight, but its predestined popularity was at once recognized. Display and advertising were prepared while the first records were still in course of production. Large advertising space in three of the leading New York newspapers appeared Friday, April 29, and on the same day a special Ford truck was used to make deliveries of "Cherie" records to all dealers in the metropolitan districts. Each dealer also received attractive two-color streamers, which were immediately placed on the windows, connecting the store with the newspaper ads. By Saturday morning many dealers were already cleaned out, and were hot after more "Cherie" records.

The popularity of this record is continuing all over the country. It is proving the dance of the hour at prominent Broadway dance resorts. The Famous Waldorf-Astoria dance orchestra, under the direction of Jos. Knecht, played "Cherie," as well as "In a Boat" on the reverse side of this Pathé record. The fact that "Cherie" is available on the new Actuelle steel needle record, as well as Pathé sapphire record, places the entire field within easy grasp of Pathé dealers on this number. It is stated at Pathé headquarters in Brooklyn that the endurance and tone qualities proven under exacting tests promise a lively future for Actuelle steel needle records.

TO ISSUE REVISED PRICE LIST

The Fred Gretsch Mfg. Co., wholesalers and manufacturers of musical instruments, is issuing a revised price list of overstocked and discontinued merchandise which is varied in selection and will doubtless prove attractive to dealers, as it will not only enable them to make their stocks complete but will offer them a chance to secure merchandise at a special price which they in turn may offer as specials.

TO RETIRE FROM BUSINESS

The M. M. Roemer Sales Corp., New York, has announced its intention to liquidate and retire from business.

A meeting was held on Wednesday, May 11, at which arrangements were made to determine the pro rata share to be paid to creditors.

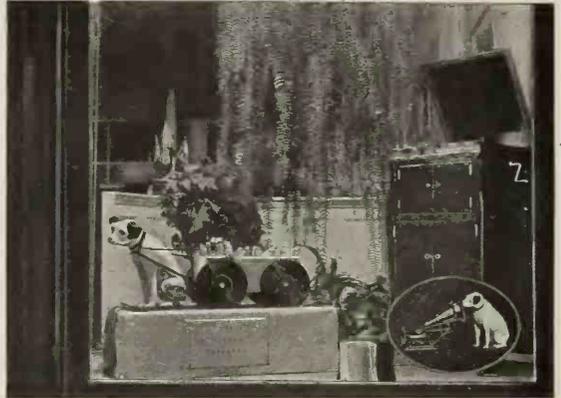
RETURN FROM TRIP TO BERMUDA

W. J. Bagshaw and Mrs. Bagshaw were among the recent visitors at the headquarters of the Brilliantone Steel Needle Co., New York City. They were returning from the Bermudas, where they made a brief sojourn. They enjoyed their visit immensely.

NOVELTY IN ADVERTISING

The Value of Unique Original Effects in Window Arrangement Pays a Profit

There is no question but that original window displays constitute a very effective form of advertising. The general practice is, of course, to get some merchandising value in the window, that is, something that will sell talking machines or records or other products which the dealer



Display of Bailey Music Rooms

handles. Every now and then, however, a novelty window proves extremely valuable on account of the fact that it draws attention from a wide circle of people who will not allow themselves to become interested so long as the approach is on a distinct commercial basis.

A good example of the novelty window was recently utilized by Bailey's Music Rooms, of Lancaster, N. H. This well-known Victor dealer, as may be seen from the picture, devised a very unique and attractive display, the feature of which is a little cart being drawn by the Victor dog. The wheels on this cart are made of Victor records and the cart itself is loaded with miniature Victor dogs. Needless to say, it attracted wide attention.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1921.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth Avenue, New York City.

Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE, Editor.
Sworn to and subscribed before me this 1st day of April, 1921. (Seal) EUGENE R. FLACK,
Notary Public No. 6.

(My commission expires March 30, 1922.)

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—Commission men, calling on the music trade exclusively, to sell high-grade Player Roll Cabinets (line of 15 pieces). Liberal commission. Write for territory. Box "942," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Agents to call on the retail trade with a line of high-grade phonographs. You may choose your own territory. For further information address to Camden Cabinet Works, 1025 Everett St., Camden, N. J.

MANAGER WANTED—Position open for real manager of phonograph department of large music house in Western city. Must be capable of handling salesmen and producing results. Lines Victrola and Edison. State experience, salary expected, and full particulars in first letter. Address "Western," care The Talking Machine World, 373 Fourth Ave., New York City.

PHONOGRAPH SALESMEN WANTED—Central, Western and Southern territory open on side line. Liberal commission basis. Well-known quality phonographs. Exclusive territory. Commission on mail orders. Dealers in all lines buying them. Real salesman should average \$1,000 per month. Give age, detailed experience and references in first letter. Address "Phonograph," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Technical laboratory and matrix man, 17 years' experience in talking machine recording laboratory, desires position with responsible company. Capable of superintending all phases of laboratory work. Write Box "950," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—All around phonograph man, who understands knock-down phonographs such as assembling and general knowledge of motors. A great opportunity for man who can fill the bill, with privilege of investing capital if desired. Phonograph rooms, 4. Pierpont, 45 Warburton Ave., Yonkers, N. Y. One mile from New York City line.

POSITION WANTED—Executive, expert in the manufacturing, repairing and selling of phonographs and all accessories, desires to locate with a progressive firm. Address Box "951," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A man capable of superintending as well as help managing a large talking machine factory located in the Middle West. He must have executive ability and a number of years' experience in the construction and manufacturing of talking machines from every angle. Reply in confidence to Box "952," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Unusual opportunity for man capable of managing phonograph, small goods and sheet music department in growing Western city of 130,000 population. Man from New England States preferred. Address "Western Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED—If you have had at least four years' retail experience in the talking machine and piano business, we can use you. The positions we have open are for the type of men who know how to present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for \$5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over forty years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to Box "930," care The Talking Machine World, 373 Fourth Ave., New York City.

AVAILABLE—An experienced salesman and capable manager, with thorough knowledge of buying and selling Victrolas and records, desires connection with a substantial house as manager of Victor department. Can furnish unquestionable references. Married man. No objection to relocating. Address Box "912," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen for splendid side line, all over the country. Pocket sample. Ten to twenty dollars easily made daily. Demonstration requires few minutes only. Write Puritone, Room 1408, 347 Fifth avenue, New York City.

POSITION WANTED—Man 28 years of age, having 12 years talking machine experience and a producer, desires position with reliable phonograph concern. Address "Wells," 110 West Second St., Elmira, N. Y.

POSITION WANTED—Manager of successful phonograph store, 18 years' experience and a producer, desires position with reliable phonograph concern. Address "Wells," 110 West Second St., Elmira, N. Y.

POSITION WANTED—Expert repairman and assembler of 15 years' experience, wants position with growing concern. Address "Box 945," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Expert mechanic and capable foreman understanding the manufacturing and repairing of phonographs, motors, tone arms, sound boxes, etc., would like to make a change. Address "Box 947," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—At liberty, first class salesman, expert repairman, all types of motors, etc. Address "Box 948," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As a finishing foreman in a phonograph and cabinet shop. Had twenty-five years' experience in one of the larger phonograph plants in the East. Had complete charge of the finishing department and all its branches including shipping department. Can furnish the best of reference. Address "Box 949," care of The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—By experienced phonograph man from Pacific Coast, now located in New York. Thoroughly experienced in both production and sales. Address "Box 953," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Talking machine factory located in Eau Claire, Wisconsin, completely equipped to make cabinets and turn out high grade products. Factory has excellent location, tracking facilities, dry kiln, and is equipped with Grinnell sprinkler system. Factory is equipped with best modern machinery, electric motor drive, reasonable power rates, and located in a town which has excellent railway facilities and situated in the heart of a high country. Plant must be sold without delay. Address R. S. Torrance, Trustee in Bankruptcy, Eau Claire, Wis.

SPECIAL LABEL RECORDS

Large phonograph company offers to manufacture 10" standard phonograph records with your own label. Releases of not less than twenty (20) selections per month. Standard selections from our own catalog of over one hundred numbers. Popular numbers recorded and released monthly. B. X., care The Talking Machine World, 373 Fourth Ave., New York City.

PHONOGRAPH SALESMAN

WANTED—An experienced, capable salesman, to present to the Eastern trade a phonograph of the highest quality; must be a man of refinement and education, with the best of references. State experience, age, salary and where employed the last two years. Address Box "944," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

9,000 Pianostyle rolls, perfect stock, \$10.00 per hundred, assorted.

Goetz's Music Store, Inc.,
3030 Kensington Ave.,
Philadelphia, Pa.

FOR SALE

Old established Victrola business in one of the best Long Island towns. Stock at present about \$10,000. Delivery car. Store building can be purchased or leased for a long term of years. Address Box "946," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

4,000 complete sets of phonograph hardware. Best quality. 55 cents per set. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

FOR SALE

20,000 standard lateral cut double faced records. Fresh stock, good sellers. Not cut outs. In thousand lots at low prices. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

DEALERS

We will pay CASH for your surplus stock of Victor and Brunswick phonographs and records. State quantity and price.
Purchasing Agent
P. O. Box 550 Pittsburgh, Pa.

Consult Page 172 for Further
Classified Advertisements

WORLD CLASSIFIED ADVERTISING—(Continued from page 171)

FOR SALE

- 7,200 pcs. Mahogany, one side, 30x17½x¼, 5-ply
- 3,600 pcs. Mahogany, one side, 30x16¾x¼, 3-ply
- 3,600 pcs. Mahogany, two sides, 18½x14½x¾, 5-ply
- 3,600 pcs. Mahogany, two sides, 19x16¼x¾, 5-ply
- 4,000 pcs. Gum.....18x17½x¾, 3-ply
- 4,000 pcs. Gum.....18x17½x¼, 3-ply
- 4,000 pcs. Gum.....9x16x¼, 5-ply
- 4,000 pcs. Gum.....18x19¼x¾, 5-ply
- 800 pcs. Walnut, one side.... 30x17½x¼, 5-ply
- 400 pcs. Walnut, one side....30x16¾x¼, 3-ply
- 400 pcs. Walnut, two sides....18½x14½x¾, 5-ply
- 400 pcs. Walnut, two sides....19x16¼x¾, 5-ply
- 400 pcs. Mahogany, one side....15x15x½, 5-ply
- 145 pcs. Butt Wal., one side, 12x12x13/16, 5-ply
- 300 pcs. Mahogany, one side, 32x18¼x¼, 3-ply
- 150 pcs. Maple, one side.....19x16¼x¼, 3-ply
- 500 pcs. Mahogany, one side, 29x16x¼, 5-ply
- 1,000 pcs. Mahogany, two sides, 20¾x18x5/16, 5-ply
- 500 pcs. Mahogany, one side, 15½x15½x¼, 5-ply
- 1,000 pcs. Gum.....74x22x¾, 3-ply
- 400 pcs. Gum.....74x18x¾, 3-ply

Any or all of the above stock can be purchased at very attractive prices.

Jamestown Panel Company, Inc.
Jamestown, N. Y.

FOR SALE

4,500 packages of standard semi-permanent needles; each needle playing ten records. These needles are in original cartons and retail for 10c. Our special sale price is 3c per package. Address Box "954," care The Talking Machine World, 373 Fourth Ave., New York City.

ANNOUNCING

Annual closing out stock below factory cost. Call personally, 2 to 10 P. M., Woolworth Phonograph Store, 1065 Second Ave., New York City. Reference, Corn Exchange Bank. Repairing for the trade.

FOR SALE

A complete talking machine department, consisting of 5 rooms 6 x 6, 1 room 6 x 9, sound-proof, 15 ft. of record rack, and counter with glass case top, ivory finish, made by the Unit Construction Co. and installed last Fall. Also a complete stock of machines and records. Must close out on account of space being required for another department. Unusual opportunity for anyone wanting to go in the business, or for someone wanting to increase their present equipment and stock. Liberal discount from present-day cost. Apply at once, The Kennard-Pyle Co., Wilmington, Del.

TO CABINET MANUFACTURERS

I want a lot of large cabinets, also two spring motors. Quote price spot cash. H. A. Sage, 329 E. Fort St., Detroit, Mich.

EXCEPTIONAL OFFER

Six hundred standard 10 and 12 inch records; two-thirds popular and one-third standard (no war records). Price 35c each; sold only in lots of one hundred. Write quick. We guarantee you sellers. Wm. Piper & Sons, Sidney, Ohio.

FOR SALE

Legs, top moulding, collar moulding, panels, rails; enough for 2,000 complete sets; enough for 3,000 more incomplete sets. Very low prices. Address B. Olshansky, 3542 Franklin Blvd., Chicago, Ill.

FOR SALE

Established music business in wealthy Los Angeles suburb, handling highest grade standard make phonographs and pianos. Two and a half years' lease, low rental. Will invoice approximately \$5,500. Address Box "940," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDS PRESSED

With or without your stock

**STOCK ROLLED or
BLANKED or BOTH**

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

FOR SALE

At sacrifice, the wonderful Magnavox. Less than wholesale cost. Box "941," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Entire equipment of the Southern States Phonograph Co., consisting of a practically complete record plant in Atlanta, Ga., in running condition. Will ship anywhere or it can be operated at its present location. Very cheap rental. Dixie Paper & Box Co., Atlanta, Ga.

OPEN MANY NEW ACCOUNTS

New England Branch of Starr Piano Co. Making Steady Progress—Manager Fales and Efficient Staff Co-operating With Dealers

Boston, Mass., May 6.—The New England branch of the Starr Piano Co., at 221 Columbus avenue, is now established in its new quarters, where ample facilities are available for giving Starr dealers in this territory maximum service and co-operation. John R. Fales, manager of the branch, states that during the past few months quite a number of important accounts have been closed for the representation of Starr phonographs and Gennett records.

Mr. Fales has organized an efficient sales organization, which is giving the dealers practical assistance in developing machine and record business. A. A. K. Snow is covering Maine, New Hampshire, and eastern Vermont; A. Johnston is visiting the dealers in western Massachusetts, Western Vermont and Connecticut, and E. L. Utley is covering Greater Boston, Eastern Massachusetts and Rhode Island. Through his many years' association with the industry Mr. Fales is conversant with every phase of retail merchandising, and the Starr dealers have taken advantage of his experience by conferring with him regarding their problems.

USES SONORA AT "MOVIE"

A. J. Stack, of 2723 Webster avenue, New York, a Sonora dealer, happened to see "The Barbarian" on the screen at the United States Theatre. In this picture the hero asks the heroine to sing and she does so. It occurred to Mr. Stack that it would be a good idea to use the Sonora Portable with an appropriate record at this part of the program and, after a little whispering with the musical director of the theatre, this was accomplished. The Sonora Portable was brought in and the record, "Our Yesterdays," was selected.

The effect of the Sonora Portable, playing at the proper time, was exceptionally good and many people called at Mr. Stack's store, complimenting him on the clever idea, and told him that the rendition was amazingly life-like.

"EIGHT FAMOUS" HELP SALES

PITTSBURGH, PA., May 9.—The appearance of the "Eight Famous Victor Artists" in this section during the week of May 2-7 resulted in a special drive by Standard Talking Machine Co., from which excellent results were achieved.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal name-plates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

FOR SALE

Ogden sectional Edison record cabinets, weathered oak finish. Sixteen sections, four bases with drawers and four tops. Like new. Stiller Photo Supply Co., Green Bay, Wis.

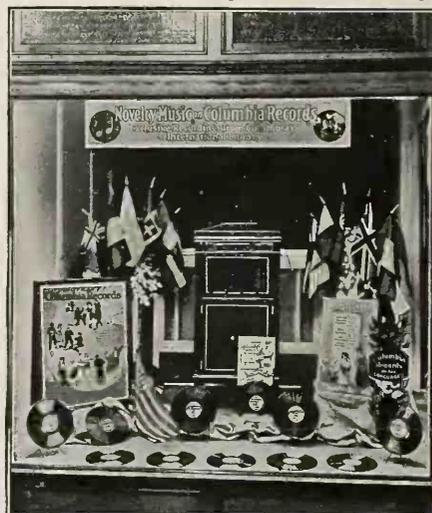
WANTED

Dealers and distributors in every state to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

NOVELTY RECORD WEEK

Columbia Graphophone Co. Announces Novelty Record Week as May 28-June 4—Attractive Sales and Advertising Plans Arranged For

The Columbia Graphophone Co. has announced that May 28 to June 4 will be known as novelty record week, and during these seven days novelty records issued by the International record department will receive special attention through



Artcraft Display for Novelty Week

the medium of advertising and artistic window displays.

During novelty record week this class of records will be featured in the same way that Al Jolson, Nora Bayes and other popular artists have been featured, and an important sales campaign is now being completed by R. F. Bolton, sales manager of the International record department, assisted by the members of his staff. The Columbia novelty record for June will be presented on a separate card in the dealer service window display, and three other records issued by the International record department will be featured in another card in this window display. The Art-craft window display for novelty records is especially appropriate for use during novelty record week, and Columbia dealers are planning to give this display adequate attention.

J. J. Labuda, of Niagara Falls, N. Y., has been granted a Pathé franchise as retailer.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Business in All Branches of the Gramophone Field Seriously Disturbed by Reason of Labor Troubles and Other Industrial Upheavals—A Time for Careful Deliberation and Courage Confronts the Trade—David Sternberg Returns From Trip to States—British Music Industries Research Association Formed—Portable Machines in Demand—Gramophone Co., Ltd., Announces New Easy-system Plan of Sales

LONDON, ENG., April 30.—Much has happened here since my last report. The general course of events is, no doubt, familiar to my readers through their own newspapers' reports of the continued upheaval of labor throughout many of our industries. The trouble started in the coal mining camp, resulting in the closing down of all the mines. As I write, the mines are still idle and while there is no immediate prospect of a resumption of work the general belief is that the miners cannot hold out much longer.

All this trouble happens to coincide with an unparalleled slump in trade which is general throughout the country. In these circumstances it is little wonder that the gramophone industry remains more or less stagnant. No other word adequately can represent the extraordinary state in which the trade finds itself at the present time. The sale of both records and machines has eased up to a considerable, if not a serious, extent. Employees are reduced to a minimum number in all the factories and the position is such that even the large firms have been compelled to suspend expenditure upon publicity by an appreciable amount. Dismal as it may read, the fact remains that we are passing

through a time that will claim a large measure of patience and pluck to overcome successfully. By the exercise of reasonable economy in all branches of business, combined with a broad treatment of present-day problems, the British gramophone trade will weather the storm.

With about 2,000,000 unemployed, another 2,000,000 probably on short time and the rest of the public disinclined to spend money on things that are not absolutely necessary, or because of the feeling that prices must come down still more, our traders here are up against a big proposition. Yet it can be tackled by judicious handling. Even these days a little enterprise will, and does, accomplish things. As instance, in one good-class suburban locality I know of two dealers, each controlling a good shop in the same main street. One dresses his window slovenly and really does nothing to attract buyers. The other is a live go-ahead sort who by well-arranged window display and local advertising is for these times doing a very fair trade. It just shows that the position is not altogether hopeless and that if every dealer would try to "make" trade it would produce results of a far-reaching nature. Meanwhile, we still live, and that's worthy of hope, isn't it?

Many Concerns in Financial Difficulties

It is an unfortunate sign of the times that many firms have been forced to lodge petition of bankruptcy, while others have decided upon voluntary liquidation or other means of meeting their creditors. This condition is due to an unprecedented slump in almost every trade of importance brought about, to some extent, by labor strikes and other industrial dis-

turbances. Money is very tight and bank loans and overdrafts are seldom granted, even then never at less than 8 per cent interest.

Under these circumstances responsible firms, though perfectly solvent on paper, are often compelled to consult their creditors. It is no exaggeration to say that private meetings of creditors, of which the public is generally unaware, are as many in number as public meetings. According to official returns, bankruptcies are very much on the increase in every section of industry. They totaled 753 for the quarter ended March 31 last, against only 310 during the corresponding quarter of 1920. During the same period a proportionately larger increase of deeds of arrangements were registered.

Several firms in the musical instrument industry have been compelled to consult their creditors either officially or privately and, however much it is to be deplored, the fact remains that further notifications within the near future may be anticipated. The moral is that each and every one, whether trading as individuals or as corporations, should make special effort to meet financial obligations within the prescribed limit of credit. In this regard each is more or less dependent on the other and if this is followed up to its logical conclusion the prompt payment of bills and keeping a close eye on collections will help materially to the free flow of money the protection of business and the maintenance of many firms who, otherwise, will find themselves in grave difficulty.

In Voluntary Liquidation

The Gramophone & Cycle Co., Ltd., Clapham

(Continued on page 174)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Fribavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solymol Dvor, Moscow; B. Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Coessionaries of The Gramophone Company, Limited, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 173)

Park road, London, cycle and gramophone dealers, etc.—Pursuant to the provisions of the Companies (Consolidation) Act, a meeting of the creditors was held last week at St. Ann's House, Venn street, Clapham, when the representative of Stockall Marples, Ltd., the largest trade creditors, was elected to the chair. The liquidator submitted a statement of affairs which showed liabilities of £2,347 due to unsecured creditors. The assets, after allowing £73 17s. 7d. for preferential claims, were estimated to realize £3,675, or a surplus, so far as the creditors were concerned, of £1,327.

What Mr. Sternberg Did in the States

I have had a very interesting chat with David Sternberg, of the Sterno Mfg. Co., London, concerning the results of his recent visit to the States, and what he told me is likely to exert a big influence in American gramophone trade circles, with just a possibility of even a more far-reaching character. He was absent from London close upon four months and during that time much was accomplished.

In sequence of order, Mr. Sternberg firstly expressed enthusiasm over what he calls the remarkable recuperative powers of industry in general and the phonograph trade in particular, your side. In his opinion you have passed through a somewhat gloomy time commercially, quite as bad as we here, only with this difference that, whereas we are slow of recovery owing to labor and other troubles, your trade has picked up so wonderfully as to have reached almost normal.

Mr. Sternberg made some important trade arrangements while in the States, the details of which will be forthcoming later.

British Agent of Sonora Makes Smart Move

Keith, Prowse & Co., Ltd., the London agent of the Sonora products, announces new plans for the late Spring and Summer trade. The most important step is to be a reduction in the selling price of certain models. This price revision varies; in the case of one model it is 17½ per cent reduction. No direct rebate will be allowed on stock, but as the company recognizes that some recompense should be made to their agents it has been decided to grant an increased trade discount as from May 1. This will apply to all models and will be 40 per cent instead of the usual 33-1-3 per cent. Messrs. Keith Prowse will also introduce a system of hire-purchase on the basis of one, two or three years, with an addition to the cash price of 5, 7½ and 10 per cent each, respectively.

New Company Formed for Scientific Research

The registration of the British Music Industries Research Association (company limited by guarantee) is not without interest. As its name implies, the object of the company is to promote and encourage research of a scientific nature in connection with the music trades. This is certainly a very progressive step and should lead eventually to good results. Every member is to contribute a sum of not more than £5 when and if necessary. There are ten directors, all leading men actively engaged in various branches of the musical industry. The office of the Association is at 101 Mortimer street, London, W. 1.

The "His Master's Voice" Easy Payment System

In The Voice this month is outlined a very complete system of sales by the easy-payment plan. It represents a well-considered policy on the part of the Gramophone Co., Ltd., for the encouragement of a class of retail trade, which, in the main, has hitherto been neglected by their dealers. The company urged that "this new scheme possesses all the advantages of the pre-war easy-payment system, has none of its defects, makes a stronger public appeal, is easy to operate, and, what is very important, does not detract from the dignity or prestige of our business."

Thousands of people would like a gramophone. They could not pay cash and so have foregone their desire or purchased a cheap, rubbishy make. The system now adopted officially by the "His Master's Voice" people obviously

means a greatly increased trade for all those dealers able to control the necessary capital. To handle the scheme properly it means the locking up, temporarily, of a certain amount of capital, even though the company were to adopt an extended credit system between itself and the agents. There is nothing in the article, however, to suggest that they have this in mind.

The whole scheme applies only to instruments and it is based on a first cash payment of 10 per cent of the cost price, the balance being paid in equal instalments, monthly, over a period of twelve months, plus two pence in the £ interest on the outstanding balance each month. It is a very attractive proposition and one, I think, that will make a strong appeal to the large dealers as well as to the public, when these times are considered.

Federation of British Music Industries News

At the convention to be held at Ramsgate this month (May) the subjects chosen for discussion at the general conferences are as follows: A trade agreement to protect the public, the music profession and the industries against fraudulent and inadvisable methods of trading, etc., and to provide a permanent basis of revenue to the Federation; wholesale manufacturers opening retail shops; sole agencies; interest on hire-purchase transactions; terms of credit to the trade and the public; the general conditions of the music industries and the convention of 1921 and proposals for the next convention.

The exhibition of German musical instruments, organized by the Federation and opened at the Northern Polytechnic on April 4, has proved of great interest, 350 applications for tickets of admission having been received from manufacturers and their employees. The exhibits on view included a large range of pianos and gramophones by different makers and at varying prices. The object of the exhibition was to give manufacturers and their employees an opportunity to carefully inspect the instruments with which they are competing.

Twenty-ninth Annual Dinner of the P. M. A.

A large and representative gathering of members of the Pianoforte Manufacturers' Association attended the twenty-ninth annual dinner at the Café Royal, Regent street, London, on April 12. Many guests also joined the festive board and the trade press, including the writer, was in full force. Sir Harry Forster, J.P., D.L., president of the Association, occupied the chair with conspicuous success. Speeches of out-

standing interest to the trade were made by the president and by Mr. Alex. Dow, president of the Federation of British Music Industries. The opportunity was taken to make public recognition of the members' appreciation of the thirty-two years' honorary work of James Hillier, late secretary of the P. M. A. He was presented with a cheque for 100 guineas and a vellum scroll of the council's appreciative resolution of his many years' service.

Music and Youth

Anything representative of progress or that opens up a new musical field for cultivation is ever welcome. That explains to some extent the remarkable success of the new journal, Music and Youth, which is a real live organ for young people. It exercises a special influence in the direction of encouraging children to think, and to read music with intelligent interest, by reason of a generous editorial service of pictures, simply written stories, practice competitions in playing specially composed test pieces, questions and answers re musical knowledge, etc. The musical subjects—all of an educational character—are the work of quite eminent authorities. Music and Youth, in my opinion, is as much an asset to pupils as it is to music teachers. It is published monthly by Evans Bros. (London), Ltd., at Montague House, Russel Square, London, W. C.

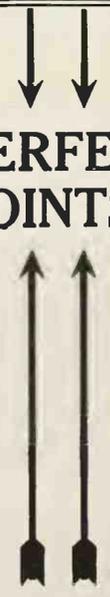
The Sale of Portables

Realizing that the little trade there is about is mostly in machines of the portable type, manufacturers and dealers are now featuring this class quite extensively. The "His Master's Voice" model is being pushed under the slogan, "Portable and Musical," and most other companies have something catchy to say about the merits of their instruments. Messrs. Pathé Frères are now in the running, with a new portable model of very compact size and good appearance. It is adaptable to play all kinds of records, and to play them well, too. Sales returns, I learn, are increasingly satisfactory.

An Attractive Zonophone Program

The curtailment of record issues is more or less general to-day among the manufacturers and it is therefore not surprising that the latest list of Zonos comprises only six discs. But if they suffer in quantity they make good in quality, for, in my opinion, these issues represent exactly 100 per cent merit.

Dealing firstly with the instruments, of which there are three doubles, No. 2121 is a particularly pleasing collection of what might be



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POINTS"

BRITAIN'S BEST
Gramophone Needle

(Guaranteed made from High Carbon Steel)

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Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

termed national airs, by the famous 1,000-guinea-prize-championship band—the St. Hilda Colliery, whose "Reminiscences of England," Parts I and II, is really magnificent playing. A special feature is a cornet solo of "Home, Sweet Home," rendered throughout in admirable style. No. 2122, "Omaha," waltz, and "Avola," one-step, are tunefully played by the Black Diamond Band, very well recorded. No. 2126 carries the "Witches' Dance" and "Papillon," two morceaux, which give scope for some pretty work by John Amadio and his flute, with piano accompaniment.

Of the three vocals an outstanding success is No. 2123, on which is recorded "In Old Japan," a somewhat dreamy love song, and "Japanese Sandman," a more vigorous ditty. Both are well sung by Robert Woodville, and particularly in the latter song the musical accompaniment provides some pretty effects. On No. 2124 Herbert Payne offers "I'll Be With You" and "Pretty Kitty Kelly," the latter being very attractive in style and tunefully catchy. Foster Richardson is heard to good advantage in "The Sea Makes a Man a Man" and "King of the Clouds" on record No. 2125.

A New Film Record

An invention has been placed at the disposal of the National Institute for the Blind which, if it comes up to anticipations, will enable those deprived of sight to hear a novel or a speech read to them, instead of picking it out laboriously through many pages of the Braille system. The voice that reads the novel is photographed onto a film and the application of light to the film produces audible speech. The invention is roughly this: Just as the cinema takes records of passing scenes, the invention of Mr. Grindell-Matthews records voice sounds on a film. This film can be placed in a machine as the picture film is placed in a projecting lantern and it will project the voice sounds. A long novel can be recorded on 1,000 feet of film, which if it were attempted to produce on gramophone discs would require at least a couple dozen.

Winner Record News

Dealers should not fail to acquaint themselves with details of the "cut-outs" decided upon by the Winner Record Co. About 120 records will be deleted from its catalog, a new edition of which is to be issued shortly. In connection with the foregoing an exchange scheme was introduced, and, being planned on a fair basis, most dealers took advantage of it.

The company has recently drawn attention

to its very complete service for machine repairs and renewal parts of motors and also that it can still supply from stock two-minute reproducers for various models of Edison Bell and Edison phonographs.

As the result of much patient experiment the Edison Bell chromic gold-plated needle is officially described as good for ten records. It is certainly a very satisfactory needle from the viewpoint of reproduction.

The Winner people continue to favor us with regular monthly issues of acceptable titles on their well-known Winner discs, there being a good lot of "sellers" on the latest program, and oversea dealers are invited to register their names with the company, who will supply all information as to trading terms, etc.

A New "His Master's Voice" Motor

Advice reaches me of the introduction of a quadruple spring motor by the Gramophone Co., Ltd. There are two barrels, each containing two springs. Although it will run for quite thirty minutes the winding up takes only one minute. As a piece of mechanism it is a triumph of engineering skill and represents by far the best motive power equipment ever put into a gramophone. The company is fitting it in the cabinet grand models.

GREAT ADVERTISING CONFERENCE

Prosperity, Based on Industry and Integrity, to Be Theme of World Advertising Convention

Prosperity, based upon the great business principle of industry and integrity, will be the theme of the forthcoming World Advertising Convention, to be held in Atlanta, June 12-16. Practical help in the solution of the problem involved in maintaining prosperity despite the shifting situation of changing markets will be afforded all large and small buyers of advertising space attending the convention.

Outstanding features of the big advertising conclave will be a practical merchandising conference for the retailer, open to all delegates, and educational discussions looking toward definite helps for the financial advertiser, newspaper man, poster advertising man, export advertiser and for all those interested in every phase and complexion of advertising. Truthful advertising and the square deal generally will be given much impetus at the convention, this paramount issue of publicity being allotted much time for discussion according to the sessions' program.

A striking feature of the Atlanta meeting will be the great exhibit of American and foreign advertising under the direction of Charles H. Mackintosh, of Chicago. This exhibit will include a number of notable advertising campaigns, which will be explained by the men who planned them. It will also show representative displays from England, France, Germany, Holland, China, Japan, Australia and South America. This will not be an exhibit designed to sell advertis-

ing space or the tools of advertising—the seller will be forgotten and the exhibit will be educational and solely for the benefit of the delegates.

The convention will not be lacking in elaborate entertainment features, this phase of the meeting's hospitality being left in competent hands. All business men and women, even those not members of the Associated Advertising Clubs, are invited to attend the convention. Special railroad rates have been granted to those making the journey to Atlanta, consisting of a fare and a half for the round trip. P. S. Florea, general manager, 110 West Fortieth street, New York, will provide all information apropos hotel reservations and other matters affecting the convention.

JAPAN'S BIG FAIR IN 1922

The fine arts are to have a conspicuous place in the World's Fair to be held in Tokyo in March, 1922, according to the World Salesman, which recently made announcement of the exhibition next year. The fair will be the largest of its kind ever held in the Nippon empire. It will consist of two blocks, connected by cable cars, which will comprise halls for educational, agricultural, electric, forestry, chemical, industrial, dyeing, fine arts and botanical exhibits.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

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**Horn, Hornless and Table-Grand
GRAMOPHONES**

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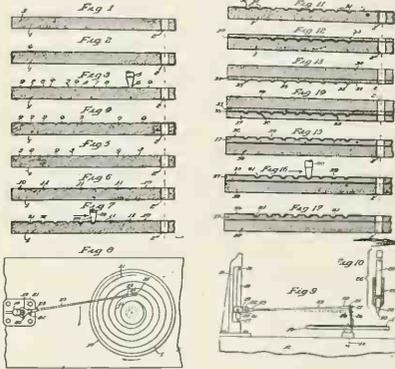
**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E. C. 2, England**
Cable Address "Lyrecodac, London"

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Method of Making Sound-record Tablets. Belford G. Royal, Camden, N. J. Patent No. 1,368,972.

This invention relates to the making of tablets containing a record of sound and particularly the making of original or master records from which matrices may be made for impressing commercial sound-record tablets suitable for reproducing the sound recorded on a suitable sound-reproducing machine.

The objects of the invention are to make the original, or master, record a metal record, which is, therefore, permanent and may be stored or filed away in a suitable repository without danger of deterioration; to produce a master sound record in metal in which the walls of the sound-record groove have an exceedingly smooth surface and in which the sound-record grooves may be made of any desired or standard size and shape in transverse cross-section; to impose as little resistance as possible to the free vibration of the recording or tracing stylus during the recording of sound and so obtaining



a very accurate tracing of the sound impulses or vibrations impressed upon the recording diaphragm and thence to the recording stylus.

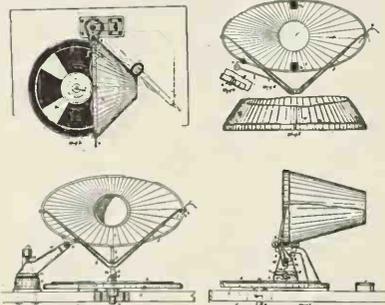
In the drawings forming a part of this specification and in which the same reference numerals are employed to designate the same parts throughout the various views, Figures 1 to 7 are diagrammatic views, on a very enlarged and exaggerated scale, of the same section through a portion of a sound-record tablet, showing the steps in sequence performed in carrying out the invention; Fig. 8 is a plan view and Fig. 9 is a side elevational view of an apparatus which may be employed in carrying out the spinning step indicated diagrammatically in Fig. 7; Fig. 10 is a longitudinal view, partly in section, on a more enlarged scale, of a stylus which may be used with the apparatus illustrated in Figs. 9 and 10; Fig. 11 is a diagrammatic section of a portion of the original master metal record, and Figs. 12 and 17 are diagrammatic views showing the steps employed in duplicating the metal record shown in Fig. 11 and spinning the groove to a greater extent.

Phonograph Reproducer. Gaston Strobino, Paterson, N. J. Patent No. 1,374,479.

One of the principal objects of this invention is to provide a reproducer which will co-operate with records having either vertical or lateral undulations and faithfully reproduce sound. To this end, the present invention broadly consists of a reproducer for phonographs or similar machines embodying certain novel features of construction and arrangement of a vibratory membrane member and a free stylus device or foot-piece rigidly secured to and projecting from a vibratory part of said member, in combination with means, mounted on the bed or other fixed support, to hold the reproducer in operative relation to a record to be reproduced when the stylus device is made to rest on the record. By "free stylus" styluses are excluded that

transmit vibrations to the membrane only by being fulcrumed or having a purchase on some non-vibratory part, such as the mounting for the membrane.

To obtain equally good sound-reproducing results with the improved mechanism, regardless of the class of record with which it is made to co-operate, it is best to employ with the particular record at any time being used the kind of needle that is specially adapted therefor, for instance, the needle that operates best with the V-shaped lateral groove, or that which operates best with the V-shaped vertical or that which



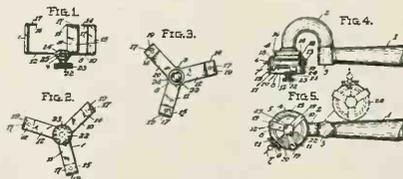
operates with the U-shaped vertical groove; provision is therefore made in the best form of the invention for interchangeability of needles or stylus points in a novel way.

In the accompanying drawings, Figure 1 is a front elevation of the reproducer, showing it in operative position on a record; Fig. 2 is a side elevation of what is shown in Fig. 1, certain parts appearing in section; Fig. 3 is a plan; and Figs. 4, 5 and 6 show a modified form of the reproducer. (a) designates the bed or support of the phonograph machine, in which is arranged to rotate the suitably driven spindle (b) for supporting the platen (c) on which a record (d) may be placed.

Phonograph Attachment. James J. Anker, Verona, Pa. Patent No. 1,374,483.

The present invention relates to improvements in attachments for phonographs, and more particularly to the means for manipulating the reproducer heads of such machines. For the purpose there has been devised a specially constructed spider adapted to be attached to the standard types of phonographs in current use.

Figure 1 is a top plan detail view of the invention; Fig. 2 is a front elevational view of Fig. 1; Fig. 3 is a rear or reverse view of the



same; Fig. 4 is a top plan view of a portion of the tone arm, reproducer head and connected parts of a phonograph showing the invention in operative position thereon; Fig. 5 is a front elevational view of Fig. 4.

Harmony Box for Talking Machines. Benedict Scrivani, Camden, N. J. Patent No. 1,373,677.

This invention relates to new and useful improvements in harmony boxes for talking machines, and has for its object to provide an exceedingly simple and effective device of this description of compact and durable construction, particularly adapted for use in talking machines and which will obviate hollow and other objectionable effects while increasing the sonority, mellowness and other good qualities in sounds.

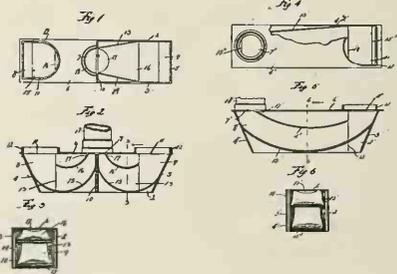
Another object of the invention is to provide

a duplex amplifier having sounding board tongues therein, arcuate in longitudinal cross section.

A further object is to provide a longitudinally arcuate sounding board forming one of the enclosing walls of the resonator compartment and to arrange within said compartment a longitudinally arcuate sounding board tongue or intermediate sounding board of less length than the first mentioned sounding board, both of the sounding boards increasing in width toward the outlet end of the harmony box.

A still further object is to construct a harmony box so that the sound waves emanating from the sound box and tone arm will be divided and conveyed in opposite directions through the duplex amplifier compartments, these divided sound waves being further divided during a portion of their travel through the compartments.

Figure 1 is a plan view of the improved harmony box for talking machines, a portion of the top wall being removed to plainly illustrate the interior construction and showing the connection of a tone arm thereto. Fig. 2 is a longitudinal sectional view thereof with a part of the



tone arm shown in elevation. Fig. 3 is a section at the line 3—3 of Fig. 2; Fig. 4 is a plan view of a slightly modified form of the invention having a section of the top wall broken away; Fig. 5 is a longitudinal section thereof with a portion of the tone arm in elevation, and Fig. 6 is a section at the line 6—6 of Fig. 5.

Tone-Chamber. Frederick F. Blandin, Racine, Wis., assignor to the Racine Phonograph Co., same place. Patent No. 1,373,943.

This invention relates to tone or sound chambers of sound-reproducing machines.

The main objects of the invention are to eliminate or suppress the harsh, scratchy and unpleasant noises produced by the needle or stylus traversing record grooves and by the operation of the motor and actuating mechanism; to produce full rich tones; and generally to improve the timbre or quality of the tone of such machines.

Referring to the accompanying drawing, which shows in vertical longitudinal section a tone chamber embodying the invention as incorporated in a sound-reproducing machine of a typical construction, of which only such parts are shown as are essential to a complete and clear understanding of the invention, (a) designates the turn table, (b) a record disc placed thereon, (c) the tone or horn arm pivotally mounted on the top board or plate (d) and provided at its free end with the sound box or reproducer (e), carrying a stylus or needle (f), for tracing the spiral groove in a record disc, and an encased motor and actuating mechanism (g) for turning the table (a) with a record disc thereon, all of the usual or any suitable construction and operating according to the well-known manner in sound-reproducing machines of the class to which the invention especially relates.

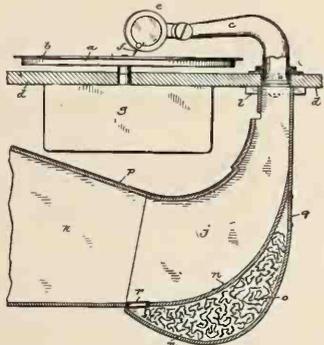
(j) designates a tone chamber of the usual curved and flaring design, forming a part of the horn (k) and attached at its smaller upper end,

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

as by cleats (l) and screws, to the under side of the top board or plate (d), so as to register with the larger swiveled or pivoted end of the tone arm (c).

An extension on the under side of the main or sound-conducting chamber (j), forms an auxiliary, substantially closed crescent-shaped chamber (m), which is separated from the main chamber by a curved resonant sound board (n), forming the lower wall of the main sound chamber against which the sound waves from the tone arm (c) impinge and from which they are reflected through the larger flaring end of the horn (k).

The chamber (m) is filled or partially filled, as indicated in the drawing, with loose bits, scraps or strips of sound or tone modifying material (o), such as paper or wood of various kinds, more or less compacted according to the nature of the instrument and the quality of tone desired. Among various materials used for this purpose, fluted or crimped spruce shavings have given very satisfactory results. The presence of this loose material (o) in the auxiliary chamber (m) eliminates or suppresses the harsh or



scratchy sounds or noises which are otherwise produced by the needle or stylus traversing the grooves of records and by the action of the mechanism of the instrument, and clarifies, enriches and improves the timbre or quality of the tone of the instrument.

The top wall of the horn (k), including the main tone chamber (j), is preferably provided with a non-resonant covering (p) of felt or other suitable material, to intercept vibrations produced by the motor mechanism and prevent their interference with the sound waves produced by the operation of the instrument in the tone chamber and issuing from the horn.

The outer wall of the auxiliary chamber (m) may have a removable section (q), preferably in the upper part thereof, as shown, to facilitate the insertion of the loose sound or tone-modifying material (o) therein.

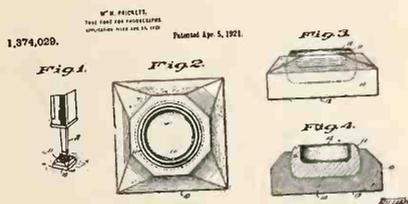
The sound board or intervening wall (n) between the chambers (j) and (m) may be formed with one or more openings, for example an opening in the lower part thereof next to the flaring extension of the horn (k), such opening being provided with a removable screen (r) of cloth or other suitable material, affording access to the loose filling in the auxiliary chamber (j) and also modifying the tone of the instrument.

Tone-foot for Phonographs. William H. Prickett, Trenton, N. J. Patent No. 1,374,029.

This invention relates to the feet provided for use beneath the legs of phonographs and

has for its general object to provide an improved foot, the use of which will result in a clearer and more distinctive reproduction of the record with a smooth, sweet and full tone and in a manner to preserve the characteristics and beauty of the original production.

Figure 1 is a perspective view of a phonographic foot embodying the invention, showing the same in use beneath a phonograph shown in part; Fig. 2 is an enlarged plan view of the



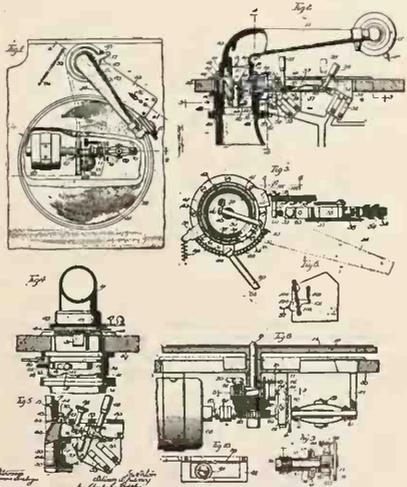
improved phonograph foot; Fig. 3 is a side elevation thereof; Fig. 4 is a transverse vertical section.

Operating Mechanism for Phonographs. Wm. W. Kideney, Chicago, Ill., assignor to the American Electric Co., same place. Patent No. 1,374,151.

This invention relates to an improvement in operating mechanism for phonographs, and relates particularly to the type of phonograph employing a revolving disk record, although it may be employed in connection with other forms of instruments.

Among the objects of the invention are to provide improved means for automatically bringing the needle or stylus carried by the tone arm into engagement with the record when the phonograph is started into operation, this being brought about by movement of the tone arm relative to the record. Further features of the invention relate to means for automatically stopping the record at a predetermined point and for then returning the tone arm to the initial or starting position whereby the needle can again be brought into engagement with the record and thus cause the playing of the selection on the record to be repeated. Other features and objects of the invention relate to various improvements and details in the operating mechanism whereby the efficiency of the same is greatly increased.

Figure 1 is a plan view of a phonograph embodying features of the invention with a portion of the record and cover of the casing broken away in order to show more clearly certain of



view of a portion of the switch-controlling mechanism taken on the line 6—6 of Fig. 3; Fig. 7 is a perspective view of a portion of the switch-closing mechanism with the fiber supporting plate omitted in order to show more clearly the relation of the various parts; Fig. 8 is a sectional view taken on the line 8—8 of Fig. 1; Fig. 9 is a sectional view taken on the line 9—9 of Fig. 7; Fig. 10 is a detailed view of the rack and pinion.

Repeating Device for Sound-reproducing Machines. Arthur Max Hilbig, Milwaukee, Wis. Patent No. 1,371,764.

This invention relates to improvements in a repeating device for sound-reproducing machines.

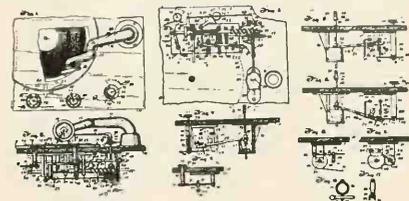
It is one of the objects of the present invention to provide a repeating device for sound-reproducing machines which will, upon the completion of the playing of a record, automatically raise the sound box stylus from the record and swing it to the initial or starting position and then lower the stylus to playing position.

A further object of the invention is to provide a repeating device for sound-reproducing machines which may be adjusted to repeat the playing of records which vary in diameter and in length of record groove.

A further object of the invention is to provide a repeating device for sound-reproducing machines which may be adjusted to repeat the playing of a record any number of times desired and automatically stop when the desired number has been played.

A further object of the invention is to provide a repeating device for sound-reproducing machines which is of simple construction, is strong and durable and is well adapted for the purpose desired.

Figure 1 is a top view of a portion of a sound-reproducing machine provided with the improved repeating device; Fig. 2 is a vertical sectional view thereof taken on line 2—2 of Fig. 1; Fig. 3 is an inverted plan view of the repeating mechanism, parts being shown in section; Fig. 4 is a transverse vertical sectional view taken on line



4—4 of Fig. 3; Fig. 5 is a similar view taken on line 5—5 of Fig. 3; Fig. 6 is a view similar to Fig. 5 with parts shown in a different position; Fig. 7 is a vertical sectional detail view taken on line 7—7 of Fig. 3; Fig. 8 is a vertical sectional detail view taken on line 8—8 of Fig. 3; Fig. 9 is a similar view taken on line 9—9 of Fig. 3; Fig. 10 is a vertical sectional detail view of the reproducer arm and parts connected thereto taken on line 10—10 of Fig. 1, and Fig. 11 is a side view of the parts shown in Fig. 10, some of the parts being shown in section.

NEW VICTOR SHOP TO OPEN

MONTICELLO, N. Y., May 9.—H. Lustgarten, agent for the Victor talking machine and records, at Liberty, N. Y., is shortly to open a shop in the new Miller and Washington Theatre Building in this city, where he will handle these same products. His store will be ready for occupancy in about six weeks.

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the mechanism located within the casing; Fig. 2 is a sectional view taken on the line 2—2 of Fig. 1 looking in the direction of the arrows; Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2 looking in the direction of the arrows; Fig. 4 is a sectional view taken on the line 4—4 of Fig. 2; Fig. 5 is an enlarged sectional detail of part of the switch-operating mechanism shown in Fig. 2, but showing the switch open instead of closed, as in Fig. 2; Fig. 6 is a detailed

Advance RECORD BULLETINS for June, 1921

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18746 Somebody's Mother...Peerless Quartet
18747 My Mother's Evening Prayer...Henry Burr

- DANCE RECORDS
18745 I Lost My Heart to You...Medley Fox-trot
35708 All for You...Happiness-Medley Fox-trot

- VOCAL AND INSTRUMENTAL RECORDS
45245 Darling...Lambert Murphy
18752 On the Campus...March...Sousa's Band

- RED SEAL RECORDS
88633 Nozze di Figaro...Deh vieni, non tardar?
74681 Same Old, Dear Old Place...Bowles-Wilson

- SOPHIE BRASLAU, Contralto
74681 Same Old, Dear Old Place...Bowles-Wilson
88629 Messe Solennelle...Domine Deus

- GIUSEPPE DE LUCA, Baritone
64957 Don Carlos...O Carlo, ascolta
74682 Song Without Words

- GIUSEPPE DE LUCA, Baritone
74686 Capriccio Valse
74684 Walkure...The Ride of the Valkyries

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
79518 Love Sends a Little Gift of Roses...Tenor solo
A3380 Pale Moon (An Indian Love Song)...Tenor solo

- POPULAR HITS
A3392 Make Believe...Nora Bayes, Comedienne
A3394 Mary and John...Tenor solo

- DANCE RECORDS
A3391 Nestle in Your Daddy's Arms...Fox-trot
A3393 Mazie...Intro. "You Can't Go Away"

- NOVELTY RECORD
E7072 Tropical Dance No. 4...Haytian Orchestra
A3389 Bright Eyes...Xylophone solo

- NEGRO SPIRITUALS
A3386 Put on De Golden Sword...Harry C. Browne and Male Quartet

- FAMILIAR HYMNS
A3385 Rescue the Perishing...Tenor solo

- THE MID-MONTH LIST
A3381 Turkey in the Straw...Piano solo
A3387 Siren of a Southern Sea...Fox-trot

- DANCE RECORDS
A3383 Toddle...Fox-trot
A3384 I Lost You...Fox-trot
A3382 Scandinavia (Sing Dose Song and Make Dose Music)

AEOLIAN CO.

- OPERATIC SELECTIONS
52008 Carmen (Bizet) (Toreador Song)...Baritone, in Italian
52009 Faust...Air des Bijoux

- STANDARD SELECTIONS
30123 Santa Lucia Lontana (Neapolitan Folk Song)...Tenor, in Italian
52010 Danny Deever (Kipling-Damrosch)...Baritone

- INSTRUMENTAL SELECTIONS
30125 Serenade (Drigo)...Violin, Piano accomp.
24015 Star of Eve (Wagner)...Cello, Piano accomp.

- HAWAIIAN SELECTIONS
14170 Hawaiian Blues (Motzan-Jerome)
14171 Naughty Hawaii (Breau-Alma-Sanders)

- SACRED SELECTIONS
14171 I Need Thee Every Hour (Hawkes-Lowry)
Hymn Medley: "Come Thou Almighty King," "Abide With Me," "All Hail The Power of Jesus' Name"

- POPULAR SELECTIONS
14172 I Was Born in Michigan (Gerber-Franklin)
14173 When the Autumn Leaves Begin to Fall (Fleeson-Von Tilzer)

- DANCE SELECTIONS
14177 Snuggle (Close to My Heart) (Spencer)
14178 I Call You Sunshine (Silvers-Gershwin)

- DANCE SELECTIONS
14179 Tea Leaves (Whiting)...Toddle Fox-trot
14180 Paper Doll (Lee David)...Fox-trot

- DANCE SELECTIONS
14181 Crooning (Caeser-Perkins)...Intro. "Love Me," from "It's Up to You"
14169 Make Believe (Shilkert)...Fox-trot

EDISON RE-CREATIONS

- 82215 Roses of Picardy (Wood)...Violin...Albert Spalding
82216 Mia picciarella (My Little Girl)...Salvatore Rosa

- 82217 L'amerò, sarò cosante (I Love Him and Will Be Faithful)...R. R. Pierce (Mozart)
80610 Der Freischütz Overture...Part II (Von Weber)

- Der Freischütz Overture...Part II (Von Weber), American Symphony Orchestra
80611 Old Fireside (Towner)...Baritone, Thomas Chalmers and Mixed Chorus
80612 Will You Love Me When I'm Old? (Ford)...

- EDISON RE-CREATIONS-"BITS OF ROADWAY"
50771 Blue Jeans (Traveller)...Male voices, Premier Quartet
50772 Just Wanting You (Zamecnik)...Fox-trot

- 50773 Wandering Home (Case-Stevens)...Soprano and contralto
50774 Tea Leaves (Egan-Whiting)...Fox-trot

- 50775 Nobody's Rose (Fried-White)...Tenor
50776 Someone Else (J. & H. Rosey-Donaldson)...

- EDISON "TIMELY" RE-CREATIONS
50729 No Wonder I'm Blue (Ahlert)...Ernest Hare
50733 Why Don't You? (Ager-Tierney)...Fox-trot

- 50734 Good-Bye-Lady Billy (Levey)...Soprano and tenor
50735 Satisfied (Briers)...Bernard-Hoffman-Harman

- EDISON AMBEROL RECORDS
SPECIALS
4242 Bright Eyes (Motzan-Jerome)...Fox-trot

- 4243 Mazie (Gold-Dawson-Caine)...Fox-trot
4244 Sally (Kern)...Medley Fox-trot
4245 Humming (Breath-Henderson)...Fox-trot

- 4246 Do You Ever Think of Me? (Burnett)...Fox-trot
29076 By the Waters of Minnetonka (Lieurance)...

- REGULAR LIST
4247 Na-Jo (Wiedoeff-Holiday)...Fox-trot
4248 Strut...Miss Lizzie (Creamer-Layton)...

- 4249 Little Crumbs of Happiness (Ball)...Tenor
4250 The Debutante-Caprice Brillante (Clarke)...Trumpet, Orch. accomp.
4251 Rebecca (Come Back from Mecca) (Kalmars-Ruby)...

- 4252 I Never Knew-Medley Fox-trot, for dancing
4253 Will You Love Me When I'm Old? (Ford)...

- 4254 Dew Drop (Bernard-Briers)...Orch. accomp.
4255 Arabia (G. H. Green)...One-step, for dancing
4256 There's a Little Bit of Irish in Us All (Handman)...

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 178)

BRUNSWICK RECORDS

- 10032 Mazurka in A Minor (Chopin-Kreisler)—Violin solo. Pianoforte by Frederic Perleson. Max Rosen
- 13020 Bohemian Girl (Act II) (Heart Box) (Balf)—Baritone, with Orch. Richard Bonelli for All Eternity (Mascheroni)—Baritone, with Orch. Richard Bonelli
- 10030 Santa Lucia (Neapolitan Folk Song)—Tenor, with Orch. in Italian. Mario Chamlee
- 30006 Elli (Shallit-Fisher)—Soprano, with Orch. in Kildish Dorothy Jordan
- 5041 Rosary (Nevin)—Contraalto and Male Trio, with Orch. Elizabeth Lennox and Crescent Trio
- 13021 I'll Take You Home Again, Kathleen (Westendorf)—Tenor and Male Trio, with Orch. Theo. Karle and Crescent Trio
- Lass O'Killian (Stickles)—Tenor, with Orch. Theo. Karle
- 5050 Little Cotton Dolly (Buck-Geibel)—Male Quartet, Criterion Quartet
- Kentucky Bahe (Buck-Geibel)—Male Quartet, Criterion Quartet
- 5051 Spring Zephyrs (Vessella)—Waltz Intermezzo—Concert Band. Vessella's Italian Band
- Victory Festival March (Vessella)—Concert Band, Vessella's Italian Band
- 5052 Underneath Hawaiian Skies (Never) (Rose-Pitts-Egan-March)—Fox-trot, for Dancing. Isham Jones Orchestra
- All She'd Say Was Umh Hum (Zany-Emerly-Van-Schenck)—Toddle, for Dancing. Isham Jones Orchestra
- 247 That Naughty Waltz (Levy) For Dancing. Carl Fenton's Orchestra
- Gloaming Time (Holiday-Cross)—Waltz, for Dancing. Carl Fenton's Orchestra
- 2096 I Lost My Heart to You (Intro. "Calling") (Davis-Merkur-Squires)—Fox-trot, for Dancing. Orchestral arrangement by Walter Haenschel. Rudy Wiedoeff's Californians
- I'll Keep on Loving You (Intro. "Coral Sea") (Rose-Brown)—Fox-trot, for Dancing. Orchestral arrangement by Walter Haenschel. Rudy Wiedoeff's Californians
- 2090 Yan-Kee (Gershwin)—Fox-trot, for Dancing. Green Brothers Novelty Band
- Learning (Tucker-Buffano-Steiger)—Fox-trot, for Dancing. Green Bros. Novelty Band
- 2095 Pining (Intro. "For Somebody Else") (Kendis-Clare)—Fox-trot, for Dancing. Accordion Solo. Harry Perry
- Broken Moon (Intro. "Nightgale") (Callahan-Coburn)—Fox-trot, for Dancing. Accordion Solo. Harry Perry
- 2080 Whip-Poor-Will (From "Sally") (DeSylva-Kern)—Soprano and Tenor, with Orch. Irene Audrey and Sam Ash
- Look for the Silver Lining (From "Sally") (DeSylva-Kern)—Soprano and Tenor, with Orch. Irene Audrey and Sam Ash
- 2091 Don't Leave Me, Mother Mine (Costello-Goodman-Stept)—Baritone, with Orch. Ernest Hare Wyoming (Williams)—Lullaby—Tenor, with Orch. Chas. Hart and Elliott Shaw
- 2093 Pucker Up and Whistle (Vincent-Franklin)—Male Quartet, with Orch. Harmonizers' Quartet
- I Was Born in Michigan (Franklin-Gerber)—Male Quartet, with Orch. Harmonizers' Quartet
- SPECIAL RELEASE
- 2094 Toddle (Intro. "Hawaiian Blues") (Biese-Westphal-Steiger-Moran-Jerome)—Fox-trot, for Dancing. Carl Fenton's Orchestra
- Some Little Bird (Intro. "Marie") (McPhail-Van Alstyne)—Fox-trot, for dancing, Carl Fenton's Orchestra

PATHE FRERES PHONOGRAPH CO.

"POP" SUPPLEMENT NO. 45

POPULAR VOCAL

- 20530 I Was Born in Michigan (Gerber-Franklin), The Harmonizers 10
- Rebecca (Came Back from Mecca) (Kalmarruby)—Tenor, Billy Jones 10
- 20531 Shores of the Shannon (O'Connor-Fitzgerald)—Tenor and baritone duet, Lewis James-Elliott Shaw 10
- Somebody's Mother (Sterling-Von Tilzer), Orpheus Trio 10
- 20532 Thinking of You (Eastman-Heltman)—Soprano, Grace Greene 10
- The Last Little Mile Is the Longest (Young-Lewis-Donaldson)—Tenor, Robert Bruce 10
- 20533 Down Yonder (Wolfe-Gilbert)—Baritone, dance rhythm, Ernest Hare 10
- Jabberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn)—Baritone, dance rhythm, Ernest Hare 10
- 20534 I Like It (Berlin)—Tenor and baritone duet, Lester George-Walter Lange 10
- Honolulu Eyes (Johnson-Violinsky)—Tenor and baritone duet, Lester George-Walter Lange 10
- 20535 My Old New Jersey Home (MacDonald-Incense)—Baritone, Jack Norworth 10
- Vamping Rose (Hanlon-Ryan-Violinsky-Schuster)—Baritone, Jack Norworth 10
- HAWAIIAN
- 20521 Somewhere in Honolulu (Sherwood-Vandersloot)—Hawaiian guitars, Ferera-Franchini 10
- Naughty Hawaii (Sanders-Carlo-Breaux)—Hawaiian guitars, Ferera-Franchini 10
- DANCE
- 20536 Snuggle (Close to My Heart) (Spencer-Pollack)—Fox-trot, Intro. "Idol Mine", Selvin's Novelty Orchestra 10
- Sunshine (Little-Stanley-Motzan)—One-step, Selvin's Novelty Orchestra 10
- 20537 Without You (Mitchell-Gumble-Greer)—Fox-trot, Selvin's Novelty Orchestra 10
- Just Like a Rainbow (Earl-Fiorito)—Fox-trot, Casino Dance Orchestra 10
- 20538 Would You? (I'll Say You Would!) (Sterling-McConnell)—Fox-trot, Casino Dance Orchestra 10
- Moonlight (Con Conrad)—Fox-trot, Casino Dance Orchestra 10
- 20539 Sweetheart (Davis-Johnson)—Fox-trot, Casino Dance Orchestra 10
- I'll Keep on Loving You (Coburn-Rose)—Fox-trot, Casino Dance Orchestra 10
- 20540 Lips (Elwood-Fiorito)—Fox-trot, Joseph Samuels' Music Masters 10
- Mon Homme (My Man) (Yvain)—Fox-trot, Joseph Samuels' Music Masters 10
- 20541 Say You'll Be Mine (My Love Is All For You) (Morrison)—Waltz, Green's Marimba Band 10
- Tea Leaves (Whiting-Egan)—Fox-trot, Green's Marimba Band 10
- 20542 Pussy Willow Waltz (Glogau)—Waltz, Intro. "In the Heart of Dear Old Italy", Jack Glogau 10

- Somewhere in Poppyland (Jentes-Glogau)—One-step, Piano solo, Jack Glogau 10
- REGULAR PATHE JUNE LIST
- 54070 Annie Laurie (Scott)—Soprano, Yvonne Gall 12
- 54071 The Rosary (Nevin)—Soprano, Yvonne Gall 12
- 54069 Two Folk Songs of Little Russia (Zimbalist)—Basso, in Russian, Adamo Didur 12
- STANBARD SONGS—SUNG IN ENGLISH
- 20518 Rocked in the Cradle of the Deep (Willard-Knight)—Basso, Wilfred Glenn 10
- Asleep in the Deep (Lamb-Petrie)—Basso, Wilfred Glenn 10
- 25055 Erminie (Jakobowski)—Contraalto, Florence Mulholland 10
- Blue Bells of Scotland (Grant)—Contraalto, Florence Mulholland 10
- 25056 Drink to Me Only With Thine Eyes (Jonson-Mozart)—Baritone, Wells Clary 10
- Beauty's Eyes (Weatherly-Tosti)—Baritone, Wells Clary 10
- 25057 (Pathé) Broken Moon (Callahan-Roberts)—Baritone, Percy Hemus 10
- 02507 (Actuelle) Monastery Bells (Leslie-Wending)—Baritone, Percy Hemus 10
- NEW INSTRUMENTAL RECORDS
- 20504 Humoresque (Dvorak)—Violin solo, Virgilio Ranzato, Concert Master, Toscanini's La Scala Orchestra 10
- Minuet, No. 13 (Mozart)—Violin solo, Virgilio Ranzato, Concert Master, Toscanini's La Scala Orchestra 10
- 25058 The Willow Tree (Old Melody)—Cello solo, piano accomp. Hans Kronold 10
- The Valley Lay Smiling Before Me and Believe Me, If All Those Endearing Young Charms—Cello solo, piano accomp. Hans Kronold 10
- 25055 Amaryliss (Brisson)—Celesta solo, Carlo Georges Silver Threads Among the Gold (Danks) 10
- Celesta solo, Carlo Georges 10
- 25056 I Am Longing For You (Marshall)—Cornet solo, Sergeant Leggett 10
- The Sweetest Flower That Blows (Hawley)—Cornet solo, Sergeant Leggett 10
- NEW BAND AND ORCHESTRA RECORDS
- 20502 In a Monastery Garden (Ketyby)—With male chorus, Domenico Savino and His Symphony Orch. 10
- Sunset Shadows (Savino)—Intermezzo, Domenico Savino and His Symphony Orch. 10
- 25053 The Picadore March (Souza), American Regimental Band 10
- The Gladiator March (Souza), American Regimental Band 10
- 20519 Nearer My God To Thee (Mason), Cathedral Male Quartet, Unaccomp. 10
- There Is a Green Hill Far Away (Stebbins), Cathedral Male Quartet, with Celesta 10

GENNETT LATERAL RECORDS

- 4709 Sospan Fach (Welsh Song), Welsh Quartet 10
- Y Mochyn Du (Welsh Comic Song), Welsh Quartet 10
- 4710 Ar Hyd y Nos (Welsh Air), Welsh Quartet 10
- Coed y Mensitydd—Tenor, piano accomp., David Evans 10
- 4711 Ton y Melnydd (The Miller's Song), John Roberts and Quartet 10
- Nob y Derry Dando (Hop "Daddy"), John Roberts and Quartet 10
- 4703 Ar D'Wysog Gwlad y Brynion (God Bless the Prince of Wales)—Baritone, Orch. accomp., Ivor Foster 10
- Hen Wlad Fy Nhadau (Land of My Fathers), Baritone, with Chorus, Ivor Foster 10
- 4704 Martyrs of the Arena—Part I, Welsh Quartet 10
- Martyrs of the Arena—Part II, Welsh Quartet 10
- 4705 Y Delyn Aur, Welsh Quartet 10
- In the Sweet Bye and Bye, Welsh Quartet 10
- 4706 My Fanwy (Arabella), Welsh Quartet 10
- Cydan y Morwyrr (Sailors' Chorus), Welsh Quartet 10
- 4707 Bryn Cafaria (Sacred), Welsh Quartet 10
- Crugybar (Sacred), Welsh Quartet 10
- 4708 Alexander, Welsh Quartet 10
- Ton-y-botel, Welsh Quartet 10
- 4712 Royal Garden Blues (Clarence-Williams), Daisy Martin and Her Five Jazz Bell Hops 10
- Spread Yo' Stuff (Levy-Crane-Bernard), Daisy Martin and Her Five Jazz Bell Hops 10
- 9111 Pass Along March, His Majesty's Scots Guards Band Thistledown March—With bell effects, His Majesty's Scots Guards Band 10
- 4700 Toronto Jig—Banjo solo, Oily Oakley 10
- Sweet Jasmine—Banjo solo, Oily Oakley 10
- 4701 Asleep in the Deep—Bass, with Orch. accomp., F. J. Hawtreay 10
- Rocked in the Cradle of the Deep—Bass, with Orch. accomp., F. J. Hawtreay 10
- 9115 March Across the Desert, Honourable Artillery Company Band 10
- Rose Thistle and Shamrock, Honourable Artillery Company Band 10
- 4702 Chason de Cloche—With bell effects, Tower Military Band 10
- Men of the Mist, Tower Military Band 10
- 4697 A Drop o' Scotch—Bell solo, Band accomp., Whitlock 10
- My Lady Dainty (Intermezzo)—With bells, Royal Court Orchestra 10
- 4698 Bonnie Scotland March—Band and bagpipes, Royal Military Band 10
- The Campbells Are Coming—Bagpipe solo, Major Forsythe 10
- 9097 Morning, Noon and Night—Part I, Honourable Artillery Company Band 10
- Morning, Noon and Night—Part II, Honourable Artillery Company Band 10
- 4699 Keep on March—Xylophone solo, Billy Whitlock 10
- Tolly Jock—Bell solo and Band, Billy Whitlock 10
- 4694 Somebody's Mother (Andrew Sterlin-Fox-Tilzer)—Orch. accomp., Wilton Ballard 10
- When You're Gone I Won't Forget (Reid-De Rose)—Orch. accomp., Ballard-Terrell 10
- 4695 Crooning (Dublin-Wise-Caesar), Max Fells' Vanderbilt Orchestra 10
- Mello Cello (Neil Mather), Joseph Knecht's Waldorf-Astoria Dance Orchestra 10
- 4696 Crooning (Dublin-Wise-Caesar)—Orch. accomp., Louise Terrell 10
- Wyoming (Gene Williams), Hart-Terrell 10
- 4681 Hail Purdue (Morrison-Watawa)—Orch. accomp., Royal Dadman and Chorus 10
- Gold and Black (Hawkins-Smith-Haymaker)—Orch. accomp., Royal Dadman and Chorus 10
- 4713 The Last Little Mile Is the Longest (Lewis-Young-Donaldson)—Orch. accomp., Elliott Shaw 10
- Mammy's Little Sonny Honey Boy (Caddigan-Story)—Orch. accomp., Hart-Shaw 10
- 4714 Moonlight (Con Conrad), Natzy and His Biltmore Orchestra 10
- Sunshine (Little-Stanley-Motzan), Natzy and His Biltmore Orchestra 10
- 4715 Lucky Dog (F. Warshauer-B. Warshauer), Lanin's Roseland Orchestra 10
- Jabberwocky (Kendis-Brockman-Brown-Eastwood-

- Weslyn) Harry Raderman's Orchestra 10
- 4716 I Found a Rose in the Devil's Garden (Fred Fisher) Harry Raderman's Orchestra 10
- In a Boat (For Two) (Lange-Klapholz), Lanin's Roseland Orchestra 10
- 4717 Aloha Oe—Accomp. by Hawaiian guitars, Crescent Trio 10
- Sweet Luana (Zamecnik-Burt)—Accomp. by Hawaiian guitars, Crescent Trio 10
- 4718 Cherie (Wood-Bibo), Knecht's Waldorf-Astoria Dance Orch. 10
- My Lady of the Lamp (Leo Pollack), Harry Raderman's Orch. 10

OLYMPIC DISC RECORD CORP.

- POPULAR SONGS
- 14104 Anna in Indiana (Gorman-Rofe), Aileen Stanley, Comedienne, with Orch. 10
- Pucker Up and Whistle (Vincent-Franklin), Aileen Stanley, Comedienne, with Orch. 10
- 14105 Madeline (Brown-Von Tilzer), Green Brothers Novelty Band 10
- Carolina Lullaby (Hirsch-Panella), Stellar Quartet with Orch. 10
- 14106 Peggy O'Neill (Pease-Nelson-Dodge) Baritone with Orch., Arthur Fields 10
- I'm Nobody's Baby (Davis-Ager-Santly), Baritone with Orch., Arthur Fields 10
- DANCE
- 15104 Mello Cello (Williams-Lange-Moret) Waltz, Lanin's Roseland Orch. 10
- Jabberwocky (Kendis-Brockman-Brown-Eastwood-Weslyn) Fox-trot, Rudy Wiedoeff's Californians 10
- 15105 Learning (Tucker-Buffano-Steiger) Fox-trot, Green Brothers Novelty Band 10
- Arabia (Geo. H. Green) One-step, Green Brothers Novelty Band 10
- 15106 Wang Wang Blues (Mueller-Johnson-Busse) Fox-trot, Bennie Krueger's Orch. 10
- Some Little Bird (Gillespie-McPhail-Van Alstyne) Fox-trot, Bennie Krueger's Orch. 10
- 15107 In a Boat (For Two) (Lange-Klapholz-Lieci) Fox-trot, Lanin's Roseland Orch. 10
- Lucky Dog (Ben & Frank Warshauer) Fox-trot, Lanin's Roseland Orch. 10
- HAWAIIAN
- 16102 Drifting (Lamb-Polla) Waltz, Hawaiian Instrumental Duet 10
- Malana Anu Ka Makani (Hawaiian Melody) "Lana's Cold Winds", Hawaiian Guitars 10
- STANDARD VOCAL
- 17104 Drink to Me Only With Thine Eyes (Ben Jonson) Baritone with Orch., Percy Hemus 10
- Danny Deever (Kipling-Damrosch) Baritone with Orch., Percy Hemus 10
- 17105 The Rosary (Rogers-Nevin) Mezzo Soprano with Orch., Jane Bartlett 10
- Mighty Lak' a Rose (Stanton-Nevin) Mezzo Soprano with Orch., Jane Bartlett 10
- 17106 Three for Jack (Weatherly-Squire) Baritone with Orch., Howard Shelley 10
- Clang of the Forge (Rodney) Baritone with Orch., Howard Shelley 10
- INSTRUMENTAL
- 18103 Souvenir (Franz Drdla) Violin Solo, Charles Howard 10
- Canzonetta (A. d'Ambrosio op. 6) Violin Solo, Helen Lee, Pianoforte by Charles Howard 10
- OPERATIC
- 19101 Pagliacci—Prologo (Prologue Act I) (The Clowns) Baritone with Orch., Leoncavallo, Greek, Evans, Italian 10
- 19102 Carmen—Habanera (Love Is Like a Wood Bird) With Orch. French. Contraalto, Henrietta Wakefield 10
- OKEH RECORDS
- 4320 Where Is My Boy To-night? (Sacred)—Baritone, with Orch., Elliott Shaw 10
- Face to Face (Sacred)—Baritone, with Orch., James Jordan 10
- 4313 Sweet Bells of San Jose—Trio, with Orch., Crescent Trio 10
- Wandering Home—Trio, with Orch., Crescent Trio 10
- 4314 Somebody's Mother—Trio, with Orch., Crescent Trio 10
- There's Only One Pal After All—Quartet, with Orch., Shannon Four 10
- 4318 Jelly Roll Blues, The Norfolk Jazz Quartet 10
- Southern Jack, The Norfolk Jazz Quartet 10
- 4319 Way Down Yonder in de Cornfield, Shannon Four 10
- Asleep in the Deep—Bass, with Orch., Wilfred Glenn 10
- 4297 Scandinavia (Sing Dose Song and Make Dose Music)—Contraalto, with Rega Orch., Anna Chandler 10
- Rebecca (Came Back From Mecca), Billy Jones 10
- 4298 O-Hi-O (O-My! O!)—Baritone, with Orch., Jack Strouse 10
- Oh! Boy (I Found the Baby for Me)—Tenor, with Orch., Billy Jones 10
- 4303 For Somebody Else (You Let Me Go)—Contraalto, with Rega Orch., Vaughn De Leath 10
- Vamping Rose—Contraalto, with Rega Orch., Vaughn De Leath 10
- 5004 Midsummer Night's Dream (Scherzo) (Mendelssohn), Henry Hadley's Symphony Orchestra 10
- Hymn and Triumphal March (From "Aida"), Henry Hadley's Symphony Orchestra 10
- 4315 The High School Cadets—March, Conway's Band 10
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HEINEMAN ON WESTERN TRIP

Otto Heineman, president of the General Phonograph Corp., accompanied by W. C. Fuhri, general sales manager of the Okeh record division, left New York recently for an extended Western trip, which will include a visit to practically all of the Okeh record jobbers as far West as Omaha. Mr. Heineman is looking forward with interest to this trip, as it will give him an opportunity to meet personally the Okeh jobbers who have been such important factors in the success of this record line.

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Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Cedar Rapids—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
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 YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).